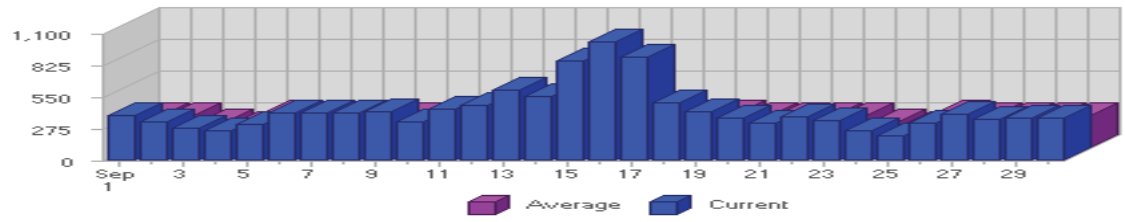
SEPTEMBER
Main Street Manager Report

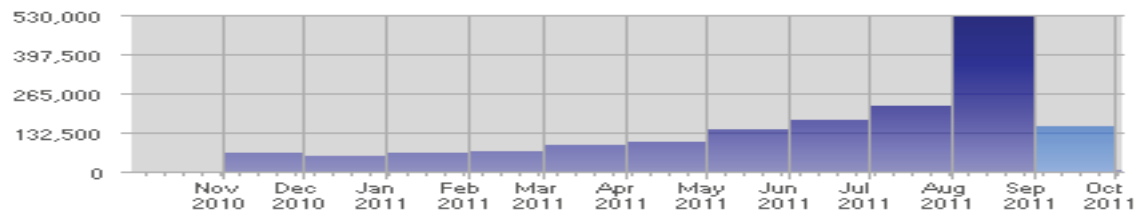
	Promotions	
Event	Sponsor	Media
Volunteer Advertising	MBDC, Borough	All
Farm Market	MBDC, Borough	All
Wine Fest	MBDC, Borough	All
Rain Garden	MBDC, Borough	All
GOM	MBDC, Borough	All
Creepy Harvest Party	MBDC, Borough	All
Halloween Parade	MBDC, Borough	All
Santa Celebration	MBDC, Borough	All

WEB STATS

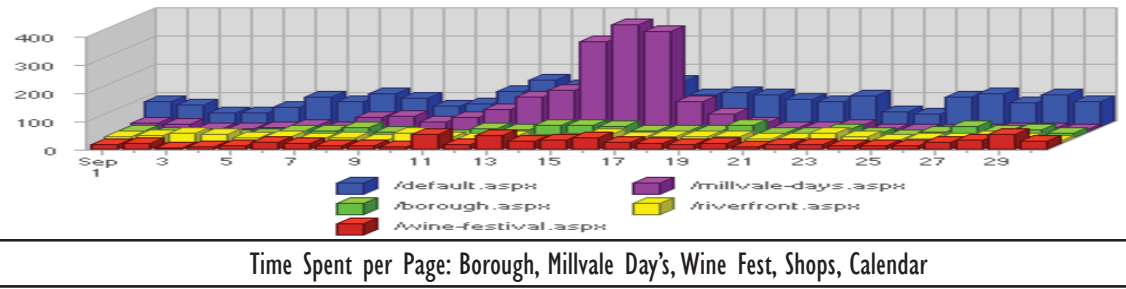
Visits: 13,076 - 13,034



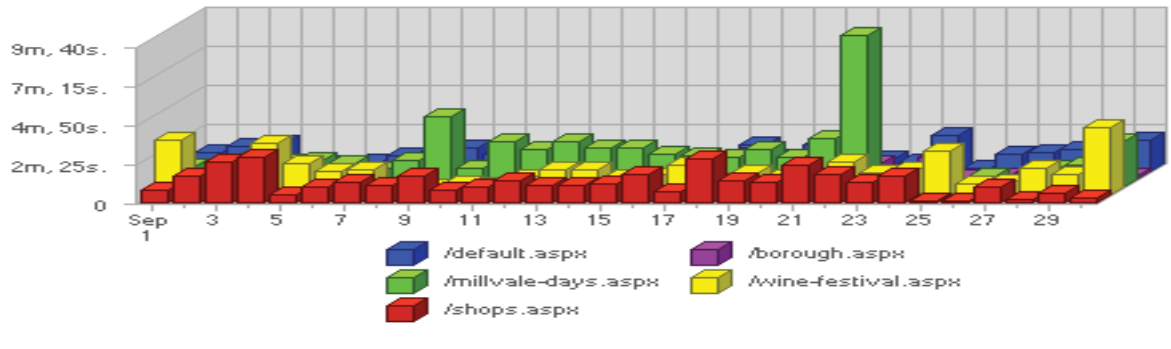
Hits: 158,529 -366,365



Top Pages: Millvale Day's, Borough, Riverfront, Wine Fest, Brew Fest



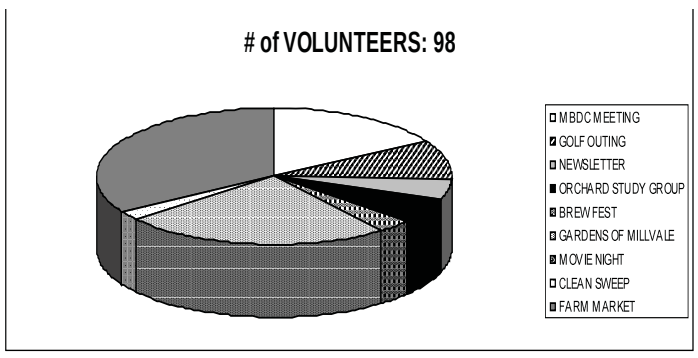
Time Spent per Page: Borough, Millvale Day's, Wine Fest, Shops, Calendar

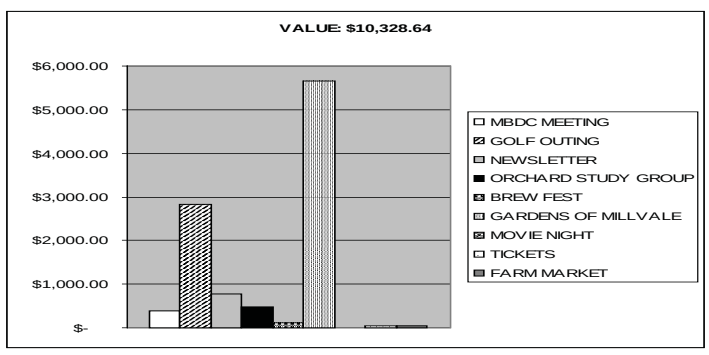


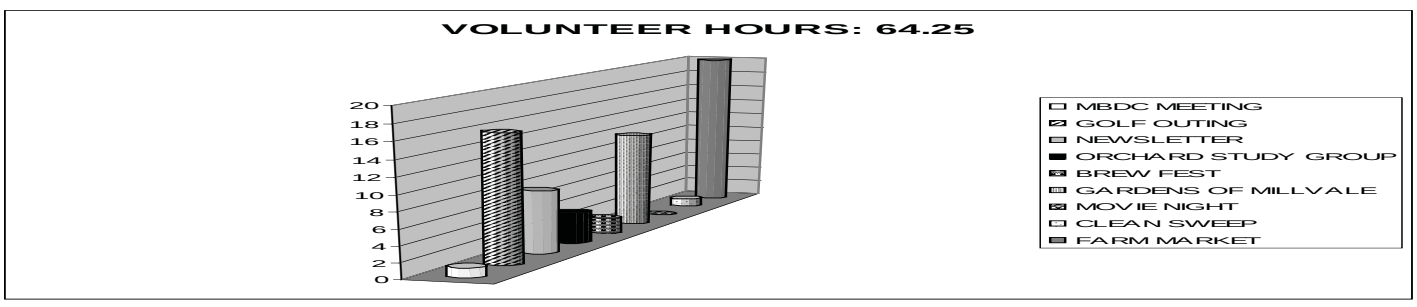
MEETINGS ATTENDED

MEETING	DATE
Tree Survey Interns	1
GTech, Market District	6
Farm Market, Artez EC, Allegheny Grows	7
GPSA	8
Carpathian Systems	9
WPC	
Tree Survey Interns	12
MBDC	
Vecenie's	13
Farm Market	14
MIllvale Day's	15
Anthony Cost	
Millvale Day's	16
Millvale Day's	17
PGH Penguins Foundation	19
Laurel Foundation	20
Farm Market	21
Business Clean Up	
Orchard Meeting	
Artez	
Nova Cafe	22
Yetter's	23
Garden Tour	24
Golf Outing	25
Element Church	27
Narcisi	
Farm Market, JMC, Imaging	28
Millvale Lanes	30

VOLUNTEERS







	MILLVALE IN THE NEWS	
SEE ON/IN	ARTICLE / REPORT	DATE
City Paper	New 40th Street Bypass on Southbound Route 28 Opens this Weekend in Millvale	29
	Grow Pittsburgh Garden Tour Welcomes Visitors of All Ages	21
KDKA	Weather Puts Damper On Route 28 Work	30
	Change Expected To Ease Frustration For Route 28 Drivers	27
PINE CREEK JOURNAL	Animal Friends' $10 rabies clinic in Millvale on Sunday	15
PITTSBURGH CHANNEL	Head of the Ohio race is reversing course	30
PITTSBURGH LIVE		
VALLEY NEWS	Fall signals reappearance of pumpkin ales, harvest beers	20
	73 bags of garbage pulled from rivers	25
POPCITY		
I heart PGH		
POST GAZETTE	Local Dispatch: It's hard to picture future without shrine like St. Nicholas	28
	Save or demolish St. Nicholas? Think again	19
	Whole new Route 28 beginning to emerge through construction	28
	Multiple fire crews work to put out Millvale blaze	26
ROBO BLOGGER	Bid to demolish St. Nicholas Church rejected	8
TRIBUNE REVIEW	Head of the Ohio race is reversing its course	30
Living PGH		
WQED		
WPXI		
WTAE		

ARTEZ HIGHLIGHTS

The September ARTEZ meeting was held, in Blawnox, discussion topics included zoning overlay, financial policy amendments, grant policy finalization and tax credit applications.

FUND-RAISING EFFORTS

EVENT / PROJECT	PROFIT
Lottery Tickets	Tickets Distributed
Membership drive	$1,050
Golf Outing	26 hole sponsors sold, 60 golfers

2011 GOALS

This section list's goals established by the Main Street Manager in conjunction with the MBDC, Focus Group and Borough Manager. In addition to listing the goals the section will track whether or not they have been completed.

DESIGN GOALS	RESULTS
Devise a plan to clean vacant storefronts and create community displays in windows.	In Progress
Rewrite Design Guidelines and develop new Application.	Complete
Evaluate Millvale Architecture – Identify 5 structures that are unique and concentrate efforts to identify funding for restoration.	In progress
Develop residential streetscape guidelines – Specific recommendations to aid the improvement of buildings and public elements.	Committee
Incorporate at least 1 Public Art project in Millvale.	Begun
ECONOMIC RESTRUCTURING AND NEIGHBORHOOD GOALS	
Update Business Directory for community wide distribution.	Begun
Write 3 grants.	5 written
Identify residential rental units in Main Street area.	begun
Hold 6 fund-raisers and aid in Borough community events.	1
Recruit MBDC and Focus Group members.	In Progress
IMAGE, IDENTITY & PROMOTION GOALS	
Develop Millvale business stickers and banner program.	Printer
Market Millvale outside of the community – at least 3 specific instances.	2
Develop a Millvale brochure and market it.	Begun
Further Establish Millvale as a bedroom community.	
Release 5 newsletters, on time in February, April, July, September and November.	2 Sent
Add Borough Face book account and Twitter updates.	
Continue to develop web site – send monthly e-mail news updates.	Working
SAFE, CLEAN AND GREEN GOALS	
Redevelop monthly clean up's.	Redeveloped
Acquire bricks for GAPP fence and complete fence and address landscaping.	Some bricks acquired
Develop Green Initiative with Focus group – see at least one project to fruition.	In progress
Devise street tree plan to address tree maintenance.	In Progress
Continue to expand community garden and orchard and possibility of a Hoop House.	In progress
Build community oven.	Cobb, 07/20
BOROUGH GOALS	
Aid Borough Manager when needed.	Ongoing

GROWTH

FACADE RENOVATION - -

NEW BUSINESSES, Draai Laag Brewing , Tobacco Store, GPSA EXPANDED BUSINESSES -