

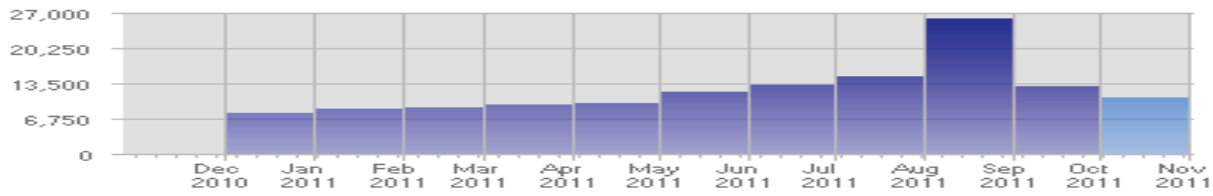
OCTOBER

Main Street Manager Report

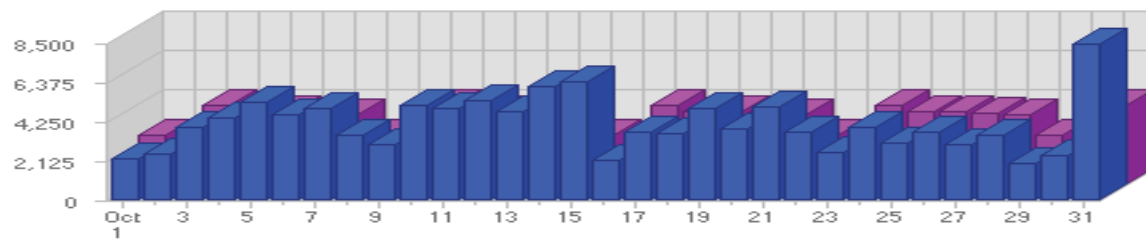
Promotions		
Event	Sponsor	Media
Volunteer Advertising	MBDC, Borough	All
Farm Market	MBDC, Borough	All
Rain Garden	MBDC, Borough	All
GOM	MBDC, Borough	All
Santa Celebration	MBDC, Borough	All
Council's Senior Lunch	MBDC, Borough	All
Brew Fest 2012	MBDC, Borough	All

WEB STATS

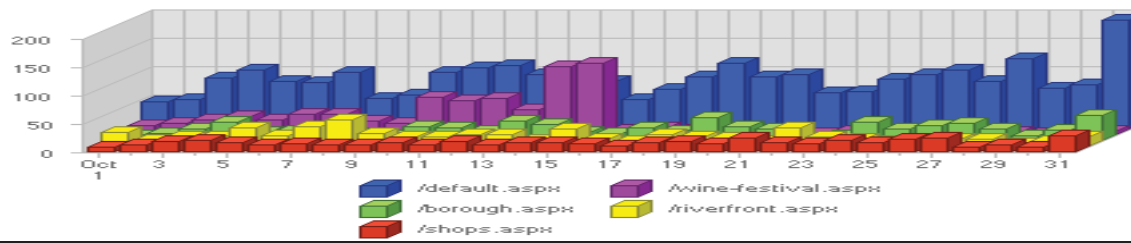
Visits: 10,836 - 2,240



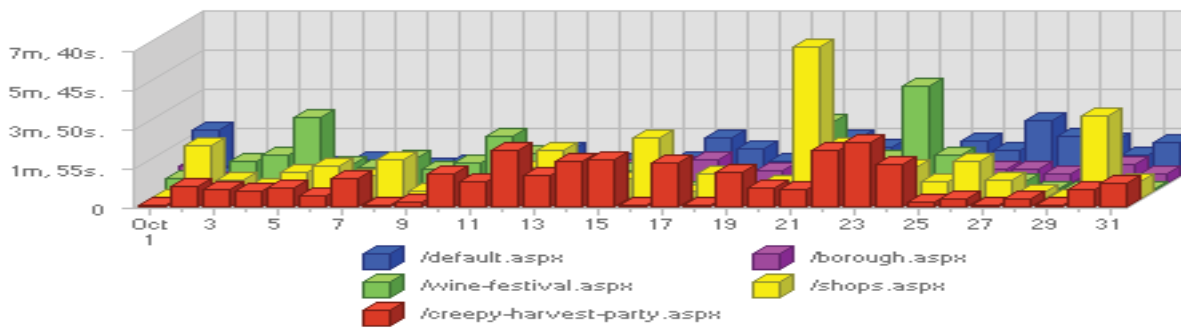
Hits: 127,222 - 31,307



Top Pages: Wine Fest, Borough, Riverfront, Creepy Harvest Party, Shops, Brew Fest



Time Spent per Page: Borough, Wine Fest, Shops, Creepy harvest Party



MILLVALE IN THE NEWS		
SEE ON/IN	ARTICLE / REPORT	DATE
City Paper		
KDKA		
PINE CREEK JOURNAL	Vehicles limited on Fredrick Street in Millvale for water line work	26
PITTSBURGH CHANNEL		
PITTSBURGH LIVE	Musician is sweet on his 'abstract' album and past release	19
VALLEY NEWS	Plans for Millvale-to-Freeport trail move forward	14
	Head of the Ohio race is reversing course	1
POPCITY		
I heart PGH		
POST GAZETTE	Much music coming this weekend	27
	Jayhawks soar on the altar at Mr. Smalls	17
	DA's Office Charges Former ALS Association Director With Theft	15
ROBO BLOGGER	Day Tripper Gets to Know Millvale with 'Pittsburgh' Guidebook Author Dan Eldridge	13
	Former Harley dealer opens repair shop and boutique	12
TRIBUNE REVIEW	Back together, the Jayhawks start another journey	12
	ALS group's former director charged with theft of \$86,500	14
	Braving the Economy: Local Female Entrepreneurs Open New Businesses	12
WQED		
WPXI		
WTAE		

ARTEZ HIGHLIGHTS

The October ARTEZ meeting was held, in Shaler, 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
Wine Festival	143, \$1,512.19
Creepy Harvest Party	87, \$103.21

2011 GOALS

This section lists 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.	5
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.	4
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.	3 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.	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.	
BOROUGH GOALS	
Aid Borough Manager when needed.	Ongoing

GROWTH

FACADE RENOVATION
NEW BUSINESSES