

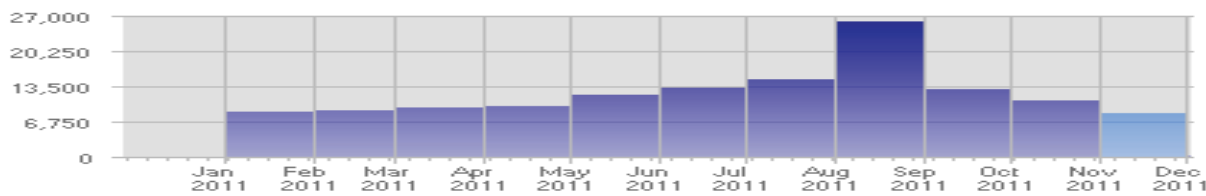
# NOVEMBER

## Main Street Manager Report

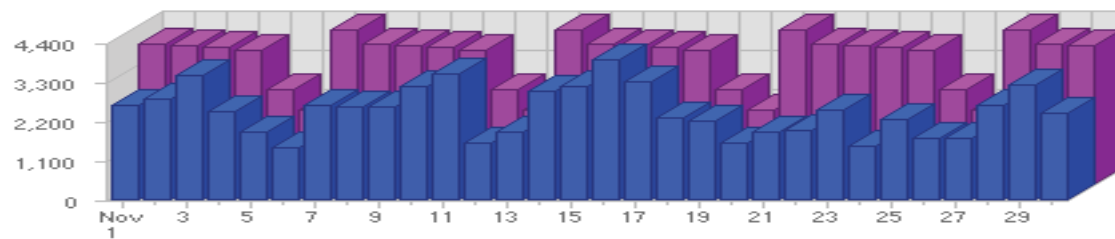
Promotions		
Event	Sponsor	Media
Volunteer Advertising	MBDC, Borough	All
Santa Celebration	MBDC, Borough	All
Council's Senior Lunch	MBDC, Borough	All
GOM	MBDC, Borough	All
Rain Garden	MBDC, Borough	All
Council's Senior Lunch	MBDC, Borough	All
Brew Fest 2012	MBDC, Borough	All
MBDC Reorganization	MBDC,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

### WEB STATS

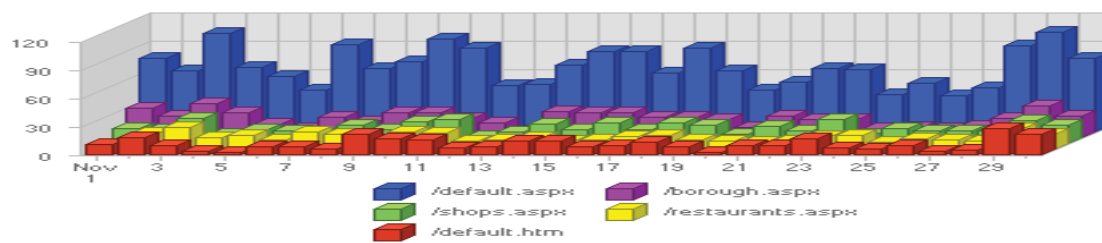
Visits: 8,598 - 2,247



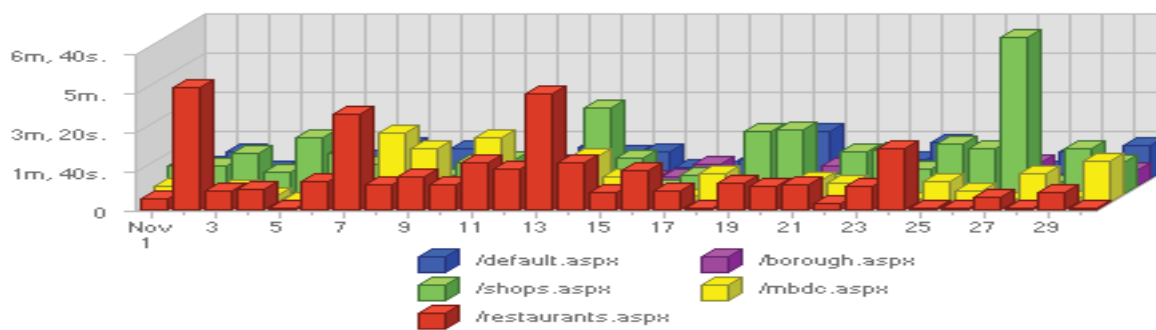
Hits: 74,597 - 52,625



Top Pages: Borough, Shops, Riverfront, Brew Fest, Police



Time Spent per Page: Borough, Shops, MBDC, restaurants, calendar





MILLVALE IN THE NEWS		
SEE ON/IN	ARTICLE / REPORT	DATE
City Paper		
KDKA		
PINE CREEK JOURNAL	Hoffman Road to reopen between Reserve and Millvale	9
PITTSBURGH CHANNEL		
	Diocese revives effort to demolish church	3
PITTSBURGH LIVE	Volunteers and police serve slices of hospitality over Thanksgiving	23
VALLEY NEWS		
POPCITY		
I heart PGH		
POST GAZETTE	Riverfront trail plans under way in Allegheny Valley	27
ROBO BLOGGER		
TRIBUNE REVIEW	Annual beer festival showcases state of the craft in the U.S.	8
WQED		
WPXI		
WTAE		

**ARTEZ HIGHLIGHTS**

The November ARTEZ meeting was held, in Millvale, discussion topics included tax credit applications. The board and all in attendance then participated in the zoning overlay kick-off.

**FUND-RAISING EFFORTS**

EVENT / PROJECT	PROFIT
Lottery Tickets	Tickets Distributed
Membership drive	\$1,250

## 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 - Cricket/Cell Phone Communications - Grant Avenue - Distinctly You, Ohio