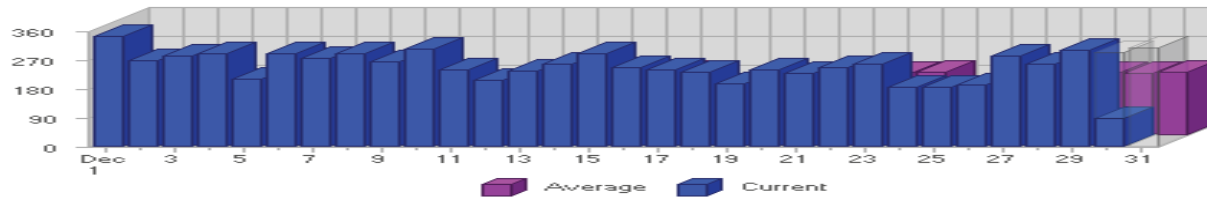


December Main Street Manager Report

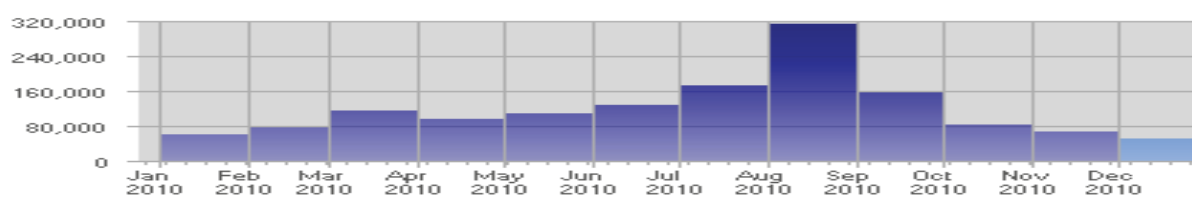
| Promotions | | Completed |
|------------------------------|---------------|-----------|
| Promotions | | |
| Event | Sponsor | Media |
| 2011 Calendar | MBDC, Borough | All |
| Santa Celebration | MBDC, Borough | All |
| Senior Lunch | MBDC, Borough | All |
| Volunteer Appreciation Diner | MBDC, Borough | Started |
| | | |
| | | |
| | | |

WEB STATS

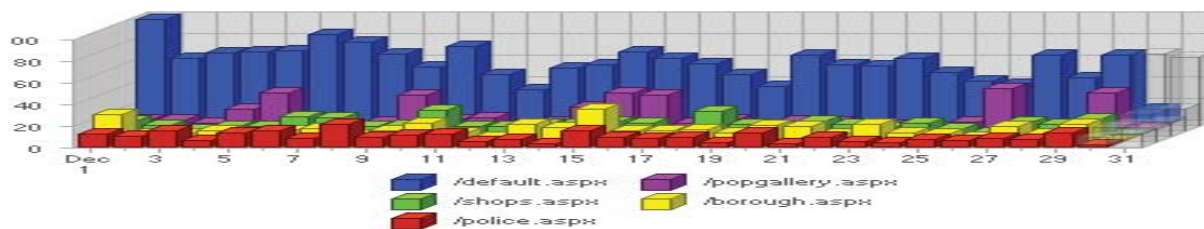
Visits: 7,378, -1,885



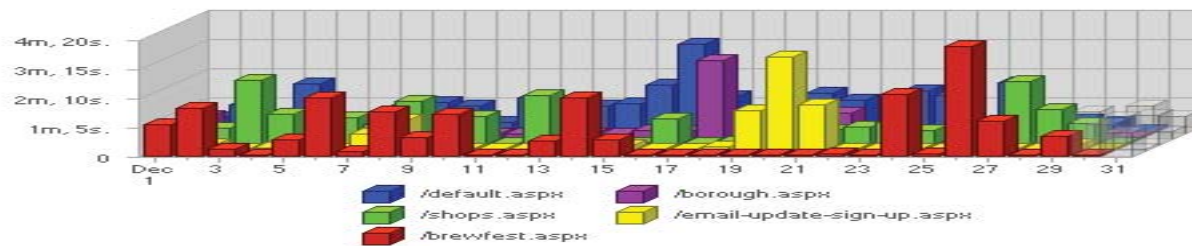
Hits: 53,432 -30,337



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



Time Spent Per Page: Borough, Shops, e-mail Update, Brew Fest, Restaurants



| MILLVALE IN THE NEWS | | |
|----------------------|----------------------------------------------------------------------------|------|
| SEE ON/IN | ARTICLE / REPORT | DATE |
| PGH BUSINESS TIMES | | |
| KDKA | | |
| PINE CREEK JOURNAL | Sadness greets plan to shut Millvale Catholic school | 10 |
| | Wynkoop named Health Teacher of the Year | 2 |
| PITTSBURGH CHANNEL | Arrested After Millvale Stabbing | 2 |
| PITTSBURGH LIVE | Restrictions set for 40th Street Bridge updated | 15 |
| | Plan for Aspinwall Marina park gets \$50,000 boost | 12 |
| POPCITY | | |
| POST GAZETTE | Happy Wu Year: Seven from the Wu-Tang Clan kick it at Mr. Smalls on Friday | 30 |
| | Inner-city girls gain from school rowing program | 17 |
| ROBO BLOGGER | Mount Alvernia high school closing updated | 8 |
| | River towns seek redevelopment | 4 |
| TRIBUNE REVIEW | Water system director resigns | 11 |
| | Light of Life Rescue Mission lights up holiday spirits | 23 |
| | Nuns plan for older, declining numbers | 9 |
| WQED | | |
| WPXI | | |
| WTAE | | |

ARTEZ HIGHLIGHTS

The December ARTEZ meeting was held in Etna, topics of discussion included: River Towns Community Assessment program the main topic again being discussion about the Inter municipal Planning Grant. Also, discussed was the ARTEZ role in the River Towns Assessment.

FUND-RAISING EFFORTS

| EVENT / PROJECT | PROFIT |
|-------------------|-------------------------|
| Lottery Tickets | January Tickets on sale |
| Santa Celebration | |
| Senior Lunch | |
| | |
| | |

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

GROWTH

FACADE RENOVATION - 136 Grant, REHAB PROJECTS - 213 Grant, 211 North
 NEW BUSINESSES, EXPANDED BUSINESSES - None in November