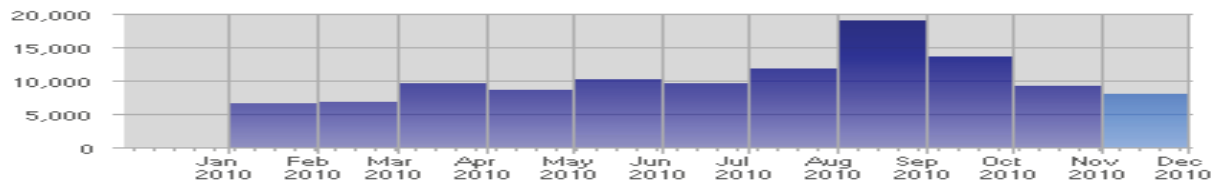


# November Main Street Manager Report

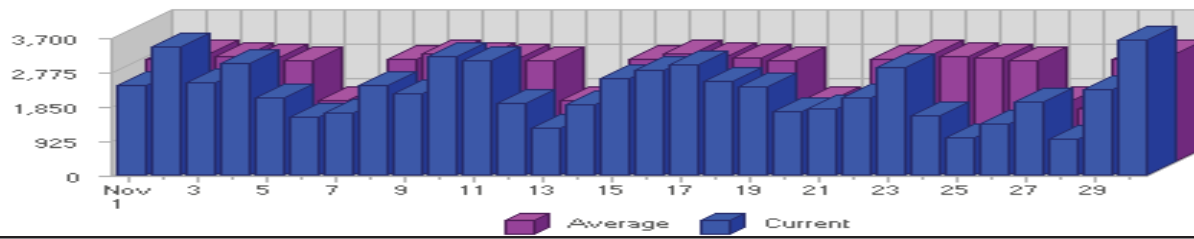
	Promotions	Completed
Event	Sponsor	Media
Mixer	MBDC, Borough	Canceled
Santa Celebration	MBDC, Borough	All
Senior Lunch	MBDC, Borough	All
Year in Review	MBDC, Borough	Beginning

## WEB STATS

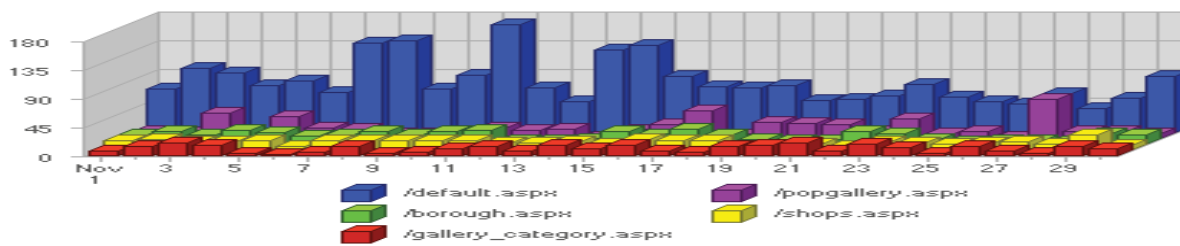
Visits: 9,263, -1,074



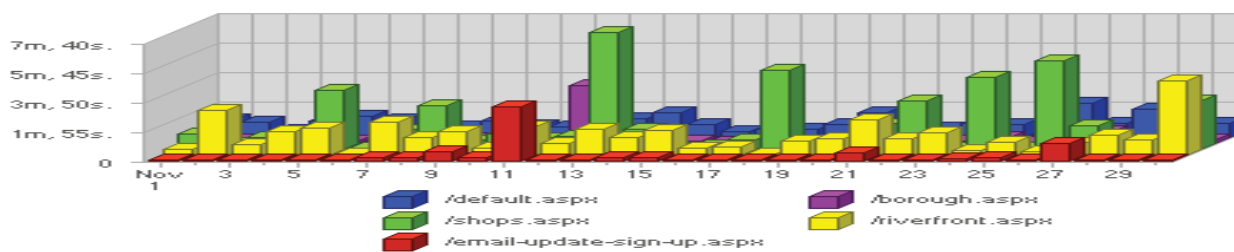
Hits: 83,769, -16,254



Top Pages: Borough, Shops, Picture Gallery, Police



Time Spent Per Page: Real Estate, Police, Shops, Millvale Days, Picture Gallery





MILLVALE IN THE NEWS		
SEE ON/IN	ARTICLE / REPORT	DATE
PGH BUSINESS TIMES		
KDKA		
PINE CREEK JOURNAL	North Hills community outreach for job seekers	25
	Owner of French bookstore has vision for future of establishment	4
PITTSBURGH CHANNEL		
PITTSBURGH LIVE	Demolition cuts into history	25
	Three Rivers named top rowing club	21
POPCITY	Hi-REZ features Pittsburgh artists responding to Maxo Vanka's religious murals	11
POST GAZETTE	Mount Alvernia drops basketball	25
	Free furnace program in second decade	25
ROBO BLOGGER		
TRIBUNE REVIEW	French pastry chefs celebrate homeland	9
	News maker: Julie Butcher Pezzino	8
WQED	Holiday Wish List for the 'Burgh	
WPXI		
WTAE	Wrong-Way Route 28 Driver Causes Police Cruiser Crash	3

### ARTEZ HIGHLIGHTS

The November ARTEZ meeting was held in O'Hara, topics of discussion included: River Towns Community Assessment program the main topic being discussion was the Inter municipal Planning Grant. The type of Planning Grant to pursue was discussed. ARTEZ will pursue a zoning overlay.

### FUND-RAISING EFFORTS

EVENT / PROJECT	PROFIT
Lottery Tickets	January Tickets on sale
Apple Sauce Class	\$55

## 2010 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
Enhance the physical appearance of Millvale.	
Design Guidelines, Application and Options.	
Evaluate the Architecture - Develop a file for each of the properties and have a photo record of the beginning condition and classification according to use and style.	
Develop residential streetscape guidelines - For the improvement of the buildings and the public elements guidelines must be promulgated. Much of the work will be driven by the guidelines and standards set by the United States Secretary of Interior.	
Incorporate Public Art projects - there is a need for increased public art.	
ECONOMIC RESTRUCTURING AND NEIGHBORHOOD GOALS	
Establish afford ability factor - survey the rental units to determine cost of purchase and preliminary write-ups for code improvements.	
Identify potential adaptive reuse buildings - survey existing vacant industrial buildings for highest and best use	
Identify potential areas for job creation - understand the economic dynamic of Millvale, attempt to bring new jobs to under utilized properties through real estate turnover and investor confidence.	
Identify vacant and under utilized housing stock - survey ownership and availability of problem properties and utilize them as homeowner units.	
Identify potential mixed use projects - Find the correct match between investor, space requirement, business, tenant.	
Finish Business Directory	
Write 4 grants	
Recruit MBDC and Focus Group members	
IMAGE, IDENTITY & PROMOTION GOALS	
Market Millvale as a whole.	
Work with existing organizations and programs.	
Develop an image enhancement program - Much of the public perception of Millvale is lacking in positive accolades. A program will need to be developed in order to reposition Millvale marketplace. In addition to dealing with the day to day issues relating to the press release/press story program other initiatives will need to occur.	
Articles in business publications.	
Brochures explaining the nature of the life style in Millvale with a location close to a metropolitan downtown.	
Create a better Sale Listing - List of the units for sale distributed throughout the local resident community.	
Work with Local Realtors- work with the realtors to get buy in establishing a good word of mouth about Millvale.	
Establish bedroom community identify for Millvale.	
SAFE, CLEAN AND GREEN GOALS	
Establish a safe clean environment in Millvale.	
Finish the GAPP	
Inventory potential green space areas - check the vacant lots to determine if any can be used for passive parks, public art venues or potential new construction.	
Determine the extent of the Streetscape issues - Inventory the potential projects that would fall into this category including increasing the street lighting, fixing the sidewalks and other safety and handicapped accessibility issues.	
Create a Millvale watch - work through the organizational process to determine if there is an interest in a Millvale watch.	
Determine the interest in Community Gardens - evaluate the feasibility of the potential for community gardens.—Will Now be Gardens of Millvale.	
BOROUGH GOALS	
Determined in 2011	

## GROWTH

FACADE RENOVATION - 136 Grant, REHAB PROJECTS - 213 Grant, 211 North

NEW BUSINESSES, EXPANDED BUSINESSES - None in November