

Bloomfield

BUSINESS NEWS

A PUBLICATION OF THE BLOOMFIELD BUSINESS ASSOCIATION

2006
September

Little Italy Days September 29 - October 1, 2006

Little Italy Days is back for its fifth year!

For three days in Bloomfield it's All-Italian-all-the-Time. Expect lots of music, food, games, more food and other fun activities amidst Bloomfield's unique shops and fine restaurants.

The festival features free activities and entertainment for young and old. This year 9 musical groups perform on the Main Stage at Liberty and Cedarville, along with strolling musicians throughout the weekend. Other activities range from a bocce tournament and a pasta eating contest to an Italian wedding and an Italian mass and street procession.

New this year are performances by the **Pittsburgh Opera**, the cool **Pittsburgh Roars** inflatables and oversize puppets and a Bloomfield photo exhibit. There are prizes to win, too, including gift baskets, a trip to Las Vegas and 2 cars!



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More than \$1 billion in development coming here Thousands of jobs, too!

The next 5 years in Bloomfield will likely bring massive investment and thousands of jobs to Bloomfield and it's surrounds. Most of this is being driven by **UPMC's** expansion from its Oakland campus to Baum Boulevard and the relocation of **Childrens Hospital**.

One of our local developers estimates that the investment here in the next 5 years could reach as high as \$2 billion and generate 3,000-6,000 new jobs in the Bloomfield area.

Wanting to generate some development publicity for Bloomfield, **Randy Strothman**, Bloomfield **Mainstreets** manager, researched more than 18 development projects. These range from recent projects (example: the **Courtyard Marriott**) to current construction, (example: **Childrens Hospital**) to future developments (example: the expansion of the **Hillman Cancer Center** and the arrival of **Fifth Third Bank**).

Also in the vein of getting ready for the future, the **West Penn Hospital School of Nursing** building has begun \$1 million in Phase 1 renovations, assisted by a \$350,000 state grant that **Senator Ferlo** secured.

So far the web-based magazine, **PopCityMedia.com**, has featured three of the projects on line. The **Post-Gazette** is also generating at least one story about significant development activity in Bloomfield. Look for more Bloomfield stories in the future.

For details about these projects contact Randy.

Action Item

If you have any compelling human or business interest stories, please contact Randy.

Weigh these significant developments as you consider the future of your business

2006 CALENDAR OF EVENTS

Friday, September 29 - Sunday, October 1
LITTLE ITALY DAYS FESTIVAL
Throughout Liberty Avenue

Wednesday, October 4, 8:00 am
BBA BOARD MEETING
O'Brien Room, West Penn Hospital

Tuesday, October 17, 5:30 pm
MEMBERSHIP MEETING
Location to be announced

Monday, October 30
HALLOWEEN PARADE
By Bloomfield Citizens
Along Liberty Avenue

Coming in November
BBA HOLIDAY MEMBER PARTY
Location and date to be announced

Bloomfield

Bloomfield Business Association
P.O. Box 90194 Pittsburgh, PA 15224

Our Mission:
To champion the business district
and its economic
development opportunities
while preserving the
heritage and character of Bloomfield.

Randy Strothman, Mainstreets Manager
412.401.6399

Karla Owens, BBA president
412.687.0699

Little Italy Days *continued from page 1*

The festival attracts between 10 and 15 thousand people from all over the region and won the **Mainstreets Pittsburgh** "Special Events" Award in 2004.

Produced by the **Bloomfield Business Association**, the festival helps to nurture Bloomfield's "Little Italy" identity and to encourage people to live, work, shop and play here.

Up-to-date info at www.ShoppingBloomfield.com

Win a trip for 2 to Las Vegas, including:

- Round trip coach airfare
- 3 days & 2 nights at the Mirage Hotel

Visit the BBA booth at Cedarville and Liberty for Las Vegas and other raffle tickets, plus "Little Italy" information.



Thanks to the following for helping to make the 2006 festival happen with more than \$31,000 in contributions!

GRANDE Sponsors

- Mainstreets Pittsburgh
- Western Pennsylvania Hospital
- Don Allen Auto City
- Comcast
- PNC Bank
- Pittsburgh Brewing Company
- Pittsburgh Roars

VIRTUOSO Sponsors

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- Immaculate Conception - Saint Joseph Parish
- Paul B. Donatelli
- Joan's Hallmark
- Bloomfield Drug
- Pleasure Bar & Restaurant
- Tessaro's



This list may be incomplete, due to printing deadlines.

This event was funded in part by PA Partners in the Arts (PPA), the regional arts funding partnership of the PA Council on the Arts. State funding comes through an annual appropriation by PA's General Assembly and from the National Endowment for the Arts, a federal agency. PPA is administered in Allegheny County by the Greater Pittsburgh Arts Council.

Information is Power... And It's Free

Since April, the **BBA** has been building a broad database for a variety of Association purposes. You may find a subset of this useful for your business: government contacts. Still growing, there are more than 70 Bloomfield-related listings here, including City, County, State and Federal offices. Contact Randy to get a copy. He uses it weekly to get answers and actions.

Bloomfield's "Best of Pittsburgh"

Two Bloomfield businesses won the 2006 "best of Pittsburgh" readers poll in the September issue of **Pittsburgh Magazine**:

- **Brillo Box**: Vegetarian Ruben. This cool new pub and indie music club at 4104 Penn Avenue won for their "ingenious riff on a classic ruben" called a Gouda Buddha Reuben
- **Best Made Shoes**: Custom Shoes. This unique retailer at 5143 Liberty Avenue won for their "custom-fit service and trained pedorthists," plus great brand names.

The competition included 100 categories, from roller coasters to floating transportation and, of course, restaurants, shops and more. It also included locations beyond Allegheny County. **Congratulations!**

VOTE FOR BLOOMFIELD: Last Chance!

The deadline for "Best Of" votes for **Pittsburgh City Paper** is September 29th at 5:00pm. Make sure to vote for Bloomfield businesses at www.pittsburghcitypaper.com

Welcome new businesses

In mid-August, **John Parker** opened **Cards, Comics and Games** at 4020 Liberty Avenue. They're selling comic books, graphic novels, collectible card games and traditional board games. Look for tournaments and **Family Nights** in their renovated space. More at www.ccgscards.com or 412-621-3401.

In early September, **Curves** moved from Lawrenceville to Bloomfield into 4754 Liberty Avenue. Welcome to **Diane Ratay** and her staff who offer a thorough workout system for women at a very reasonable rate. More information at 412-244-4800.

In October, **Garland Insurance**, representing **Nationwide** products, will open at 338 Edmond Street. **Kathy Hilley** will be running the office. 412-683-2690

And, toward the end of 2006 you'll be seeing progress on buildings for two new businesses on Liberty Avenue: **Rita's Italian Ice** and **Fifth Third Bank**, the former in a new building across from **Starbucks** and the latter in the former Gordon's Shoes building.

Action Item Help our new neighbors feel welcome!

Good Deals for Businesses Considering Improvements

Low Cost Renovation Consultations

If you've been thinking about improvements to the interior or exterior of your business, you can get a consult with an architect valued at \$250 for only \$75. This applies only to **Mainstreets** districts and is provided through the **Community Design Center of Pittsburgh**. It includes a 2-hour meeting with a professional architect and a written Action Plan.

Dan Albanese, new owner of a commercial property across from **West Penn Hospital**, and **Phoc Vong**, owner of **Thai Gourmet**, have both taken advantage of this opportunity and found it rewarding. Contact the **RenPlan** program at 412-391-4333.

URA Streetface Grants for facade improvements

Jeff Abramovitz, developer of **Rita's** and a grant recipient, described his interaction with the **URA** as "very successful." **Dan Albanese**, developer of property at 4826 Liberty, has also applied for this opportunity. If Dan gets the grant, both of Bloomfield's grants for 2006 will have been used. Two more grants will be available in 2007; these first have to be authorized by the BBA board. Contact **Anita Stec** at the **URA** 412-255-6669 for more information about the grants.

Citizens Bank Streetface Loans

As part of a \$23.2 million commitment made in 2004, **Citizens** offers good terms on loans for facade and streetscape improvements to owner-occupied commercial properties in Mainstreets districts. Contact **Mukat Das** 412-215-4528.



Action teams created Building our Mainstreets action strategy

Forming 4 key action teams for the district is a key goal for the BBA in 2006. This national Main Streets model has produced great success in hundreds of business districts around the country for more than two decades.

Our Bloomfield teams will take on projects critical to the future of the district in 4 Main Streets action areas:

ORGANIZATION:

Chair: Karla Owens, **Bloomfield Jewelry**, 412-687-0699

Focus: Maintaining a sustainable, representative organization, including fundraising, member communication and events.

DESIGN:

Co-chairs: Father John Dinello, 412-682-5353 and John Carman, **Avenue Design**, 412-478-1161

Focus: The consumer appeal of the business district's environment, including building a strong, recognized identity for Bloomfield.

PROMOTION TEAM:

Chair, Mike Simon, **Marriott**, 412-992-5070

Focus: Implementing marketing and event strategies to draw targeted consumers and new businesses to Bloomfield.

ECONOMIC RESTRUCTURING TEAM:

Chair: Tony Dinello, **PNC**, 412-622-7722

Focus: Gathering and analyzing data about the marketplace in order to recruit and retain good businesses for the district.

Action Item

Sign up for a team — which could meet once or twice a month — please contact the team chairs or Randy.
Offer suggestions for revising our website

BBA Board of Directors

Karla Owens, *president*
Bloomfield Jewelry

Ben Forman, *vice president*
Joan's Hallmark

Glen Dolfi, Jr., *secretary*
Dolfi & Dolfi

Leah Donahue, *treasurer*
Citizens Bank

Tony Dinello, *tax advisor*
PNC Bank

Barry Deems
West Penn Hospital

Kim Lewis
PNC Bank

Craig Tumas
First Commonwealth Bank

George Harris
Fidelity Bank

Tony Ferraro
Pittsburgh Brewing

Michael Simons
Courtyard Marriott

Skip Albanese
Diamond Manufacturers of Israel

Bob Buzzelli
Fifth Third Bank

Dan Albanese
Hoffman Realty

Kevin Donohue
State Farm Insurance

Mark Machi
Exercise Warehouse

Justin Pisano
Hairgraphics Studio

Lou Lardo
Lou's Little Corner Bar

Nino Lombardozi
Lombardozi's Restaurant

Father John Dinello
Immaculate Conception-Saint Joseph's Parish

Sister Mary John
Immaculate Conception School

Newsletter Team

written by **Randy Strothman**

designed by **Terry Ford Aiello**

printed by **New Image Press**

Main Streets training

On September 18th the Pennsylvania Downtown Center offered "Main Streets 101" training to 10 people at **Cercone Village**. Attending from Bloomfield were: **Janet Scullion, Dan Albanese, David Henninger, John Carman, Scats Scatena**, and **Randy Strothman**

This brings the total of Mainstreets trained people in Bloomfield to eleven.

Action Item Let Randy know if you'd like to attend the next **Mainstreets** training session.

Thanks To **Bloomfield Heritage and Preservation** for hosting this event.

Wanted

- Your "**Best Of**" awards or great reviews. If your business has garnered any of these over the last 3 years please let Randy know.
- Additional **BBA members**. We currently have more than 60 business members of the Association. If you're not a 2006 member, please contact Karla or Randy for an application.
- **Italian extras** for movie shoot. **Nancy Moser Casting** is looking for "a lot of Italians" from 18-75 years for a few scenes in the movie being shot here called "**Mysteries of Pittsburgh**" and starring **Nick Nolte**. Extras are paid \$5.15 per hour and typical shoots last 12-14 hours. Call 412-434-1666.
- A **building** for a 50-seat **Mediterranean restaurant**. The prospect wants to buy a building on Liberty, one preferably outfitted with a restaurant kitchen. Contact Randy with reasonable prospects only.
- One to three **tenants** for 11,200 square feet of renovated open space. It's on Liberty Avenue on 2nd & 3rd floors above Starbucks with elevator access. The third floor, formerly a dance hall, is particularly spectacular with hardwood floors, high ceilings and lots of windows. Contact Randy for more information.
- **Expansion space** for **IngMar Medical**. Looking for 2,000 square feet of light medical assembly space or 5,000 square feet for the above, plus office. **Susan Peterson**, 412-683-8228.
- **Tenant** for 1,080 square feet ground floor available soon at 4824 Liberty. Can renovate space. Call **Mike Mitaras** at 681-8276.

More Thanks

- To **Councilman Bodak** for 2006 CDBG funding.
- To **PA Representative Frank Pistella** for helping to secure a Department of Community and Economic Development grant for our Mainstreets work.
- To all **BBA board members** and **Action Teams** who have committed to BBA and the future.
- To **Sandy Pierce** at **Fidelity Bank** for researching BBA's 2002-03 expenditures, so that we could comply with a reporting requirement to the State.
- To **West Penn Hospital** for its generous annual support for maintenance of the sign and island at the bridge entrance to Liberty, as well as tree maintenance.
- To **Courtyard Marriott** for donating space for our August 1 membership meeting.