

## *The future...*

One successful local developer and businessman, looking at the current and likely investments in and at the edges of Bloomfield, predicted that the community is "at the epi-center of change."

He was referring to the more than \$1,000,000,000 investment planned by the Oakland medical community to establish Bloomfield as it's nearby expansion zone.

This investment means change and opportunity. We'll need strong leadership, partnerships, vision, and strategic planning and action to ensure that the changes will clearly benefit Bloomfield—both businesses and residents.

The future is coming. BBA is preparing for it.

## Help shape your Future



## Join the Action in 2007



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

It's about the big picture

## 2007 Action Plans

### Continuing traditions

- Little Italy Days
- Holiday Lights
- regular newsletters & e-notices
- membership meetings
- Streetface loans for renovations
- RenPlan consults with architects
- advocacy with elected officials
- diverse fundraising

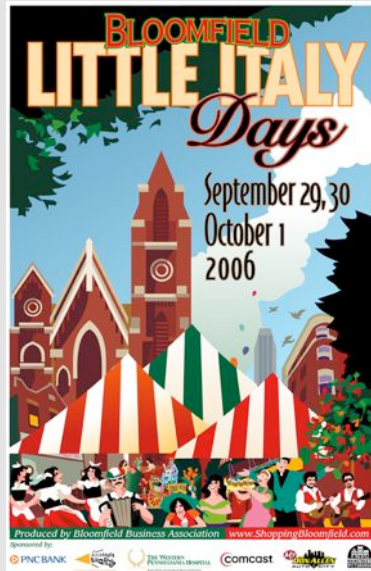
### New projects

- two consumer surveys
- a "buy local" consumer campaign
- a more consumer-friendly website
- planning for Children's Hospital
- creating a new 501(c)(3) nonprofit
- a "clean streets" campaign
- a business recruitment strategy
- a farmers market
- business improvement workshops
- increasing storefront appeal
- improved intersection safety
- and more...

### Major Funding Sources

- the URA's Mainstreets Pittsburgh
- Pittsburgh Neighborhood Needs funds
- the Pennsylvania Department of Community & Economic Development
- sponsorships for Little Italy Days
- Community Development Block Grant
- business donations for Holiday Lights
- business memberships

In September and October of 2006, four new Bloomfield Action Teams developed Main Street action strategies for more than 30 projects in 2007.



ORGANIZATION • PROMOTION  
DESIGN • ECONOMIC RESTRUCTURING

It's about teamwork, vision,  
partners and leadership



### 2006 Board of Directors

- Karla Owens, president  
*Bloomfield Jewelry, 412-687-0699*
- Ben Forman, vice president  
*Joan's Hallmark, 412-683-7335*
- Glen Dolfi, Jr., secretary  
*Dolfi & Dolfi, 412-621-7104*
- Leah Donahue, treasurer  
*Citizens Bank, 412-682-3902*
- Tony Dinello, tax advisor  
*PNC Bank, 412-622-7722*
- Barry Deems  
*West Penn Hospital*
- Kim Schneider  
*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  
*St. Joseph's & Immaculate Conception*
- Sister Mary John  
*Immaculate Conception School*

### 2006 Action Team leaders

- **Organization**— building a sustainable, representative organization, including fundraising, member communication and events. Karla Owens, Bloomfield Jewelry, 412-687-0699
- **Design**—improving the consumer appeal, safety and identity of the business district. Fr. John Dinello, 412-682-5353 and John Carman, Avenue Design, 412-478-1161
- **Promotion**—developing strategies to draw targeted consumers and new businesses here. Mike Simon, Courtyard Marriott, 412-992-5070
- **Economic Restructuring**— gathering and analyzing marketplace data to recruit and retain strong businesses. Tony Dinello, PNC, 412-622-7722

### 2006 key supporters

Western Pennsylvania Hospital  
Don Allen Auto City  
Comcast  
PNC Bank  
Pittsburgh Brewing Company  
First Commonwealth Bank  
Citizens Bank  
City Councilman Bodak  
City Councilman Peduto  
Mayor Luke Ravenstahl  
County Chief Executive Dan Onorato  
PA Representative Frank Pistalla  
PA Senator Jim Ferlo  
PA Downtown Center  
Greater Pittsburgh Arts Council  
Pittsburgh Roars  
and more than 70 member businesses

### 2006 super volunteers

Terry Ford-Aiello  
David Henninger  
Skip Albanese  
Mark Machi  
Janet Scullion  
and the dozens more who volunteered more than 1,500 hours in 2006

## New Membership Strategy for 2007

In 2007 your business association is targeting membership dues for 6% of its \$160,000 budget. Therefore, our strategy for membership has changed to achieve this goal and to accomplish our ambitious plans for 2007 and beyond. Your **active participation and support** makes our organization more powerful and increases our capacity to successfully complete projects.

*I want to help shape the future here  
and be part of the Association.*

attached is my check for membership in 2007

- \$75 for first time new membership
- \$150 for basic membership renewal
- \$250 for major stakeholders

date \_\_\_\_\_ (please print clearly)  
my name \_\_\_\_\_  
my business \_\_\_\_\_  
address \_\_\_\_\_ zip \_\_\_\_\_  
phone \_\_\_\_\_ fax \_\_\_\_\_  
e-mail \_\_\_\_\_  
website address \_\_\_\_\_

Please return this form & your check  
made out to **Bloomfield Business Association** to:  
**P.O. Box 90194, Pittsburgh, PA 15224**



Our board & members thank you  
for investing in our shared future.

← This would be an insert into the folded piece on the previous pages. This example offers all three membership options on one page that would be returned with the check.

Another option is to have 3 different inserts, one for each level of membership.

And strategic recruitment concept for the campaign is that these materials and the pitch would always be presented in person by a BBA board member to each candidate.