

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

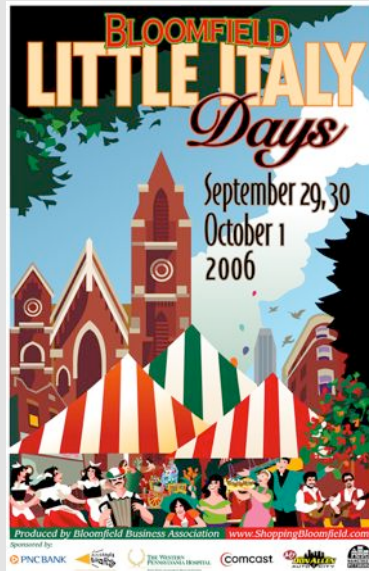
New projects

- 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.