

# samples

Discover & Shop  
Pittsburgh Neighborhoods  
a co-op campaign  
for 10 neighborhoods

Randy Strothman  
project manager

ad from Post-Gazette  
Seen magazine

education sheets  
included on CD-ROM  
manual and toolkit

sample use of City Paper  
1/4 page ad template

"Why Buy Local" PDFs on ShopBurgh.com

**SHOP**  
PITTSBURGH NEIGHBORHOODS  
Good things come in small neighborhoods

1. Promotes Local Character & Prosperity
2. Promotes Community Well-Being
3. Supports Local Decision-Making
4. Keeps Dollars in the Local Economy
5. Creates Jobs and Wages
6. Encourages Entrepreneurship
7. Enhances Public Beauty & Costs
8. Builds Environmental Sustainability
9. Increases Competition
10. Ensures Product Diversity

**SHOP**  
PITTSBURGH NEIGHBORHOODS  
Good things come in small neighborhoods

**Economic Value of Independent Businesses**

**Ensuring Choice and Diversity**

**Maintaining Community Character**

**SHOP**  
PITTSBURGH NEIGHBORHOODS  
Good things come in small neighborhoods

**Principal Findings: Three Essential Facts**

"If each household in Pittsburgh redirected just \$500 of planned spending annually to local merchants, the local economic impact would reach approximately \$45 million."

**SHOP**  
PITTSBURGH NEIGHBORHOODS  
Good things come in small neighborhoods

Shopping locally has several benefits that directly affect your quality of life.

Successful visitors pay higher salaries, customer service will continuously improve, other employees are well compensated and happy.

Use your money to improve your neighborhood!

**SQUIRREL HILL**

because:

- Selection** really means more -not more of the same
- Service** is not the same as self-service
- Style** -your style -allows you to express who you are
- Dining** is to experience flavors from around the world
- Smiles** are honestly shared and freely given
- and You** matter to us more than anything else

**SHOP&DINE**

**SQUIRREL HILL**

The city's premier shopping & dining district

Grab your bag let's go.

A Savory Weekend! May 20-22

**Taste of the Strip**

www.ShopBurgh.com

DISCOVER THE STRIP

sample use of Lamar billboard template

A Savory Weekend! May 20-22

**Taste of the Strip**

www.ShopBurgh.com

DISCOVER THE STRIP

This campaign is sponsored by the URA's Mainstreets Pittsburgh, PA DCED, PA Senator Jim Ferlo, City Paper, WLTJ, Lamar & neighborhood merchants.

Discover the rich textures, flavors and personalities of Pittsburgh neighborhoods

You'll find...

- Traditions
- Friendliness
- Food
- Fashion
- Furnishings and Fun

Northside, Lawrenceville, Strip District, Bloomfield, Mt. Washington, Oakland, Squirrel Hill, Brookline, South Side

DISCOVER PITTSBURGH NEIGHBORHOODS

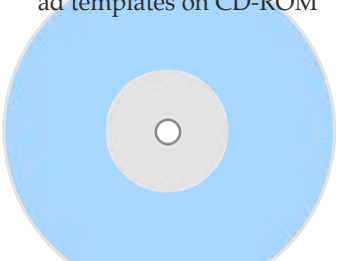
Spend a day shopping, dining and touring in our diverse neighborhoods

www.ShopBurgh.com

full page ad in Landmarks hotel & visitor guide

campaign website pages

a manual & toolkit including ad templates on CD-ROM



Why Shop the Neighborhoods?

Where to Shop & Discover

- Culture & Fun
- Events & Updates
- Press Room
- Tools for Districts
- Sitemap
- Contact

**DISCOVER**

**PITTSBURGH NEIGHBORHOODS**

ShopBurgh.com

Map showing neighborhoods: Observatory Hill, Brightwood, East Ohio St, Brookline, South Side, Oakland, Squirrel Hill, Bloomfield, Brookline, Lawrenceville, Mt. Washington, Northside, Brightwood, East Ohio Street, Observatory Hill, Troy Hill, Oakland, South Side, Squirrel Hill.