

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

A Savory Weekend! May 20-22
Taste of the Strip
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy crumet tempor invidunt ut labore et dolore magna aliquam erat sed diam voluptus. At vero eae et accusam et justo duo dolores et ea rebum. Sit etia kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur
www.neighborhoodstrip.com
DISCOVER THE STRIP
Visit Soon and Often

"Why Buy Local" PDFs on ShopBurgh.com

SHOP PITTSBURGH NEIGHBORHOODS
Good things come in small neighborhoods

10 Reasons to Shop Pittsburgh

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

Benefits of Doing Business Locally...

What Goes Around, Comes Around Local Economic Impact
Principal Findings: Three Essential Facts

When you spend your money where you live, you are encouraging investors to spend their money where you live!

sample use of Lamar billboard template

A Savory Weekend! May 20-22
Taste of the Strip
www.ShopBurgh.com
DISCOVER THE STRIP
Visit Soon and Often
This campaign is sponsored by the URA's Mainstreets Pittsburgh, PA DCED, PA Senator Jim Ferlo, City Paper, WLTJ, Lamar & neighborhood merchants.

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.

You'll find...
Discover the rich textures, flavors and personalities of Pittsburgh neighborhoods

Traditions
Friendliness
Food
Fashion
Furnishings and Fun

Northside
Lawrenceville
Squirrel Hill
Mt. Washington
South Side
Brookline

SPEND A DAY SHOPPING, DINING AND TOURING IN OUR DIVERSE NEIGHBORHOODS
DISCOVER PITTSBURGH NEIGHBORHOODS
Good things come in small 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

Observatory Hill
Brightwood
East Ohio St
Brookline
Lawrenceville
Mt. Washington
Northside
Brightwood
East Ohio Street
Observatory Hill
Troy Hill
Cukland
South Side
Squirrel Hill