

# Oakland Business Improvement District ANNUAL REPORT

*An unprecedented year  
met with unprecedented*

# PERSEVERANCE.

*RESILIENCE.  
UNITY.*



2020





# PLANNED ACHIEVEMENTS

## BUSINESS DISTRICT MARKETING SNAPSHOT



**85k** <sup>+3,200%</sup>  
OVER 45  
CAMPAIGNS  
PEOPLE  
REACHED



**60k** <sup>+250%</sup>  
OVER 50  
CAMPAIGNS  
PEOPLE  
REACHED



**40k**  
IMPRESSIONS  
70+ TWEETS



**125k**  
2+ SENT  
MONTHLY  
PUBLIC EMAILS  
SENT ACROSS  
35 CAMPAIGNS



**45**  
OBID MEMBER  
EMAILS SENT



**19k** **14k**  
WEBSITE  
SESSIONS  
NEW  
VISITORS



## ADVOCACY FOR A CAUSE



Oakland For All  
Beyond Accessible

Coordinated ongoing monthly meetings for the **Oakland For All** stakeholders group including over 60 local and regional organizations, advocates, and community members aiming to increase awareness of issues experienced by **people with disabilities**



## OAKLAND PLAN STEERING COMMITTEE

OBID leadership plays an important, ongoing role for the City of Pittsburgh's Oakland Plan development process by participating in the Steering Committee charged with creating a 10-year plan with a shared vision for Oakland's future, and the projects and programs necessary to make that vision a reality. Once adopted by the Planning Commission, the Oakland Plan will become City policy and guide public and private investments in the area. New land-use regulations, transportation, and infrastructure improvements, and public programs may also be recommended by the plan.

OBID leadership helped this year to develop and execute a Public Engagement Plan, identify issues and opportunities, and recruit participants for the Action Teams. Going forward, the Steering Committee will continue to help set a vision, establish goals, and support the Oakland Plan's adoption. The Oakland Plan includes Central, North, South, and West Oakland and is scheduled for "Stage 3: Strategize" this winter and "Stage 4: Formalize" ending in Winter 2022 with assembly, review, and adoption.

## CLEANING PROGRAM SUCCESS

Five *Block By Block* crew members have maintained **365 days of daily service**.

**21,350 lbs of trash** swept and removed  
**1,072 graffiti**, stickers & flyers removed  
**144 hours** of pressure washing  
**139 blocks** of weed abatement  
**70 hospitality** assists  
**48 block faces** pressure-washed  
**13+ hours** snow removal



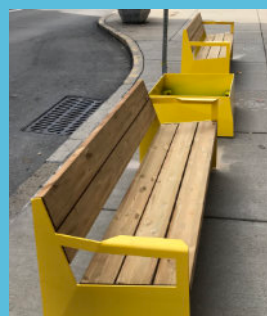
## STREETSCAPE BEAUTIFICATION AND CAFE SEATING

Maintained **seasonal flower baskets** & **sidewalk planters** serviced by local Oakland business, Sestili Nursery.

**Forbes Avenue Furniture Pilot** designed and installed in partnership with UPMC & the Pittsburgh Innovation District.

## FORBES DIGITAL PLAZA

Showcased **local & national artists** and **unveiled new benches** designed by local artist Rob Hackett of CM Design.



## OTHER MARKETING AND EVENTS

Promoted Oakland's diverse food scene through our annual **Restaurant Week** which featured over 20 restaurants and shined a light on our **small business community during the winter shopping season** by sharing the stories of 10 Oakland staples through photos and interviews.

## WAYFINDING SIGNAGE PROGRAM

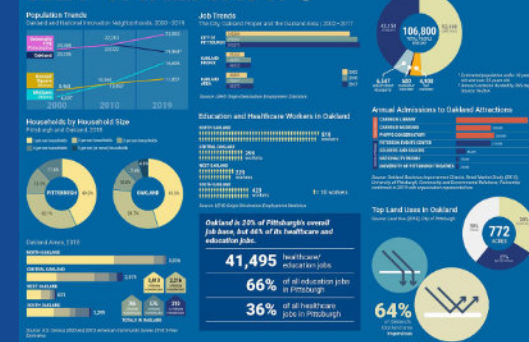
Contributed to the design and planning of a new, comprehensive pedestrian and vehicular wayfinding signage system to be strategically placed across the city, helping to drive customers into Oakland businesses, art, culture, and entertainment venues by making it easier to navigate shopping districts and popular attractions. Collaborated with OTMA, Pitt, UPMC, City of Pittsburgh, PDP, NSLC & SPC.

## NEW OAKLAND WEBSITE PLANNING

After an RFP review process for website design services that began in March 2020, OBID's Marketing Committee selected Wall to Wall Studios to begin the planning, design, and development of a new website that takes the place of our existing OnlyInOakland.org at a new URL: **OaklandPittsburgh.com**



## KEY TAKEAWAYS



The first phase of engagement concluded on October 18, 2020.

An Existing Conditions Report and other details from the Oakland Plan process are available on the City of Pittsburgh's Engage portal.



# RESILIENCE IN THE FACE OF A PANDEMIC

## JANUARY-FEBRUARY

Oakland Restaurant Week and winter shopping season *Storytelling Campaign* help to draw consumers to the district. Board of Directors meeting and Strategic Planning sessions held as planned.



## MARCH



Unrest about the virus increases and the global pandemic hits the U.S. Our invite to present at the *International Downtown Association Summit* in Iowa City is cancelled due to the pandemic. Website RFP is circulated and receives over 30 proposals to aid in developing Oakland's new website to fit enhanced strategic marketing objectives.

**UNIVERSITIES SHUT DOWN AND  
NON-ESSENTIAL BUSINESSES  
ARE FORCED TO CLOSE.**

**JUST LIKE THAT,  
EVERYTHING CHANGES.**

## MAY-JUNE

OBID secures grant funding from the *Richard King Mellon Foundation* in support of our "Oakland Safe & Strong" and "Oakland Enhancements Project" programs, and construction begins on one of the city's first semi-permanent outdoor dining areas utilizing street and sidewalk space.



The funding also enables a partnership with Qualaris, UPMC, PRL&A, and Factice to launch the *Safety Compliance Program* to help business owners and staff understand, implement, and stay up-to-date with evolving COVID-19 safety guidelines. Signage is posted throughout the district.

New OBID website project is started with Wall to Wall Studios.

## APRIL

OBID and our partners immediately began compiling and sharing resources to help businesses with COVID safety guidance, grant funding, 0% loan programs, and more.

Working with *Sustainable Pittsburgh*, we distributed over \$14,000 in grant funding for 13 Oakland restaurants participating in the *Sustainable Pittsburgh Restaurants* program.



Through a collaborative effort with *UPMC*, we launched a program to establish delivery zones at Oakland's four primary hospital campuses to ensure local restaurant access for essential workers during lockdown.

Aggressive promotion of restaurant takeout and delivery was carried out all spring and summer long - with persistent email and social media promotion with a focus on supporting the "non-essential" businesses like restaurants and bars who were immediately impacted by the shutdown.

Coordination with more than 15 government and community agencies materializes in the successful closure of Oakland Ave. & Meyran/Oakland parking lanes to accommodate for outdoor seating. Our Executive Director is invited to join the *reOpen PGH: Streets and Mobility Task Force* to help identify ways to reconceive transportation and mobility to best support businesses and residents during the pandemic - serving as the foundation for opening our streets for public use.



Richard  
King  
Mellon  
Foundation



## JULY-AUGUST

OBID says goodbye to beloved staff member David Pirozzi, continues to conduct leadership meetings virtually, and awards contract for "pop-up" retail planning project to Front Studio.



Ten businesses are successfully onboarded to the *Safety Compliance Program* and work begins on development of an online marketplace where shoppers can purchase gift cards with a 40% cash incentive.

As part of the *Shop2Help Oakland Gift Card Program*, donations of 25-meals will be made to the *Greater Pittsburgh Community Food Bank* with every purchase.



## SEPTEMBER-OCTOBER

OBID secures grant funding from the URA Neighborhood Initiatives Fund to assist with "pop-up retail" renovations and outdoor seating enhancements, and awards *U Lead* contract to manage operations.

Installation begins on Forbes Avenue furniture pilot program with new cafe tables, chairs, benches, planters, trash receptacles, and painted light poles.

The *Shop2Help Oakland Gift Card Program* is launched to the public and immediately begins taking orders. All funds raised by the sale of gift cards via the online marketplace go directly to supporting participating businesses and donating meals to the *Greater Pittsburgh Community Food Bank*.



## NOVEMBER-DECEMBER

Portable outdoor heaters are purchased and installed to assist with outdoor seating needs as winter approaches, and the Forbes Avenue furniture pilot program installation is completed.



Short-Term Loading Zones are implemented in five key locations to create convenient parking options for customers picking up food or making quick trips into the district.

Planning for 2021 public space seating areas, retail "pop-up" renovations, Forbes Digital Plaza redesign, winter marketing strategies, and spring and summer event programming is underway.

Final strategic planning meeting with OBID Board of Directors and leadership team.



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# PLANNING FOR OUR FUTURE

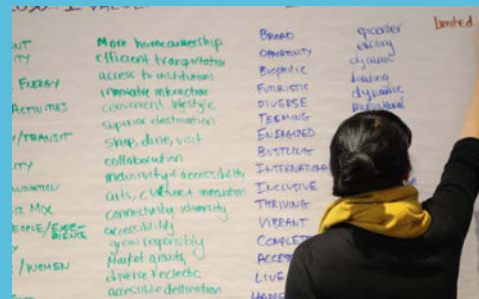
Photo Credit:  
Dave DiCello Photography



## THE NEW ORGANIZATIONAL STRATEGIC PLAN IS THE FACE OF OAKLANDS FUTURE AND OUR ROADMAP TO REINVENTING OBID AS THE PLACE MANAGEMENT ORGANIZATION THAT WILL ENSURE OAKLANDS PLACE AS PENNSYLVANIA'S GLOBAL CENTER.

In the midst of one of the greatest global challenges of our time, our business community was forced to rapidly respond time and time again, constantly asked to identify new ways to **unite, innovate, and persevere.**

And as we continued to respond and implement strategies for the day-to-day, the Board of Directors **focused on the long view, as well.** After months of hard work and planning, the Board and a team of invited partner leaders completed the journey we began together in November 2019 by **delivering a visionary Organizational Strategic Plan.**



Funded by a \$150,000 grant from the Henry L. Hillman Foundation, the strategic planning process was managed by our consultant team of BDS Urban Planning & Elisco Creative Cafe along with OBID Board of Directors and Leadership Team. The plan can be downloaded from the new **OaklandPittsburgh.com** website.

## BOARD OF DIRECTORS

Kelly McBroom, Chairperson, Dollar Bank  
Adrienne Walnoha, 1st Vice-Chairperson, Social Artistry Consulting  
Ron Levick, 2nd Vice-Chairperson, Property Owner  
Brandon Smith, Secretary, Fuel and Fuddle Restaurant  
John P Krolicki, Treasurer, UPMC

Andrew G. Wilson, Carlow University  
Bruce A. Kraus, Pittsburgh City Council District 3  
Derek Dauphin, Pittsburgh Department of City Planning  
Henry Horn-Pyatt, Mayor's Office, City of Pittsburgh  
James N. Schmitt, UPMC  
Janine Johnson, Eat'nPark Hospitality Group  
Jasbir Bhargal, Property Owner/Prince of India Restaurant  
Jennifer March, Family House Inc.  
Jill Curry, Hilton Garden Inn  
John M. Wilds, Oakland Rotary of Pittsburgh  
Laurel Chiappetta, Yoga U Pgh  
Margaret Bell, UPMC  
Mark Musolina, Avenu/Revv Oakland

Maurry Mendelovich, Chik'n & Stack'd Restaurants  
Monica Rattigan, University of Pittsburgh  
Molly Finnell, Murland Management LLC  
Paul A. Supowitz, University of Pittsburgh  
Pete Leventis, Property Owner  
Phyllis Wechsler, Property Owner  
Rand Werrin, Property Owner  
Richard Kaplan, Carnegie Library of Pittsburgh  
Robert E. Kelly, Jr., John C. R. Kelly Realty Inc.  
Ting Yen, Sushi Fuku & Fuku Tea Restaurants  
Todd Reidbord, Walnut Capital  
Tyler Perlmutter, Pinecrest LLC

## STAFF

Georgia Petropoulos, Executive Director  
David Pirozzi, Marketing & Communications Coordinator  
Aaron Henderson, Curator  
Medha Kadri, Social Justice Advocate  
Lynn Dang, Marketing & Communications Intern  
Minna Kuriakose, Intern

## CREW

Julia Grabiak, Operations Manager  
Brandon Shannon  
Carlos Velazquez  
Jeremy Stanley  
Riley Klinger



Photo Credits:  
Jeff Miskis (facture.im),  
Elisco, BDS & OBID staff.

Thank you to Carlow University  
for printing this annual report.

OBID





## OAKLAND BUSINESS IMPROVEMENT DISTRICT

Letter to our Oakland Stakeholders:

In a year like no other, the Oakland Business Improvement District community came together, building off of strong partnerships and relationships and working in a social context of innovative entrepreneurs to keep Oakland safe and strong. We pivoted and we persevered as we fought to mitigate the impact of the COVID-19 pandemic. In the face of such incredible challenges, our stakeholders showed up as resilient leaders, quickly adapting to the “new normal” and ensuring our community was safe and open for business. We applaud you – our community champions – for your incredible work and resilient response.

We are in the business of *place making* and we maintained our focus of keeping Oakland safe, clean, vital and welcoming while forging new and innovative strategies and solutions to help our community facing the many hardships brought about by this once in a century global pandemic. This report shares the myriad activities and accomplishments of our OBID team who – working together alongside our many business and property owners, and our university, hospital, civic and government partners – focused on maintaining the strength of Pittsburgh’s most vital economic center.

And while we focused hard on responding to the most pressing day-to-day needs of this challenging year, we also took the critical step to focus on the long view, as well. The OBID Board of Directors are proud to have unveiled a new Organizational Strategic Plan that springs from a 25-year history of hard work and progress and builds on the success of our anchor institutions – University of Pittsburgh, UPMC, and Carnegie Mellon University – who have grown and together formed a center of innovation that is recognized throughout the world. We understood that for Oakland to thrive as a world class center of innovation, it requires a place management organization that sets the standard for growth and innovation as the face of Oakland’s future. This plan is the product of a year of hard work by dozens of community leaders helping us to develop our roadmap to reinventing OBID as the place management organization that will ensure Oakland’s rightful place as Pennsylvania’s global center.

We are grateful for your support and we look forward to continuing the charge to shape and activate Oakland’s public life.

We are excited to grow forward together!

**Kelly McBroom**  
Chairperson

**Georgia Petropoulos**  
Executive Director

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Pittsburgh, PA 15213

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oaklandpittsburgh.com



## ORGANIZATION FINANCIALS

Oakland Business Improvement District (OF The City of Pittsburgh)  
Statements of Revenues, Expenses and Changes in Net Position  
Year Ended December 31, 2019

<b>Operating Revenues:</b>	
Assessment Revenue - Current	\$ 473,957
Assessment Revenue - Prior year	\$ 67,727
Fair Share Contributions	\$ 147,500
Grant Income	\$ 46,597
Grant Income - Innovation Oakland	\$ 52,500
In-Kind Revenue	\$ 84,685
Penalty Income	\$ 27,488
Events Income	\$ 5,000
Donation Income	\$ 1,000

**Total Operating Revenues** \$ **906,454**

<b>Operating Expenses:</b>	
Programs and Operations	\$ 645,788
Strategic Plan	\$ 32,275
Grant Expense	\$ 52,500
In-Kind Expense	\$ 84,685

**Total Operating Expenses** \$ **815,248**  
**Operating Income (Loss)** \$ **91,206**

<b>Non-Operating Revenues (Expenses)</b>	
Interest Income	\$ 596
Depreciation Expense	( \$ 101,168 )

**Total Non-Operating Revenues (Expenses)** ( \$ **100,572** )

**Change in Net Position** ( \$ **9,366** )

<b>Net Position</b>	
Beginning of Year	\$ 457,559
End of Year	\$ 448,193

### Assets

<b>Current Assets:</b>	
Cash and cash equivalents	\$ 539,138
Certificate of deposit	\$ 11,021
Assessment receivable	\$ 1,653
Grants receivable	\$ 13,650

**Total Current Assets** \$ **565,462**

<b>Capital Assets:</b>	
Office and Plaza equipment	\$ 566,012
Accumulated depreciation	( \$ 485,922 )

**Total Capital Assets** \$ **80,090**  
**Total Assets** \$ **645,552**

### Liabilities and Net Position

<b>Liabilities</b>	
Accounts payable	\$ 24,698
Unearned revenue	\$ 171,587
Other withholding	\$ 1,074

**Total Liabilities** \$ **197,359**

<b>Net Position</b>	
Net investment in capital assets	\$ 80,090
Restricted	\$ 0
Unrestricted	\$ 368,103

**Total Net Position** \$ **448,193**  
**Total Liabilities and Net Position** \$ **645,552**