



# OAKLAND BUSINESS IMPROVEMENT DISTRICT

2022 ANNUAL REPORT:  
**Supporting Oakland**  
**Pennsylvania's**  
**Global Center**





## **OUR VISION:**

**To set the standard for growth  
and innovation.**

## **OUR MISSION:**

**To ensure Oakland's place as  
Pennsylvania's global center.**

## **OUR VALUES:**

**Reframe the experience of commercial,  
retail, office and residential environments,  
while dismantling oppression, embracing  
diversity, promoting diverse business  
and creating spaces for social, racial and  
economic justice.**



## Supporting Oakland in 2022

The Oakland Business Improvement District is proud to support the Central Oakland community, home to Pittsburgh's global innovation center. We thank YOU our partner for your continued support and for your continued confidence in our organization. OBID is grateful to our over 250-member property and business owners along with members of Pittsburgh City Council and Mayor Ed Gainey who worked together to enact the continued designation of the BID. We endeavor to continue to provide the excellent level of service that brings tremendous benefit to the thousands of local, national and international populations that choose to live, work, study and play in Oakland.

Our report shares the many activities and accomplishments of our OBID team working alongside our many business and property owners, our university, hospital, civic and government partners together focused on maintaining the strength of Pittsburgh's most vital economic center.

We are in the business of place making and in 2022 we maintained our focus of keeping Oakland safe, clean, vital and welcoming while forging new and innovative strategies and solutions to help our district thrive. Understanding that our businesses were still coping with the impact of the pandemic, we expanded the popular outdoor dining program with a new more attractive three season patio deck system that provides 400 lineal feet of cafe space along four commercial corridors. Popular with customers, Oakland's outdoor dining provides an attractive and green space to dine and to hang out. In 2022, we unveiled the Sidewalk Poetry program where 25 poems by 21 local poets were "published" on sidewalks throughout Oakland. This interactive public art project featured poetry that celebrates Oakland's past, present and future. OBID also unveiled GLOWLAND, a month-long winter festival featuring art installations, live music events and illuminations throughout Oakland. The festival was anchored by the internationally acclaimed Impulse, an interactive installation comprising of 15 illuminated, sound-producing seesaws that transformed Oakland into a winter playground.

Our placemaking and beautification efforts continue to be anchored by our daily Sidewalk Cleaning program that keeps Oakland's sidewalks and public spaces clean and ready for our visitors throughout the year and by our various marketing initiatives promoting our many restaurant and retail establishments. Each of these innovative efforts were part of a strategy to ramp up our digital marketing efforts leading to off the charts increase in audience engagement: we saw a 77% increase in Facebook impressions, a 169% increase in Twitter posts engagement and our email newsletter campaign open rate increased by 41%, click rate increased by 400% to name a few.

Reaching pre-pandemic levels, in 2022 Oakland saw over 1 million visitors, reinforcing the strength and vitality of our community. OBID is here for you. We are grateful for your support and we look forward to continuing the charge to shape and activate Oakland's public life.

Kelly McBroom  
*Chairperson, OBID Board of Directors*

and

Georgia Petropoulos  
*Chief Executive Officer*



# OBID 2022 RENEWAL

Thank you to our Member  
Property owners and Business  
owners for supporting the  
successful Renewal of the  
Business Improvement District!



THE CITY OF  
**PITTSBURGH**

OBID also wishes to thank Mayor Ed  
Gainey and our Pittsburgh City  
Council Members for their support.  
We want to recognize Councilperson  
Erika Strassburger, Councilman  
Bruce A. Kraus, and Councilman R.  
Daniel Lavelle for their continuous  
work in Oakland.





# OBID OPERATIONS

Led by a **29-person Board of Directors**

&

**5 Full time staff**

OBID Serves 170 Parcels Represented by 65 Owners and Over 150 Businesses

- Includes Carlow University, University of Pittsburgh and UPMC

## OBID Finances:

- 2022: **\$600,000** Annual BID Assessment
  - Supports **41%** of 2022 Budget
- **12% from** Pitt and UPMC Taxable Property
- Leverage an additional **30%** (\$430,000) from University of Pittsburgh, UPMC, and Carlow University
- **\$1** raised on average leverages **\$2.00** in services

## OBID Programs Focus On:

- Street Sweeping and Maintenance
- Beautification
- Design and Placemaking
- Marketing and Events
- Community, Advocacy, and Planning
- Communications & Outreach



2022

## IMPACT DATA:

# Marketing & Community Engagement

The marketing and communications team at the Oakland Business Improvement District are dedicated to capturing the Community, Culture, and Commerce of Oakland by telling the stories of everyone: big or small.

### Impressions



14k to 25k  
(77% increase)



2.3k to 5.9k  
(153% increase)



214 to 815  
281% increase

### Engagement



3% to 5.11%  
2.1% increase



1.95% to 5.25%  
169% increase



8.87% to 8.74%  
1.5% decrease

### E-Mail



**BID Members:**  
Open rate is up 16%,  
click rate is up 300%



**General Audience:**  
Open rate is up 41%,  
Click rate is up 400%



**Media Audience:**  
Open rate down 2%  
Click rate is up 46%



2022

IMPACT DATA:

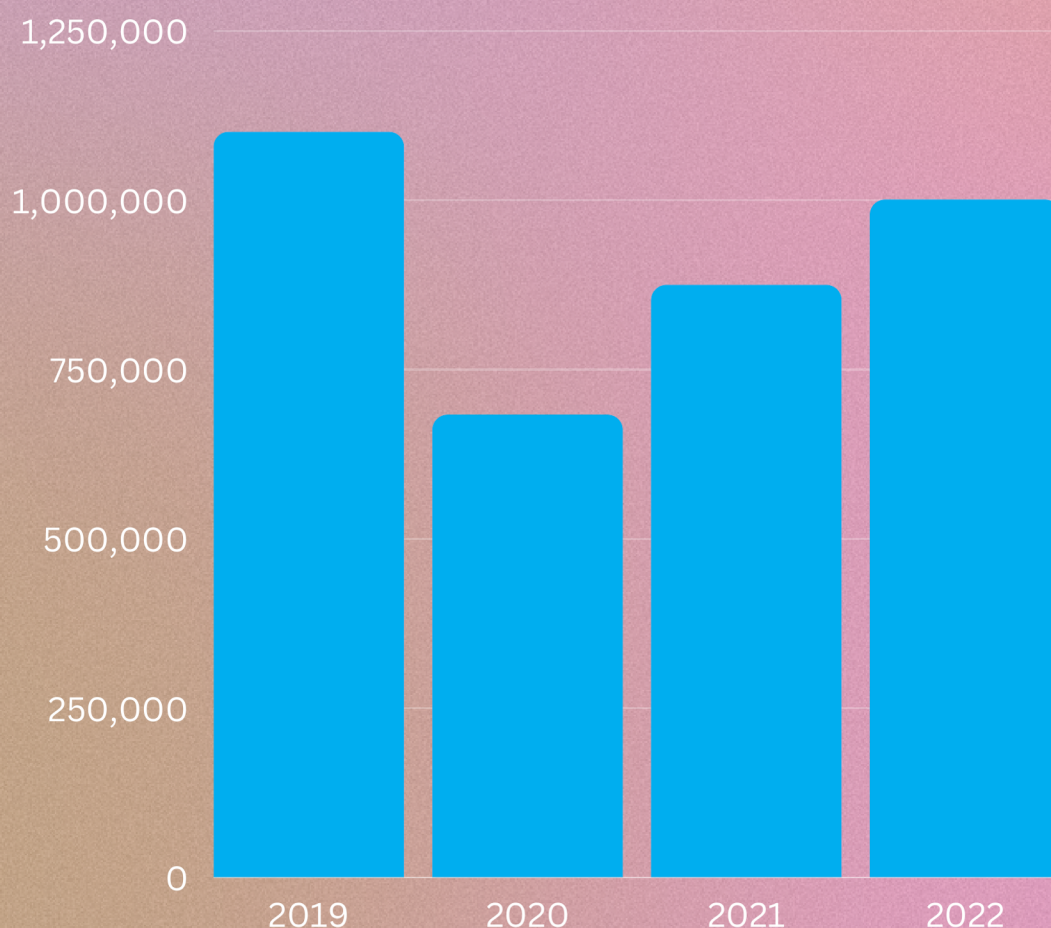
# Expanding Oakland's Audiences

Pittsburgh's Central Oakland neighborhood experienced a continuous growth in populations with close to 1 million visitors – including students, residents and employees- exploring all that our community has to offer.

- 1.1 million visitors in 2019 (pre-pandemic)
- 682, 400 visitors in 2020
- 874, 000 visitors in 2021

\*data provided by Placer.ai January 1 - December 9

Jan - Dec 2019 - 2022





2022

IMPACT DATA:

# Keeping Oakland Clean

## Annual Cleaning Program Stats

*OBID's Ambassador Cleaning Program provides a variety of daily services throughout the year to maintain a clean, vibrant and attractive business district.*

- Sweeps 23,000 lineal feet of sidewalk (4.4 miles) and 1,400 lineal feet of alley
- Collects over 18.5 tons of Trash, 52000 cigarettes, over 3,000 pizza boxes and removes over 900 pieces of graffiti
- Seasonal Washing of over 120 storefront sidewalks (20% repeat 2-3x)



- Seasonal Weed Abatement and Snow Removal of Sidewalk Corner Ramps
- Maintain the Outdoor Dining Seating Areas and Street furniture
- Eyes on the Street: Monitor Panhandling and Code Violations
- Hospitality: assisting visitors throughout the year





2022

IMPACT DATA:

# Activating Oakland Outdoor Dining

Focused on saving our small businesses, OBID blazed the trail for Pittsburgh providing creative urban design solutions in response to the public's demand for places to safely socialize, dine, play and connect. But we were not just making new spaces, we were making new places as we repurpose our streets and open spaces to support our shops and restaurants. Understanding that our businesses were still coping with the impact of the pandemic, we expanded the popular outdoor dining program with a new more attractive three season patio deck system that provides 400 lineal feet of cafe space along four commercial corridors. Popular with customers, Oakland's outdoor dining provides an attractive and green space to dine and to hang out.





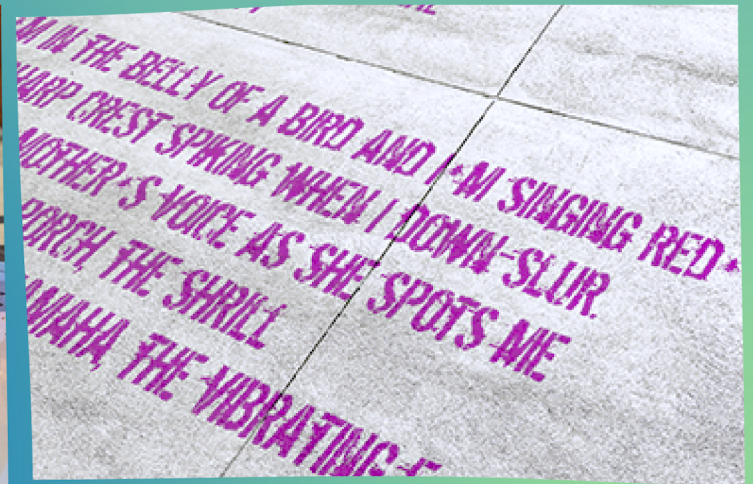
2022

IMPACT DATA:

## Activating Oakland Sidewalk Poetry

# OAKLAND SIDE WALK POETRY PROGRAM

In 2022, we unveiled the Sidewalk Poetry program, an interactive public art project featuring poetry that celebrates Oakland's past, present and future. Sidewalk poetry has spread to other cities across the country to honor the intersection between poetry and place. Over 82 poems were submitted as part of a public contest and each were reviewed and selected blindly by a panel of jurors comprised of Oakland's residents and representatives from University of Pittsburgh, CMU, and Carlow University. The Committee chose 21 local poets who were awarded a stipend and whose art was "published" on sidewalks throughout Oakland. The selected poets include: Rho Bloom-Wang, Kathy Chenot, Sarah McMullen, Shannon Valenti, Lily Rouleau, Laura Lind, Clara Weibel, Tylar Farmer, Robert Lonie, Lily Keener, Ziva Schmitt, Alexander Miller, Danielle Kelley, Susan Kochman, Lisa Kay Schweyer, Phyliss Anderson, Jonathan Rubin, Jessica Manack, Kira Brice, Erica Hom, and Gabrielle Noye.





2022

IMPACT DATA:

**Unveiled GLOWLAND**

**Oakland's Winter Festival**



**Oakland's first month-long winter light festival, including the internationally travelling Impulse installation in Schenley Plaza, more than seven additional public art illuminations throughout Oakland, events, programming, music and more enjoyed by thousands of visitors!**



2022

IMPACT DATA:

# Unveiled GLOWLAND Oakland's Winter Festival

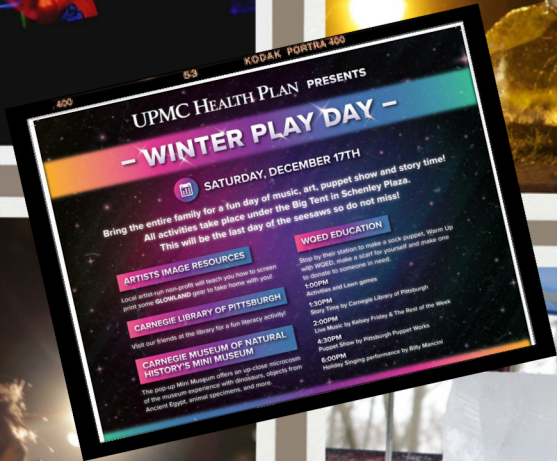
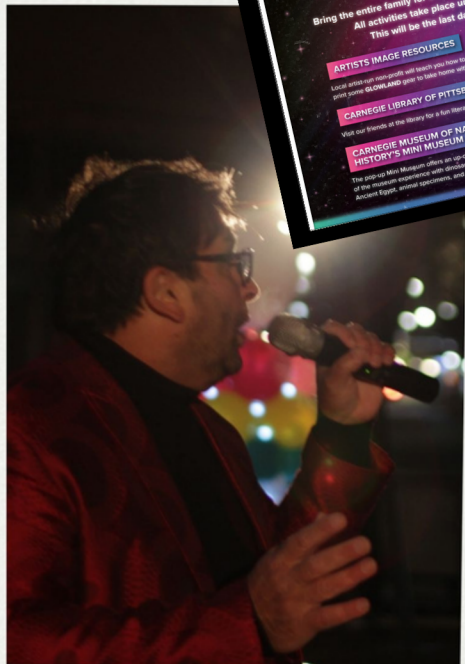
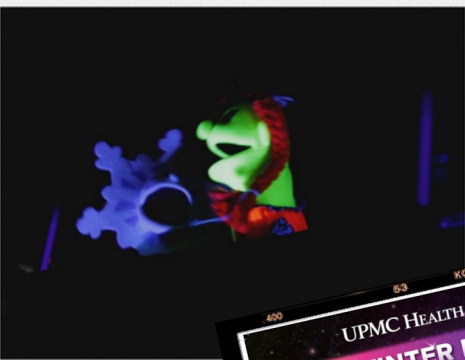




2022

IMPACT DATA:

# Unveiled GLOWLAND Oakland's Winter Festival





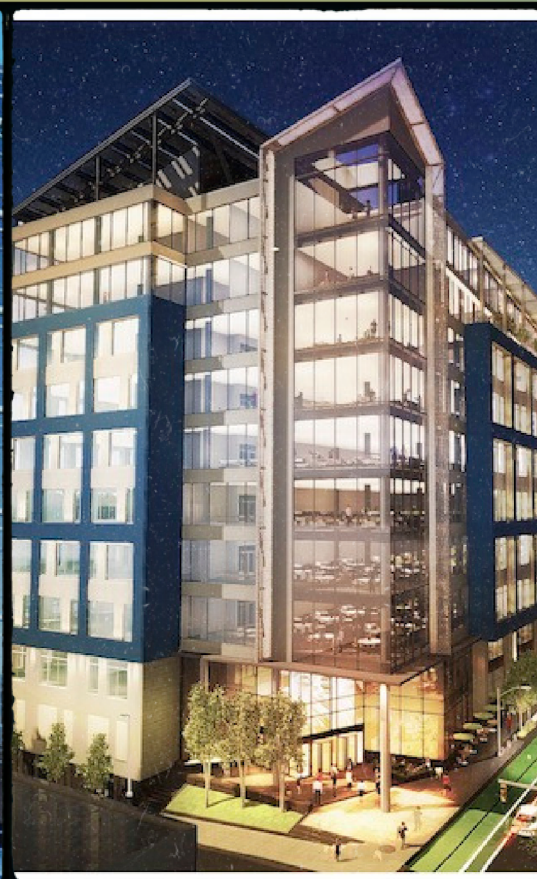


2022

IMPACT DATA:

# Planning & Advocating For Pittsburgh's Vibrant Economic Center

An awesome remaking of the Oakland skyline is underway, and the Oakland Business Improvement District is proud to have played a key role in support of this transformation. Driven by our universities and hospitals, our community has formed a center of innovation that is recognized throughout the world. Advocating on behalf of our stakeholders, OBID remained actively involved with the Oakland Plan process representing OBID and our community stakeholder voice. The future of our region depends on Oakland's strength as a regional economic center. We stressed that Oakland is a unique context requiring a rethinking of the zoning to accurately reflects the character as a regional serving Downtown employment center. The process has continued into 2023 and OBID will continue to push for support. As a Registered Community Organization (RCO), OBID works with the City of Pittsburgh to ensure that our stakeholders voice contributes towards all planning and development projects impacting the growth of our community.





# **Thank You Partners!**

**Collaboration is key to OBID's successes and we want to thank the many supporters and partners that help our organization achieve success. OBID is primarily supported by over 250 Central Oakland property and business owners that include Carlow University, University of Pittsburgh, UPMC and Magee-Womens Hospital of UPMC. We also wish to thank the following 2022 partners that provided financial and in-kind support to our organization:**

**UPMC**

**UPMC Health Plan**

**University of Pittsburgh**

**University of Pittsburgh Police Department**

**Carlow University**

**City of Pittsburgh**

**City of Pittsburgh Bureau of Police**

**City of Pittsburgh Community Development Block Grant Fund**

**Community Human Services**

**Dollar Bank**

**Pittsburgh City Council**

**Henry L. Hillman Foundation**

**Mayor Ed Gainey**

**Pittsburgh Councilman Bruce Kraus**

**Pittsburgh Councilperson Erika Strassburger**

**Pittsburgh Councilman Daniel Lavelle**

**PA State Senator Jay Costa**

**PA State Representative Dan Frankel**

**Allegheny County Executive Rich Fitzgerald**

**Pittsburgh Department of City Planning**

**Pittsburgh Department of Mobility and Infrastructure**

**Pittsburgh Department of Public Works**

**Pittsburgh Downtown Partnership**

**Urban Redevelopment Authority of Pittsburgh**

**Allegheny County Community Infrastructure and Tourism Fund**

**Oakland Transportation and Management Association**

**Oakland For All**

**Pittsburgh Innovation District**

**Pittsburgh Parks Conservancy**

**Carnegie Museums of Pittsburgh**

**Soldiers and Sailors Memorial Hall and Museum**

**Carnegie Library of Pittsburgh**

**Green Building Alliance**

**Urban Land Institute - Pittsburgh**



# Thank You

## GLOWLAND Sponsors!

Pittsburgh Parks Conservancy

UPMC Health Plan

University of Pittsburgh

Duquesne Light Company

US Foods

The Oaklander Hotel

Wexford Science and Technology

Hilton Garden Inn

Walnut Capital

University Partners/The Bridge on Forbes

Block by Block

PNC Bank

NexTier Bank

ATARASHI

Fuku Tea

PittsburghLocalCoupons.com

Mero Restaurant Group (Chik'n, Stack'd, Viva Los Tacos)

Fuel and Fuddle

Collaborative Real Estate

Walk Run Lift Studio







# OBID FINANCIALS

Oakland Business Improvement District (Of The City of Pittsburgh) Statements of Revenues, Expenses and Changes in Net Position Year Ended December 31, 2021

## Operating Revenues:

Assessment Revenue- Current \$567,622  
Assessment Revenue - Prior year \$9,222  
Contributions - \$164,729  
Grant Income - \$189,984  
Grant Income - Innovation Oakland - \$99,004  
In-Kind Revenue - \$135,846  
**Total Operating Revenues - \$1,166,407**

## Operating Expenses:

Personnel and Operations - \$342,414  
Public Space Maintenance - \$294,373  
Public Space Improvement - \$9,846  
Destination Marketing - \$44,606  
Education and Outreach - \$28,440  
Strategic Planning - \$198  
Outdoor Seating and Safety - \$47,185  
Retail Plan and Pop Up - \$269,414  
In-Kind expense - \$135,846  
**Total Operating Expenses - \$1,172,322**  
**Operating Income (Loss) - \$5,915**

## Nonoperating Revenues (Expenses):

Interest Income - \$64  
Miscellaneous Income - \$2,991  
Depreciation Expense - \$0  
**Total Nonoperating Revenues (Expenses) - \$3,055**

## Change in Net Position - (\$2,860)

### Net Position

Beginning of Year - \$465,687  
End of Year - \$462,827

## Assets

### Current Assets

Cash and cash equivalents - \$822,542  
Certificate of deposit - \$11,021  
Assessment receivable- \$14,998  
Grants Receivable - \$274,753  
**Total Current Assets - \$1,123,314**

### Capital Assets

Office and Plaza equipment - \$586,808  
Accumulated depreciation - (\$566,012)  
**Total Capital Assets - \$20,796**  
**Total Assets - \$1,144,110**

## Liabilities and Net

### Position

#### Liabilities

Accounts payable - \$98,683  
Unearned Revenue - \$577,720  
Other withholding - \$4,880  
**Total Liabilities - \$681,283**

#### Net Position

Net investment in capital assets - \$20,796  
Unrestricted - \$442,031  
**Total Net Position - \$462,827**  
**Total Liabilities and Net Position - \$1,144,110**



# Our Team

**Georgia Petropoulos**  
Chief Executive Officer

**Asa Sloss**  
Programming and Activation Manager

**Christine Grady**  
Director of Finance and  
Operations

**Krist Muñoz-Malavé**  
Content Creator and Marketing  
Coordinator

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**William Thomas**  
Operations Manager  
Block by Block

**Patrick Bluemling**  
Ambassador  
Block by Block

**Herman Blue**  
Ambassador  
Block by Block

**Carlos Velazquez**  
Ambassador  
Block by Block

**Keith Pack**  
Ambassador  
Block by Block

# Our Board

**Kelly McBroom**  
Chairperson  
Dollar Bank

**Brandon Smith**  
Secretary  
Fuel and Fuddle Restaurant

**Adrienne Walnoha**  
1st Vice-Chairperson  
Social Artistry Consulting

**John P. Krolicki**  
Treasurer  
UPMC

**Maurry Mendelovich**  
2nd Vice-Chairperson  
Chik'n and Stack'd

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**Jasbir Bhargal**  
Property Owner  
Prince of India

**Robert E. Kelly**  
Property Owner  
Jr. John C. R. Kelly Realty

**Matthew Feinman**  
Law Offices of  
Matthew S Feinman

**Jill Curry**  
Hilton Garden Inn

**Bruce A. Kraus**  
Council Person District 3,  
City of Pittsburgh

**Rebekkah Ranallo**  
Mayor's Office  
City of Pittsburgh

**Pete Leventis**  
Oakland Avenue  
Property Owner

**Sean Luther**  
Pittsburgh Innovation District  
AVENU Workspaces

**Monica Rattigan**  
University of Pittsburgh  
**Todd Reidbord**  
Walnut Capital

**Molly Finnell**  
Property Owner  
Murland Management LLC

**Ron Levick**  
Forbes Avenue  
Property Owner

**Phyllis Wechsler**  
Meyran Avenue  
Property Owner

**Janine Johnson**  
Eat'nPark  
Hospitality Group

**Richard Kaplan**  
Carnegie Library  
of Pittsburgh

**John M. Wilds**  
Oakland Rotary  
of Pittsburgh

**Dr. Sibdas Ghosh**  
Carlow University

**Jennifer March**  
Family House Inc.

**Paul A. Supowitz**  
University of Pittsburgh

**James N. Schmitt**  
UPMC

**Margaret Bell**  
UPMC

**Phyllis Wechsler**  
Property Owner

**Matthew Sterne**  
University of Pittsburgh

**Ting Yen**  
Atarashi and Fuku Tea

**Rand Werrin**  
Property Owner





# ABOUT US



## OAKLAND BUSINESS IMPROVEMENT DISTRICT

**We are a dedicated team of business district visionaries and advocates who are leading the exciting rise of Oakland - Pittsburgh's largest university and hospital district. Since 1999, the Oakland Business Improvement District has been the public/private partnership that provides enhanced beautification services, marketing events and promotion, public art and streetscape improvements and business development on behalf of over 250 member business and property owners. The OBID is supported, in part, by these member owners including Carlow University, UPMC, Magee-Womens Hospital of UPMC and the University of Pittsburgh.**

**218 Oakland Avenue  
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[www.oaklandpittsburgh.com](http://www.oaklandpittsburgh.com)**

