



2023

Annual Report

Fiscal Year 2023

Oakland Business Improvement District

A Message to Our Members

2023

The Oakland Business Improvement District is proud to support the Central Oakland community, home to the center of Pittsburgh's thriving innovation economy. We are excited to celebrate yet another year of our growth and opportunity as we continue to provide the highest level of service expected of a global innovation center. Our report shares the many activities and accomplishments of our OBID team working alongside our business and property owners, our university, hospital, civic and government partners, and our residents together focused on ensuring our community is vital, activated, and attractive.

The sight of several construction cranes throughout Oakland reflects the continued exponential growth underway in our community. With an estimated 2 million square feet of construction underway, Oakland is getting a new skyline supporting residential, research, academic and medical uses including the UPMC Presbyterian Tower project, the Here Pittsburgh Apartment living, the University of Pittsburgh's Innovation Tower and a new Arena and Sports Performance Center and the Wexford Science + Technology research tower to name a few. And we are excited at the announcement of the region's first multi-unit residential building for LGBTQ+ senior citizens - Oakland Pride- slated to be built on the uphill side of Forbes Avenue at Craft Avenue. And the synergy does not stop there, our district also saw the opening of new businesses and the expansion of startup co-working spaces.

To meet the needs of such growth, we maintained our focus of keeping Oakland safe, clean, and welcoming while forging new and innovative strategies and solutions to help our district thrive such as our comprehensive cleaning program providing daily service throughout the year to our extensive outdoor dining program providing over 400 lineal feet of additional space for outdoor seating and dining and expanded in 2023 for all four seasons. We kicked off a series of new seasonal promotions and events culminating with the second year for GLOWLAND, our winter lighting festival featuring art installations, live music events and illuminations throughout Oakland including Oakland's first Drone show!

And our programs have tremendous impact: reaching pre-pandemic levels, Oakland saw over 1 million visitors, a near 7% increase from 2022, yet more proof of the strength and vitality of our community.

We are excited for our community's future, and we look forward to continuing the charge to shape and activate Oakland's public life.

Kelly McBroom
Chairperson, OBID Board of Directors

Georgia Petropoulos
Chief Executive Officer, OBID



OAKLAND BUSINESS IMPROVEMENT DISTRICT

About

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-Women's Hospital of UPMC and the University of Pittsburgh.

Representing the Vibrant & Multicultural Heart of Pittsburgh!

Vision, Mission, and Values

- 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.

Board of Directors

Kelly McBroom, *Chairperson*

John P. Krolicki, *Treasurer and Co-Chair*

Adrienne Walnoha, *1st Vice-Chairperson*

Maury Mendelovich, *2nd Vice-Chairperson*

Janine Johnson, *Secretary*

Jasbir Bhargal

Jill Curry

Molly Finnell

Richard Kaplan

Robert E. Kelly Jr.

Bruce A. Kraus

Dorry Lang

Sean Luther

Jennifer March

Sheronica Marshall

Andrew Molnar

Rebekkah Ranallo

Dollar Bank

UPMC

Social Artistry Consulting

CHiKN, Stack'd, Viva Los Tacos

Eat'n Park Hospitality Group

Prince of India/Property Owner

Hilton Garden Inn Pittsburgh University Place

Murland Management LLC/Property Owner

Carnegie Library of Pittsburgh - Main

John C. R. Kelly Realty, Inc./Property Owner

Pittsburgh City Councilman

Office of Pennsylvania State Senator Jay Costa

Pittsburgh Innovate District/Avenu Co-Working

Family House Inc.

Uzima Restaurant

Oakland Portal Partners/Property Owner

Mayor's Office, City of Pittsburgh



Todd Reidbord

Travis Roberts

John Schall

James N. Schmitt

Eli Shorak

Matthew Sterne

Paul A. Supowitz

Kevin Washo

Phyllis Wechsler

Rand Werrin

John M. Wilds

Ting Yen

Walnut Capital 107-111 Halket St./Property Owner

University Partners/Bridge On Forbes/Property Owner

El Jefe's Taqueira

UPMC

Carlow University

University of Pittsburgh

University of Pittsburgh

University of Pittsburgh

222 Meyran Ave./Property Owner

3510 Fitfh Ave./Property Owner

Oakland Rotary of Pittsburgh

Sushi Atarashi and Fuku Tea



Thank you to the 2023 Board Graduates for your time, support, dedication and service to the Business Improvement District and Oakland community at large. We wish you all the best in your next adventure!

Mayan and Sheronica Marshall, *Uzima*
Bruce A. Kraus, *Former Pittsburgh City Councilman District 3*
Molly Finnell, *Murland Management*
Richard Kaplan, *Carnegie Library of Pittsburgh*
Monica Rattigan, *University of Pittsburgh*
Sibdas Ghosh, *Carlow University*

Thank You, Board Graduates!

Meet Our Team

Staff

Georgia Petropoulos, *Chief Executive Officer*
Christine Grady, *Director of Finance and Operations*
Shawn Fertitta, *Director of Public Realm Experience*
Mollie Crowe, *Communications and Marketing Manager*
Krist Muñoz-Malavé, *Digital Content and Marketing Coordinator*
Andy Ouyang, *Research Intern*
William Thomas, *Operations Manager (Block by Block)*



Thank You, Partners!

2023

OBID, we recognize that collaboration plays a crucial role in our accomplishments, and we would like to extend our gratitude to all the supporters and partners who have aided us in our success. With the help of over 250 Central Oakland property and business owners, we have been able to make significant progress. Additionally, we would like to express our appreciation to the following 2023 partners, who have provided us with financial and in-kind assistance:

UPMC

UPMC Health Plan

University of Pittsburgh

University of Pittsburgh Police Department

Carlow University

Carnegie Mellon 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

Oakland Task Force

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



BID Services & Accomplishments

Street Sweeping - Maintenance - Beautification

2023

Block By Block

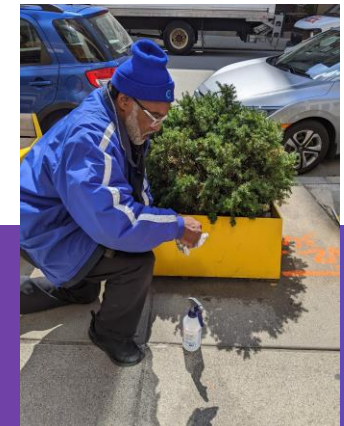
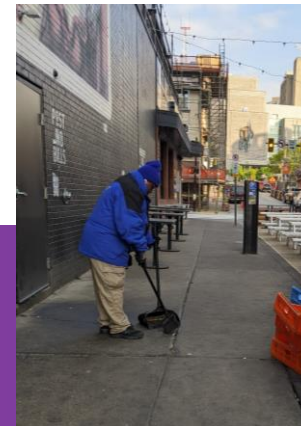


Block By Block is a renowned contractor offering cleaning and maintenance services for the District.

William Thomas, *Operations Manager*
Carlos Velazquez
Keith Pack
Queland Grace
Michael Ford

Program Annual Stats

- Sweeps 24,000 lineal feet of sidewalk (4.4 miles) and 1,400 lineal feet of alley
- Collects over 18.5 tons of trash, 52,000 cigarettes, over 3,000 pizza boxes, and removes over 900 pieces of graffiti
- Seasonal weed abatement and snow removal of sidewalk corner ramps
- Monitor panhandling and code violations
- Seasonal washing of over 120 storefront sidewalks



Planning & Advocacy

2023

Oakland Business Improvement District Plays Key Role in Oakland Skyline Remake

The Oakland Business Improvement District (OBID) is thrilled to announce its integral role in the ongoing transformation of Oakland's skyline. With the support of our universities and hospitals, our community has emerged as a hub of innovation that is renowned worldwide. OBID has been a vocal advocate for stakeholders throughout the Oakland Plan process, ensuring that our community's voice is heard and represented. As a Registered Community Organization (RCO), we have worked closely with the City of Pittsburgh to ensure that all planning and development projects reflect the unique character and needs of our community. Looking ahead, OBID will continue to push for support and work to strengthen Oakland's position as a regional economic center.



Marketing, Communications & Outreach

Social Media – Promotions – E-Newsletter



2023

Social Media

OBID's social media strategy encompasses the active promotion of various elements such as events, sales, discounts, and organization-led programs. This involves not only showcasing our own content developed in-house using platforms like Canva but also amplifying the reach by cross-promoting materials from community partners and user-generated content.

Strategy

Following Hootsuite's recommendations, we employ a structured post scheduling approach to ensure optimal visibility. Our content revolves around fostering a strong sense of community, commerce, and culture. Specifically, we emphasize promoting events, sales, discounts, and announcements from BID Members. Furthermore, our social media efforts align closely with OBID's Strategic Plan Goals, particularly in the areas of placemaking, events, and activation. This comprehensive approach underscores our commitment to engaging and informing our audience while advancing the broader goals outlined in the OBID Strategic Plan.

Following

- Facebook: 2.1k (+5.8%)
- Instagram: 990 (+340%)
- LinkedIn: 306 (+37%)



Promotions



Oakland Sidewalk Sweets

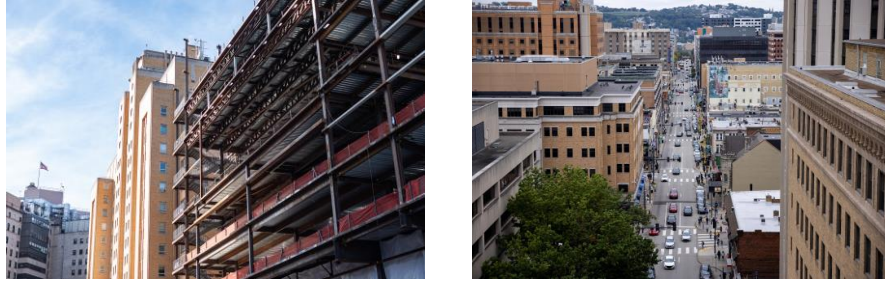
The Oakland Sidewalk Sweets program achieved significant success by gathering more than **150** personal testimonials that eloquently capture the poetic essence of Oakland. Participants enthusiastically exchanged their insights for a delightful "sweet treat" sample card, showcasing offerings from **17** BID members. Notable businesses that actively participated in this initiative comprised Dave and Andy's Homemade Ice Cream, JJ Poke, Millie's, Pittsburgh Popcorn Company, Smashed Waffles, Treats & Beans, Rita's, and Redhawk Coffee Roasters. This collaborative effort not only engaged the community in a meaningful way but also showcased the diverse and enticing offerings of our valued BID members.

Show Your Receipt

The Show Your Receipt business promotion proved to be a successful engagement initiative within Oakland's central business district. During this period, patrons were incentivized to participate by scanning a QR code and uploading a copy of their receipts, thereby entering a drawing for the opportunity to win a generous goodie basket valued at over **\$500**. Notably, this strategic campaign aimed to support BID members, encompassing both dining and retail establishments, without necessitating discounts that could impact the businesses financially. This thoughtful approach ensured the promotion's effectiveness in fostering community participation and providing tangible benefits to the diverse array of businesses in the Oakland district.



Email Marketing

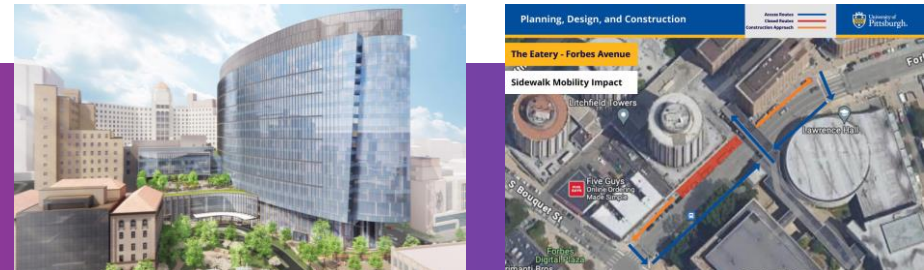


Quarterly

OBID's Email Newsletter Strategy continues to be a vital communication channel, reaching a diverse audience of over 500 BID/RCO members. Tailored for business and property owners, stakeholders, and institutional partners, the newsletter provides essential information on grants, awards, funding resources, developments, and traffic and mobility updates. Additionally, it highlights OBID's own news and featured promotions.

Monthly

This strategic dissemination extends to a broader base of 5K subscribers, offering a comprehensive overview of community happenings. Noteworthy features include the Member of the Month spotlight, showcasing a full-page feature, as well as updates from esteemed community partners such as Carnegie Library and Museums, Phipps Conservatory, and the University of Pittsburgh. The newsletter also serves as a platform for sharing pertinent updates from community partners like the Oakland Planning and Development Corporation (OPDC), including homes for rent or sale, and crucial traffic and mobility insights from the Oakland Transportation Management Association (OTMA). This multifaceted approach ensures that OBID's email newsletters are a robust and inclusive source of information for our diverse community.





Events & Placemaking

Outdoor Dining – Oakland Groove Fest
I Love Pitt Day – GLOWLAND

2023

Outdoor Dining



About the Program

The Outdoor Dining initiative, made possible through partial funding from URA Pittsburgh and collaborative contributions from partners, has transformed the landscape with the installation of 19 patios. These additions have expanded outdoor dining options significantly, providing over 400 lineal feet of inviting café seating areas. The enhanced outdoor spaces are strategically located along Meyran and Oakland Avenue, as well as S. Bouquet Street, creating welcoming environments for the community to enjoy al fresco dining experiences. This initiative not only contributes to the aesthetic appeal of the area but also supports the vibrancy and accessibility of outdoor dining in key locations within the community.

Program Impact

- Promotes positive public space experience
- Improves quality of life for **20,000+** residents and over **1 million** annual visitors
- Creates space for dining and gathering
- Supports over **150+** local businesses



Oakland Groove Fest



About the Program

The vibrancy of Oakland Groove Fest came to life through captivating live performances by local artists, showcasing the rich musical tapestry of the community. Audiences were treated to the talents of Melina Bowser, Peter King, Morgan Erina and Brad Yoder, Sara Levinson and Mark Dignam, and The Rusty Shackles, all at no cost. The festival unfolded across various venues, enhancing the eclectic experience. Attendees enjoyed the melodies at Mario’s Oakland Saloon, Hilton Garden Inn, The Oaklander Hotel, Stack’d, and Viva Los Tacos, creating a dynamic atmosphere that celebrated the diverse sounds and venues within the Oakland community.

Program Impact

- Promotes a positive community experience
- Creates space for local artists and musicians
- Supports local business



I Love Pitt Day



About the Program

I Love Pitt Day, a collaborative effort with the University of Pittsburgh, took center stage on Oakland Ave. during Homecoming Week. The event showcased an array of local vendors thoughtfully curated by Argyle Studio, creating a vibrant marketplace. The atmosphere was further enriched by the addition of live solar-powered music, courtesy of ZeroFossil, adding a sustainable and entertaining element to the festivities. I Love Pitt Day not only celebrated the University community but also highlighted the energy and creativity of local businesses, musicians, and the enduring spirit of Oakland.

Program Impact

- Promoting a positive, "good neighbor" relationship with students, faculty, staff, and alumni.
- Creating an accessible space for local artists and musicians to showcase their talents and contribute to the community's cultural vibrancy.
- Supports businesses within the BID



GLOWLAND

2023



About the Program

GLOWLAND, the public light-art exhibition held in the central business district from December 20th to January 2nd, offered a captivating experience with free and accessible installations, activities, and community events. The event's success was further secured through funding derived from a combination of sponsorships, donations, and grants, highlighting the collaborative support from various sectors that contributed to the vibrant and inclusive nature of GLOWLAND.

Program Impact

- Supports local artists and designers
- Creates accessible public art
- Promotes community engagement and involvement
- Supports the OBID Public Realm Experience initiative
- Promotes Oakland as a positive, diverse and multicultural community to gather, learn, explore, and play.



Drone Show & Music Fest

2023

Saturday, December 16, 2023

Produced by Sky Elements

[Click Here
to Watch
the Show!](#)





UPMC
HEALTH
PLAN



Pittsburgh
Parks
Conservancy



University of
Pittsburgh



LIGHTHOUSE
ELECTRIC
ELECTRICAL CONTRACTORS



**CARNEGIE MELLON UNIVERSITY - CITY OF PITTSBURGH - UNIVERSITY PARTNERS - US FOODS - VISIT PITTSBURGH
WEXFORD SCIENCE + TECH - BLOCK BY BLOCK - HILTON GARDEN INN - CARNEGIE LIBRARY OF PITTSBURGH
CARNEGIE MUSEUMS OF ART AND NATURAL HISTORY - PITTSBURGH CITY PAPER - PNC BANK - PUBLIC SOURCE
NEXTIER BANK - EISLER LANDSCAPES - EL JEFE TAQUERIA - THE COLOMBIAN SPOT - THE PORCH - MOSAIC INC. - FUKU TEA
SUSHI ATARASHI - WUSHILAND BOBA - PITTSBURGH HISTORY & LANDMARKS FOUNDATION
OAKLAND REAL ESTATE - WALNUT CAPITAL**

**THANK YOU to the 2023
GLOWLAND Sponsors!**



Oakland by the Numbers

Visitation

2023

Visitation



Key Findings

Total Visitors Year to Date: 1.1M +6.6% YoY

Q1 (Jan 1 – Mar 31): 453.8K

Q2 (Apr 1 – Jun 30): 508.2K +16.6% YoY

Q3 (Jul 1 – Sep 30): 533K +18.2% YoY

Q4 (Oct 1 – Dec 25): 512.8K +21.7% YoY

Post-Pandemic Recovery

2023 Visits Yo2Y: +14.7%

2023 Visits Yo3Y: +50.8%

- Q1 Visits Yo2Y: +42.4%
- Q2 Visits Yo3Y: +319.8%
- Q3 Visits Yo3Y: +54.5%
- Q4 Visits Yo3Y: +68.4%

Prior/Post Compare



2023

Data from Placer.ai proved that most of the BID's foot traffic comes from students at the University of Pittsburgh – more specifically, this table provides insight to where they were prior/post visiting the BID.

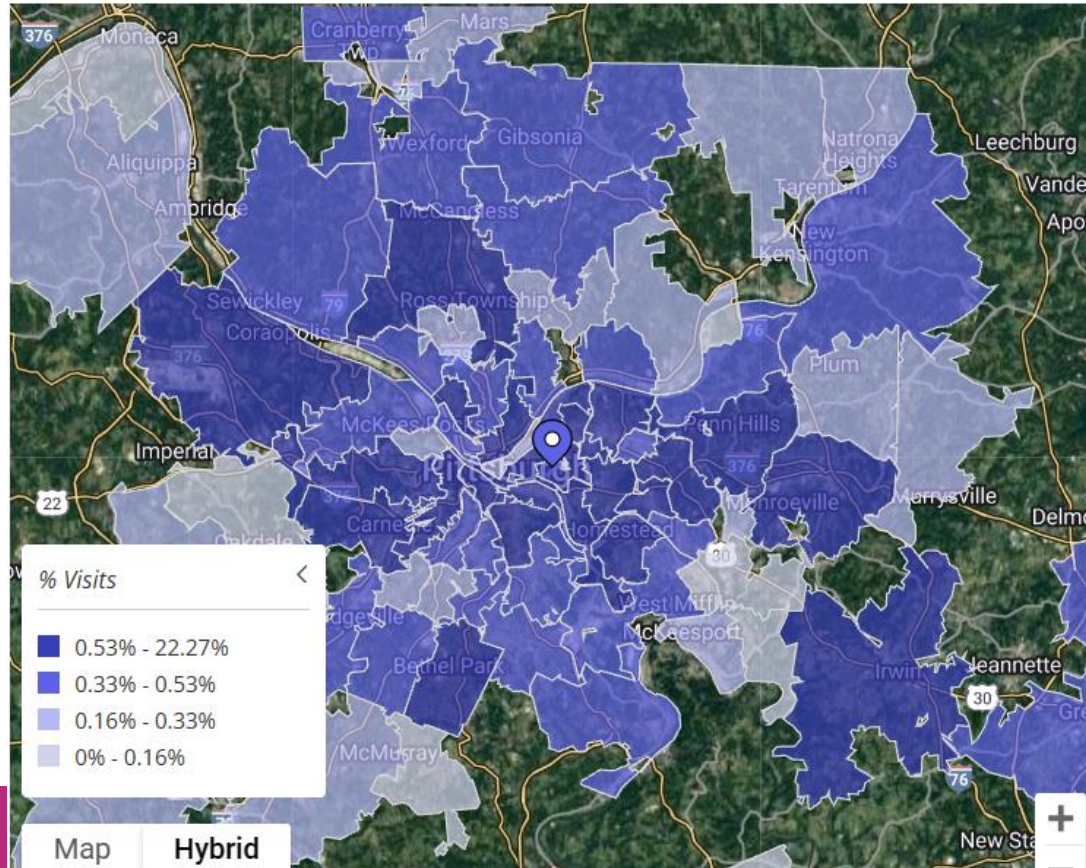
Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Hillman Library at University of Pittsburgh ...	4.3%	1	Cathedral of Learning / Fifth Avenue, Pittsb...	4.3%
2	Petersen Events Center / Terrace St, Pittsbu...	3.8%	2	Petersen Events Center / Terrace St, Pittsbu...	3.8%
3	Cathedral of Learning / Fifth Avenue, Pittsb...	3.4%	3	Hillman Library at University of Pittsburgh ...	3.6%
4	William Pitt Union / 5th Ave, Pittsburgh, PA	2.3%	4	William Pitt Union / 5th Ave, Pittsburgh, PA	1.7%
5	Alumni Hall / Pittsburgh, PA	1.3%	5	Clapp Hall / 5th Ave, Pittsburgh, PA	1.3%

Visitors by Origin



Placer.ai

2023



Zipcode / City	Visits (% of Total)
15213 Pittsburgh, PA	1.7M (22.3%)
15217 Pittsburgh, PA	211.5K (2.7%)
15232 Pittsburgh, PA	160.1K (2.1%)
15206 Pittsburgh, PA	141.4K (1.8%)
15210 Pittsburgh, PA	121.9K (1.6%)
15282 Pittsburgh, PA	97.8K (1.3%)
15221 Pittsburgh, PA	95.4K (1.2%)
15219 Pittsburgh, PA	92.3K (1.2%)
15203 Pittsburgh, PA	87.9K (1.1%)

GLOWLAND by the Numbers

2023

Visitation

November 1-30

- Oakland BID: 262.9K (+23.6% YoY)
- Schenley Plaza: 34.2K

December 1-31

- Oakland BID: 200K (+19.4% YoY)
- Schenley Plaza: 24.8K (+2.3% YoY)

Key Findings

Visitation has greatly improved with regards to post-pandemic recovery:

- November OBID Visits Yo3Y: +59.8%
- December OBID Visits Yo3Y: +245.9%
- December SP Visits Yo3Y: +473.9%

Saturday, December 16 saw the highest number of SP visitors for the month of December, more than **40%** than the average Saturday.

Saturday, December 9 saw the second highest number of SP visitors for December, with **30%** more visitors than the average Saturday, and a **30%** increase in visitation to the OBID from last year.



| Financials

Fiscal Year 2023

2023

Statement of Revenues and Expenses

2023

Oakland Business Improvement District (Of The City of Pittsburgh)

Statements of Revenues, Expenses and Changes in Net Position

Year Ended December 31, 2022

<u>Operating Revenues:</u>		<u>Operating Expenses:</u>		<u>Nonoperating Revenues (Expenses):</u>	
Assessment Revenue- Current	\$596,131	Personnel and Operations	\$496,694	Interest Income	\$529
Assessment Revenue - Prior year	\$6,182	Public Space Maintenance	\$253,397	Interest Expense	(\$2,604)
Contributions	\$147,500	Public Space Improvement	\$47,705	Depreciation and Amortization Expense	(\$31,192)
Grant Income	\$363,092	Destination Marketing	\$61,006	Total Nonoperating Revenues (Expenses)	(\$33,267)
Grant Income - Oakland Partners	\$198,000	Education and Outreach	\$24,847		
Events Income	\$76,200	Strategic Planning	\$5,054	Change in Net Position	\$291,154
Shared Services Income	\$49,332	Outdoor Seating and Safety	\$8,037	Net Position	
Misc. Income	\$10,501	Retail Strategy and Recruitment	\$225,539	Beginning of Year	\$462,827
In-Kind Revenue	\$119,780	In-Kind expense	\$119,780	End of Year	\$753,981
Total Operating Revenues	\$1,566,718	Assessment Write-offs	\$238		
		Total Operating Expenses	\$1,242,297		
		Operating Income (Loss)	\$324,421		

Assets and Liabilities

2023

Oakland Business Improvement District (Of The City of Pittsburgh)
 Statements of Revenues, Expenses and Changes in Net Position
 Year Ended December 31, 2022

<u>Assets</u>	
Current Assets	
Cash and cash equivalents	\$828,366
Certificate of deposit	\$11,021
Assessment receivable	\$7,903
Grants Receivable	\$170,504
Total Current Assets	\$1,017,794
Capital Assets	
Right of use assets	\$259,519
Office and Plaza equipment	\$586,808
Accumulated depreciation	(\$597,204)
Total Capital Assets	\$249,123
Total Assets	\$1,266,917

<u>Liabilities and Net Position</u>	
Current Liabilities	
Accounts payable	\$28,101
Unearned Revenue	\$259,628
Other withholding	\$1,559
Current portion of lease liability	\$53,065
Total Current Liabilities	\$342,353
Long-term portion of lease liability	\$170,583
Total Liabilities	\$512,936
Net Position	
Net investment in capital assets	\$25,475
Unrestricted	\$728,506
Total Net Position	\$753,981
Total Liabilities and Net Position	\$1,266,917



2023

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