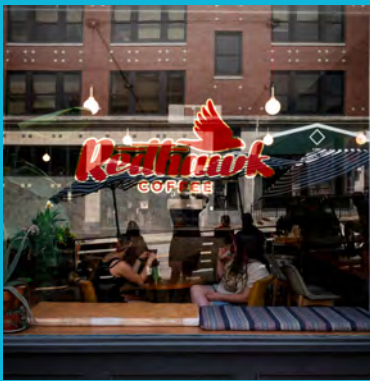




**20
24**



**ANNUAL
REPORT**



7,700,000

visits to the district



**OAKLAND
BUSINESS
IMPROVEMENT
DISTRICT**

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.

25 years of OBID

As we reflect on a quarter-century of service to the Oakland community, we present the Oakland Business Improvement District's (OBID) 2024 Annual Report. Over the past 25 years, OBID has been a cornerstone in the Oakland community, forging lasting partnerships, fostering economic growth, and enhancing the public realm. This milestone is a testament to our unwavering commitment to our members, businesses, and stakeholders. As we move forward, we aim to build upon this legacy, strengthening our foundation to meet the evolving needs of our community and ensuring Oakland continues to thrive as a hub of innovation and economic vitality.

In this next chapter, we are returning to the fundamentals to expand upon the strong groundwork laid over the past two and a half decades. Guided by our Strategic Plan, we envision Oakland's public realm transforming into a vibrant, interconnected hub that celebrates its unique character and provides exceptional experiences for all who work, live and play in Oakland. As a dynamic innovation center where research converges with industry, Oakland is poised to nurture entrepreneurs from conception to growth while ensuring neighborhood businesses benefit and thrive. The ambitious vision for Oakland's future requires collaboration across institutions, businesses, and community leaders to achieve a shared goal of transformative progress. With over \$1 billion in development underway in

Oakland, OBID is committed to fostering an environment that attracts investment, supports growth, and solidifies Oakland's identity as a premier innovation hub.

Our achievements over the past 25 years would not have been possible without the dedication of our members, the support of government officials, passion from our Board of Directors, and the collaboration of our residents, community partners and funders. Together, we have created a vibrant, resilient, and thriving Oakland. As we look ahead, we are excited to build on this momentum to secure Oakland's place as a cornerstone of economic and cultural vitality in our region and beyond.

Thank you for your partnership, trust, and shared vision. Let's continue to work together to make the next 25 years even more remarkable for Oakland.

With gratitude and appreciation,

John Krolicki

Chair, Board of Directors

Shawn Fertitta

Interim Executive Director

Gratitude

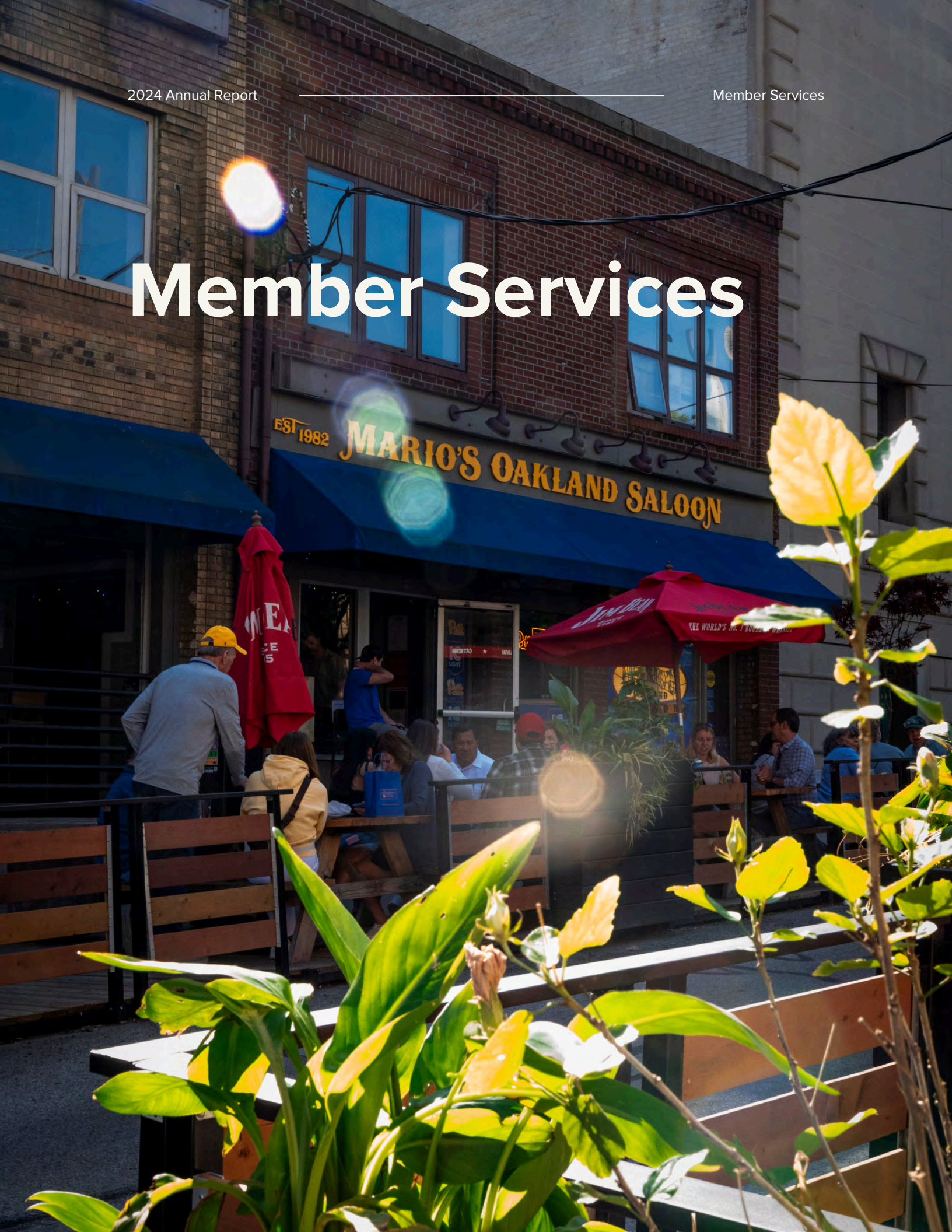
We extend our heartfelt gratitude to Georgia Petropoulos for her 20 years of dedicated service to OBID and the Oakland community. Her visionary leadership, tireless advocacy, and unwavering commitment have played a pivotal role in shaping Oakland into the thriving, dynamic district it is today. Under her guidance, OBID has strengthened its impact, fostering economic growth, enhancing public spaces, and championing initiatives that have transformed the district. Georgia's passion for Oakland and its people has left a lasting legacy, and we thank her for her years of service, leadership, and dedication. We wish her all the best in her next chapter and know that her influence will be felt in Oakland for years to come.

We extend our deepest gratitude to the 2024 Board of Directors for their dedication, leadership, and unwavering commitment to Oakland's continued growth and success. Their vision and hard work have been instrumental in shaping our district, strengthening our community, and creating new opportunities for businesses and stakeholders alike.

As we look ahead, we are excited to welcome new leadership, with Shawn Fertitta as Interim Executive Director, Kelly McBroom as Director of Operations, and Maury Medelovich as OBID's new Board Chairperson. Their collective expertise, passion, and commitment to Oakland will guide us into an exciting new chapter of innovation and progress. We look forward to working together to build on our successes and drive Oakland forward in 2025 and beyond.



Member Services



Clean & Safe

Maintaining a clean and safe district is essential to creating an environment where everyone feels welcome, which is the foundation of a vibrant economic district. A well-maintained public realm instills pride in the community, attracts visitors, and fosters a sense of security that encourages people to explore local businesses. Clean streets, vibrant landscaping, and proactive safety measures enhance the district's appeal and contribute to increased foot traffic and economic activity. By prioritizing these efforts, OBID ensures that Oakland remains an inviting destination for residents, students, workers, and visitors, driving growth and strengthening the district's reputation as a thriving hub of opportunity.

With our partners at Block by Block, we have:

- Removed **+90k pounds of trash**
- Removed **+1,550 pieces of graffiti**
- Completed **+300 hours of power washing**
- Provided **+1,400 instances of hospitality assistance**
- Watered and weeded

Our current Ambassador team is:

- Will Thomas, Operations Manager
- Carlos Velazquez
- Javaughn Moultrie
- Anthony Harris



Beautification

OBID is dedicated to creating a beautiful and vibrant district that attracts people and fosters a sense of community. By maintaining street planters, hanging baskets, and outdoor dining platforms, OBID enhances the visual appeal of Oakland, transforming it into an inviting and dynamic space. These beautification efforts not only create a welcoming atmosphere but also encourage increased foot traffic within the district, benefiting local businesses and

enriching the overall experience for residents, students, and visitors. OBID ensures that the district remains a lively, engaging destination where people can connect, dine, and enjoy the unique character of Oakland.

- 4-season rotation in street planters
- 3-season plants in district hanging baskets
- Revived Argyle Studio sidewalk



Marketing & Promotion



4,946

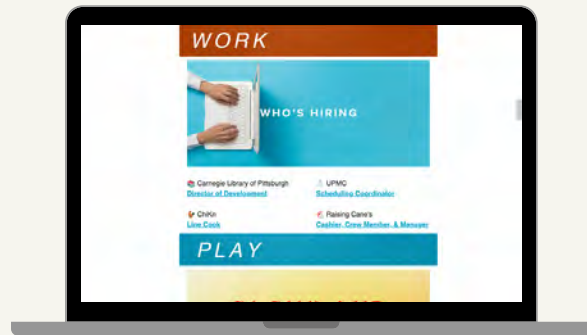
collective social media followers

4,257

newsletter subscribers

36.1%

average digital newsletter open rate
(national average is 21.33%)



OBID prioritizes member services and stakeholder engagement by fostering strong relationships and ensuring transparent communication. Through strategic marketing and promotion efforts, OBID amplifies the visibility of its members and the district's offerings. Monthly digital newsletters and special announcements keep stakeholders informed with service updates, job openings, business specials, and real estate vacancies, while also highlighting development projects as part of OBID's commitment as a Registered

Community Organization. In addition to the digital newsletters OBID utilizes social media platforms to showcase the diverse offerings of each business and establishment within the district. Throughout the last year the OBID social media platforms have seen significant growth increasing followers by +115%. By staying attuned to the unique needs of its members, OBID ensures that its programs, events, and services are tailored to support business growth, enhance community vitality, and foster economic success.



3

new businesses

Advocacy

OBID serves as a strong advocate for businesses and the community, ensuring their voices are heard and their needs are met. OBID helps reduce barriers to growth and fosters a business-friendly environment. The organization represents BID members at community meetings, advocating for their interests and ensuring the district's priorities are addressed in broader discussions. At every level - local, regional, and beyond - OBID works to position the district as a premier destination for visitors so that our businesses, institutions, and residents thrive. This advocacy not only strengthens Oakland's reputation as an economic driver but also supports an inclusive community where businesses and the public realm can flourish together.



“The Oakland Business Improvement District has been an incredible partner in helping our business thrive. Their commitment to enhancing the community, supporting local businesses, and creating vibrant, welcoming spaces has made a significant impact on our success. We’re grateful for their continued support and collaboration.”

Len Caric, *Smashed Waffles*

Programs





253,000
Outdoor Dining Visits

Outdoor dining

OBID's installation of the outdoor dining platforms has significantly enhanced the dining experience in the Central Oakland Business District, providing more than 250 additional seating options across over 60 local restaurants and eateries. These 400 linear feet of communal seating allows diners from various establishments to enjoy outdoor meals together, fostering a sense of community.

The addition of these outdoor dining spaces has attracted thousands of additional customers to the district, resulting in increased foot traffic and boosting sales for local businesses. This expansion has enabled restaurants to hire more staff, further supporting the district's economic vitality and reinforcing Oakland's status as a vibrant and thriving destination.



Argyle Studio

OBID's partnership with ULEAD to create Argyle Studio, a women, veteran, and black-owned business, was born from a shared commitment to eliminating barriers for entrepreneurs from underrepresented communities, particularly Black and Latinx entrepreneurs. This innovative space provides a supportive environment where emerging business owners can learn, grow, and develop their ventures with access to resources, mentorship, and networking opportunities. By nurturing these entrepreneurs, Argyle Studio plays a crucial role in fostering economic growth within Oakland, helping to diversify the business landscape and bring new energy and opportunities to the community. This initiative not only empowers individuals but also contributes to a more inclusive and vibrant local economy.



Average cart size: 2.5 items | Average spend per customer: \$42.00
Customer visits per month: 150



“OBID’s partnership has been instrumental in creating a thriving environment for small businesses and creative spaces like Argyle Studio. Their commitment to championing diverse entrepreneurship and investing in the sustainability of local initiatives has enriched the community and laid a strong foundation for long-term success and innovation.”

Brigette Bethea, owner of Argyle Studio

Retail Strategy

In partnership with ULEAD, OBID developed a comprehensive Retail Strategy to better understand and address the challenges faced by entrepreneurs seeking to grow their businesses in Oakland. The study analyzed current conditions and identified barriers such as access to capital, space, and mentorship, which can hinder the success of local

businesses. Based on these findings, the Retail Strategy outlines actionable steps for OBID to support business owners through strategies to attract and retain diverse entrepreneurs. This plan ensures that OBID can provide the necessary tools and guidance to help businesses thrive, creating a more robust and resilient retail environment in Oakland.

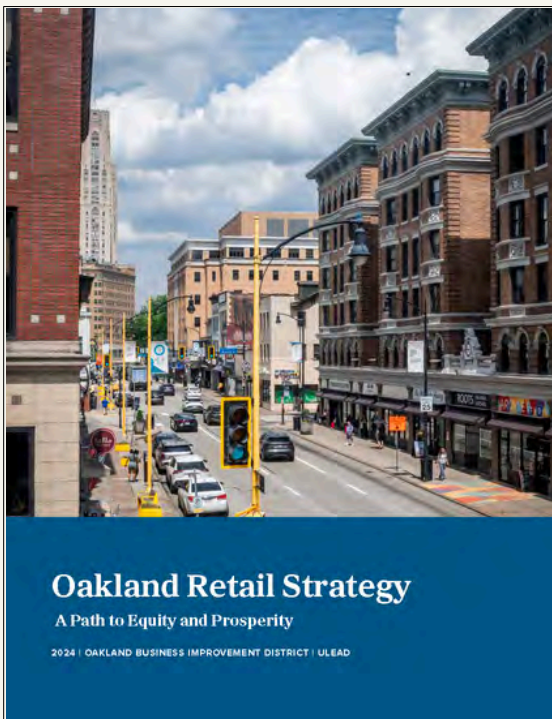
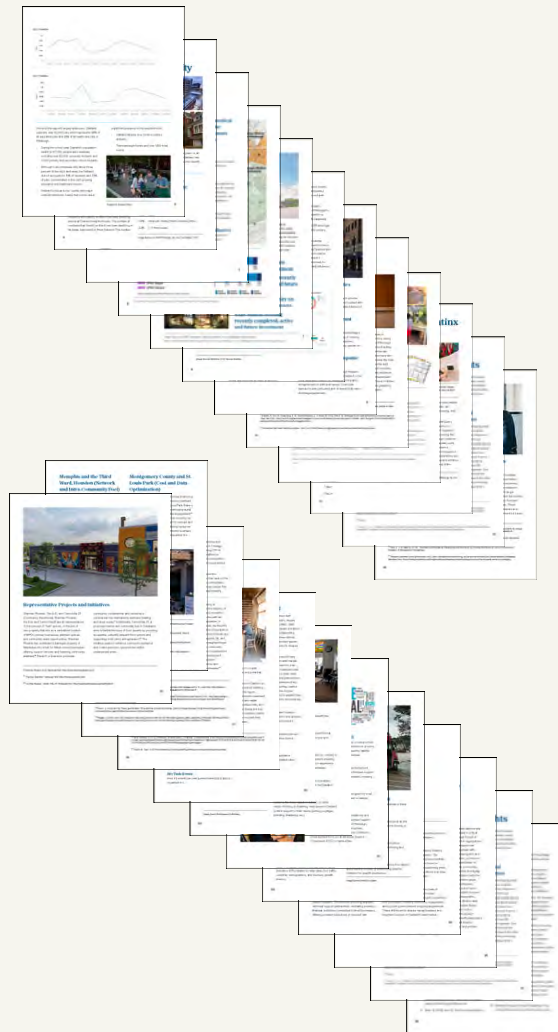


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Oakland has a rich reputation for local-made products, historic architecture, and vibrant culture. The city's location in the heart of the San Francisco Bay Area provides a unique opportunity to attract and retain diverse entrepreneurs. This strategy outlines actionable steps for OBID to support business owners through strategies to attract and retain diverse entrepreneurs. This plan ensures that OBID can provide the necessary tools and guidance to help businesses thrive, creating a more robust and resilient retail environment in Oakland.





5,900

participants in events

Events

Events play a vital role in attracting visitors to Oakland, driving economic activity and supporting local businesses. When people come for these events, they not only enjoy the activities but also contribute to the community by staying in local hotels, dining at restaurants, shopping in retail stores, and exploring cultural institutions. OBID produces and sponsors many events such as live music performances, Oakland's Mindful Mile, and the annual winter festival, Glowland. These events bring thousands of visitors to the district, enhancing Oakland's vibrancy while helping to sustain and grow the local economy.



Mindful Mile

Oakland's Mindful Mile is a one-mile route through the business district designed to encourage both exercise and mindfulness. Participants can walk, jog, or slow down to follow mindful prompts placed along the way, inviting them to pause, reflect, and engage with their surroundings. These prompts promote a

sense of calm, offering a peaceful escape from the fast-paced, high-stress world. The Mindful Mile also allows participants to experience Oakland in a unique and meaningful way, fostering a deeper connection to the district's vibrant atmosphere while enhancing well-being.

OAKLAND'S MINDFUL MILE

The Mindful Mile Project recognizes the undeniable connection between nature and holistic health. In response to the demanding pace of modern urban life, we have crafted a rejuvenating one-mile loop through the bustling streets of Oakland, providing residents, workers and visitors alike with a much-needed respite. This unique project is designed by a Certified Forest Therapy Guide, ensuring a thoughtful and immersive experience that fosters a mindful connection with the surrounding natural environment and business corridor.

Embarking on the Mindful Mile involves more than just a walk—it's a journey of self-discovery and well-being. As you traverse the carefully curated route through the business district, you will encounter mindful prompts strategically placed along the way and throughout the commercial district, encouraging moments of reflection, relaxation, and awareness. By incorporating mindfulness into this urban setting, we aim to alleviate stress, improve focus, and promote a sense of balance in the lives of those who engage in the Mindful Mile.

This is a URA grant funded initiative.

- 1 Forbes Plaza
- 2 Fifth Avenue Brownstones
- 3 Black bench on Forbes Avenue
- 4 Lot adjacent to Next Tier Bank
- 5 Yellow bench on Forbes Avenue
- 6 Outdoor Dining on Oakland Avenue
- 7 Return to Forbes Plaza

you are using this time to relax, reconnect with yourself, or get in some quick exercise, set your intention.

3
Black bench on Forbes Avenue
3435 Forbes Avenue

Sit on the black bench near Arby's and notice any movement. This can be movement on the street from passing cars, people walking by, or even movement you observe within yourself.

6
Outdoor Dining on Oakland Avenue
Grab a drink and a small bite to eat. Sit at one of the tables and notice what your food/beverage feels like, how it smells, tastes, and makes you feel as you eat/drink it.

Continue along Oakland Avenue
Turn left on Sennott Street
Turn left on S. Bouquet Street

1
Forbes Plaza
Notice how different surfaces feel under your feet. Notice how the light at the crosswalk near the street changes. Take a moment to send gratitude to the Earth with each step. Notice how you are grateful for and notice how you feel. Give yourself some luxury. Give yourself some time on this journey.

Love PGH Music

OBID partnered with the City of Pittsburgh for I Love PGH Music to raise awareness and appreciation for the city's vibrant and diverse local music scene. The program helps develop new audiences across Pittsburgh, providing a platform to showcase local talent while connecting and providing resources for musicians, venues, and music lovers. By highlighting the rich cultural contributions of the city's music community, I Love PGH Music fosters a deeper connection to Pittsburgh's creative spirit and supports the continued growth of its music industry.





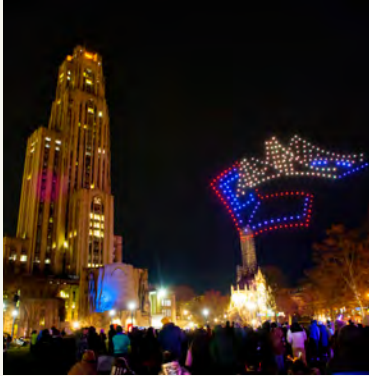
370,000
GLOWLAND visitors

GLOWLAND

OBID proudly produced the third annual GLOWLAND festival, where art meets light in a dazzling celebration that brought fun interactions during the darker days of the year. This year, GLOWLAND, which saw 370,000 visitors from November 22-December 14th, was moved into the business district to drive foot traffic into local businesses, showcasing seven art installations from both local and international artists. To further engage the community, OBID invited businesses to decorate their storefronts, encouraging a sense of excitement and competition - 17 businesses participated, with patrons voting for their favorite display, and Roots Natural Kitchen

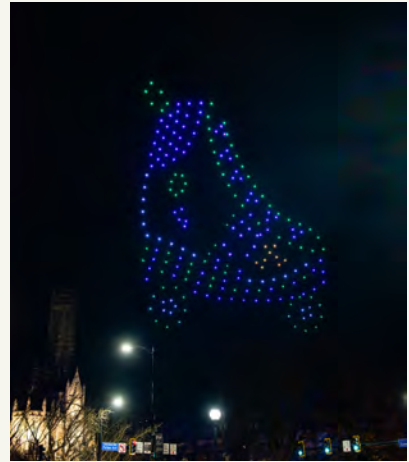
claimed the 2024 winner's title. Glow Ball, a sold-out celebration to kick off the festival, set the tone for the vibrant event. Highlights included the breathtaking Celestial Choreography drone show, which incorporated an art contest from local youth, displaying the original creations of two young artists between the ages of 5-17, showcasing the seamless integration of art, light, and technology, as well as the interactive LED Swings and Illuminate Your Imagination family winter play day sparking creativity and fun for all ages. These events transformed Oakland into a lively, engaging hub, energizing the district and reinforcing its place as a must-visit destination.





“The Drone Show was unlike anything I had seen before. It was a beautiful display of light, artistry, and sound. I loved seeing how they [GLOWLAND] incorporated designs from local artists in different age ranges. I think drone shows could be a wonderful alternative to firework shows especially for those sensitive to the sounds of fireworks. What a breathtaking way to light up the Oakland sky!”

Lisa of *itsgoodafooda*, *Influencer*



“Millie's partnership with GLOWLAND, proudly sponsored by OBID, was an incredible highlight for our small business this year. It really shone a spotlight on Oakland as the vibrant, thriving hub it is.”

Lauren Townsend co-owner *Millie's Homemade Ice Cream*

“WOWOWOW! Glow Ball was one of the best events in the city!”

Autumn Rae, *Influencer*



OBID Staff

Board of Directors

Funders & Sponsors

Business Members

Property Members

Staff



Shawn Fertitta, Interim Executive Director

Shawn Fertitta, with over 35 years of experience in placemaking, has been a vital part of the Oakland community for more than a decade, previously serving as the Oakland Business Improvements District's Director of Public Realm Experience and as the Director of Visitor Experience for the Pittsburgh Parks Conservancy. His work spans diverse locations such as Williamsburg, Nashville, New York City, Portugal, and Japan. Shawn's expertise in visitor experience, operational planning, and community engagement will be invaluable in his role as OBID's Interim Executive Director. He is honored to lead efforts in creating a welcoming and dynamic environment for all who live, work, and visit.



Kelly McBroom, Director of Operations

Kelly McBroom has served as the Oakland Business Improvement District Board President and brings over 30 years of experience as an Assistant Vice President for Dollar Bank. With her deep operational expertise and a strong passion for community engagement, Kelly is a valuable addition to the OBID team as the new Director of Operations. Her unwavering commitment to Oakland is evident, and she is thrilled to join OBID full-time to support and serve the people and businesses that make this community so special.



Will Thomas, Operations Manager, Block by Block

Block By Block, a nationally recognized contractor, provides cleaning and maintenance services for the District. Our crew works seven days per week to ensure that the commercial corridor remains free of litter and debris. We collect more than 24,000 pounds of trash annually! Of course, litter removal is just the first step in creating an attractive streetscape. Our crew also removes weeds, graffiti, illegal flyers, stickers and staples from our infrastructure.

Consultants

Jill Waugh, Grater Consulting

Nina Zappa, ZP Collective

Rachel Priselac, ZP Collective

Jennifer Zaltman, Jennifer Zaltman Marketing & Events

Board of Directors

Officers and Executive Committee

John P. Krolicki

UPMC

Adrienne Walnoha

Social Artistry Consulting

Maurry Mendelovich

Chik'n, Stack'd and Viva Los Tacos Restaurants

Janine Johnson

Eat'n Park Hospitality Group

Jennifer March

Shadyside Hospital Foundation

James N. Schmitt

UPMC

Matthew Sterne

University of Pittsburgh

John M. Wilds

Oakland Rotary of Pittsburgh

Ting Yen

Atarashi and Fuku Tea Restaurants

Board of Directors

LeeAnn Anna

Carnegie Library of Pittsburgh - Main

Jasbir Bhangal

Prince of India Restaurant/ Property Owner

Jill Curry

Hilton Garden Inn Pittsburgh University Place

Robert E. Kelly Jr.

John C. R. Kelly Realty, Inc.

Bob Charland

Pittsburgh City Councilman, District 3

Dorry Lang

Office of Pennsylvania State Senator Jay Costa

Sean Luther

Pittsburgh Innovation District

Andrew Molnar

Oakland Portal Partners

Todd Reidbord

Walnut Capital

Travis Roberts

University Partners

Eli Shorak

Carlow University

Paul A. Supowitz

University of Pittsburgh

Kevin Washo

University of Pittsburgh

Phyllis Wechsler

222 Meyran Avenue

Rand Werrin

3510 Fifth Avenue

Funders & Sponsors

BNY

Carlow University

Carnegie Library of Pittsburgh - Main

Carnegie Mellon University

Dollar Bank

Duquesne Light

First National Bank

Frischman & Rizza, PC

InnovatePGH Partnership

Neighborhood Allies

NexTier Bank

**PA Department of Community & Economic
Development**

Pepsi

Pittsburgh University Oakland

PNC Bank

The Bridge on Forbes

University Partners

UPMC Magee

UPMC Oakland

UPMC Presbyterian

Urban Redevelopment Authority of Pittsburgh

Thank you to our elected officials:

Pennsylvania State Senator, Jay Costa

Pennsylvania State Representative, Dan Frankel

Pennsylvania Governor, Tom Wolf

Allegheny County Executive, Sara Innamorato

City of Pittsburgh, Mayor Ed Gainey

District 3 Councilperson, Bob Charland

District 5 Councilperson, Barb Warwick

District 6 and Council President, R. Daniel Lavelle

District 8 Councilperson, Erika Strassburger

2024 BID

Business Members

3504 Fifth Ave LLC
3609 Forbes Oakland Partners
3803 Forbes Ave. LLC
Amazon@Pitt
Arby's
Argyle Studio
Associated Dental Associates
Autel Robotics
芋见 BAO
Chabad at the University of Pittsburgh
Chase Bank
Chick-n Grille
Chick'n Bubbly
CHiKN
Chipotle
Citizens Bank, Oakland Branch
Cricket Wireless
CVS
Dave & Andy's Ice Cream
Dialysis Clinic, Inc.
Divvy Coffee & Buns
Doctor Barry McKnight, D.D.S.
Doctor Pipko, D.D.S.
Dollar Bank
Dr. Gottlieb, D.M.D.
Dunkin' Donuts
El Jefe's Taqueria
Empire Tattoo
Enrico's Hair Cutting
Eyetique
Fed Ex Office
Fine Wine & Good Spirits
First National Bank, Oakland Branch
Five Guys Oakland
Forbes Gyro
Forbes Pharmacy

Forbes Tobacco
Fuku Tea
Garden Grille & Bar - Hilton Pittsburgh
Gidas Flowers
Golden Palace Buffet
Gruendel & Young Dentistry
Hampton Inn Pittsburgh University/Medical Center
Hello Bistro
Hemingway's Café
Herbert Meyers
Here Pittsburgh Leasing Office
Hieber's Pharmacy
Hilton Garden Inn Univeristy Place
Hocus Pocus
Hurley Associates
Insomnia Cookies
Jimmy John's
JJ Poke Bowl
John C. Chaklos, Jr., DMD
Jolina's 2
Kerpec Management
KeyBank Oakland Branch
K-Town Snack Bar
Kukunas Prosthodontics
Latino Spot
Layne's Chicken Fingers
Layne's Chicken Fingers
LifeX
Love Ramen
Love Tea
Maggie & Stella's Cards & Gifts
Mala Hotpot
Mario's Oakland Saloon
McDonald's
Medical Center Opticians

Melt'd
Millie's Homemade Ice Cream
Moe's Southwest Grill
Mount Everest Sushi
NexTier Bank
Noodle House
Noodles & Co.
Oakland Business Improvement District
Oakland Infusion Center
Oakland Real Estate Co.
Oakland Smoke and Vape
Oakland Transportation Management Association
Oishii Bento
Pamela's Diner
Panera Bread
Piada Italian Street Food
Pittsburgh Innovation District
Pittsburgh Popcorn Company
Pizza Romano
Primanti Bros
Prince of India
Puccini Hair Design
Raising Cane's Chicken Fingers
Redhawk Coffee
Residence Inn by Marriott Pittsburgh Oakland/University Place
Richard Paul McClain, DMD
Rita's Italian Ice
Rite Aid Atwood Street
Rite Aid Forbes Avenue
Roots Kitchen
rue21
Sciulli's Pizza
Sennott Parking Lot
SkyVue Leasing Office
Smashed Waffles
Smile Studio
Smokey Bros
Stack'd Oakland
Starbucks
Subway
Suntan Seekers
SuperCuts
Sushi Atarashi
Szechuan Express
The Bridge on Forbes Apartments

The Exchange
The MilkShake Factory
The Natural Choice Barbershop & Salon
Treats and Beans
Tsaocaa
Underground Printing
University Store on Fifth
UPMC Eye Center
UPS Store
Viva Los Tacos

2024 BID

Property Members

3441 F Street, LLC
3500 Fifth Avenue Associates
3504 Fifth Ave., LLC
3803 Forbes Ave., LLC
417-419 Ohio Street, LLC
Alsaïdi Esam Mohamed
American Legion - Post 663
Anil & Manju Mishra
Antonio & Oriente and Gabrielle Scullì
Antoon & Sarah Ibrahim
ARC CBPBGPA07, LLC
Chandiramani Properties, Inc.
Charles Jay Miller
Comhdan Realty, LP
Dialysis Clinic, Inc.
FAPD, LLC
Forbes Avenue Land Trust
George Leventis
Jasbir & Gurbaksh Bhangal
JC Investment Properties, LLC
John W. Gruendel, Jr.
Lawrence and Phyllis Wechsler
Loren Rosenbach (Trustee)
Lorraine Gormley
M & D Partners LP
M&J Chizmar Holdings, LLC
Maple Tree US Management, LLC
Martin Media
Mary B. Dantonio
McDonald's USA, LLC
Meyran's 3, Inc
Michael Mitchell Insurance Trust
Mikhail Khalil & Michael Khalil
MRL Associates, LLC
Murland Assoc., Ltd. Partnership
MWK Forbes, LLC
MZ Properties, LP

National Builders Association
NexTier Bank
Oakland Portal Partners
Oakland Real Estate Co.
Other Side Associates
Pete and GeorgeAnn Leventis
Peter J. Gidas
Peter S. Gidas
PGH NMR Institute
Rand S. Werrin
Richard Wagner
RLJ III-HGN Pittsburgh, LP
Robert E. Kelly, Jr.
Robert H. Gustine
Robert V. Erickson Trust
Sam P. Gidas
Stamkou, LLC
Stephen & Marcia Schachner
Steve Klein
Steven Neustein
Susan Livingston
Thomas J. Blaze
University of Pittsburgh
University Partners
UPMC Corporate Real Estate
Walnut Halket Townhomes LP

