

Beechview Revitalization Advisory Group (“BRAG!”)

A Community Engagement Effort of the Pittsburgh Hispanic Development Corporation (PHDC)

The Mission and Formation of BRAG!: The Beechview Revitalization Advisory Group (BRAG!) will be formed under the auspices of the Pittsburgh Hispanic Development Corporation (PHDC). Its mission will be to build positive relationships with Beechview residents, business owners, government officials, foundations, and other communities. BRAG will promote Beechview’s living and business amenities and quality of life, through positive media coverage, public relations and by bringing potential business owners, new home buyers, developers and funders together to improve the community.

The Pittsburgh Hispanic Development Group (PHDC) is a unique non-profit development corporation, in that its focus is more on supporting a growing group of immigrants throughout Pittsburgh and the region. PHDC has chosen to locate and launch its first projects in Beechview because of its excellent location, transportation infrastructure and housing stock combined with its high concentration of Hispanic residents and businesses. PHDC’s Board of Directors is diverse and possesses significant development capacity and expertise. PHDC recognizes the need for community input from Beechview stakeholders and the importance of undertaking projects that benefit all Beechview residents, regardless of ethnic background. Therefore, the PHDC has embraced the idea of helping to organize and mentor this new group.

The new “Beechview Revitalization Advisory Group (BRAG!)” will create a positive forum where Beechview stakeholders can come together for the purpose of promoting needed economic and community development in Beechview. This group of between 9 and 15 people will meet six times each year at PHDC’s offices, and will be actively supported by Beechview’s Business District Managers. The goals of BRAG! in its first two years will be to:

- Provide community input to PHDC on projects in Beechview as requested.
- Review existing Beechview plans (SMARTRID and others) and develop a shared consensus on the most important community and economic development priorities for neighborhood.
- Develop a list of possible high-priority community and economic development projects (real estate and/or programmatic) that could be most transformative in shaping a positive future for the community.
- Identify resources (PHDC, private developers, sources of funds, etc.) that could be tapped to undertake a first key project, agreed upon by the group.

Membership Qualifications: The elected representation of Beechview will solicit the initial cohort of BRAG during a three-week period in the Spring, 2016. Board action will be taken by the PHDC to confirm the members of BRAG! Qualifications of members selected will be:

- A minimum of two-thirds of the membership shall be composed of Beechview residents or small business owners;
- All members will have a history of positive community involvement;
- Membership shall reflect the full ethnic, gender and age diversity of Beechview, with an emphasis on inclusion and the identification and development of new, young emerging leaders;
- Members shall possess a diversity of life experiences and professional expertise, including but not limited to business, accounting, legal, community, development, environmental, real estate, design, for-profit, non-profit and the arts;
- Members shall make a strong commitment to attend at least five of the six meetings per year, and to volunteer between meetings to achieve the agreed-upon goals of the group;
- Members shall understand that fund-raising for BRAG operations and BRAG-initiated community activities is needed and agree to actively participate in those efforts.