



PITTSBURGH'S BIZ BUZZ PROGRAM

creating a buzz about your business district

Project Update November, 2013

What is Biz Buzz?

The Pittsburgh Biz Buzz Small Grant program is designed to spur neighborhood business district revitalization through short and medium term projects and activities. The goals of the program are to:

-  Bring newcomers into our neighborhood business districts
-  Create a “buzz” about business districts, through media and word-of-mouth

What are the guidelines?

Biz Buzz projects should:

-  Be unique and creative
-  Be able to be accomplished by volunteers working with businesses
-  Bring new folks into the business district
-  Create a “buzz” about the business district
-  Bring media attention to the business district
-  Highlight something cool, special and unique about the district and your neighborhood
-  Follow the 48x48x48 model - what can be done in 48 hours (a weekend), 48 days (roughly a month), 48 weeks (a year).



Who is eligible?

All business districts in the City of Pittsburgh, except those that are part of the Mainstreets Pittsburgh program.



Who can apply?

Chambers of Commerce, business associations, community based organizations, community development corporations.



How much is the grant?

The maximum grant is \$7,000.

For more information contact
Josette Fitzgibbons ~412-255-6686~jfifitzgibbons@ura.org



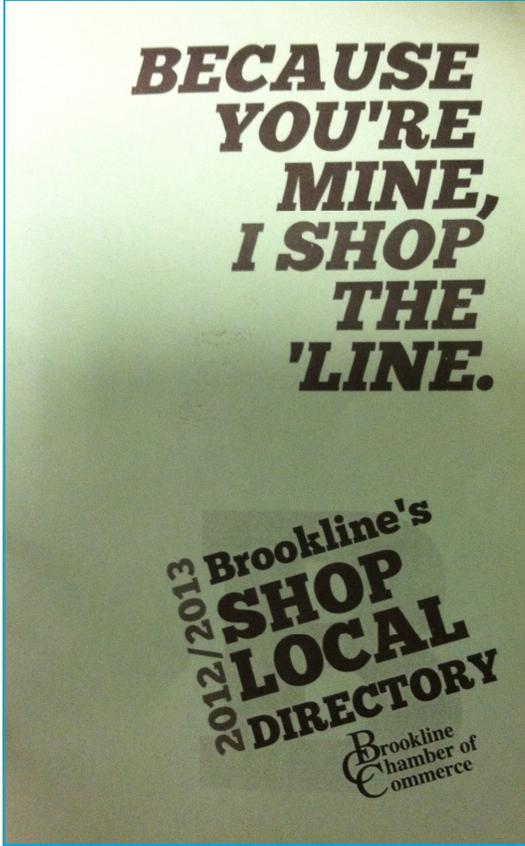
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Project Update  November, 2013  Completed Projects



Project Name: *Because You're Mine, I Shop the Line*

Neighborhood: *Brookline*

Project Date: *August—November 2012*

Award: *\$2,700*

Description: As part of their Shop the Line promotional program, the Brookline Chamber of Commerce used the Biz Buzz grant to start a shopper's reward promotion.

Highlights:

- Brookline Blvd shoppers can buy \$25 in Boulevard Bucks for \$20.



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Project Update  November, 2013  Completed Projects

Project Name: *Bark Shadyside*

Neighborhood: *Shadyside*
Project Date: *March, 2013*
Award: *\$7,000*

Description: As part of their Think Shadyside theme, the Shadyside Chamber of Commerce developed Bark Shadyside. Bark Shadyside promotes the neighborhood and business districts as dog-friendly.

Highlights:

- 169 dogs and their owners participated in the Pup Walk
- \$1,835 raised for the Animal Rescue League Shelter and Wildlife Center
- Dog-friendly amenities such as water bowls and fully stocked treat jars provided to over 50 participating businesses
- Dog waste bag dispensers and neighborhood walking maps distributed throughout the three business districts.



Walnut St.
Ellsworth Ave.
S. Highland Ave.

PETAGOGY Presents

BARK SHADYSIDE Kick-off Pup Walk

When: Saturday, April 13 at 10:00am
Registration begins at 9:00am

Where: Liberty School Parking Lot
corner of Ellsworth Ave. & Ivy Street

Cost: \$10 per dog
\$5 for additional dogs/\$15 day-of

Join us for a 1-mile walk
Plus raffles, giveaways & free Bark Shadyside Dog gear!

Benefits:  ANIMAL RESCUE LEAGUE
SHELTER & WILDLIFE CENTER
Help us come to their rescue

Supported by:  **BARK SHADY SIDE** 

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WWW.BARKSHADYSIDE.COM



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Project Update  November, 2013  Completed Projects



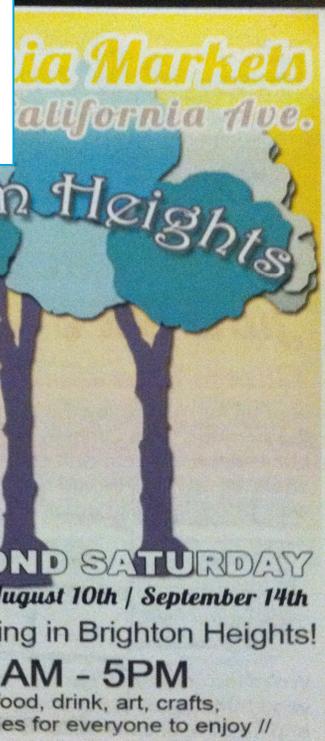
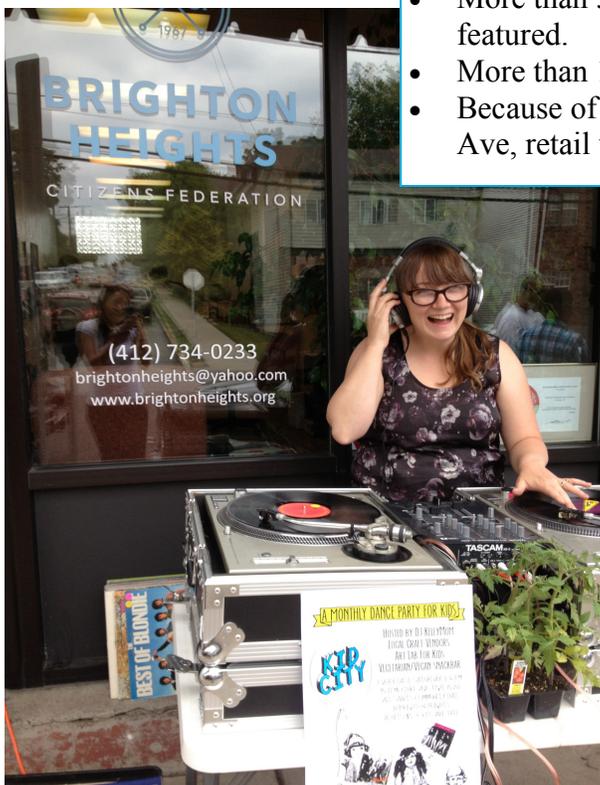
Project Name: *California Markets*

Neighborhood: *Brighton Heights*
Project Date: *June—October 2013*
Award: *\$7,000*

Description: The Brighton Heights Citizens Federation sponsored a series of markets on California Avenue on the second Saturday of each month.

Highlights:

- More than 50 local artists and vendors were featured.
- More than 1,000 people attended
- Because of the increased interest in California Ave, retail vacancy dropped to 10%



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Project Update  November, 2013  Completed Projects

Project Name: *Bite of Bryant Street Food Happy Hour*

Neighborhood: *Highland Park*
 Project Date: *October 2012*
 Award: *\$7,000*

Description: In conjunction with the groundbreaking for their development, the Highland Park Community Development Corporation hosted a food happy hour at participating Bryant Street restaurants.

Highlights:

- New wayfinding banners were produced for Bryant Street
- Materials were coordinated with and distributed at the Pittsburgh Zoo.
- 7 food establishments participated
- More than 200 people attended



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Project Update  November, 2013  Upcoming Projects

Project Name: *HATCH*

Neighborhood: *Downtown*

Project Date: *Beginning October 2013*

Award: *\$7,000*

Description: The Pittsburgh Downtown CDC is launching a crowd-funding website for local small businesses.



Project Name: *New Allegheny Market House*

Neighborhood: *East Allegheny/Historic Deutchtown*

Project Date: *November—December 2013*

Award: *\$7,000*

Description: The Northside Leadership Conference is creating a holiday artist pop up market in an empty storefront on East Ohio Street



Project Name: *Shop Small Shop Oakland*

Neighborhood: *Oakland*

Project Date: *November 2013*

Award: *\$7,000*

Description: The Oakland BID, working with CMU and South Craig Street and Fifth/Forbes businesses, is presenting a special promotion to encourage folks to shop local on Small Business Saturday.



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