From: Town Center Associates
To: Jeffrey Naftal
Subject: Dormont E-Newsletter-February 2013
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Downtown Dormont E-Newsletter

ALLEGHENY TOGETHER PROGRAM

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Allegheny Together

allegheny together

Allegheny Together endeavors to encourage well-planned, well-designed and geographically-focused investment in the established, urban commercial districts of Allegheny County while respecting the unique history, character, and built environment of each. The program aims to help organize and empower each community to fulfill its collective vision.

Allegheny Together is a program of:

ALLEGHENY COUNTY ECONOMIC DEVELOPMENT

DIVERSITY

Our Featured Downtown Recognition Recipient

Diversity Logo

The Dormont Business District Advisory Committee wishes to recognize **Diversity,** a new addition to downtown Dormont since November 2012. Owners Buddy and Michelle Hall opened their shop on Black Friday and have been enjoying bringing a host of unique and diverse products to the area.

Diversity Store

The Hall's opened the store with the primary intention of selling electronic cigarettes. Buddy, a longtime smoker, tried electronics cigarettes himself and became sold on this great alternative which he says comes with all of the enjoyment and none of the unhealthy side effects of traditional cigarette smoking. Diversity sells the electronic cigarettes, kits, regular strength fluid, and many flavorings such as root beer and tooti fruiti. Electronic cigarettes convert the liquid into a vapor. "You still have nicotine but none of the negative side effects and carcinogens found in the burning process," explains Buddy. "Additionally, there is a substantial cost savings in vaping versus smoking. An average smoker spends about $210 per month on cigarettes versus $15 per month for the needed fluids for the same amount of vaping," says Buddy.

If you are walking by Diversity, you might think it's a music store. The Hall's also sell guitars on consignment. These custom guitars are the work of music enthusiast, Don Oriolo and are adorned with the logo of Felix the Cat. Felix is a 90 year old cartoon

ACED logo

Quick Links:

Allegheny Together

Allegheny County Economic Development

Pittsburgh History & Landmarks

Town Center Associates

Please Forward this E-Newsletter!

Spread the word about the great things happening in YOUR downtown by clicking on "Forward Email" located at the bottom of this column. Thank you!

Bryan and Buddy

Buddy Hall (left) and Bryan Bassett (right). Bryan was the original guitarist for Wild Cherry (Play that Funky Music) and is now with the rock band "Foghat."

character to which Mr. Oriolo owns the rights. Additionally, the store sells Divine Scentsations candles, incense, Himalayan salt lamps, scarves, pashminas, jewelry, local music CDs, and other local handmade items. A space is reserved for a different local artist each month to display and sell his/her craft. The Halls' make this space available to local artists and all profits from these sales go directly to the artist.

If all that Diversity offers isn't enough, they also feature in-store, free concerts. Recent performances have included Liz Berlin of Rusted Root, and Jesse Hall and Bear Cub. Upcoming on February 22nd, you can come out and hear Scott Blasey of The Clarks performing live at 7:30 PM.

For stores hours, phone, and more information about Diversity and its products, please visit www.diversityshoppittsburgh.com.

A TASTE OF DORMONT

Celebrating A Wonderful Community Event

Taste of Dormont

We are happy to feature "**A Taste of Dormont"**, Dormont Main Streets' Annual Reds, Whites, & Blues for its great contribution to our community and business district. The event which was held in September was an exciting, fun-filled, successful time as always. The festival included some of the area's finest eateries, local wineries, and breweries including as many local businesses as possible. Sensational entertainment was provided by the Good Guys Duo as well as other local talent.

The festival is organized by Dormont Main Street, a non-profit organization dedicated to the revitalization efforts of the Dormont

business district. This year's proceeds were earmarked to help with the necessary match to continue Dormont's participation in the Allegheny Together program.

On behalf of our community, congratulations and thanks are extended to all who or organized, sponsored, and participated in A Taste of Dormont.

DOWNTOWN DORMONT CALENDAR OF EVENTS

Dormont Historical Society Museum
Thursdays
9 AM to 2 PM
http://www.dormont-history.webs.com/

Movies, Special Events
January - December
The Hollywood Theater
1449 Potomac Avenue
412-563-0368
www.thehollywooddormont.org for a complete listing

Mardi Gras on Main Street
February 9
8 PM to Midnight
Tickets available at Dormont Borough Building or contact Karen Coyle 412-720-8081 or Michelle Ross 412-860-9035
Must be 21 years old to attend
For more info, please click here

A Taste of Dormont
September 14
5 to 8:30 PM
Dormont Recreation Center
Tickets available at the Dormont Public Library or
Dormont Municipal Building
Tickets $27.50
Must be 21 years old to attend
For more info, please click here

BUY LOCAL EVERY DAY

Have you pledged your support of local, downtown businesses? If not, challenge yourself and your friends to do your shopping at locally owned Allegheny County businesses. Sign up to buy local by taking the Downtown Dormont Pledge today. You can pledge to shop your downtown and any or all Allegheny County downtowns every day. With the difficulties facing local economies, your local purchases can make a difference to the vitality of your hometown and of Allegheny County.

"Independent retailers in cities with active "Buy Local" or "Think Local First" campaigns reported stronger holiday sales than those in cities without such campaigns. These campaigns have been launched by local business alliances in more than 100 cities and

towns. Independent retailers in these cities reported an average increase in holiday sales of 3%, compared to 1% for those in cities without an active Buy Local initiative." http://www.ilsr.org/holiday-sales-increase-independent-businesses-national-survey-finds/

Pledge your love and buy local by joining the Downtown First Movement! It's a gift to the whole community!

Dormont First

PROMOTING YOUR DOWNTOWN PROPERTY

DTP logo

We can help you promote YOUR downtown property. Vacant and/or available buildings and storefronts in your downtown are promoted through Town Center Associates' DowntownProperties.net website, the only of its kind in our region.
The DowntownProperties.net program is intended to encourage potential business owners to consider YOUR downtown when looking for a location for their business. If you have a property available for sale or lease, you can help promote it for FREE through this program. If you have a business you'd like to ask to consider locating in your downtown, you can email property listings to them directly from the site. Interested business owners can sign up to receive a notification any time a property becomes available in your downtown.

These great tools are available to help you promote your downtown property through DowntownProperties.net:

- FREE color poster to draw attention to your available property
- FREE listing on DowntownProperties.net with a photograph
- Email Notification, making it easy for you to forward your property listing to anyone interested
- Business District Demographics
- Property Mapping
- Links to town resources and town photos

If you have an available property that is not currently listed on DowntownProperties.net, please let us know by sending an email to tca@towncenter.info. We would be happy to add your property!

AN ONLINE TOOLKIT OF YOUR DOWNTOWN

map

Your municipality has an online toolkit at www.alleghenytogether.com full of resources to assist in your business district's initiatives. One resource that could be particularly useful in understanding your community market is the online and printable Demographic Reports. You can check out your own town's reports by selecting your town's homepage and then selecting "Demographic Report" on the left side menu. You'll find critical marketing and demographic information, such as the population within a five, ten and fifteen minute drive time radius, income and age statistics and much more.

Another tool in the online toolkit allows you to sort your downtown properties in the "Properties & Photos" database by various categories such as "Property Owner," "Property Address," "Tax Parcel," and "Occupant."

Check out your Downtown Database at www.alleghenytogether.com for these and other great tools for information about your downtown business district.

TECHNICAL ASSISTANCE FOR BUSINESSES FROM PHLF

Great businesses capture foot traffic, maintain their building's historical integrity, and are intensely focused on customer service. PHLF is offering technical assistance to business owners to help them make their businesses the best they can be.

We'll match you up with an interior designer, who can help you draw in more foot traffic through an eye-catching window display, improve the interior layout of your space, and offer suggestions for new paint colors or window treatments. This is a great opportunity for your business to get recommendations from a design professional, free of charge.

Have you wanted to improve the look of your building, but not sure where to start? We can discuss improvements with you that will make your business stand out (in a good way!) and generate more foot traffic. Your town has its own set of Design Guidelines available at www.AlleghenyTogether.com, which explain the types of improvements that are recommended, including many low-cost, high-impact ideas. We can work with any budget, big or small, to make a positive visual impact.

To set up an appointment, please contact David Farkas at 412-471-5808. We look forward to hearing from you.

STAY UP TO DATE ON DOWNTOWN DORMONT

With Our E-Newsletter

You are reading the Dormont FOCUS: your downtown e-newsletter. By using e-newsletters instead of print newsletters,

we can send the information about our downtown revitalization efforts to a greater number of people and save paper--a win for the community and the environment!

To receive your copy of the e-newsletter via email, simply send an email to tca@towncenter.info and indicate your email address, as well as the name of the town or towns for which you'd like to receive the e-newsletters. You can also call Town Center Associates to sign up at 412-577-7447.

Please also take a moment to forward this email along to your friends, colleagues, family and neighbors, and encourage them to sign up today! This will help to inform (and involve) more citizens about the revitalization efforts taking place in our downtown.

This e-newsletter was created by Town Center Associates for the Allegheny Together Program of Allegheny County Economic Development. For more information about the Allegheny Together program, please visit www.alleghenytogether.com.

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