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Community Profile

Oakland

Setting out to discover Oakland leads one on a trip through one of Pittsburgh's most diverse and lively neighborhoods. From prestigious universities and museums, world class hospitals, grand architecture, quaint coffee shops, international cuisine and specialty shops all describe the hustle and bustle that is Oakland. If you are planning a picnic in the park, an evening of theater, trying out a new ethnic dish, or if you are searching for that Picasso masterpiece, Oakland has it all.

Take a stroll down Forbes Avenue during lunch time and you will see business professionals, doctors, university students and residents eating in the countless restaurants in Oakland and shopping in the many diverse shops. At night, Oakland fills up with a strong dinner restaurant crowd, from students who just finished their day of classes to adults and families who chose Oakland for their evening dining destination. The pedestrian friendly culture of this neighborhood encourages steady patronage for businesses and is one of the greatest assets of Oakland.

While the daily influx of commuters to Oakland adds to the business population, there are also several vibrant residential areas within Oakland, bringing college students and native Pittsburgh residents together. With more than 25,000 residents, Oakland is one of the most densely populated neighborhoods in Pittsburgh. According to the City of Pittsburgh Department of City Planning, nearly half of Oakland's population is between the ages of 20 and 34. This young population adds to the energy and vibrant culture of the district.

A Taste for Every Palate

Serving over 100,000 people daily, Oakland is home to over 200 businesses and over 80 restaurant establishments all within walking distance of world class cultural amenities, Pittsburgh's Historic Schenley Park and the campuses of the University of Pittsburgh, Carnegie Mellon University, and Carlow University.

Oakland offers fabulous dishes to please every palate and pocketbook. Exotic curry dishes, Northern Italian specialties, creamy homemade ice creams and international flavors provide an eclectic assortment of cuisine from around the world. From classic American, Greek, Middle Eastern, Italian, and Thai to Japanese, Mexican, Spanish and Indian, Oakland offers a wide assortment of international cuisines.

Get Cultured!

Long considered the cultural center of Pittsburgh, Oakland is home to world class museums, theaters, galleries and gardens. Plan a day in Oakland and you could explore collections of ancient and modern art to civil war artifacts, meet Tyrannosaurus Rex, learn the lyrics of "Oh Susannah", view the international classrooms symbolizing the heritage of Europe, Africa, Asia and the Middle East, enjoy a cup of java while browsing a classic novel, get in an evening of gripping drama, from Shakespeare to Shaw, or simply surround yourself in natural flora in a Victorian glass house.

See these sights and so much more here in Pittsburgh's Oakland!

- Carnegie Museums of Art
- Carnegie Museums of Natural History
- Carnegie Music Hall
- Carnegie Public Library
- Frick Fine Arts Gallery
- Heinz Memorial Chapel
- Kraus Campo Public Garden
- Miller Gallery
- Nationality Rooms, Cathedral of Learning
- Phipps Conservatory & Botanical Gardens
- Pittsburgh Irish & Classical Theatre
- Pittsburgh Playhouse Repertory Co.
- Rodef Shalom Biblical Botanical Garden
- Schenley Park Visitors Center
- Schenley Park
- Schenley Plaza
- Soldiers & Sailors National Military Museum & Memorial
- Stephen Foster Memorial Hall
- Stephen Foster Memorial Museum

Oakland Universities and Hospitals:

- Carlow University
- Carnegie Mellon University
- University of Pittsburgh
- University of Pittsburgh Medical Center including:
 - UPMC Presbyterian
 - UPMC Montefiore Hospital
 - Magee-Womens Hospital of UPMC
 - Eye and Ear Institute
 - Western Psychiatric Institute and Clinic

Oakland Business Improvement District Services

Cleaning Services and Beautification:

The OBID contracts a third party street cleaning company that cleans the sidewalks of the main business district each day. This cleaning service includes daily trash removal from the sidewalk and curbside, weekly power washing of sidewalks, weekly weed removal and weekly detailing removing dirt, debris and graffiti from street poles, street furniture and bus stops. In the winter months, OBID provides snow removal from all handicap ramps at street intersections. To beautify the shopping district, OBID provides hanging flower baskets along Forbes Avenue.

Business Recruitment Assistance:

The OBID lists and promotes any available commercial properties for sale, lease or rental on the OBID website located at www.onlyinoakland.org. Any commercial space within the boundaries of the district is eligible for promotion. OBID also promotes property through e-blasts and through a *craigslist* account started in 2010. The OBID staff work to keep listings up-to-date, however property owners are encouraged to contact the OBID about marketing of their available real estate.

Oakland Marketing/ Special Events:

The OBID organizes several special events throughout the year to draw attention to our business district and raise awareness of the unique offerings of Oakland. If you would like to get involved with the OBID's marketing efforts, join the Marketing Committee by contacting Mary at the OBID offices.

Let's Go Pitt!

Each fall the Oakland Business Improvement District rallies in support of the University of Pittsburgh Football team by creating small promotional events the Friday of each homegame. Businesses can participate on a multitude of levels, including having their windows painted in Pitt colors, blue and gold. To learn more about the Lets Go Pitt! Campaign; contact Mary Davidson at the OBID Offices, 412-683-6243 ext. 19.

Oakland Farmers Market

Running from Summer through Fall, the Oakland Farmers Market is a strategy to get the daily Oakland commuter and visitor population out of their offices and homes. The farmers market is held every Friday from 3:30 until 6:30 on Sennott Street between Atwood and Meyran. This market provides features locally produced or grown food products.

A Taste of Oakland

Each Spring the OBID organizes "A Taste of Oakland" to generate interest in Oakland's many restaurants and retailers. Restaurants serve samples of their offerings at local retail shops so visitors can get both a bite and a some shopping.

First-Year Student Marketing

Each August Oakland welcomes new students to our neighborhood. As the group of fresh faces enters their freshmen year, the OBID is at student fairs, orientations and events to market Oakland businesses to them. The OBID also organizes a scavenger hunt in conjunction with these events to

help students explore the business district and, in exchange, get great prizes from Oakland businesses.

Website and Print:

Take a few minutes to get familiar with the OBID website, www.onlyinoakland.org. This site is filled with useful information for both the business owner and visitor to Oakland. With real estate listings, business listings and other resources, www.onlyinoakland.org is a one-stop-shop for up to date Oakland info.

Each year with the help of community and institutional partners, the Oakland Map and Guide is produced. This pocket-sized guide is distributed to all of Oakland's institutions. If you are interested in having a brochure, or several to hand out from your business, contact the OBID.

Innovation Oakland:

The OBID is developing a new vision for Oakland to become America's first digital community! Innovation Oakland is a technology-based approach to neighborhood transformation introducing new ways of thinking about how community assets, public spaces and commercial corridors contribute towards the economic prosperity of Oakland and of the greater Western Pennsylvania region. Fueled by state of the art technologies, Innovation Oakland will combine art, design, place making and way finding solutions to create new interactive public destinations for the use and pleasure of residents, employees, students and visitors from around the country and the world. These destinations will also include digital kiosks which will help guide the thousands of daily visitors to the various Oakland restaurants and shops. Innovation Oakland is supported by OBID in partnership with Carlow University, Carnegie Mellon University, Oakland Task Force, UPMC and the University of Pittsburgh.

Marketing and Advertising Resources for Oakland Businesses

Marketing is an essential tool to grow your business and with so many options and media formats, where do you begin? Below is a sampling of current industry "best practices" and successful approaches and vehicles used by various local and national retailers. You, too, can develop an effective marketing strategy that helps you reach consumers and boost your sales.

General Social Media Tips, Tricks and Resources:

www.hootsuite.com

<http://socialmediatoday.com>

<http://mashable.com>

Facebook Resources:

www.facebook.com

<http://socialnomics.net/tag/facebook-best-practices>

<http://www.facebook.com/smallbusinesses>

Twitter Resources: www.twitter.com

www.makeuseof.com/tag/the-complete-guide-to-twitter-pdf/

<http://www.mpdailyfix.com/7-ways-marketers-can-use-twitter/>

Flickr Resources: www.flickr.com

<http://socialmedia.colostate.edu/page/Flickr-best-practices.aspx>

Local Media:

The OBID has collected information from local media outlets to help connect members with outlets that have a working knowledge of Oakland. Below is a listing of contacts that have begun conversation with OBID staff.

Pittsburgh Magazine

Elissa Williams
Account Executive
600 Waterfront Drive, Suite 100
Pittsburgh, PA 15222
Phone: 412-304-0903
Cell: 412-552-8945
ewilliams@pittsburghmagazine.com

Whirl

(Whirl, Whirl at Home, Whirl Bridal, and Edible Allegheny)
Kate Diamond, Account Executive
1501 Reedsdale Street, Suite 202
Pittsburgh, PA 15233
Phone: 412-431-7888
Cell: 724-316-1440
kdiamond@whirlpublishing.com

Shady Ave

Nancy Polinsky Johnson
1214 Bennington Avenue
Pittsburgh, PA 15217
Phone: 412-687-5731
info@shadyave.com

Pittsburgh City Paper/96.9 BOB FM/Q 92.9 WLTJ

Paul Klatzkin
650 Smithfield Street, Suite 2200
Pittsburgh, PA 15222
Phone: 412-316-3342 x184
paulk@steelcitymedia.com

Façade Improvements and Sidewalk Use

Increasing Visibility through Sidewalk Displays and Seating

As the old adage goes, “more means more”. Creating an outdoor environment where visitors to Oakland can sit and enjoy a cup of coffee at an outdoor café table, or have a bite to eat with coworkers creates a welcoming interruption to the often hectic workday of many Oakland commuters and residents.

- ✓ To provide tables on the sidewalk outside of your restaurant, a Café Permit from the City of Pittsburgh Department of Public Works is required. These permits can be obtained by bringing a drawing or site plan of the proposed area to the Permit Counter at the Department of Public Works, 611 Second Avenue and require a fee of \$25.00.
- ✓ For merchants who wish to display wares on the sidewalk, a Public Obstruction Permit may be obtained from the Permit Counter at the Department of Public Works. The Permit Counter’s hours are M-F from 8:00 a.m. – 3:00 p.m.

Options beyond sidewalk seating include window displays and festive decorations.

Design

Good design is good business. Today’s consumer is very savvy and they demand impeccable service, quality product and a positive shopping experience. A well thought out design and lighting plan can make all the difference when customers choose to patronize businesses. Take advantage of the local services provided to you as described below.

Community Design Center of Pittsburgh: RenPlan® program

Thinking of improving the look of your space, but don’t know where to start? Sometimes small changes can bring big results. Call the RenPlan® program for a consultation with a design professional! From displays to paint colors to floor layouts, the design of your space makes a big impression on your customers. The RenPlan® program provides educational materials, renovation resources and low-cost consultations to business and property owners planning improvements. By expanding their understanding of options, the program helps people make investments that add value to their business and property. For a modest fee, the RenPlan® program matches a business owner with a design professional who will visit the business to discuss improvement ideas and provide personalized renovation advice get started.

Contact: 412.391.4333, http://renplan.cdcp.org/For_Business_Owners.htm

URA Façade Improvement Programs

Restored storefronts improve the pedestrian environment, attract more customers, and encourage economic development and investment. The URA offers several different façade improvement programs designed for commercial building owners and tenants to improve their storefronts. Your location determines which façade improvement program your building is eligible for.

- Streetface Program
- Mayor Luke Ravenstahl’s Façade Improvement Program

Contact: Quianna Wasler, Mainstreets Development Specialist at 412.255.6550 or qwasler@ura.org, for detailed program information:

http://www.ura.org/business_owners/facade_program.php

Department of City Planning PGH SNAP and PGH GIS

PGH SNAP and PGH GIS are information sources for Pittsburgh's comprehensive plan. PGH SNAP provides a wide variety of Data and maps for all 90 of Pittsburgh's neighborhoods. PGH GIS provides City of Pittsburgh Geographic Information System with interactive maps providing new data, layers and features.

Contact: 412-255-2200, <http://www.pittsburghpa.gov/dcp/snap/>

Financing Assistance and Opportunities

There are a myriad of agencies in the greater Pittsburgh area that provide assistance to Oakland business and property owners. Below is a listing of information and appropriate contacts.

Financial Institutions located throughout Oakland

Eureka Bank

Mike Abriola
3455 Forbes Avenue at McKee Place
Pittsburgh, PA 15213-3253
412-681-8400

PNC Bank

Tracy Markovich
4022 Fifth Avenue
Pittsburgh PA 15213
412-578-0342

First Niagara Bank

Andrea Sobel
3700 Fifth Avenue
Pittsburgh PA 15213
412-687-7670

Citizens Bank

Shawn Love
3718 Fifth Avenue
Pittsburgh PA 15213
412-683-1111

Parkvale Bank

Joyce Lindgren
3520 Forbes Avenue
Pittsburgh PA 15213
412-687-1200

Dollar Bank

Kelly McBroom
3714 Fifth Avenue
Pittsburgh PA 15213
412-621-3178

Business Development Centers and Associations

University of Pittsburgh Small Business Development Center

The Small Business Development Center (SBDC) at the University of Pittsburgh offers consulting services and educational programs to fuel the establishment and growth of small businesses in Western Pennsylvania. Whether you are considering starting a business for the first time or considering ways to grow your established business, we will connect you with the resources and tools help your small business prosper and grow.

Contact: 412.648.1542, <http://www.entrepreneur.pitt.edu/sbdc/>

University of Pittsburgh Center for Women in Business

Women-owned businesses in the Pittsburgh region now have more power to grow and prosper. The Institute for Entrepreneurial Excellence at the University of Pittsburgh today established the Center for Women in Business. To develop its new center for women business owners, the Institute worked with PowerLink, Inc., a nonprofit organization that assists female-driven companies in developing

advisory boards. The Center for Women in Business complements other Institute programs, such as PantherlabWorks, the Entrepreneurial Fellows program and the Small Business Development Center. Business owners who complete the PowerLink programs will have the opportunity to participate in additional programs through membership in the Institute.

Contact: 412-648-1544, <http://www.entrepreneur.pitt.edu/calendar/index.php>

Duquesne University Small Business Development Center

The Duquesne University Small Business Development Center (SBDC) offers no-cost, confidential consulting services and training workshops for small businesses and those who are thinking of starting a business in southwestern Pennsylvania. Our main office is located at Duquesne University in Pittsburgh, PA. We also offer services in our outreach locations in Beaver, Butler and Lawrence counties. The Duquesne SBDC provides consulting services and educational programs to entrepreneurs looking to start or grow a small business in Allegheny, Beaver, Butler, and Lawrence counties. (Environmental and International Programs service a wider range of counties). From helping aspiring entrepreneurs turn ideas into businesses, to helping small firms expand, to providing the information every business person needs to make critical decisions, the SBDC is the resource entrepreneurs in all industry sectors can turn to for help - help that can make the difference between success and failure.

Contact: 412.396.6233, duqsbdc@duq.edu, <http://www.sbdc.duq.edu/>

US Small Business Association

SBA recognizes that the conventional commercial loan market may not offer many small business owners access to the capital they need to keep their businesses strong and help them grow. SBA has developed a number of financial programs for small businesses. The CDC/504 Loan Program provides long-term, fixed-rate financing to acquire fixed assets (such as real estate or equipment) for expansion or modernization. It is designed for small businesses requiring "brick and mortar" financing, and is delivered by CDCs (Certified Development Companies)—private, non-profit corporations set up to contribute to the economic development of their communities. For more information contact:

Contact: Pittsburgh District Office, 412.395.6560,
<http://www.sba.gov/localresources/district/pa/pitt/index.html>

Funding Opportunities

URA Loan Programs

The URA Business Development Center (BDC) offers a variety of financing products for commercial real estate development and small and medium size business development. These are gap financing products and work in conjunction with private equity and private debt to help businesses close the financing for their business growth and expansion. Our programs are specifically designed to meet the needs of small businesses, growing businesses, and urban / infill real estate development. BDC programs work with every sort of financing including private banks, new markets tax credits, historic tax credits, and more. A loan from the BDC reduces risk and frees up cash flow by reducing the equity requirement and reducing the bank's exposure.

Contact: Business Development Center at 412.255.6669 or bdc@ura.org, for detailed program information, http://www.ura.org/business_owners/loan_programs.php

The Pittsburgh Entrepreneur Fund (PEF):

PEF provides capital for new and growing businesses, including emerging technology-based firms, such as Information Technology, Life Sciences and Sustainable/Green and other emerging industry clusters. PEF will be available to all start up and growing businesses within the City of Pittsburgh and can be used for working capital, laboratory, computer, and scientific equipment, leasehold improvements, real estate, investments to lower energy usage, and other sustainable or Green elements. PEF closes funding gaps growth businesses commonly face as they move from start-up to commercialization and fast growth.

Contact: 412-255-6669, for more detailed guideline information: <http://www.ura.org/>

Metropolitan Loan Fund of Pittsburgh

The Metropolitan Loan Fund of Pittsburgh (MLFP) is a private/public partnership designed to provide flexible financing and technical assistance to new and existing businesses, primarily minority owned businesses, which are located in the Pittsburgh metropolitan area.

The MLFP is different from commercial lenders and other loan funds in that the funders work closely with the borrowers to provide both funding and the technical assistance that is needed to ensure a business thrives and succeeds. MLFP applicants and borrowers will meet at least bi-annually with the MLFP Committee, which is composed of a representative of each of the funders, and will be given technical assistance throughout the term of the loan.

Contact: Annabelle Javier Wilburn, 412-471-5808 ext. 546, annabelle@landmarksgcc.com, <http://www.landmarksgcc.com/>

Bridgeway Capital (formerly Community Loan Fund)

Bridgeway Capital seeks to transform an entrepreneurial idea into economic growth and impact by providing capital and education opportunities to small and established businesses, by partnering with organizations to find the best financing solutions and by creating new jobs, businesses, and momentum across western Pennsylvania. Whether you need \$10,000 to finance your start-up or \$500,000 to help your business grow, Bridgeway Capital has a loan that's right for you.

Contact: 412.201.2450, info2@bridgewaycapital.org and <http://www.bridgewaycapital.org/>

City of Pittsburgh Application for Commercial LERTA Abatement

Request for Real Estate Tax Exemption under Chapter 267, Exemptions for Industrial and Commercial Improvements and Construction - enacted pursuant to Act 76 of 1977, effective 12-27-1 985. The filing of an application for Tax Exemption under Chapter 267 of the Pittsburgh Code (LERTA) does not relieve the taxpayer from payment of real estate taxes, when due. If exemption is granted, the Treasurer will refund the amount of City tax exempted. There is no exemption for any tax imposed on land. Abatement limit is \$50,000 of tax money.

Contact: Quianna Wasler, Mainstreets Development Specialist at 412.255.6550 or qwasler@ura.org, http://www.ura.org/business_owners/facade_program.php

Additional URA Resources

For detailed program information: http://www.ura.org/business_owners/resources.php

Tax Abatement Programs and Resources

Multiple tax abatement programs exist for both commercial and residential renovation and redevelopment in the City of Pittsburgh.

(http://www.ura.org/business_owners/resources.php#tax#tax)

Additional Resources

Available City and URA Owned Properties

Online database of all URA and City-owned vacant land, development sites, and homes for sale.

(<http://www.city.pittsburgh.pa.us/properties/>)

City of Pittsburgh Data Resources

Find helpful data resources including maps of market and neighborhood conditions and trends.

(<http://www.city.pittsburgh.pa.us/communitydevelopment/index.html>)

Available Commercial Properties for Sale or Lease

Search for available commercial buildings and sites in the Pittsburgh Region as well as generate site-specific demographic and business analysis reports.

(<http://www.pittsburghprospector.com/ed.asp?bhcp=1>)

City of Pittsburgh Guide to Permitting

Find information on the permitting process for projects in the City of Pittsburgh.

(<http://www.city.pittsburgh.pa.us/permits/>)

Commonwealth of Pennsylvania

Find information on state sponsored programs.

(<http://www.newpa.com/index.aspx>)

Pittsburgh Regional Alliance

PRA markets the benefits of conducting business in southwestern Pennsylvania to companies all over the world that are growing, relocating or expanding. Find analyzed regional data.

(<http://www.pittsburgh-region.org/>)

Allegheny County

Find information on Allegheny County sponsored programs.

(<http://www.county.allegheny.pa.us/>)

Allegheny County Real Estate Web Site

Search county property tax records.

(<http://www2.county.allegheny.pa.us/RealEstate/Default.aspx>)

Environmentally Friendly Business Opportunities

Business Recycling Service: Oakland

The Oakland Business Improvement District provides two recycling dumpsters accessible to all OBID business members. The dumpsters are located along Euler Way Between Atwood and Meyran. Recyclable materials include: glass, all recyclable plastic, paper, cardboard and metal.

Food Waste:

Agrecycle will recycle food waste. They provide a dumpster and pickup.

Website: <http://www.agrecycle.com>. Filta recycles cooking oil among other environmentally friendly practices for kitchens. (<http://filta.com/>).

City of Pittsburgh Recycling Drop Off Centers

The City Public Works Department has designated various drop off centers throughout the Pittsburgh area for drop off of a variety of recyclable materials. Drop off centers are open Monday Thru Friday (except holidays) 8 a.m. to 2 p.m. (otherwise specified below):

Strip District (Facility is open 24 hours/ day. Open to small businesses, bars and restaurants.)
30th & Railroad Streets (near City's tow pound and refuse collection offices)

Construction Junction (Point Breeze)
214 N. Lexington Avenue
Facility open During Construction Juntion Hours of Operation

East End Drop Off Center
North Dallas Avenue at Hamilton Avenue

Hazelwood Drop Off Center
Melancton Avenue off 5200 block of Second Avenue

West End Drop Off Center
Next to Herschel Field, Hassler Street

Pennsylvania Programs and Incentives

Act 129:

In October 2009, the Public Utility Commission approved plans from seven Pennsylvania EDCs - Allegheny Power Co.; Duquesne Light Co.; Metropolitan Edison Co.; PECO Energy Co.; Pennsylvania Electric Co.; Pennsylvania Power Co. and PPL Electric Utilities Corp. - detailing how the companies intend to achieve consumption and peak demand reductions. The programs established in Act 129 offer many meaningful tools to allow consumers to take control of their energy bills and cushion the rate increases anticipated with the expiration of rate caps. Rebate incentives for energy-efficient means of conducting business are being offered by several local utility providers for energy efficient products such as: Fluorescent lamps, Ballasts, fixtures, variable frequency drives, door gaskets for freezers, and high efficiency motors. You can access the Pennsylvania Public Utility Commission, by visiting <http://www.papowerswitch.com>. For information on how your business can benefit from these incentives, visit your power provider's Act 129 website:

- Duquesne Light; (<http://www.duquesnelight.com/wattchoices/default.cfm?tab=2&win=main>)
- Allegheny Power; (<http://www.alleghenypower.com/EngConserv/EngConservHome.asp>)
- PPL:
(<http://www.pplelectric.com/Business+Partners/Tools+and+Reference+Center/Act+129+Smart+Meter+Plan/>)

- PECO: (http://www.peco.com/pecobiz/smart_returns/)
- Pennsylvania Electric Company, Metropolitan Edison, and Pennsylvania Power Co. : (<https://www.firstenergycorp.com/index.html>)

City of Pittsburgh, Sustainable Development Bonuses

Pittsburgh's zoning code permits an additional 20% in floor area ratio and height for buildings that achieve LEED New Construction or LEED Core and Shell certification.

(http://library4.municode.com/default-test/home.htm?infobase=13525&doc_action=whatsnew)
(search "Sustainable Development Bonuses")

East End Food Credit Union Co-op Green Loan

This credit union offers a loan at 2% below the current rate for environmental purchases such as efficient light bulbs and appliances, weatherization improvements and Port Authority Transit passes.

(http://www.eastendfood.coop/cr_union.html)

Green Building Fund

This fund was created by Bridgeway Capital to assist building owners and developers with the implementation of green building practices. It offers short-term (typically five-year) loans with interest rates ranging from 5% to 8% for qualified developers to integrate green design into either new construction or rehabilitation projects. LEED certification is required.

(<http://www.bridgewaycapital.org/jsp/programs.jsp>)

Small Business Energy Efficiency Grant Program

Reimbursement grants of 25% (up to \$25,000) are provided to small businesses (less than 100 employees) for the purchase and installation of energy-efficient items and systems such as geothermal heat pumps, energy-efficient HVAC systems, lighting and insulation.

(http://www.depweb.state.pa.us/portal/server.pt/community/energy_independence/10473)

TRF Capital Sustainable Energy Financing

TRF provides favorable financing for new LEED-certified residential construction, energy-efficient renovations of residential properties, renewable energy projects, and energy-efficient retrofits and equipment upgrades to businesses in the Mid-Atlantic region.

(<http://www.trfund.com/financing/energy/energy.html>)

Urban Redevelopment Authority of Pittsburgh, Green Design Initiatives and Incentives

The URA offers lower interest rates on several of its loan funds for projects that achieve LEED certification. The interest rate reduction increases with the level of certification achieved and ranges from 1% to 2.5% below program rates.

(<http://ura.org/developers/URA-GreenDesignInitiatives.pdf>)

Alternative and Clean Energy Program

Grants and loans are provided through this program for the installation of alternative energy systems and the construction or development of alternative energy production projects. Loans of up to \$5 million or 50% of the total project cost are offered with an amortization of 25 years and a 10-year

term. Grants of up to \$2 million (not to exceed 50% of the total project cost) are available. (<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/funding-detail/index.aspx?proglD=212>)

Pennsylvania High Performance Building Program

This program provides grants and loans for the construction or renovation of high performance buildings. Both residential and commercial projects are eligible, with grants available up to \$500,000 or 10% of the total project cost. Loans of up to \$2 million for small businesses (less than 100 employees) and up to \$100,000 for residential projects are also available. Amortizations can be structured to a maximum of 25 years and a 10-year loan term. The current interest rate is 4%. All projects must achieve LEED Gold certification and include specific credits. Program funds can be used for any costs associated with the construction or renovation of a high performance building, excluding financing fees and interest.

(<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/funding-detail/index.aspx?proglD=198>)

Pennsylvania Machinery and Equipment Loan Fund

This loan fund provides low-interest financing for the acquisition or upgrading of new or used machinery and equipment. Up to 50% or \$5 million of project costs can be financed through the program.

(<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/funding-detail/index.aspx?proglD=54>)

Pennsylvania Renewable Energy Program, Geothermal and Wind Projects

Through this program, grants and loans are available for businesses (including not-for-profits), economic development organizations, and municipalities and counties to finance geothermal systems and wind energy generation or distribution projects. Funds are also available to manufacturers of renewable energy generation equipment. The amount of the matching investment must be at least \$1 for every \$1 of program funds, with grants not exceeding \$1 million. Up to \$5 million can be secured as a loan.

(<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/funding-detail/index.aspx?proglD=191>)

Pennsylvania Sunshine Program

Through this program, grants are provided to homeowners and small businesses for the reimbursement of costs associated with the purchase and installation of solar PV and solar thermal projects.

(http://www.depweb.state.pa.us/portal/server.pt/community/energy_independence/10473)

Pennsylvania Venture Capital Investment Program

Designed for growth-stage financing, this program provides funds to venture capital firms to invest in Pennsylvania companies.

(<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/funding-detail/index.aspx?proglD=57>)

Small Business Pollution Prevention

The Pennsylvania Department of Environmental Protection provides low-interest loans to small businesses undertaking projects that reduce waste, pollution or energy use. Loans can be used to fund 75% of the total eligible project cost, up to a maximum of \$100,000. Loan interest rates are 2%, with a maximum 10-year term.

(<http://www.depweb.state.pa.us/portal/server.pt/community/technology/10406>)

National Programs and Incentives

Federal Business Energy Tax Credit

This corporate tax credit is for the purchase and installation of renewable energy systems. A 30% credit is available for solar or wind turbines and a 10% credit for geothermal systems.

(http://www.dsireusa.org/incentives/incentive.cfm?Incentive_Code=US02F&State=federal¤tpageid=1&ee=1&re=1)

Federal Energy Efficiency Tax Deduction for Commercial Buildings

A corporate tax deduction of up to \$1.80 per square foot is available to owners or tenants of new or existing commercial buildings that are constructed or reconstructed to save at least 50% of the HVAC, water heating and interior lighting energy costs of a building. Partial deductions of up to \$.60 per square foot can be taken for specific systems.

(http://www.dsireusa.org/incentives/incentive.cfm?Incentive_Code=US40F&State=federal¤tpageid=1&ee=1&re=1)

Federal Residential Renewable Energy Tax Credit

A personal tax credit of 30% can be obtained for the installation of renewable energy systems, including solar photovoltaics, solar hot water, wind and geothermal systems.

(http://www.dsireusa.org/incentives/incentive.cfm?Incentive_Code=US37F&State=federal¤tpageid=1&ee=1&re=1)

Contacts

As a member of the Oakland business community you may find these contacts helpful for your business:

City of Pittsburgh Mayor:

Office of the Mayor
City of Pittsburgh
City-County Building - Fifth Floor
414 Grant Street
Pittsburgh, PA 15219
Phone: 412-255-2626
Fax: 412-255-2687

City of Pittsburgh Council Members:

Telephone: 412-255-2142
City County Building
Suite 510/Floor 5
414 Grant Street
Pittsburgh, PA 15219

City Departments:

Animal Control, 412-255-2036
City Planning, 412-255-2200
Public Works, 412-255-2790
Law Department, 412-255-2015
Zoning Department, 412-255-2246

City Authorities:

Economic Development (URA), 412-255-6600
Parking Authority, 412-560-7275
Water and Sewer Authority, 412-255-8935

Law Enforcement Agencies

Pittsburgh: Pittsburgh Bureau of Police, Zone 4:
412-422-6520
University of Pittsburgh Police: 412-624-2121
Carnegie Mellon University Police: 412-268-6232
Carlow Police: 412-578-6005
Port Authority Police: 412-566-5500

Allegheny County Contacts:

Allegheny County Economic Development
Phone: 412-350-1000
425 Sixth Avenue, Suite 800
Pittsburgh, PA 15219

Allegheny County Health Department
Phone: 421-687-ACHD, Fax: 412-578-8325
3333 Forbes Avenue
Pittsburgh, PA 15213

Oakland Community Organizations:

Oakland Transportation Management Association
Phone: 412-687-4505
235 Atwood Street
Pittsburgh, PA 15213

Oakland Planning and Development Corporation
Phone: 412-621-7863
235 Atwood Street
Pittsburgh, PA 15213

Oakland Task Force
Phone, 412-624-7708, Fax, 412-624-7707
c/o The University of Pittsburgh
710 Alumni Hall
Pittsburgh, PA 15260

Peoples Oakland
Phone, 412-683-7140, Fax 412-683-7138
3433 Bates Street Pittsburgh
Pennsylvania 15213

Community Human Services
Phone: 412.246.1600, Fax: 412.621.7137
374 Lawn Street
Pittsburgh, PA 15213