



2023

Oakland BID

Annual Report

A map of the Oakland neighborhood in Pittsburgh, showing various streets and building footprints. The map is overlaid with a purple-to-blue gradient. Key streets visible include Robinson St, Darragh St, Schenley Dr, and Blvd of the Allies. Building footprints are labeled with dimensions such as 85 ft (210 ft), 85 ft (120 ft), 40 ft (95 ft), 65 ft (160 ft), 65 ft (85 ft), 65 ft (95 ft), 65 ft (110 ft), and 65 ft (140 ft).

| About the BID

Representing the Vibrant and Multicultural
Heart of Pittsburgh!

2023



OAKLAND BUSINESS IMPROVEMENT DISTRICT

2023

About

- Created in 1999 by property and business owners to improve the Central Oakland business district and has been extended every five years since.
- Overseen by a Board of Directors representing Oakland's property and business owners, universities and hospitals, community and cultural organizations, local government partners.
- Over 300 property owners, business tenants and organizations within the geographic boundary area contribute to OBID through assessment levy or through direct donations.
- OBID leverages additional funding through foundation and government grants, nonprofit contributions, event sponsorships and fee for service projects.

Vision, Mission, and Values

- 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.

Board of Directors

Kelly McBroom, *Chairperson*

John P. Krolicki, *Treasurer and Co-Chair*

Adrienne Walnoha, *1st Vice-Chairperson*

Maurry Mendelovich, *2nd Vice-Chairperson*

Janine Johnson, *Secretary*

Dollar Bank

UPMC

Social Artistry Consulting

CHiKN, Stack'd, Viva Los Tacos

Eat'n Park Hospitality Group

Jasbir Bhargal

Jill Curry

Molly Finnell

Richard Kaplan

Robert E. Kelly Jr.

Bruce A. Kraus

Dorry Lang

Sean Luther

Jennifer March

Sheronica Marshall

Andrew Molnar

Rebekkah Ranallo

Prince of India/Property Owner

Hilton Garden Inn Pittsburgh University Place

Murland Management LLC/Property Owner

Carnegie Library of Pittsburgh - Main

John C. R. Kelly Realty, Inc./Property Owner

Pittsburgh City Councilman

Office of Pennsylvania State Senator Jay Costa

Pittsburgh Innovate District/Avenu Co-Working

Family House Inc.

Uzima Restaurant

Oakland Portal Partners/Property Owner

Mayor's Office, City of Pittsburgh



Todd Reidbord

Travis Roberts

John Schall

James N. Schmitt

Eli Shorak

Matthew Sterne

Paul A. Supowitz

Kevin Washo

Phyllis Wechsler

Rand Werrin

John M. Wilds

Ting Yen

Walnut Capital 107-111 Halket St./Property Owner

University Partners/Bridge On Forbes/Property Owner

El Jefe's Taqueira

UPMC

Carlow University

University of Pittsburgh

University of Pittsburgh

University of Pittsburgh

222 Meyran Ave./Property Owner

3510 Fifth Ave./Property Owner

Oakland Rotary of Pittsburgh

Sushi Atarashi and Fuku Tea

Meet Our Team

Staff

We are a dedicated team of business district visionaries and advocates who are leading the exciting rise of Oakland-Pittsburgh's largest university and hospital district.

Georgia Petropoulos, *Chief Executive Officer*

Christine Grady, *Director of Finance and Operations*

Shawn Fertitta, *Director of Public Realm Experience*

Mollie Crowe, *Communications and Marketing Manager*

Krist Muñoz-Malavé, *Digital Content and Marketing Coordinator*

Andy Ouyang, *Research Intern*

William Thomas, *Operations Manager (Block by Block)*



A group of people are gathered in a park-like setting with a city skyline in the background. The image is overlaid with a semi-transparent purple and blue gradient. The title 'Oakland by the Numbers' is prominently displayed in white text on the left side. Below it, the text 'Data Provided by Placer.ai' is written in a smaller, yellow font. In the bottom right corner, the year '2023' is displayed in yellow. The bottom left corner features the text 'Oakland BID Annual Report' in a small, white font. The bottom right corner has a small yellow vertical line and the page number '6' in white.

Oakland by the Numbers

Data Provided by Placer.ai

2023

Visitation



2023

Visitors

Total Visitors Year to Date: 1.1M **+6.9% YoY**

Q1 (Jan 1 – Mar 31): 453.8K

Q2 (Apr 1 – Jun 30): 508.2K **+16.6% YoY**

Q3 (Jul 1 – Sep 30): 533K **+18.2% YoY**

Q4 (Oct 1 – Dec 25): 528,2K **+22.5% YoY**

Key Findings

Visitation has greatly improved with regards to post-pandemic recovery:

2023 Visits Yo2Y: **+15%**

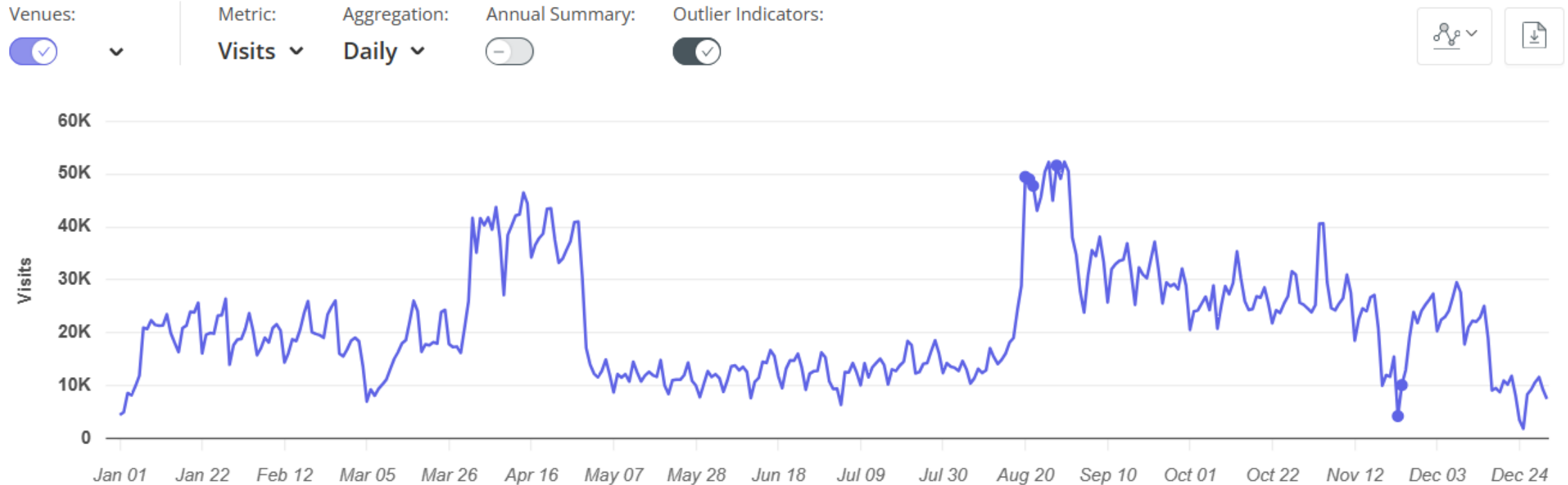
2023 Visits Yo3Y: **+51.4%**

- Q1 Visits Yo2Y: **+42.4%**
- Q2 Visits Yo3Y: **+319.8%**
- Q3 Visits Yo3Y: **+54.5%**
- Q4 Visits Yo3Y: **+70.4%**

2023: Visits Trend



Placer.ai



Prior/Post Compare



Placer.ai

2023

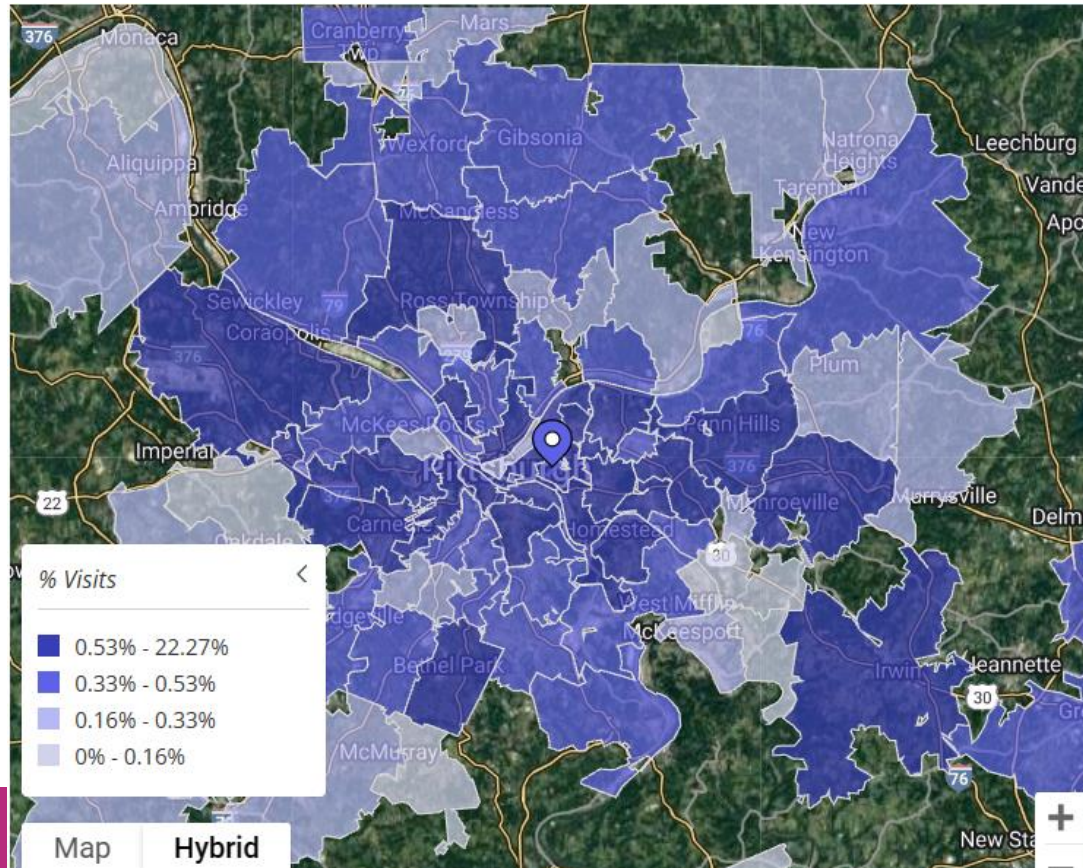
Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Hillman Library at University of Pittsburgh ...	4.3%	1	Cathedral of Learning / Fifth Avenue, Pittsb...	4.3%
2	Petersen Events Center / Terrace St, Pittsbu...	3.8%	2	Petersen Events Center / Terrace St, Pittsbu...	3.8%
3	Cathedral of Learning / Fifth Avenue, Pittsb...	3.4%	3	Hillman Library at University of Pittsburgh ...	3.6%
4	William Pitt Union / 5th Ave, Pittsburgh, PA	2.3%	4	William Pitt Union / 5th Ave, Pittsburgh, PA	1.7%
5	Alumni Hall / Pittsburgh, PA	1.3%	5	Clapp Hall / 5th Ave, Pittsburgh, PA	1.3%

Visitors by Origin



Placer.ai

2023



Zipcode / City	Visits (% of Total)
15213 Pittsburgh, PA	1.7M (22.3%)
15217 Pittsburgh, PA	211.5K (2.7%)
15232 Pittsburgh, PA	160.1K (2.1%)
15206 Pittsburgh, PA	141.4K (1.8%)
15210 Pittsburgh, PA	121.9K (1.6%)
15282 Pittsburgh, PA	97.8K (1.3%)
15221 Pittsburgh, PA	95.4K (1.2%)
15219 Pittsburgh, PA	92.3K (1.2%)
15203 Pittsburgh, PA	87.9K (1.1%)



| BID Services

Street Sweeping – Maintenance – Beautification

2023

Block By Block

2023

William Thomas,
Block By Block Manager

Program Annual Stats

- Sweeps 23,000 lineal feet of sidewalk (4.4 miles) and 1,400 lineal feet of alley
- Collects over 18.5 tons of trash, 52,000 cigarettes, over 3,000 pizza boxes, and removes over 900 pieces of graffiti
- Seasonal weed abatement and snow removal of sidewalk corner ramps
- Monitor panhandling and code violations
- Seasonal washing of over 120 storefront sidewalks





| Events & Placemaking

Outdoor Dining – Oakland Groove Fest
I Love Pitt Day – GLOWLAND

2023

Outdoor Dining

About the Program

- Funded by the URA and Partner Contributions
- 19 Patios installed bringing over 400 lineal feet of café seating areas
- Side streets: Oakland, Meyran and S. Bouquet



Program Impact

- Promotes positive public space experience
- Improves quality of life for 20,000+ residents and over 1 million annual visitors
- Creates space for dining and gathering
- Supports over 150+ local business



Oakland Groove Fest

2023

About the Program

- Mario's Oakland Saloon, Hilton Garden Inn, The Oaklander Hotel, Stack'd, and Viva Los Tacos
- Free live performances from local singer-songwriters



Program Impact

- Promotes a positive community experience
- Creates space for local artists and musicians
- Supports local business



I Love Pitt Day

About the Program

- Partnership with the University of Pittsburgh
- Hosted on Oakland Ave during Homecoming Week
- Local Vendors curated by Argyle Studio
- Live solar-powered music

Program Impact

- Promotes a positive, “good neighbor” relationship with students, faculty, staff and alumni
- Creates accessible space for local artists and musicians to perform for the community



GLOWLAND

2023



About the Program

- Promotes local business
- Supports Pittsburgh artists and designers
- Creates accessible public art
- Promotes community engagement and involvement
- Supports OBID Public Realm Experience initiative
- Promotes Oakland as a positive, diverse and multicultural community to gather, learn, explore, and play.

Program Impact

- Public light-art exhibition from December 20th-January 2nd in the central business district featuring free and accessible installations, activities and community events.
- Sponsored by PepsiCo., UPMC Health Plan, Pittsburgh Parks Conservancy, University of Pittsburgh, Lighthouse Electric, Elmhurst Group, and Lamar Advertising.
- Funded through sponsorships, donations, and grants.



GLOWLAND by the Numbers

2023

Visitation

November 1-30

- Oakland BID: 262.9K (+23.6% YoY)
- Schenley Plaza: 34.2K

December 1-31

- Oakland BID: 200K (+19.4% YoY)
- Schenley Plaza: 24.8K (+2.3% YoY)

Key Findings

Visitation has greatly improved with regards to post-pandemic recovery:

- November OBID Visits Yo3Y: +59.8%
- December OBID Visits Yo3Y: +245.9%
- December SP Visits Yo3Y: +473.9%

Saturday, December 16 saw the highest number of SP visitors for the month of December, more than **40%** than the average Saturday.

Saturday, December 9 saw the second highest number of SP visitors for December, with **30%** more visitors than the average Saturday, and a **30%** increase in visitation to the OBID from last year.

Marketing, Communications & Outreach

Social Media – Promotions – E-Newsletter



2023

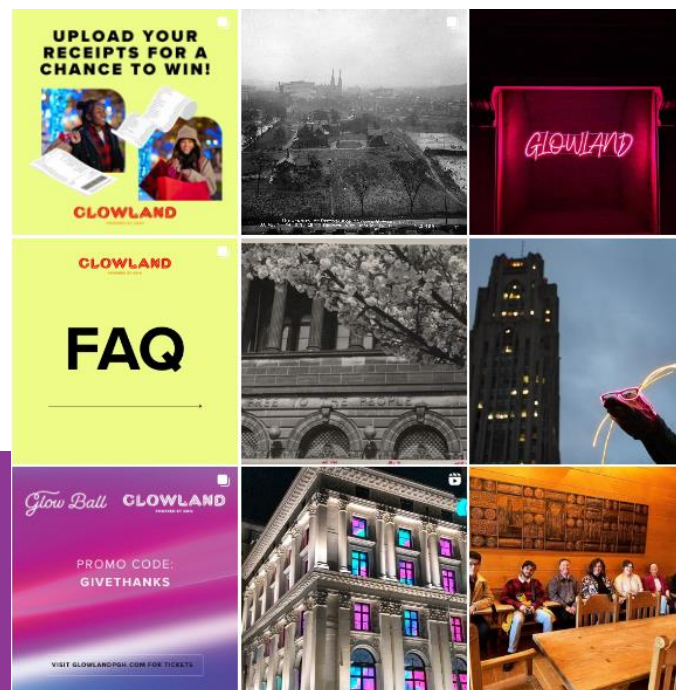
Social Media

Strategy

- Hootsuite recommended post scheduling
- Content created in-house via Canva
- Shared content from community partners, organizations, and BID members
- Focus on community, commerce and culture
- Staff photography, user-generated content (UGC)
- Promote events, sales, discounts, BID Member announcements
- Promote OBID Strategic Plan Goals: placemaking, events, activation

Analytics

- Facebook: New Fans +200%, Reach +124%, Impressions +149%
- Instagram: Follows +307%, Reach +1.0K%, Visits +365%
- LinkedIn: Followers +114.3%, Reactions +91.9%, Visits +152.9%



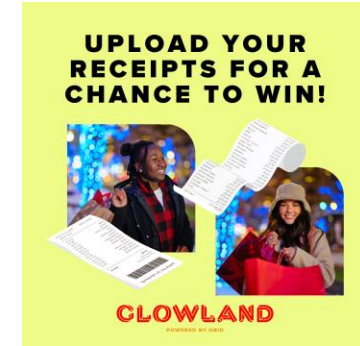
Promotions

Oakland Sidewalk Sweets



- Collected over 150 personal testimonies describing what makes Oakland poetic in exchange for a “sweet treat” sample card featuring 17 BID members
- Participating businesses included Dave and Andy’s Homemade Ice Cream, JJ Poke, Millie’s, Pittsburgh Popcorn Company, Smashed Waffles, Treats & Beans, Rita’s, and Redhawk Coffee Roasters.

Show Your Receipt



- Launches December 1st and runs through December 31st.
- For every purchase made in Oakland’s central business district, send OBID a copy of your receipt to be entered in a drawing for a chance to win a goodie basket valued at over \$500!
- Supports BID members including dining and retail businesses without requiring a discount at the expense of the business

2023

Email Marketing



2023

Quarterly

- Distributed to BID/RCO member audience of **500+** subscribers
- Grants, awards, and funding resources
- News and updates targeted for business and property owners, stakeholders, and institutional partners
- Developments, traffic and mobility updates
- OBID news and featured promotions

Monthly

- Distributed to general audience of **5K** subscribers
- Member of the Month full-page feature
- OBID news and featured promotions
- Community events, workshops, and webinars from community partners including Carnegie Library and Museums, Phipps Conservatory, University of Pittsburgh
- Updates from community partners including homes for rent or sale through Oakland Planning and Development Corporation (OPDC), and traffic and mobility updates from Oakland Transportation Management Association (OTMA).



| FY 2024 Budget

Approved by OBID Board of Directors
November 7, 2023

2023

FY 2024 Budget

Net Operations: \$1,507,332

Revenue

<u>REVENUE</u>	
BID Assessments	\$725,478
Oakland Contributions	\$345,500
Government Support	\$135,000
Grants	\$25,000
Partners/ Shared Services	\$94,354
Event Income	\$100,000
In-Kind	\$82,000
Total Revenue	<u>\$1,507,332</u>

Expenses

<u>EXPENSES</u>	
Personnel	\$551,421
Operating Expenses	\$84,160
Board/ Organization Development	\$20,000
Programs	
Public Space Maintenance	\$336,500
Public Realm/ Design	\$407,000
Events and Activation	\$55,251
Retail Development	\$44,800
Education and Outreach	\$8,200
Total Expenses	<u>\$1,507,332</u>

An aerial photograph of the Oakland, California area, showing a dense urban landscape with numerous skyscrapers and buildings. The San Francisco skyline is visible in the background, including the Transamerica Pyramid. The image is overlaid with a semi-transparent purple and blue gradient at the bottom.

2023

Thank You!

www.oaklandpittsburgh.com