



OAKLAND  
BUSINESS  
IMPROVEMENT  
DISTRICT

# ENSURING OAKLAND'S PLACE AS PENNSYLVANIA'S GLOBAL CENTER



# OBID

We are meeting the demands of a thriving Innovation District

Placemaking

Economic Vitality

Building Capacity

Expanding Partnerships

Leveraging Support





# OBID Operations

Led by a **27-person Board of Directors** and **5 Full time staff**

Serves **170** Parcels represented by **65** Owners and over **150** businesses

- Includes Carlow University, University of Pittsburgh and UPMC
- 2022: **\$600,000** Annual BID Assessment
  - Supports **41%** of 2022 Budget
    - **12% from** Pitt and UPMC Taxable Property
  - Leverage an additional **30%** (\$430,000) from Pitt, UPMC and Carlow
- **\$1** raised on average leverages **\$2.00** in Services
  - Street Sweeping and Maintenance
  - Beautification
  - Design and Placemaking
  - Marketing and Events
  - Advocacy and Outreach
  - Business Development and Recruitment



**OAKLAND**  
**BUSINESS**  
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**DISTRICT**

## Cleaning 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, 52000 cigarettes, over 3,000 pizza boxes and removes over 900 pieces of graffiti
- Seasonal Washing of over 120 storefront sidewalks (20% repeat 2-3x)
- Seasonal Weed Abatement and Snow Removal of Sidewalk Corner Ramps
- Maintain the Outdoor Dining Seating Areas and Street furniture
- **Eyes on the Street:** Monitor Panhandling and Code Violations
- **Hospitality:** assisting visitors throughout the year





**DISABILITY PRIDE  
PITTSBURGH**

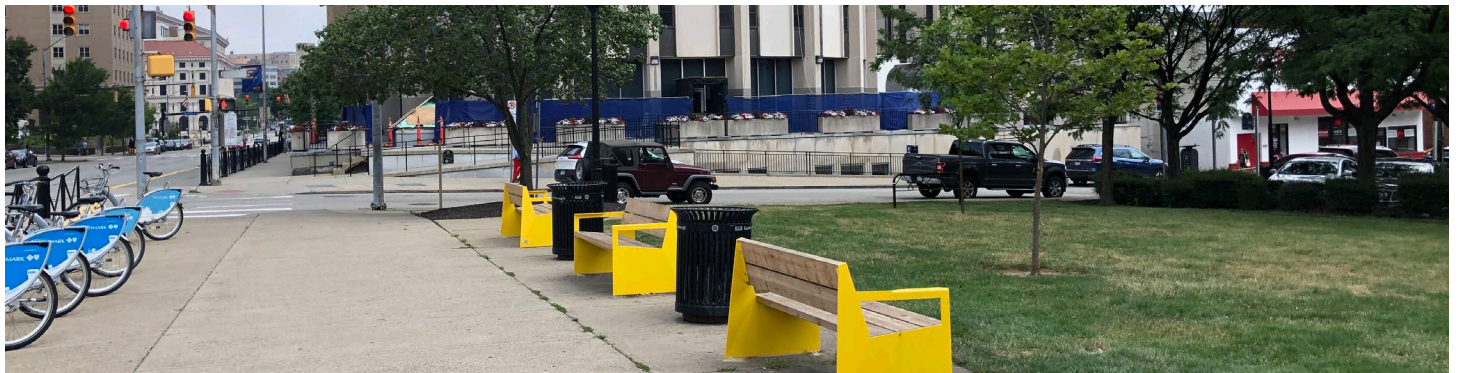
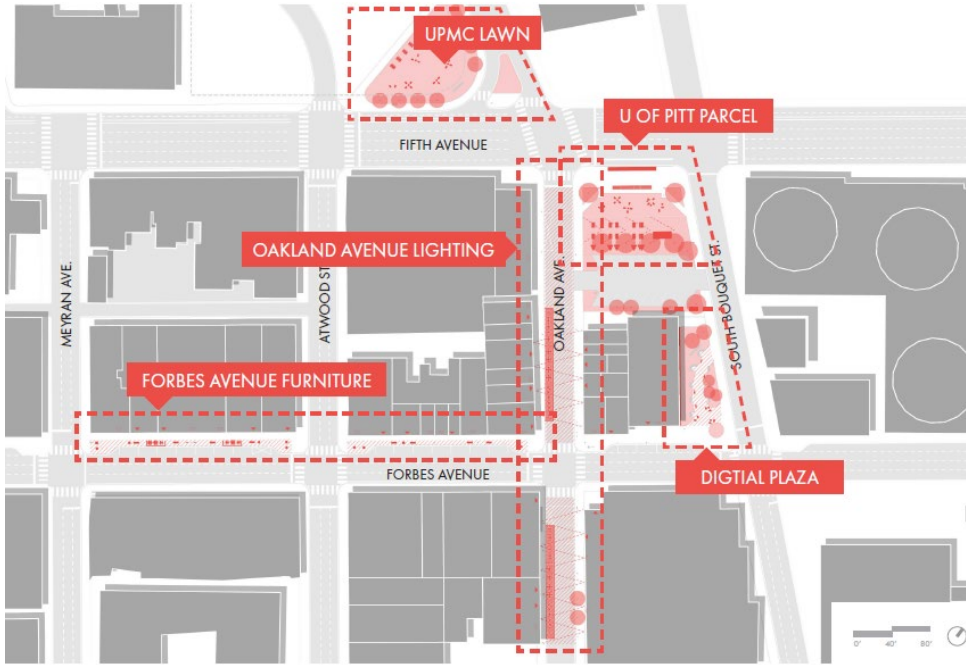
Find out more at <https://tinyurl.com/DPPgh22>

**JULY 23, 2022**

**1:00 PM - 5:00 PM**

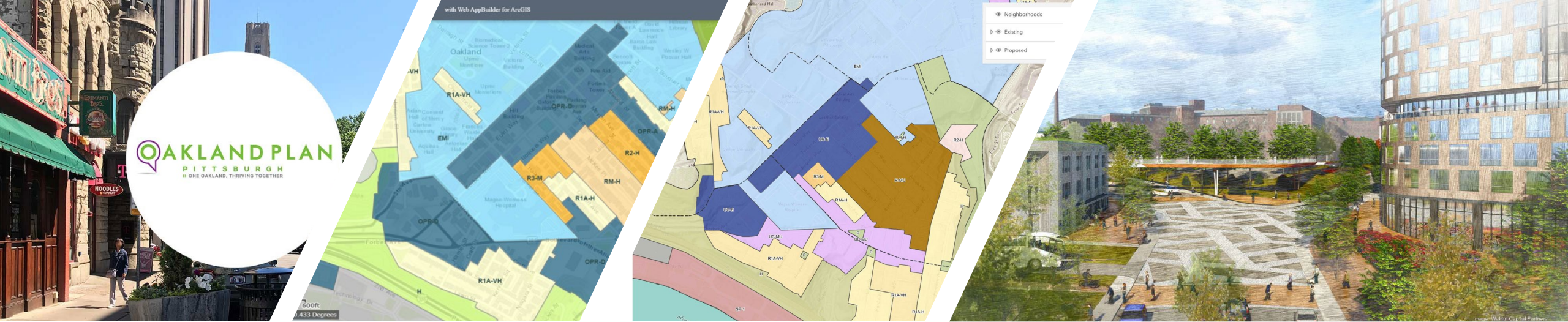


DTS / OPPORTUNITIES / FIRST PHASE









# OBID ADVOCATES

- As a Registered Community Organization (RCO) OBID collects your feedback on proposed developments and plans
- OBID is the voice of our community for the Oakland Plan underway. The City of Pittsburgh will create a 10-year plan a shared vision for Oakland's future and the projects/ programs to make that vision a reality.
- Once adopted by the Planning Commission, the Oakland Plan will become City policy and guide public and private investments in the area.





OAKLAND THRIVING AND GROWING

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POST PANDEMIC RECOVERY







**GIFT CARDS**

40% BONUS CASH!  
+ 25 MEALS DONATED

**SPEND \$25  
GET \$35**

AT OVER 18 OAKLAND  
SMALL BUSINESSES



**shop2help**

**OAKLAND**



- Distributed \$14,000 grants to Restaurants
- Awarded \$160,000 Emergency Grant
- Full Closure of Oakland Avenue and parking lanes along Oakland and Meyran Avenues
- Sold 3,200 Gift Cards resulting in \$70,000 Donation to Food Bank, 79,000 meals
- Dedicated Resource Page updated weekly
- Created delivery Zone at 4 UPMC Hospitals
- Distributed safety supplies to businesses
- Organized Bulk Meals for Frontline Workers
- Dedicated street parking for Food Delivery

# 2019 vs. 2022 - Monthly Activity

Source: Placer.ai

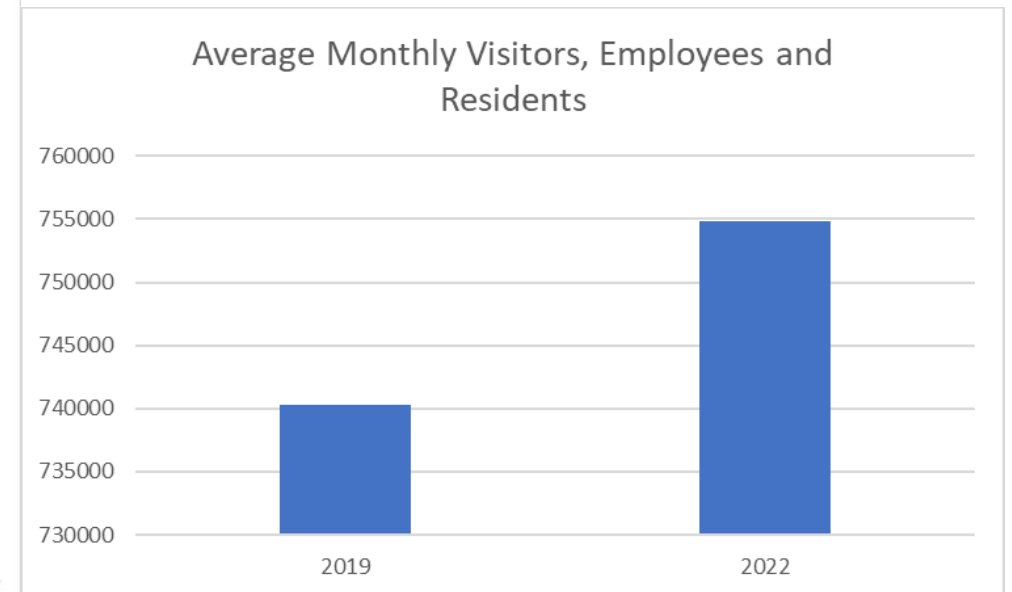
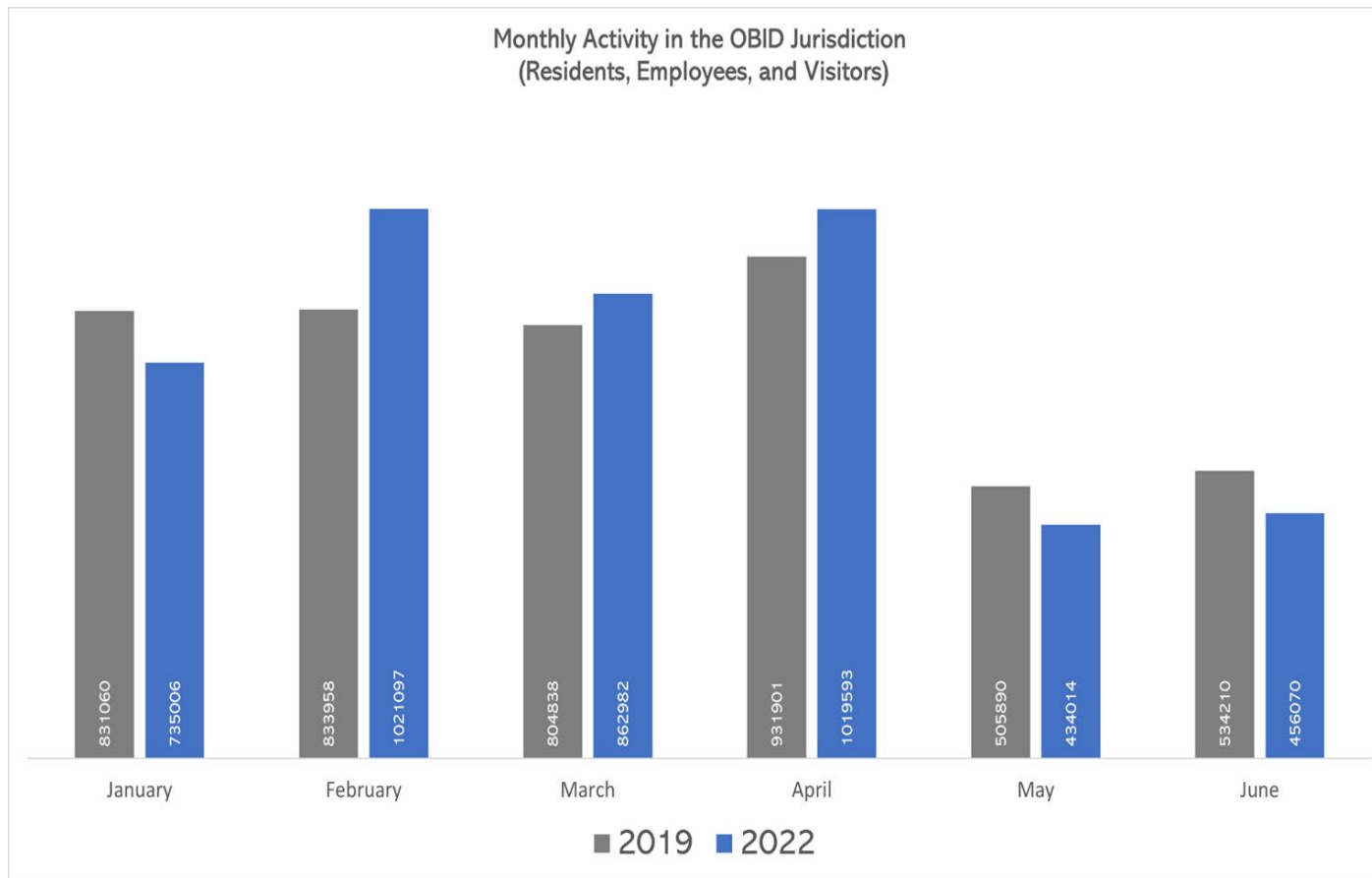
- Omicron variant impacted January numbers
- In February, March and April numbers were higher than 2019

## Months exceeding: 2022 vs. 2019

February - 1.02 million vs. 833 thousand

March - 862 thousand vs 804 thousand

April - 1.01 million vs. 931 thousand



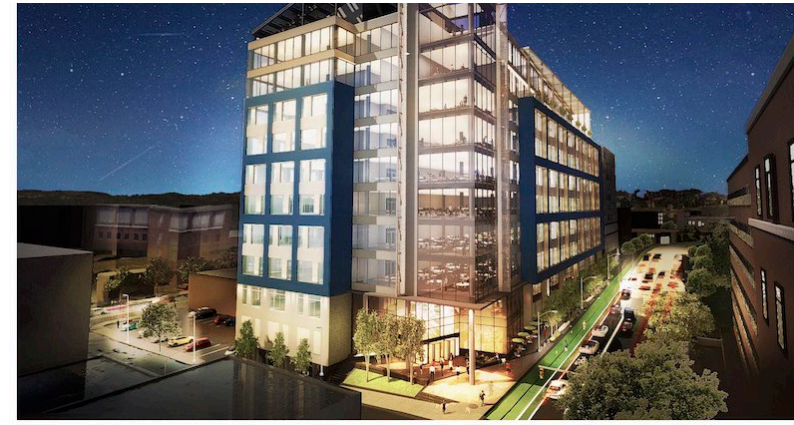
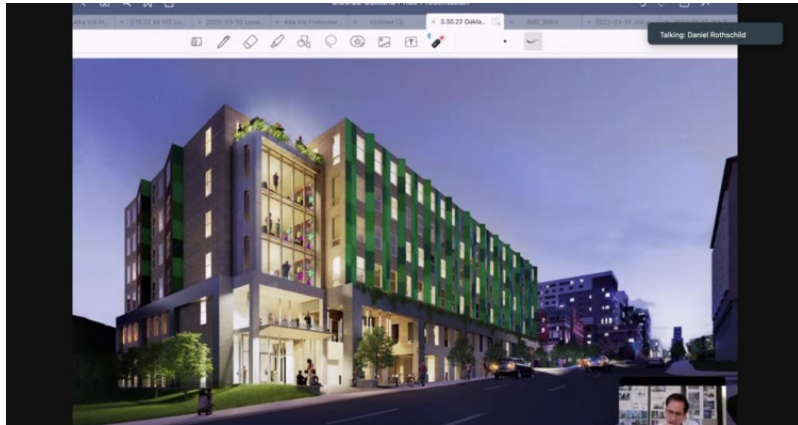
## Oakland's Astounding Post Pandemic Recovery

- Less than 1% Business Closure
- Since 2021, 13 New Businesses have opened
- Unveiled Oakland's first Retail Pop Up Argyle Studio
- Pgh Innovation District expansion to 30 Start Ups



**PITTSBURGH  
INNOVATION  
DISTRICT**





**Oakland's  
Innovation District is Booming!**

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**COMING SOON!**

**A month-long Winter Festival Kicking off November 18**

**Contact Leah Friedman [Leah@oaklandbid.org](mailto:Leah@oaklandbid.org)**

# New Services for the New Economy

## **Cleaning Program** **Placemaking**

- Increase** personnel and services
- Increase** Landscaping and Beautification
- Increase** and Decorative Lighting and Pole Banners
- Increase and Maintain** Outdoor Dining Cafes
- Increase Placemaking** experiences to activate Oakland's public spaces and sidewalks
- Install** New Pedestrian Signage and Kiosks

## **Branding & Marketing**

- Reinvent Branding to align with Global Innovation Center Campaign
- Increase Digital Marketing and Outreach campaigns
- Maintain GLOWLAND Oakland's Signature Winter Festival Event
- Host Retail Pop Ups and unique Market Festival events

# New Services for the New Economy

## Business Vitality

- Design and Implement new Oakland Retail Vision Plan
- Assist Property Owners with Business Mix
- Increase Pop Ups and Start Up Businesses
- One Stop Business Resource Center
- Supportive Infrastructure: manage curbside uses for deliveries and maximize efficient use of limited space

## Advocacy

- Continue to be the Voice of the Business District Community
- Champion and Support the needs of the growing Innovation District
- Advocate for increased access, economic, social and racial justice



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**THANK YOU!!**

