



Hill District, Pittsburgh PA

COMMUNITY

COLLABORATION

COMMERCE

CULTURE



HILL CDC

***Hill District Community Meeting***  
**June 25, 2020**

# Welcome

*Marimba Milliones,  
Hill CDC*

# Housekeeping

- We will take limited Q&A after each agenda item
- Please feel free to drop questions in the chat on Zoom OR on Facebook Live – we have individuals monitoring that will either respond in chat or we will read it live
- If you want to ask your question live, please leave a note in the chat and we will unmute you at the appropriate time

# Agenda

- Welcome & Context *Marimba Milliones, Hill CDC*
- Census Update *Marimba Milliones, Hill CDC*
- Centre Heldman Plaza
  - Community Review Process *Felicity Williams, Hill CDC*
  - Events to Date *Julie Edwards, URA*
  - URA Plans *Julie Edwards, URA*
  - The Real Estate *Maya Fews and Laya Mathews, URA*
- Community Scorecard Review *Felicity Williams, Hill CDC*
- Important Factors to Consider *Marimba Milliones, Hill CDC*
- Next Steps and Timeline *Julie Edwards, URA*
- Presentations from RFI Respondents *All*

# Census data impacts funding for things like:

- › Education programs and grants
- › Public transportation
- › Medicare and Medicaid
- › Supplemental Nutrition Assistance Program
- › Libraries
- › Community centers
- › School meal programs
- › Parks, playgrounds, and recreational facilities

For more information, visit:  
**2020CENSUS.GOV**

Shape  
your future  
START HERE >

United States<sup>®</sup>  
**Census**  
2020



# Respond your way to the 2020 Census.

By April 1, 2020, every home will receive an invitation to participate in the 2020 Census. You will have three options for responding. All of them are easy!



Online



By Phone



By Mail

The 2020 Census marks the first time you can respond online—even on your mobile device. The online form is available in many different languages. Visit [2020CENSUS.GOV](https://2020CENSUS.GOV) for more information about responding online.

**2020CENSUS.GOV**

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Shape  
your future  
START HERE >

United States  
Census  
2020

# Context

*Marimba Milliones,  
Hill CDC*

# Centre Heldman Plaza

- Former: Shop 'n Save with Dollar Bank, Crazy Mocha, State Farm Insurance, Subway, and empty store front



Hill District's \$13.2 million Centre Heldman Plaza nears completion



District Welcomes  
**P'n S**  
**AVE**

CENTRAL  
PLAZA



# Background

- Centre Heldman Plaza was headed to bankruptcy
- URA acquired from Hill House Association in early 2020 with stated intent to engage in community process to transfer ownership
- URA decided to maintain ownership for short term and midterm, and potentially at least an ownership interest long term
- URA released a RFI (Request for Interested Tenants) for 5 available spaces
- URA staff initially planned to make tenant selections; they instead partnered with the Hill CDC and DRP to assure your input.

# GREATER HILL DISTRICT Master Plan



S A S A K I



Final Report  
September 2011



# CENTRE AVENUE CORRIDOR REDEVELOPMENT AND DESIGN PLAN JUNE 2015

prepared for  
**The Hill Community Development Corporation**  
powered by  
**evolveEA** and **4ward Planning**



# THE CENTRE OF CULTURE CENTRE AVE & DINWIDDIE

## HERITAGE WALK

THE HERITAGE WALK IS A SERIES OF SMALL OPEN SPACES AND HERITAGE SITES THAT CELEBRATE THE HILL DISTRICT'S HISTORY. EACH OPEN SPACE HAS COMMON SIGNAGE AND AMENITIES TO CREATE AN IDENTITY.

## NEW GRANADA THEATER & SHOPS & RESIDENCES

CULTURAL INSTITUTIONS & AMENITIES CELEBRATE CENTRE AVENUE AT THE HEART OF THE HILL AND REPRESENT THE RICH CULTURAL LEGACY OF PITTSBURGH.

## HERITAGE SQUARE

CULTURAL INSTITUTIONS (SUCH AS A LIVING MUSEUM AND CAFE) AND AMENITIES THAT ACTIVATE A PUBLIC PLAZA. A HIGHLY VISIBLE FIRST STOP FOR VISITORS WHO WANT TO KNOW MORE ABOUT THE HILL DISTRICT.

CATALYTIC PROJECT

CATALYTIC PROJECT



## URBANIZED EXISTING BUILDINGS

LOW RISE OR BUILDINGS WITH SIGNIFICANT SETBACKS CAN BE RENOVATED TO INCLUDE UPPER LEVELS OR ADDITIONS THAT MEET THE STREET, BRINGING ACTIVITY TO THE STREET AND ATTRACTING VISITORS TO FIRST FLOOR USES.

## COMMERCIAL PLAZA REDEVELOPMENT

A RECONFIGURED COMMERCIAL PLAZA PUTS BUSINESSES ON THE AVENUE WITH DESTINATION BUSINESSES ON THE LOWER LEVEL. FUTURE DEVELOPMENT COULD INCLUDE A SIGNATURE TOWER AS A BOUTIQUE HOTEL OR OFFICE. ON-SITE HISTORIC SCULPTURE CAN BE RELOCATED.

## INFILL MIXED USE BUILDINGS & PARKING PLAZAS

MIXED USE BUILDINGS WITH COMMERCIAL ON THE FIRST FLOOR AND RESIDENTIAL OR COMMERCIAL ON THE UPPER FLOORS. A PUBLIC PARKING PASSAGE IN THE REAR CONNECTS TO UPPER FLOOR TENANTS AND TO CENTRE AVENUE.

# THE CENTRE OF OPPORTUNITY CENTRE AVE & KIRKPATRICK

## GREENSPACE WALK

SMALL GREENSPACES ALONG KIRKPATRICK THAT ACT AS A STEPPING STONE FROM BEDFORD AVE TO THE BOTTOM OF KIRKPATRICK.

## OPPORTUNITY SQUARE

A NEW PUBLIC SPACE, ACTIVATED BY A NEW MIXED USE BUILDING AND PEDESTRIAN PASSAGE, FRAMED BY TWO HISTORIC STRUCTURES, CENTRAL BAPTIST CHURCH AND THEIR VICTORY SQUARE BUILDING.

## INFILL MULTI-USE BUILDINGS

TWO TO FOUR STORY BUILDINGS WITH COMMERCIAL ON CENTRE AVENUE AND RESIDENTIAL OR COMMERCIAL ON THE UPPER FLOORS.

CATALYTIC PROJECT



## HERITAGE WALK

THE HERITAGE WALK IS A SERIES OF SMALL OPEN SPACES AND HERITAGE SITES THAT CELEBRATE THE HILL DISTRICT'S HISTORY. EACH OPEN SPACE HAS COMMON SIGNAGE AND AMENITIES TO CREATE AN IDENTITY.

## EXISTING BUILDING RENOVATION

RENOVATING HISTORIC STOREFRONTS AND EXISTING STRUCTURES CAN JUMP START ENTREPRENEURIAL INVESTMENT AND GIVE UNIQUE CHARACTER TO THE NEIGHBORHOOD.

## PUBLIC SAFETY MIXED USE BUILDING

RELOCATING THE POLICE STATION COULD ENCOURAGE HEALTHIER COMMUNITY RELATIONS WITH THE POLICE. THE NEW LOCATION WOULD REQUIRE AMPLE REAR PARKING.

# THE CENTRE OF CULTIVATION CENTRE AVE & REED

## GREENSPACE & HERITAGE WALK

THE GREENSPACE WALK AT CENTRE-REED FOLLOWS THE HISTORIC FLOW OF WATER THROUGH THE VALLEY. THE HERITAGE WALK CONTINUES THROUGH THE AREA BY ACKNOWLEDGING HISTORIC STRUCTURES AND HERITAGE SITES.

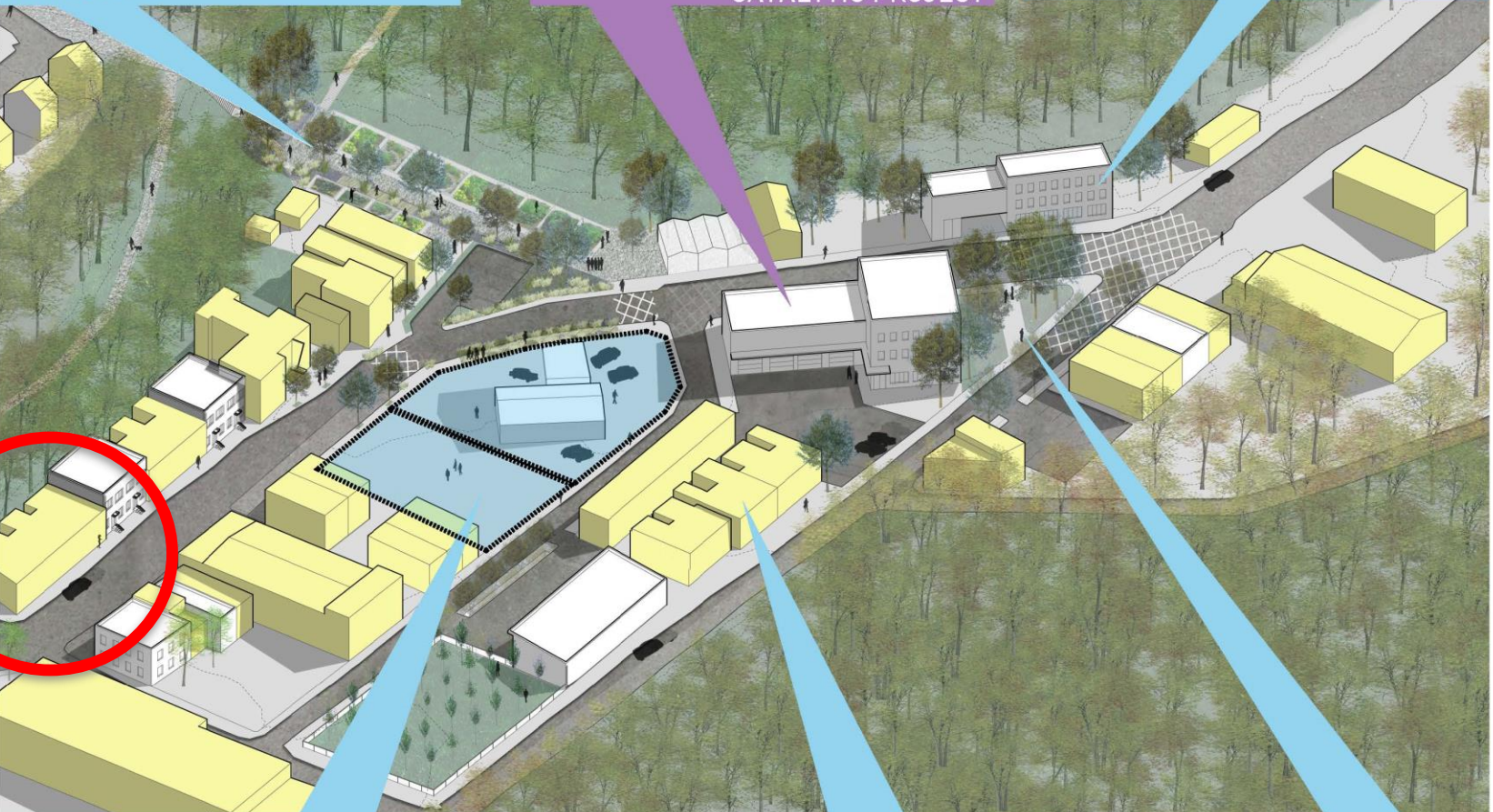
## COMMUNITY GARAGE

THE COMMUNITY GARAGE IS A "MAKE SHOP" FOR AUTOMOBILE REPAIR. IT CAN HAVE MINOR RETAIL, EDUCATIONAL AND TRAINING SPACES, AND HANDS-ON ACTIVITY AREAS.

## FOCUS WELLNESS CENTER

A HEALTH AND WELLNESS CENTER WITH STREAMLINED RETAIL TO SUPPORT WORKFORCE DEVELOPMENT.

## CATALYTIC PROJECT



## MANY FUTURES

THE CENTRE-REED AREA COULD EVOLVE IN A VARIETY OF WAYS BASED ON PLACEMAKING POTENTIAL AND THE MARKET. POSSIBILITIES INCLUDE A STREAM PARK AND DIY STORE, WHICH COULD HAPPEN TOGETHER OR INDEPENDENT OF ONE ANOTHER.

## EXISTING BUILDING RENOVATION

RENOVATING HISTORIC BUILDINGS WILL ALLOW THIS AREA TO RETAIN ITS UNIQUE CHARACTER. MANY OF THE EXISTING BUILDINGS ARE RESIDENTIAL.

## CENTRE-REED GATEWAY

GATEWAY CREATED BY RENOVATED BUILDINGS, INTERSECTION IMPROVEMENTS, SMALL BUT HIGHLY VISIBLE PARKLET, AND A SIGNATURE USE FOR THE COMMUNITY GARAGE. THIS AREA COULD ACT AS AN AUTOMOTIVE SHOWPLACE OR HOST OTHER PROGRAMS.

# Centre Heldman Plaza: Community Review Process

*Felicity Williams, Hill CDC*



# Community Input on Tenant Selection

- Hill CDC and URA worked to create an adapted version of our DRP process for tenants
- Each of the interested tenants were given a **questionnaire** designed to give the Hill District Community insight into their business, who you are as a business owner, and **alignment** with various goals and strategies to serve the Hill District population both economically and culturally.
- There were a few respondents who elected not to share their RFI responses and/or questionnaire as a part of the process

# Summary of Responses to the URA's Request (14 Total)

- Financial – 1
- Healthcare – 1
- Office – 4
- Food/Drink – 4
- Health and Beauty – 1
- Childcare – 1
- National Dollar Store/Retail – 2

## **Note:**

Three initial respondents are not interested in moving forward at this time, including a medical office, law office, & food/drink. One national dollar store is still considering. One food and beverage business did not follow-up. One Beauty is not presenting tonight. One Childcare also is not presenting tonight.

# QUESTIONNAIRE

- Your name
- The name of your business
- How many years has your business been in operation?
- Do you have a formal business plan and marketing strategy for the Hill District?
- How many employees does your business have or require?
- Will you be hiring for your Hill District location?
- If yes, do you plan to hire from the Hill District neighborhood first?
- Why did you choose to be located in the Hill District?
- Do you operate as a MBE, WBE, or DBE?
- Have you conducted a marketing study to determine whether or not your business will be successful in the Hill District?
- If yes, was your market study completed formally or informally?
- In what ways will your business complement existing business offerings in the Hill District?

- How will your business contribute to the development of the commercial and cultural goals of the Hill District?
- Does your business have the capacity to engage in simple civic communications activities that support the development of the Hill District's business corridor?
- If you aren't selected as a tenant in Centre Heldman Plaza, would you be interested in other potential locations in the Hill District?
- Should you need support, are you interested in participating in business development cohorts provided by the Hill CDC?
- Please select your target income demographic(s) Check all that apply.
- Please select your target age demographic(s) Check all that apply.
- Please select your target racial demographic(s) Check all that apply.

- Please select your target gender demographic(s) Check all that apply.
- Please select your target educational attainment demographic(s) Check all that apply.
- Please include other demographic information you would like to share.
- Have you had an opportunity to review the Greater Hill District Master Plan and the Centre Avenue Redevelopment and Design Plan at [www.hilldistrict.org/hilldistrictplans?](http://www.hilldistrict.org/hilldistrictplans?)

# What Will Happen Tonight?

- Each Presenter has 5-7 minutes to present
- Followed by 5 minutes of Q&A
- Any attendee can ask questions, **only** residents can score

# Summary of Engagement for Respective Tenants

Name of Business	Rep	Responded to Questionnaire
The Mentoring Partnership of Southwestern PA	Colleen Fedor	Yes
Family Dollar	Patrick Kane	Yes
J.P. Morgan Chase	Patrick Kane	Yes
Crazy Mocha/Tailgate Coffee and Café	J.T. Thomas	Yes
Center That CARES	Shinora Grayson	Yes
The Pittsburgh Promise	Saleem Ghubril	Yes
Bella Ninas Daycare and Learning Center	LaToya Phifer	Yes
S-spa PGH	Shayla Foreman	Yes
RL Smith Agency, LLC/Farmers Insurance	Renard L Smith	Yes

# Centre Heldman Plaza: Events to Date

*Julie Edwards, URA*





## Centre Heldman Plaza Events to Date

- ◆ July 6, 1994: URA acquires the land that now holds Centre Heldman Plaza
- ◆ April 28, 2011: URA sells property to Centre Heldman Plaza, LLC  
(a subsidiary of the Hill House Association)
- ◆ October 2013: Shop n' Save Opens
- ◆ March 19, 2019: Shop n' Save Closes
- ◆ November 14, 2019: URA Board casts a series of votes to gain site control of the property to protect the future of this community asset
- ◆ November 25, 2019: URA acquires Centre Heldman Plaza
- ◆ March 2, 2020: Request For Interested Tenants (RFI) issued
- ◆ March 9, 2020: Site Tour 1
- ◆ March 11, 2020: Site Tour 2
- ◆ April 1, 2020: RFI Responses due
- ◆ June 3, 2020: DRP Meeting

# Centre Heldman Plaza: Plans

Julie Edwards, URA

# Short Term Site Plan

- The URA is looking to lease the vacant spaces in the plaza
- To understand the types of businesses interested in locating there, the URA issued a Request for Interested Tenants (RFI) on March 2, 2020

# Medium-Term Site Plan

- There will be a community engagement process to vet any potential grocery store operators who may be interested in moving into the Plaza
- This community process will be done in tandem with the Hill District's Development Review Panel (DRP)

# Long-Term Site Plan

- To better understand the community's desires for the site, the Hill CDC, Councilman Lavelle's Office, the Department of City Planning and the URA are undertaking a site activation planning process to be launched this fall.
- The Master Plan was originally completed in 2011 and has served as the neighborhood's comprehensive plan since that time. The 2020 update will update and codify the plan and engage the community to create a complimentary site activation plan for Centre Heldman Plaza.

# Centre Heldman Plaza: The Real Estate

Maya Fewes & Laya Mathews  
URA

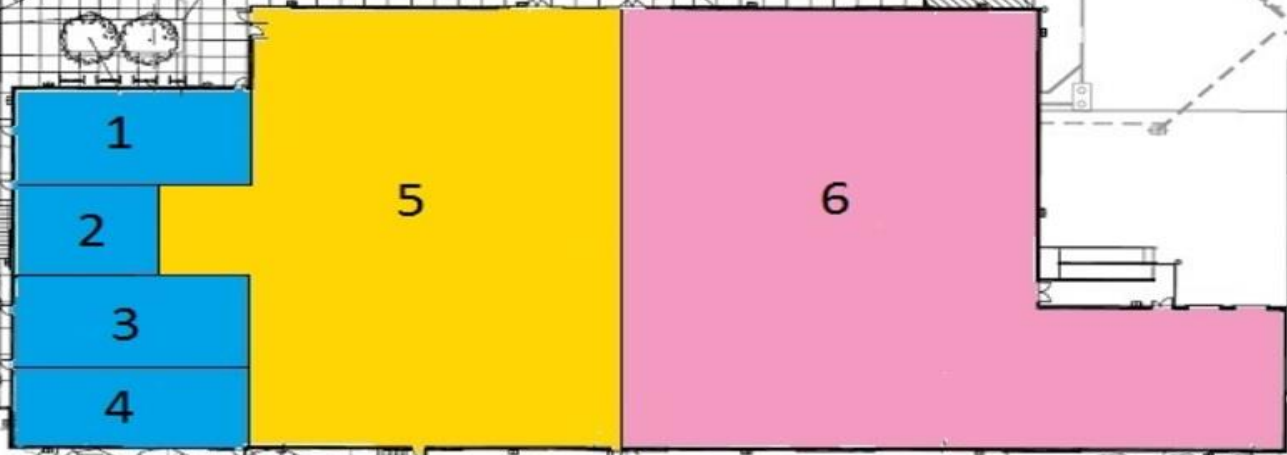




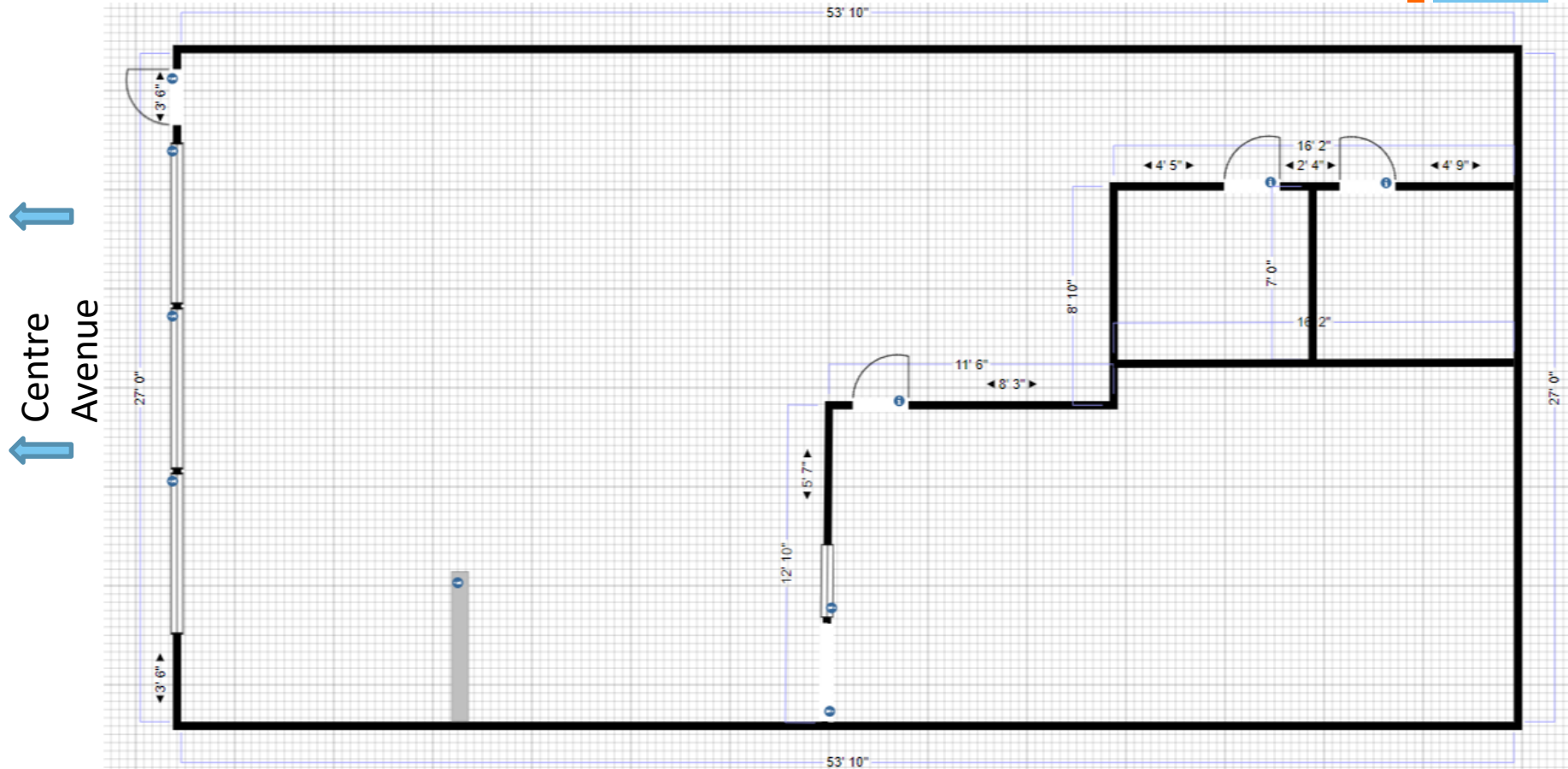


Centre Avenue

Heldman Street



+ Space 1:1846 Centre Ave (Former Subway)  
Approximately: 1,450 ft<sup>2</sup>

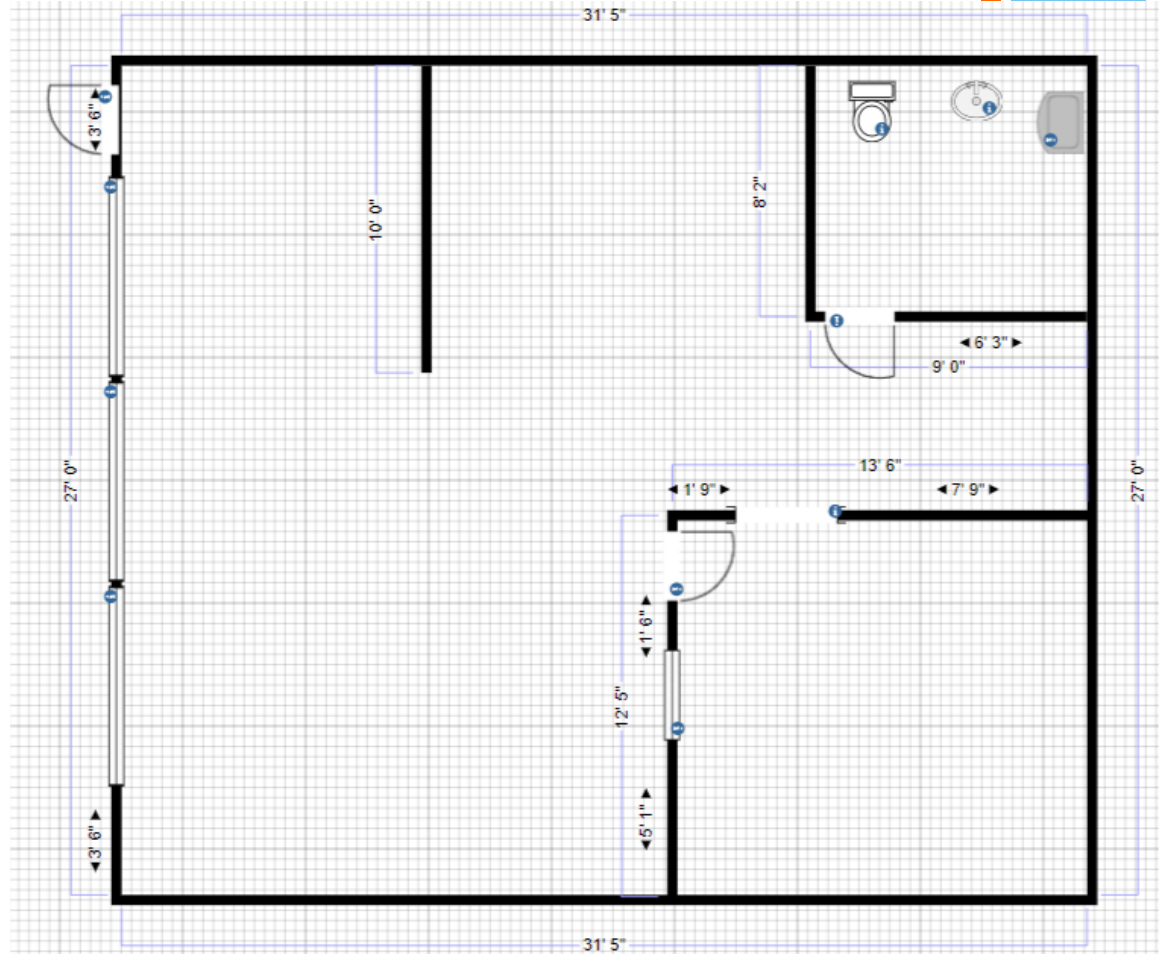




# Space 2: 1844 Centre Ave (Former Insurance Co.)



Approx: 845 ft<sup>2</sup>

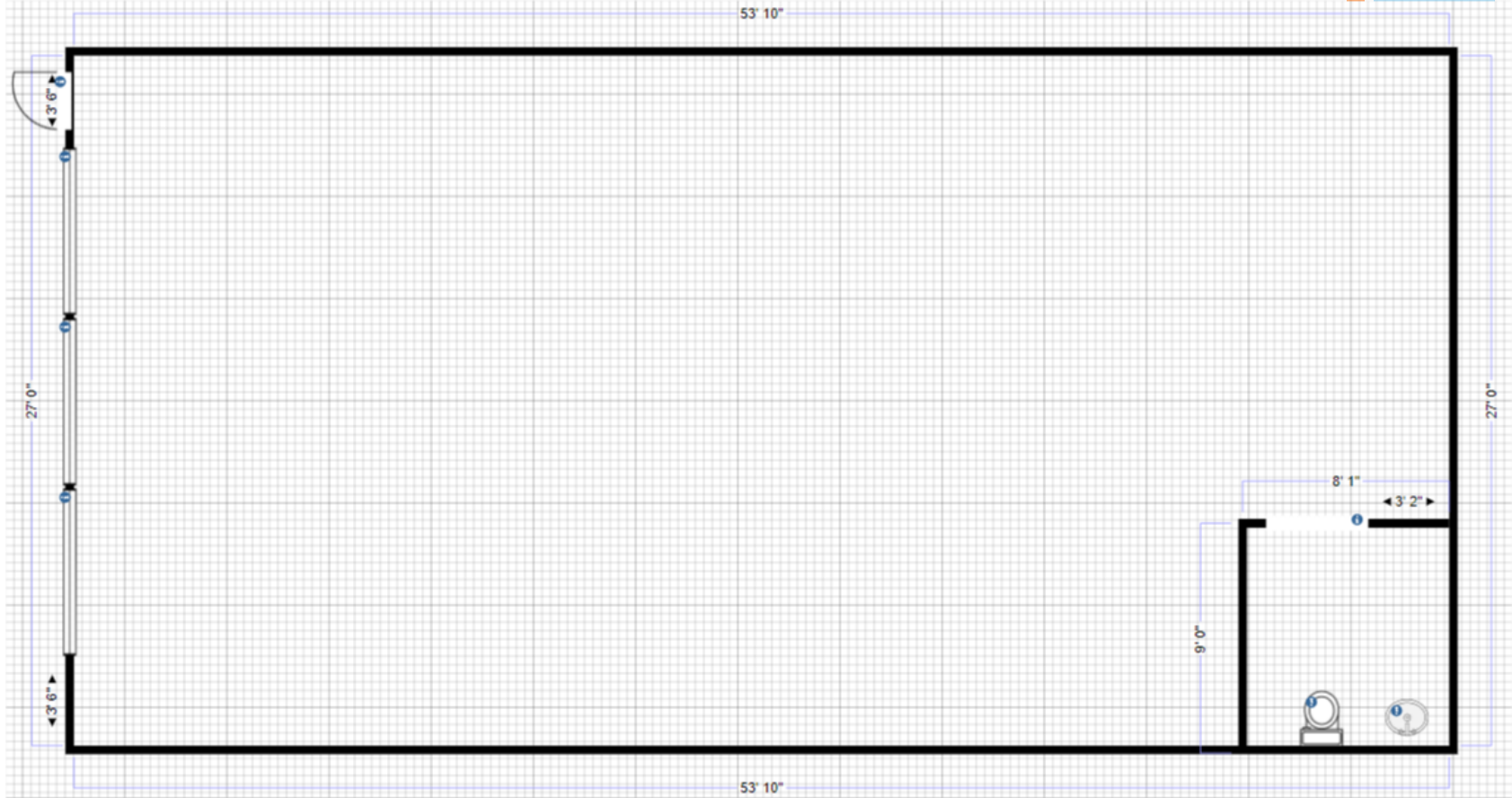




# Space 3: 1840 Centre Ave (Raw)

Approx: 1,430 ft<sup>2</sup>

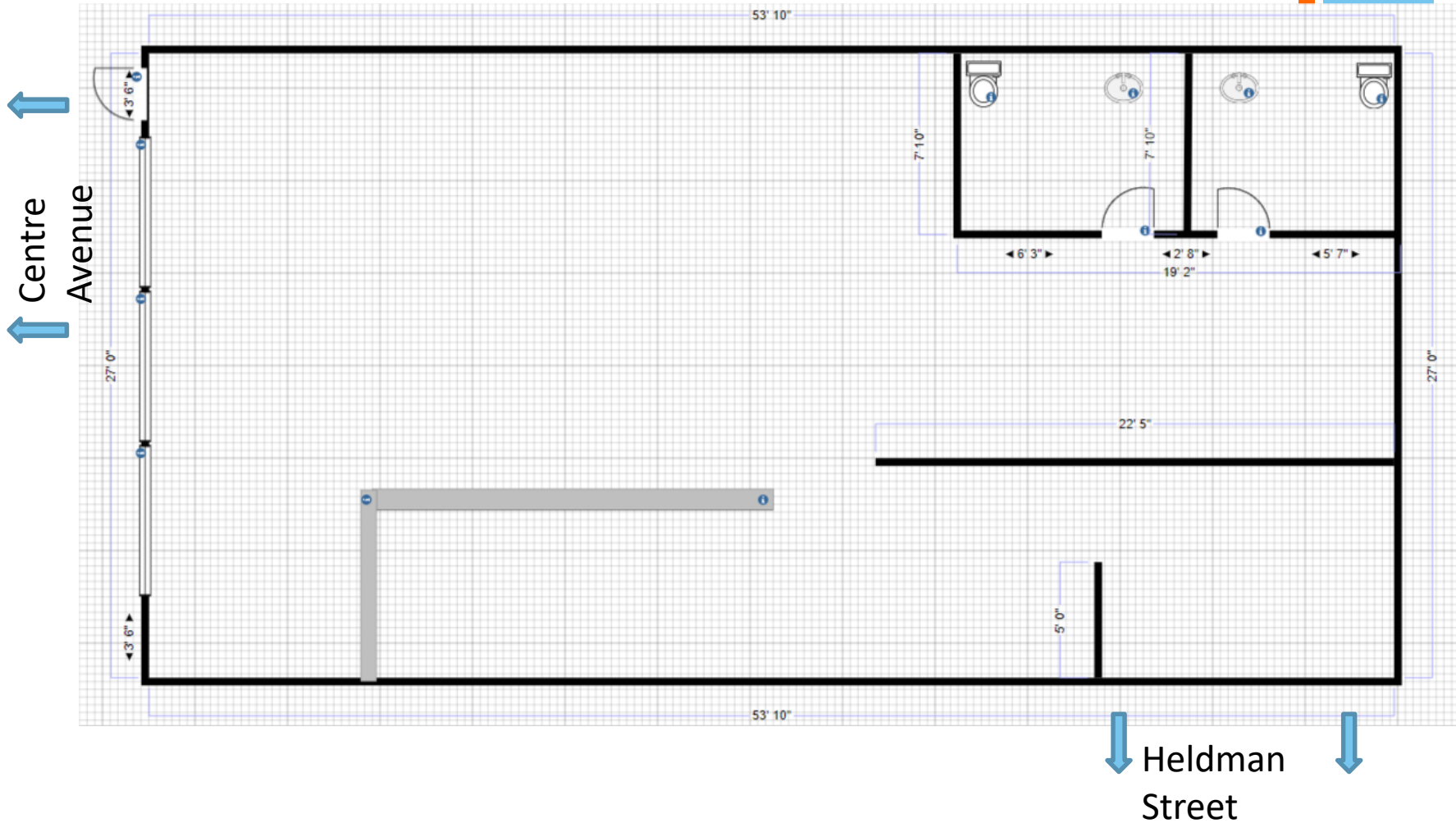
↑  
Centre  
Avenue  
↑





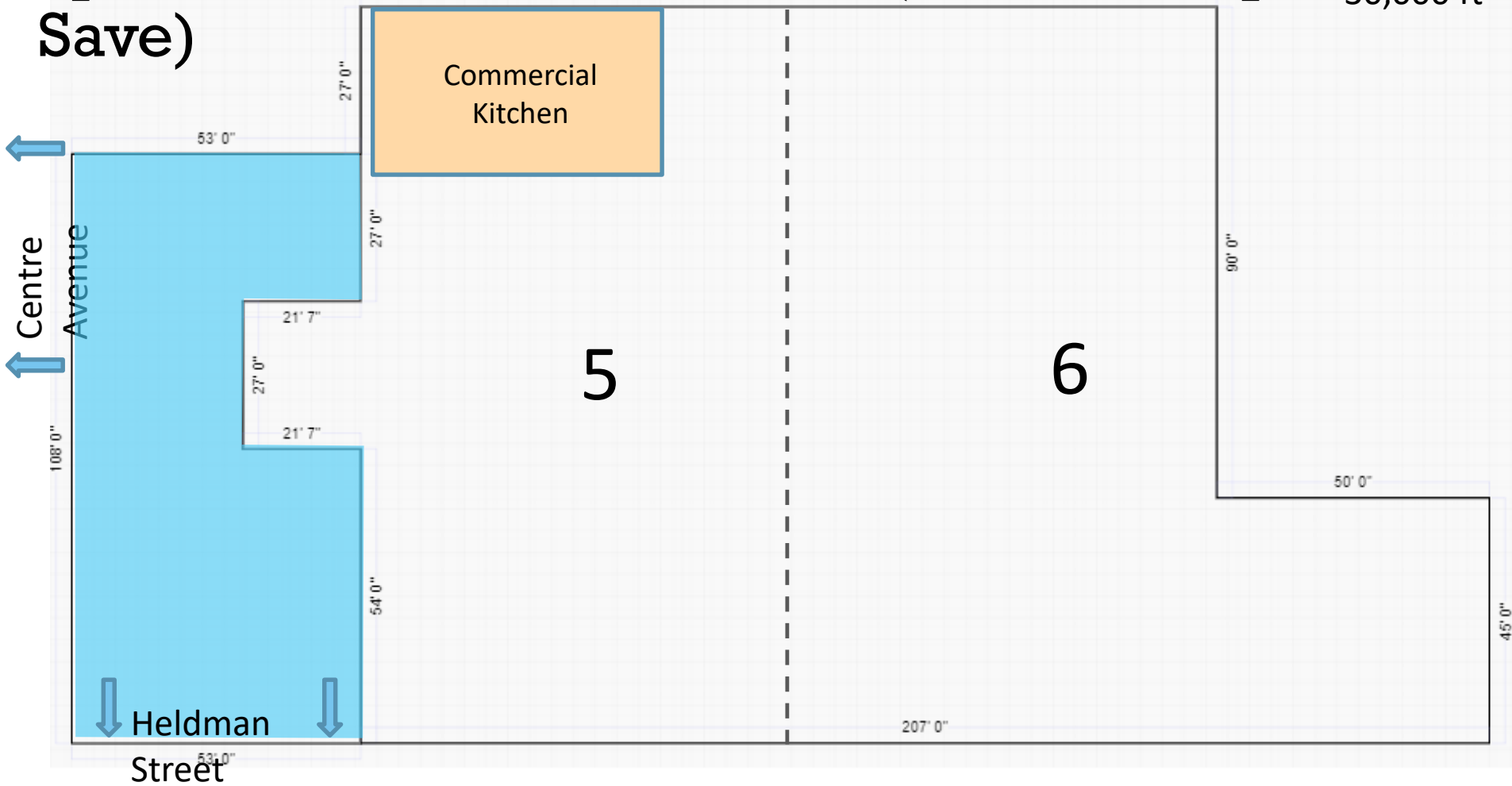
# Space 4: 1836 Centre Ave (Former Crazy Mocha)

Approx: 1,460 ft<sup>2</sup>



# Spaces 5&6: 1850 Centre Ave (Former Shop & Save)

Approx:  
30,000 ft<sup>2</sup>



## URA Commercial Lending Program Menu

Loan Parameters	Micro-Enterprise Loan Program	Pittsburgh Business Fund
Minimum Loan Amount	\$5,000	\$30,000
Maximum Loan Amount	\$30,000	\$500,000
Interest Rate	Up to 2%; Fixed Rate	TBD; Fixed Rate
Prepayment Penalty	None	None
Length of Loan	3 years for working capital; 5 years for equipment; 7 years for leasehold improvements	5 years for working capital; 7 years for equipment; 15 years for leasehold improvements; 20 years for real estates
Loan Security	Pledge of assets; personal guarantee	Pledge of assets; personal guarantee
Private Sector Investment Requirement	Not Applicable	Private lending must account for at least 60% of total project costs
Equity/Contribution Requirement	10% of total project costs; half must be cash equity	At least 10% of total project costs; must be cash equity
Insurance Requirement	None	Fire, hazard, extended coverage, public liability, etc.
Fees	<u>Application fee</u> : \$150; <u>Due diligence fee</u> : 2% of the loan; <u>Filing fees</u> : the responsibility of the applicant	<u>Application fee</u> : \$350; <u>Due diligence fee</u> : 3% of the loan; <u>Loan servicing fee</u> : 0.5% of loan on an annual basis; <u>Construction inspection fee</u> : 0.5% of loan; <u>Filing fees</u> : the responsibility of the applicant; <u>Closing fees</u> : applicable if URA is the primary lender





# Community Scorecard Review

*Felicity Williams, Hill CDC*

# Basics

- The Scorecard allows each resident to give their preference for each respondent once their presentation has been reviewed.
- You will have until midnight to complete the scorecard
- Link for scorecard can be found at: [www.hilldistrict.org/centreheldmantenants](http://www.hilldistrict.org/centreheldmantenants) click “Score Potential Tenants” we will also drop the link in the Zoom chat and FB comments

# Questions

- Name
- Address
- Phone Number
- Email
- Are you a Hill District resident?
- Did you attend the Virtual Community Meeting on 6/25/20?
- What are your top 5 choices of the presenting businesses? (checklist – no order)
- What are your secondary choices of the presenting businesses? (check list – no order)
- Rank First, Second, Third, Fourth, and Fifth preference – drop down
- If not selected for Centre Heldman Plaza would you be interested in a business being located elsewhere in the Hill District? If yes, where?
- Is there a business type not listed that you would like to see? – check list

# Important Factors to Consider

- Spaces each tenant is interested in
- Needs of community now
- Needs of community in the future
- Location – there will be other commercial space sites along Centre Avenue
- Surrounding businesses

# Respondent's Space Interests

**Interested Tenant Space Preferences**

Space #1	Space #2	Space #3	Space #4	Space #5	No Preference
Pittsburgh Promise	Pittsburgh Promise	Pittsburgh Promise	Pittsburgh Promise	Pittsburgh Promise	J.P. Morgan Chase Bank
	RL Smith Agency/Farmers		The Mentoring Partnership	Dollar Tree/ Family Dollar	
			Crazy Mocha/ Tailgate Coffee and Café		
			CARES CommuniTEA		

# RFI Respondent Presentations

# Pittsburgh Promise

Interested in spaces #1-5



# the pittsburgh promise<sup>®</sup>







# Our Vision:

We envision a future where

**our urban youth**

are equipped to reach post-secondary success,

**our public schools**

serve all children excellently,

**our city** is flourishing in all its neighborhoods,

**our workforce** is widely diverse

and highly skilled to advance

**A REGION THAT IS GOOD AND JUST FOR ALL.**





# Our Mission:

The Pittsburgh Promise  
**Promotes**

high educational aspirations among urban youth,  
**Funds**

scholarships for post-secondary access,  
**Fuels**

a prepared and diverse regional workforce.





# Outcomes:

## PROMISE ELIGIBILITY:

46% IN 2008 TO 60% IN 2019

## HIGH SCHOOL GRADUATION

63% IN 2005 TO 79% IN 2018

## COLLEGE GOING

45% IN 2005 TO 59% IN 2019



	Promise Scholars		Extension Scholars		Total Scholars		
	Students	Funding	Students	Funding	Students	%	Funding
African American/ Multiracial Females	2201	\$34,999,056	519	\$3,462,411	2720	29%	\$38,461,467
African American/ Multiracial Males	1223	\$18,628,348	421	\$2,716,384	1644	17%	\$21,344,732
American Indian Female	1	\$5,000	1	\$500	2	0%	\$5,500
American Indian Males	5	\$82,134	1	\$5,000	6	0%	\$87,134
Asian or Pacific Females	137	\$2,302,449	2	\$6,483	139	1%	\$2,308,932
Asian or Pacific Males	120	\$2,032,212	13	\$57,309	133	1%	\$2,089,521
Caucasian Females	2503	\$43,083,452	115	\$732,460	2618	27%	\$43,815,912
Caucasian Males	1980	\$33,394,761	166	\$1,112,360	2146	23%	\$34,507,121
Hispanic Females	66	\$1,042,969	6	\$35,750	72	1%	\$1,078,719
Hispanic Males	42	\$654,824	6	\$71,906	48	1%	\$726,730
Total	8278	\$136,225,205	1250	\$8,200,563	9528		\$144,425,768
Percent	87%	94%	13%	6%	100%	100%	100%

	<b>Promise Scholars: Earned or Still Working on Degree</b>	<b>National Average</b> <small>(SOURCE: U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS), Winter 2016–17, Graduation Rates component. See Digest of Education Statistics 2017, table 326.10)</small>
<b>White Females</b>	<b>78%</b>	<b>67%</b>
<b>White Males</b>	<b>70%</b>	<b>61%</b>
<b>Black Females</b>	<b>64%</b>	<b>44%</b>
<b>Black Males</b>	<b>54%</b>	<b>34%</b>

Removing the financial barrier  
**is not enough**

Place Promise Coaches  
inside certain high schools  
to help students find  
**THEIR PATHWAYS** to:



	Actual	Goal		
<b>Milliones U-Prep</b>	<b>High School Graduation</b>			
	<b>2018</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
	<b>75%</b>	<b>77%</b>	<b>79%</b>	<b>81%</b>
	<b>Promise Eligibility</b>			
	<b>33%</b>	<b>38%</b>	<b>43%</b>	<b>48%</b>
	<b>Promise Usage</b>			
	<b>18%</b>	<b>26%</b>	<b>34%</b>	<b>42%</b>

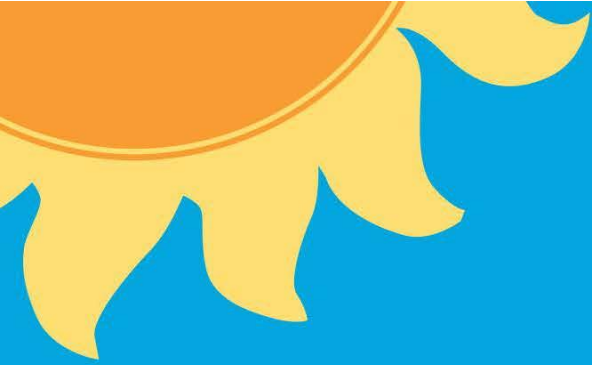




# Team Promise



# Team Promise @ Millions



# the pittsburgh promise<sup>®</sup>

Thank you



# **R.L. Smith Agency, LLC/Farmer's Insurance**

**Interested in Space #2**

# RL SMITH AGENCY, LLC Farmers Insurance

## Centre-Heldman RFI Proposal





## RL SMITH AGENCY, LLC

Renard L. Smith is a principal agent at Farmers Insurance and owner of RL Smith Agency, LLC currently located on Wylie Avenue in the Hill District. Mr. Smith has worked in the Insurance and Financial Service industry for over 15 years and is very passionate about educating his clients and helping them understand their insurance and financial needs. RL Smith Agency offers a full range of insurance and financial service products as part of Farmers Insurance Company, a Fortune 100 Company



## BUSINESS OVERVIEW

The RL Smith Agency is dedicated and committed to providing stellar customer service to its clients. Born and raised in Pittsburgh, PA, Mr. Smith strategically opened his agency in an underserved area right in the neighborhood where he lived as a child and currently ministers. Renard L. Smith is an Associate Minister of Macedonia Church in the Hill District, member of the African-American Chamber of Commerce, the Bethel Park Chamber of Commerce and Hill District Education Council. However his proudest accomplishment is being the proud father of Renard Jr., Isaiah and God-son, Josiah.



# Reason(s) why you would like to be located in the Hill District?

- DEEP ROOTS IN THE HILL DISTRICT
- LIVED IN THE HILL DISTRICT AS A CHILD
- ACTIVELY INVOLVED AT MACEDONIA CHURCH IN THE HILL DISTRICT FOR OVER 25 YEARS
- HELP BUILD MY COMMUNITY BY PROVIDING A NEEDED SERVICE
- TO BE A PART OF THE REVITALIZATION OF THE HILL DISTRICT
- SERVICE AND EDUCATE THE UNDERSERVED





# How will your business complement existing businesses in the neighborhood?



- Complement existing Hill District businesses by providing various service options for the community for both small and large scale businesses
- Able to help other businesses protect their liability and personal property by offering: business insurance, worker compensation and professional liability coverage
- Willing to form partnerships with other businesses to expand our reach and increase the potential client base for Hill District businesses

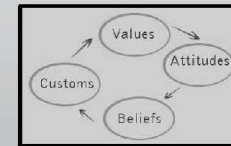
# How will your business contribute to the development of the commercial and cultural goals in the Hill District?



Family-friendly,  
community focused  
agency



Proud of our commitment  
to community and service  
projects that benefit the  
community.



Our values, beliefs  
and behaviors will be  
a positive influence  
for the cultural goals  
of the Hill District

# RL Smith Agency

Community Day Events  
Farmers Event at Kennywood



**Thank you for this opportunity to  
present my interest in the  
Centre-Heldman Plaza**



**RL Smith Agency, LLC**

# **The Mentoring Partnership of Southwestern Pennsylvania**

**Interested in Space #4**



# 25 YEARS OF MENTORING SUPPORT IN WESTERN PA



## MISSION

The Mentoring Partnership advances mentoring in Western PA to ignite community involvement, strengthen programs, and empower youth to succeed in life.

## ASPIRATIONS AND COMMITMENTS

- We will increase the number and quality of mentors in Western Pennsylvania.
- We will measure our impact to ensure that mentoring creates meaningful change.
- We will create a 360-degree mentoring culture in Western Pennsylvania.
- We will assess and address the persistent gap of youth who are on waitlists for mentors in the Pittsburgh area and increase new demand.



# Our Guiding Principles

## Servant Leadership

We lead through our service to others, providing support, expertise, and motivation

## Collaboration

We make connections and build relationships to advance mentoring

## Excellence

We promote best practices and develop resources grounded in the latest research.

## Mentoring for All

We are committed to diversity, equity, and inclusion in all areas of our work.

## 360-degree Mentoring Culture

We are dedicated to creating a culture where youth are surrounded with mentoring support in all aspects of their lives.





## Our Services



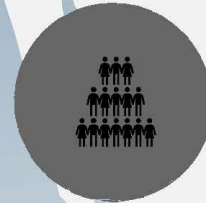
*Helping new and existing mentoring programs understand and apply research based best practices*



*Staff development and support for 150+ formal mentoring programs*



*Mentor Training  
Helping good people be great mentors  
1200+ volunteer mentors each year*



*Close the Gap  
Everyday Mentoring efforts bring 360 of mentoring to young people.*



*Share the Story  
Raise Awareness of the importance of Mentoring*

## Why the Hill District? ...our home since 2011

### Central Location

Convenient for  
mentoring providers  
and mentors

### Vibrant Neighborhood

People  
Businesses  
Community based  
organizations

### Continuation of existing relationships

with businesses,  
nonprofits, cultural  
groups



# MENTORING

Contributing to the success  
of **Education,**  
**Workforce**  
**Development** and  
**Community**  
Engagement efforts

# Who Mentored YOU?

Please consider sharing your time and talent with a young person.

Learn more at

[www.mentoringpittsburgh.org](http://www.mentoringpittsburgh.org)

412-281-2535



## Thank you!

# Cares CommuniTEA Café

Interested in Space #4

# CARES CommuniTEA CAFE

A Social Enterprise to Empower Our Community



# Overview

CARES (Children, Adults, Recreational, & Educational Services) is more than an acronym; it is a philosophy and mission to serve as a foundation upon which those served can enhance the quality of their lives. Located in the heart of Pittsburgh's historic Hill District, Center that CARES is a 501c3 organization.

- ▶ Providing cultural, academic, and enrichment activities for 21 years
- ▶ Assisting students to explore career options that will build on their passions
- ▶ Giving students the skills and mindset to launch real startups as entrepreneurial founders





## CommuniTEA Success

- ▶ Social enterprise of the Center that CARES focused on investing in our community through creating opportunity for youth, young adults, and residents.
- ▶ CommuniTEA will provide hot and cold beverages and food (Monday thru Saturday from 7:00 AM to 7:00 PM).
- ▶ CommuniTEA will offer a venue for community networking and sharing.
- ▶ Support Hill District entrepreneurs and provide artist/ vendor displays to support businesses.





# Entrepreneurship and Work Experience



Social Enterprise will offer entrepreneurship training to youth and young adults.



Work experience at the CommuniTEA for numerous young adults annually.



Experience project staff will ensure quality business operations, while offering hands-on learning experiences to young adults.



Creating a social enterprise devoted to empower youth through work experience and entrepreneur training.

# CommuniTEA Success

- ▶ Experienced management team with proven success in entrepreneurial, business, and program development and management.
- ▶ Supporting resources and partnerships for work experience training.
- ▶ Ability to leverage needed resources to sustain the social enterprise long-term.
- ▶ Infrastructure of financial and administrative management to support business and social enterprise model.

**A STRONG  
FOUNDATION  
IS THE KEY TO  
CREATING  
LONG-TERM  
SUCCESS.**

# Anchored in Hill District

- ▶ Established in the community for over 21 years.
- ▶ Evolved through connecting and serving the Hill District.
- ▶ Reaching 500 children and youth annually.
- ▶ Providing accessible events for social and education events for thousands.
- ▶ 90% of employees reside in Hill District



# Supporting Hill Businesses and Partners

- ▶ Partner with Hill businesses and entrepreneurs to offer products and services at CommuniTEA
- ▶ Create space for artist/vendor displays to sell on consignment.
  - ▶ Serve as a hub for social interaction and increased clientele in the Hill District.



# Promoting Hill District Vitality

- CommuniTEA will prioritize and reflect the rich cultural contributions of the Hill District.
  - Serve as a portal to connect clientele to opportunities in the Hill District.
  - Promote community unity and pride.
- Encourage and support youth and young adults chronically underserved.
- As social enterprise, profits are reinvested into our community.



# Thank You!

CARES CommuniTEA Cafe





# Questions & Feedback

# **Crazy Mocha/ Tailgate Coffee and Cafe**

**Interested in Space #4**



# **CRAZY MOCHA**



## **CENTRE HELDMAN PLAZA**

**Hill District**

**2020-2021**

**Ashanti LLC**

**1836 Centre Avenue**

**Pittsburgh, PA 15219**

## 1.0 Executive Summary

ASHANTI, LLC, a licensed franchisee of Crazy Mocha, Inc. will provide a neighborhood-centered place with freshly roasted coffee, specialty drinks, coffee alternatives, blended coffee drinks, coffee free smoothies and expresso drinks (hot or cold). Specialty food items and unique desserts will also complements our assortment of beverages. However, our goal is to provide the community with a social, entertaining atmosphere where neighbors, friends and business associates can meet as a point of destination. Crazy Mocha operates over 30 stores in within the Pittsburgh market.

We will be located in the historic Hill District of Pittsburgh in the Centre Heldman Plaza. The rich culture of this community and vibrancy along with the city has caused a transformation that is redefining the area.

## 1.1 Objectives

Crazy Mocha- Heldman Plaza has three main objectives:

- To be an active and vocal member of the community, and to provide continual-reinvestment through sponsorships and collaborations. We will seek to hire staff from within the community to spun community ownership and pride.
- To achieve an initial gross profit margin of at least 65% and a net profit of 15-17% annually.
- To achieve a 10-15% annual net profit in years 1 to 3, that would aid in the opening of additional unit.

## 1.2 Mission

**To edify our guest with uncompromising service and quality products and, create an environment that relaxes, rejuvenates and restores the spirit, soul and body.**

### 1.3 Keys to Success

- Provide customers with top notch personalized service in an atmosphere of southern hospitality.
- Continuously review sales and inventory levels, product yields and reduce waste and poor service.
- Create a pastry/food and product diversity that is complimentary and caters to the demand of our guest.
- Be an active member of the community by creating joint ventures and partnership that enhances business development within the community.

### 2.0 Company Summary

ASHANTI, LLC is franchisee of Crazy Mocha Coffee Company, a local coffee chain in the Pittsburgh Pennsylvania region. There are currently over 35 Crazy Mocha's in the Pittsburgh market and Ashanti is its first franchise-licensed operation.

The quality of our customer service and lack of competition in the community will allow us to quickly become the coffee headquarters for local businesses, churches and residence; but also serve as a welcome amenity for a large daytime population conducting business in this community. Our proximity to downtown, sport arenas and several universities will position Crazy Mocha as an ideal gathering and meeting place.

### 2.1 Company Ownership

Ashanti LLC, d/b/a Crazy Mocha is a limited liability company incorporated in the state of Pennsylvania. The company's ownership are J.T. Thomas and Franco Harris, who have for the past 30 years been involved in the ownership and development of national chain restaurants, baking-manufacturing and distributions of retail and wholesale desserts and other private and public ventures.

### 3.0 Products

Crazy Mocha sell high quality specialty coffee beverages, coffee alternatives, blended coffee drinks, coffee free smoothies and espresso drinks. We offer a variety of pastries, biscotti and deli sandwiches. Also, we take pride that all our products come from local vendor within our community.

#### 3.1 Crazy Mocha Menu

The Crazy Mocha menu set us apart from other coffee houses, giving us a competitive edge.

- We offer 5 groups of drinks-coffee, coffee alternatives, blended coffee drinks, coffee free smoothies and espresso drinks (hot or cold) - with several choices with in each group. This enables us to provide more variety than our competitors while keeping the preparation of the drinks easy to execute.
- We are taking advantage of the immense popularity of flavored drinks and tea by offering a product mix that includes items that other coffeehouses don't carry as well as more familiar drinks.
- Crazy Mocha offers several smoothie drinks and espresso drinks

Prices have been determined after a thorough analysis of all food costs for every item in each drink. In some cases, an average price has been calculated and applied to similar drinks in order to minimize confusion.

#### 4.0 Market Analysis Summary

The residents of the Pittsburgh Hill District have long been without the services that are provided by retail development with a community. Crazy Mocha feels it will alleviate the need to leave the community for a coffee shop as well as the need to import coffee, desserts and other related beverage into the community.

Crazy Mocha's market segmentation is as follows:

- vibrant daytime transient business population
- new and existing homeowners (rooftops)
- university population (students)
- large bus commuters and foot traffic population
- plethora of historical and mega churches within the Hills District

Our strategy in the marketplace is to serve a superior local product, render uncompromising service and allowing the community to dictate the ambience and feel of the coffee shop. The idea is to create ownership "Our Crazy Mocha" within the neighborhood. A meeting and gathering place to relax rejuvenate and restore one's spirit, body and soul. Unlike major chain coffee shops, Crazy Mocha permits customers expansive use of the Wi-Fi system.

Historically, Crazy Mocha has taken risk in neighborhoods that others have overlooked. Crazy Mocha has been an early newcomer to urban redevelopment and rehabilitation within the Pittsburgh market, e.g. Lawrenceville and the North Side. The Hill District is another one of those golden opportunities where we can invest in the growth and vitality of our city. Our corner location in the Centre Plaza on Center Avenue, give us optimum presence and visibility to conduct business in a proficient and professional manner.

Crazy Mocha's key strategies are:

- to create an environment that is multicultural and welcoming
- to constantly access the needs of our guests and the market
- to partner with businesses, community organizations and churches

As a member of the community Crazy Mocha will function as an outreach ambassador to edify, to embrace and to ensure that the growth in all aspects of the community is a constant.

Consol Energy Center  
Crawford Square 420 units  
Bedford Hills (380 units)  
Oak Hill (659 units-450 to be added)  
One Hope Squared Office Bldg  
The Kaufman Program Center  
employees

Center Avenue YMCA  
The Legacy 108 units  
7 Universities / Colleges  
Senior citizen High Rise 720 units +  
William Square Office Bldg  
Hill House Building 100 +  
Energy Innovation Center

#### 4.1 Market Segmentation

The Hill District is poised to move back into its rightful place as a sustainable, safe and economically vibrant community due to the emerging market segments.

**Daytime Business Population-** Urban redevelopment has produced opportunity in housing, social revitalization and economic development in the Hill District that has created many collaborations, partnership and entrepreneurial opportunity with individual and entities than historical overlook this community.

**Roof Tops-** The development of single family homes, condominiums, and apartments in the Hill District has attracted much diversity and racial ethnicity to this community. This new demographics would be classified as middle to upper middle income.

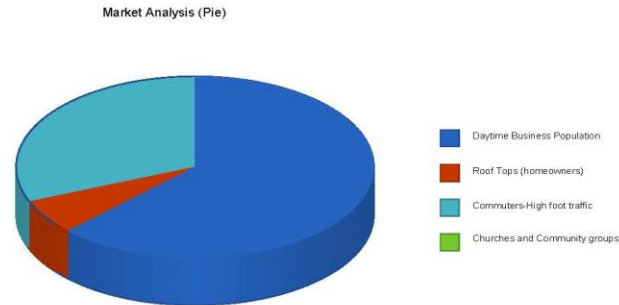
**Commuters-** The Hill District once known as the "Crossroads to the World" to the Port Authority due to this transit corridor between Downtown and Oakland. This routing through the Hill District making it one of the highest performing Port Authority bus routes with a daily average of 50,000 commuters. With linkages to the Hill District, South Side and major thoroughfares, uptown is the conduit that connects many of Pittsburgh's diverse neighborhoods.

**Churches-** In the Hill District there is nearly a church on every corner with every denomination represented. There are a few mega churches (2500+ members) within this community also. Most of these churches operate 7 days a week providing all type of social services and community outreach ministries.

Table: Market Analysis

<i>Market Analysis</i>							
		2014	2015	2016	2017	2018	
Potential Customers	Growth						CAGR
Daytime Business Population	10%	100,000	110,000	121,000	133,100	146,410	10.00%
Roof Tops (homeowners)	5%	10,000	10,500	11,025	11,576	12,155	5.00%
Commuters-High foot traffic	0%	50,000	50,000	50,000	50,000	50,000	0.00%
Churches and Community groups	5%	15	16	17	18	19	6.09%
<b>Total</b>	<b>6.85%</b>	<b>160,015</b>	<b>170,516</b>	<b>182,042</b>	<b>194,694</b>	<b>208,584</b>	<b>6.85%</b>

Chart: Market Analysis (Pie)



#### 4.2 Target Market Segment Strategy

Crazy Mocha's market segments lends itself to every day part period. The morning commuter, the day time business population as well as the church and civic groups demand for coffee, desserts, lunch and business catering are currently underserved.

Via partnerships, customer reward programs and positioning Crazy Mocha as a destination meeting place, we feel this will be our primary strategy within this budding community.

#### 4.3 Industry Analysis

High profit margins on coffee sales and low overhead cost lead to high profit margins in the coffee/espresso industry. Expansion of coffee and espresso retail outlets has increased exponentially in the last five years as large companies such as Starbuck's, Dunkin' Donuts, Cool Beans and Peet's Coffee and Tea have increased their reach into the Pittsburgh market.

Crazy Mocha's invasion into this industry has been based on aligning its brand with the particular neighborhood identity and allowing that community to define the entity. This creates the "Our Crazy Mocha" effect. In this new world of coffee, Crazy Mocha's approach to the industry has allowed the company to open more than 35 units in the greater Pittsburgh market.

Competition has been a catalyst to the growth of our local chain. In terms of ambience, product and service Crazy Mocha is second to none. All of our vending partners are local which creates a synergy unbeknownst to the other coffee shops in the market.

#### 4.3.1 Competition and Buying Patterns

##### **Competition**

In the Pittsburgh Hill District, Crazy Mocha will not have any direct competitors in the market. Crazy Mocha will position itself as a unique coffee house that not only offers the best tasting coffee and pastries but also provides a home-like cozy and comfortable environment, which most corporate establishments lack. We will cater to customers' spirits; souls and body which will help us grow our market share in the area.

##### **Buying Patterns**

The major reason for the customers to return to a specific coffee shop is a great tasting coffee, quick service and a pleasant atmosphere. Although coffee consumption is uniform across different income segments, Crazy Mocha will price its products offerings competitively. We strongly believe that selling coffee with great service in a nice setting will help us build a strong base of loyal clientele.

#### 5.0 Strategy and Implementation Summary

Crazy Mocha's strategy is to capture the audience via news releases, forming partnerships with the community businesses, social service organization and churches. The grand opening celebration will allow the entire community to embrace Crazy Mocha's as "Family".

In establishing a loyal customer base is paramount that our products, alternative drinks and offering dovetail with the demands within the market place.

Our marketing strategy will focus attracting new customers, retaining existing customers, and increasing the frequency of return visits.



## 5.1 Competitive Edge

Crazy Mocha's physical location is a very important competitive edge. We are located in the heart of the retail, business and social centers of the Hill District community. Crazy Mocha will become a destination/meeting place for the transient daytime population doing business in this community. Due to the number of rooftops in the area, there is a significant amount of foot traffic and bus commuters near the center of Crazy Mocha's location.

## 5.2 Sales Strategy

Crazy Mocha's baristas will handle the sales transactions. To speed up the customer service, at least two employees will be servicing clients-- while one employee will be preparing the customer's order, the other one will be taking care of the sales transaction. All sales data logged on the computerized point-of-sales terminal will be later analyzed for marketing purposes.

In order to build up its client base, Crazy Mocha will use banners and fliers, utilize customer referral and cross-promotions with other businesses in the community. At the same time, customer retention programs will be used to make sure the customer are coming back and spending more at the coffee bar.

### 5.2.1 Sales Forecast

The following table tables and chart give a run down on forecasted sales. We expect sales to start off conservatively and increase extensively during the fall and holiday season. These projections are a derivative of the more than 35 stores already operating in the market place.

Crazy Mocha has planned for a rate of growth of 10% for the first year and to build recognition and status in the community. In the second and third year, we conservatively projected 10% increases respectively based on partnering and public relations efforts.

Currently, our cost of goods sold is approximately 35%. This cost is inclusive all products that are sold within the operations.

## 6.0 Management Summary

Ashanti LLC, d/b/a Crazy Mocha is owned by entrepreneurs J.T. Thomas and Franco Harris. Both Mr. Harris and Mr. Thomas were members the Steelers dynasty teams that won 4 Super Bowls in the '70s.

Mr. Thomas previously developed Burger Kings and also owned and developed the Applebee's chain in western and central Pennsylvania and Morgantown, West Virginia area. Currently, he own Black-N-Gold Cheesecake, a marketing, sales and distribution company that sells frozen desserts.

Mr. Harris is involved in many public and private ventures and his company Super Bakery has several national contracts with schools, military bases and nursing homes providing nutritionally fortified baked goods.

Store Management will consist of store manager, who will oversee all of the coffee bar operations. There will be two baristas (an assistance store manager, one (1) full time employee) and 3-4 part-time employees. In addition, Crazy Mocha's Inc., the licensors, with its district managers will have a collaborative role in training, developing and maintaining system standards.

### 6.1 Personnel Plan

**The personnel plan is included in the following table below. There will be a store manager paid at the rate of \$15.00 per hour and an assistance manager paid at a rate of \$12.00 per hour. There will also be up to four part-time employees that will be paid at a rate of \$10.25 per hour.**

<i>Personnel Plan</i>	FY 2015	FY 2016	FY 2017
Manager	\$19,875	\$20,471	\$21,085
Assistant Manager	\$10,500	\$10,815	\$11,139
Part-Time Employee	\$8,663	\$9,190	\$9,190
Part-Time Employee	\$5,156	\$5,311	\$5,470
Part-Time Employee	\$5,156	\$5,311	\$5,470
Total People	5	6	8
<b>Total Payroll</b>	<b>\$49,350</b>	<b>\$51,098</b>	<b>\$52,355</b>







# Dollar Tree & Family Dollar

Interested in Space 5



## LOCATION PROFILE

Dollar Tree is North America's leading operator of discount variety stores selling everything for \$1 or less. Dollar Tree, Inc., a Fortune 200 Company, operating 15,262 stores in 48 states and five Canadian provinces in strip centers, malls and freestanding locations. Our stores operate under the brands of Dollar Tree, Family Dollar, and Dollar Tree Canada. Dollar Tree offers a remarkable variety of high-quality, everyday general merchandise and an ever-changing array of seasonal goods. To learn more about the Company, visit [www.DollarTree.com](http://www.DollarTree.com).



### ABOUT OUR REAL ESTATE:

- Stores range in size from 8,000 square feet to approximately 10,500 square feet, with a minimum of 70 feet of frontage.
- All stores incorporate the same philosophy: Bright Stores, Big Signs and a Clean Environment.

### GROWTH PLANS:

- Continue to grow by back filling existing markets.
- Expand into new markets.

### WHAT WE LOOK FOR:

- Regional, or neighborhood centers, anchored by big box discounters or dominant grocery stores.
- Freestanding locations in a strong retail corridor with easy ingress/egress and ample parking.
- Small strip centers that are highly visible and have strong traffic counts.
- Populations of at least 20,000 within a 5-mile radius.
- Average household income levels of \$25,000- \$60,000.
- Backdoor freight delivery accessible by tractor trailers.



## SITE CRITERIA

### Trade Areas for Family Dollar Stores



- Family Dollar operates in shopping centers, free standing buildings, urban storefronts, and conversion buildings in 46 states. Expansion continues in the same 46 states.
- Major competition includes Walmart, other discount retailers, and dollar stores. The less competitor presence in the trade area, the better.
- Family Dollar primarily services low to middle income areas with household annual incomes ranging up to \$50,000. Will consider areas up to \$60,000 or slightly higher in major urban areas.
- The minimum Family Dollar trade area contains 2,500 households or a population of at least 6,000 people.

#### Shopping Center Site Requirements

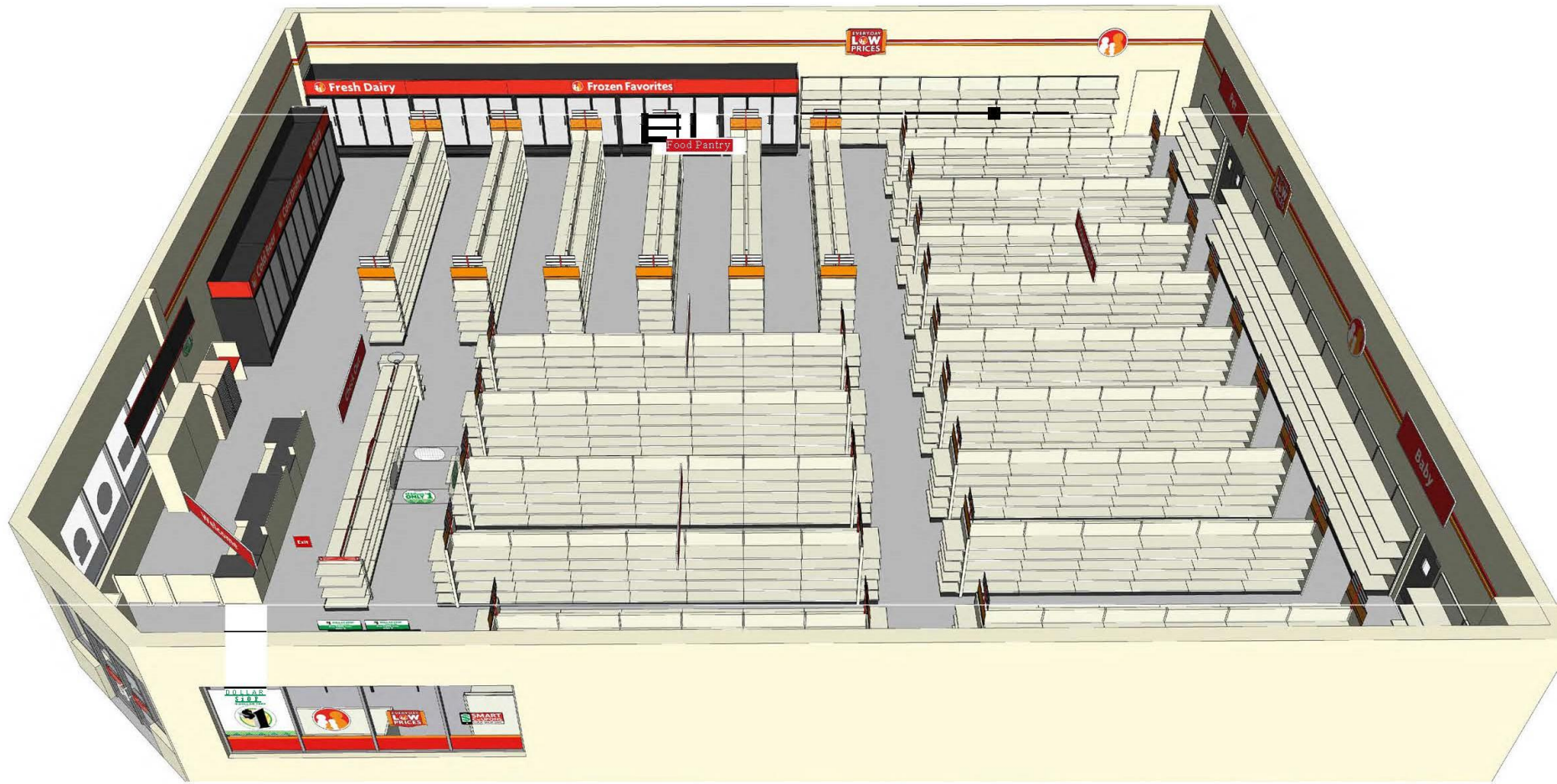
- 9,200 – 11,000 SF total space on single level
- Prefer 5 year term with 5 year options
- Prefer Tenant, Turnkey or Both Deal Types
- Co-tenants with strong retail synergy.
- Prefer no food sales restrictions.
- Minimum frontage 75', 80' preferred
- Convenient ingress/egress and strong traffic counts
- Center in strong retail area with good visibility of both building and road signage
- Easy access to rear delivery area for 75' tractor trailer and space for 2 dumpsters
- Individual road sign (pylon/monument) or prominent position on shopping center sign(s)
- Minimum 12'-0" finished ceiling height,
- ADA compliant; restrooms to code
- HVAC min 1 ton per 350 SF; 600 amp electric

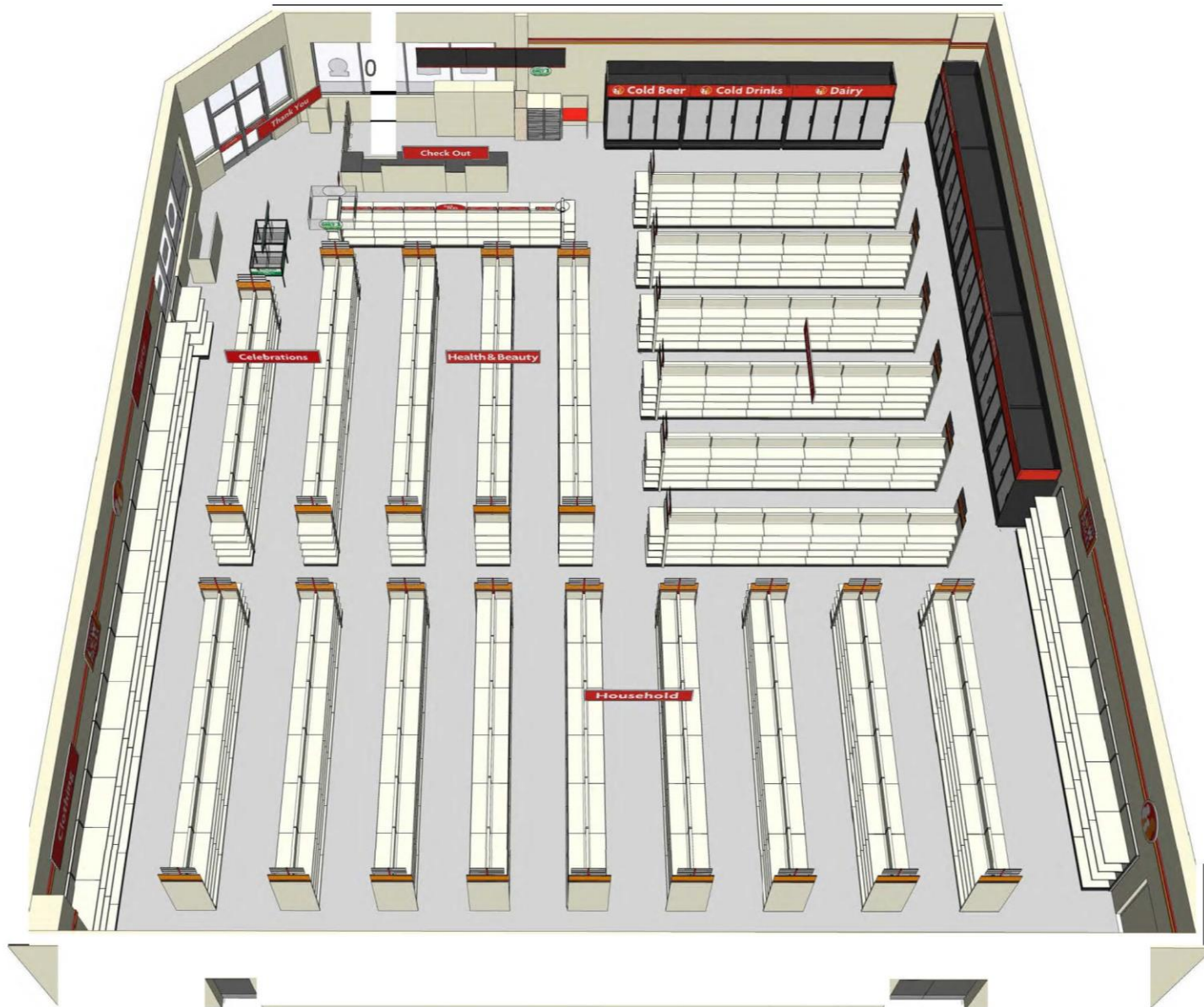


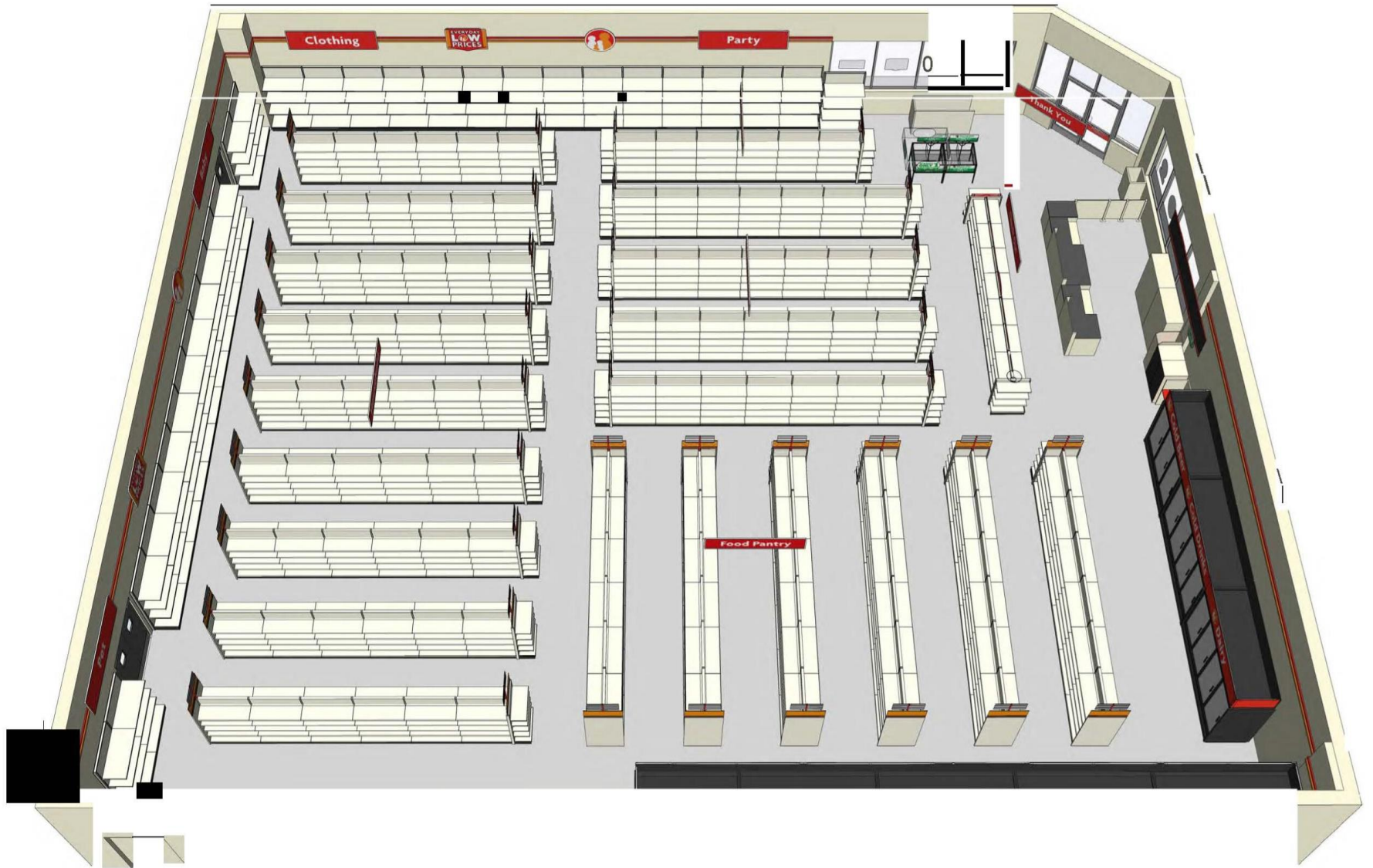
#### Freestanding Building Site Requirements

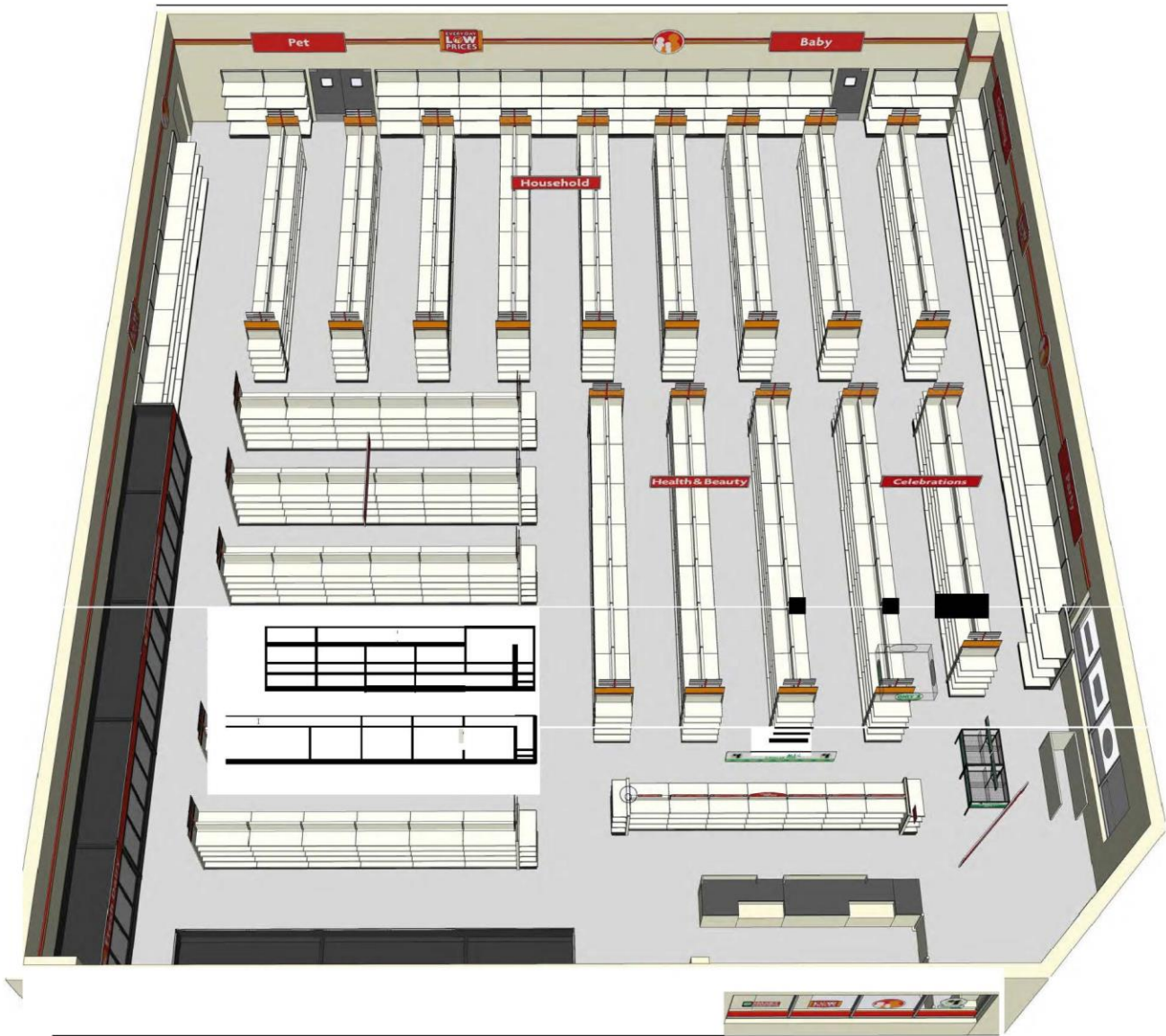
- Prototype buildings of 9,180 SF
- Generally need about 1 acre (43,560 SF) with direct frontage on main artery; convenient locations
- BTS 10 year leases with multiple 5 year options
- Minimum 30 parking spaces, customer friendly
- Building is highly visible with convenient ingress/egress and strong traffic counts
- Site is close to neighborhoods and local retail; preferably near high volume food stores
- Building and road (pylon/monument) signs required
- Minimum 36' curb cut(s)
- Space adjacent to delivery for dumpster pad and 2 dumpsters
- Will convert existing buildings such as a video stores; need same 9,200 – 11,000 SF
- Will co-tenant with retails with similar demographic users; i.e. auto parts stores rental stores







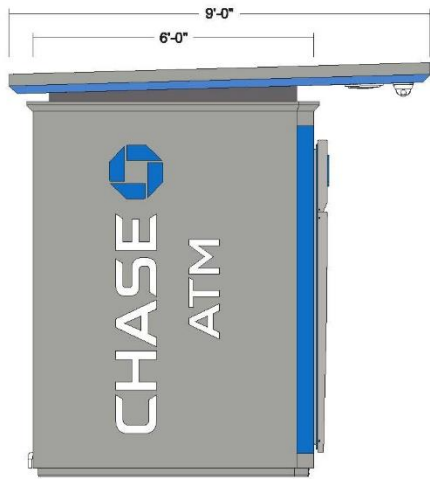






# J.P. Morgan Chase

Interested in Space – not  
specified



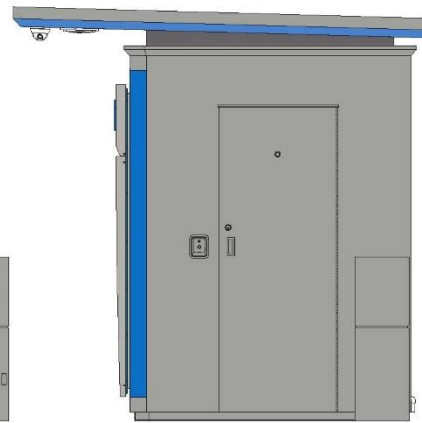
LEFT SIDE ELEVATION



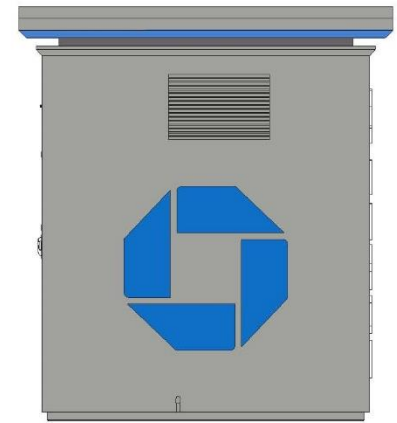
ELEVATION

*\* Utility Pedestal  
to be installed by GC*

ATM-BLDG-RL-CAN-RD



RIGHT SIDE ELEVATION



REAR ELEVATION



Example of Standard ATM Building Signage



LEFT SIDE ELEVATION



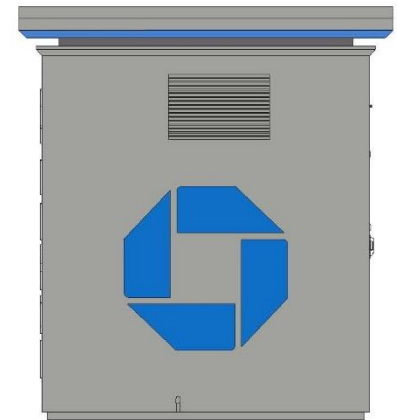
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to be installed by GC

ELEVATION

ATM-BLDG-RL-CAN-LD



RIGHT SIDE ELEVATION

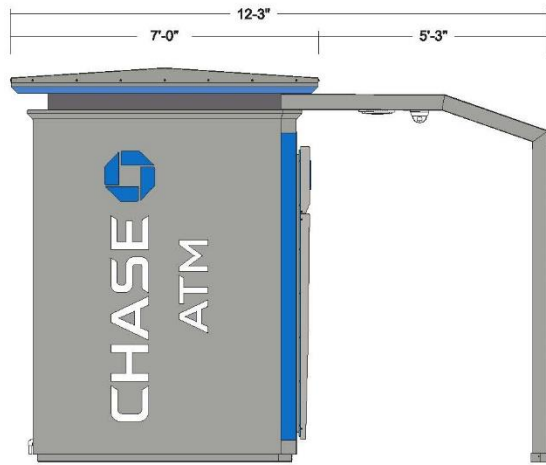


REAR ELEVATION



Example of Standard ATM Building Signage



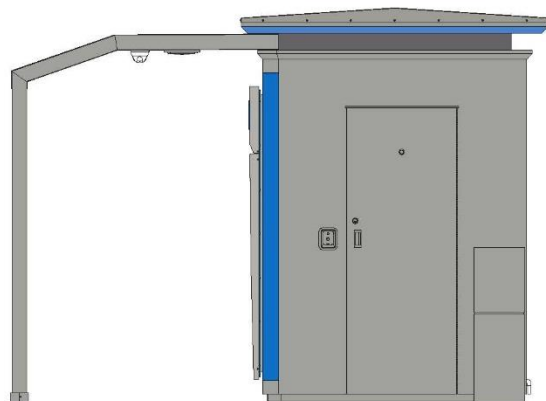


LEFT SIDE ELEVATION

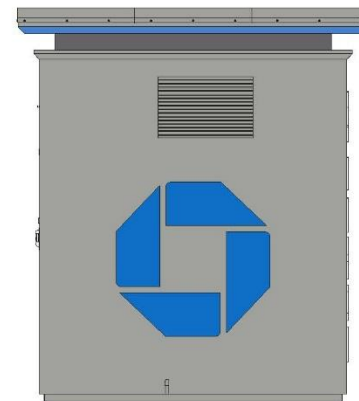


ELEVATION

ATM-BLDG-RL-RD-SUNSCREEN



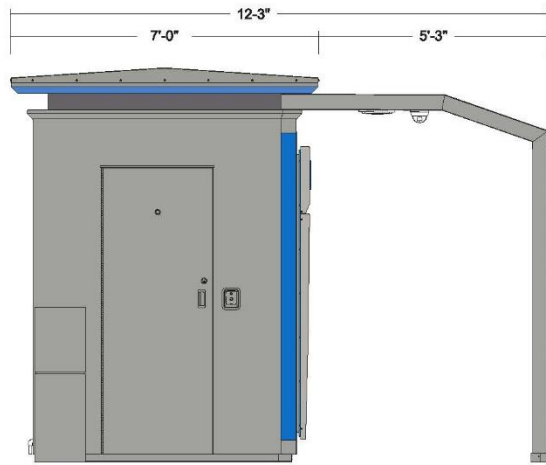
RIGHT SIDE ELEVATION



REAR ELEVATION



Example of Standard ATM Building Signage



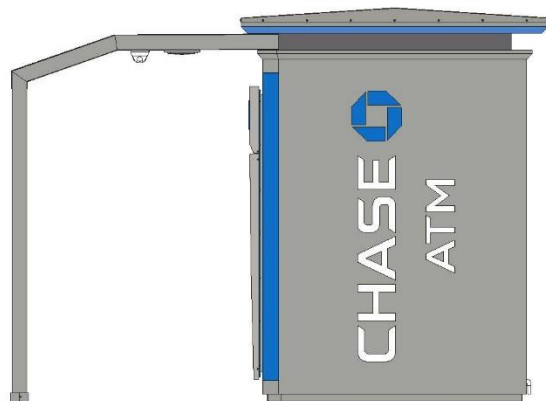
LEFT SIDE ELEVATION



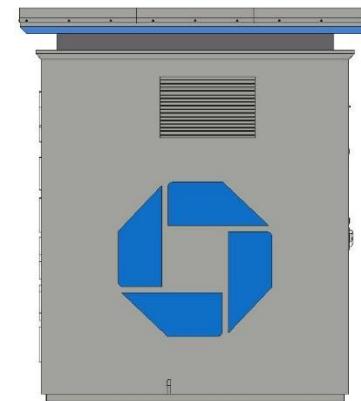
*\* Utility Pedestal  
to be installed by GC*

ELEVATION

ATM-BLDG-RL-LD-SUNSCREEN



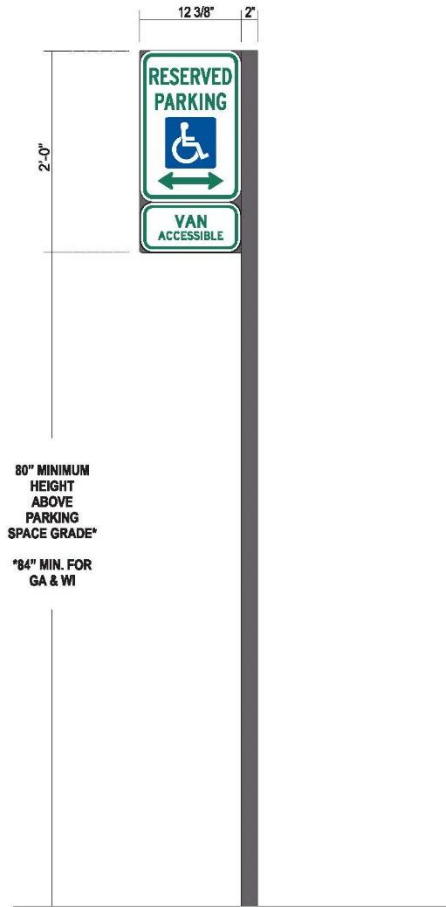
RIGHT SIDE ELEVATION



REAR ELEVATION



Example of Standard ATM Building Signage

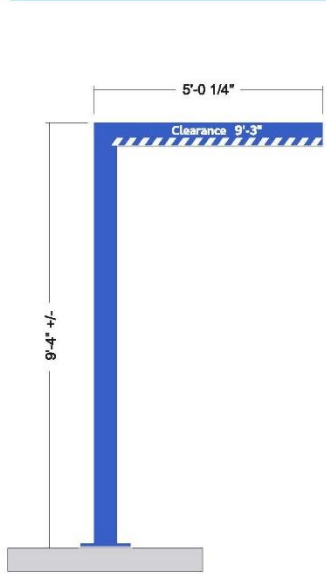
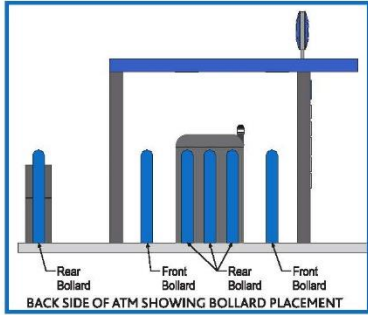


ELEVATION

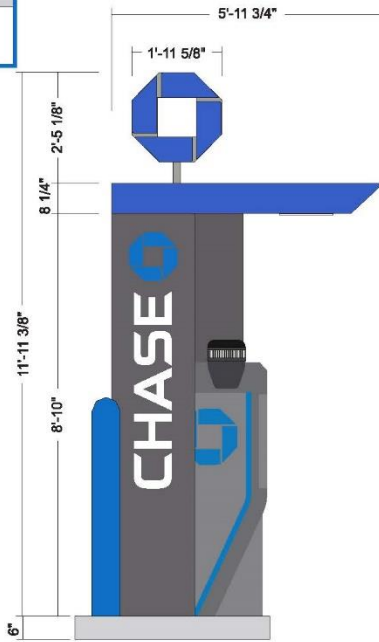
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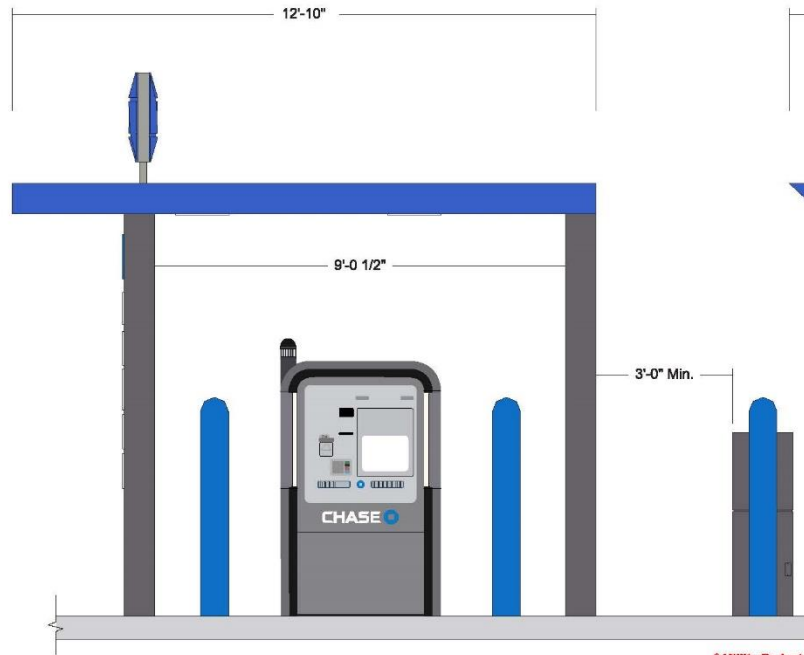
Example of Standard ATM Building Signage



ELEVATION

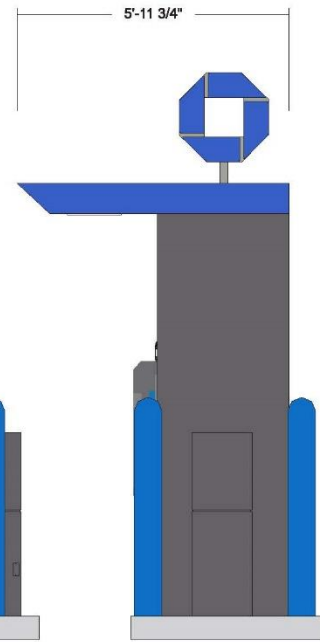


APPROACH  
ELEVATION



ELEVATION

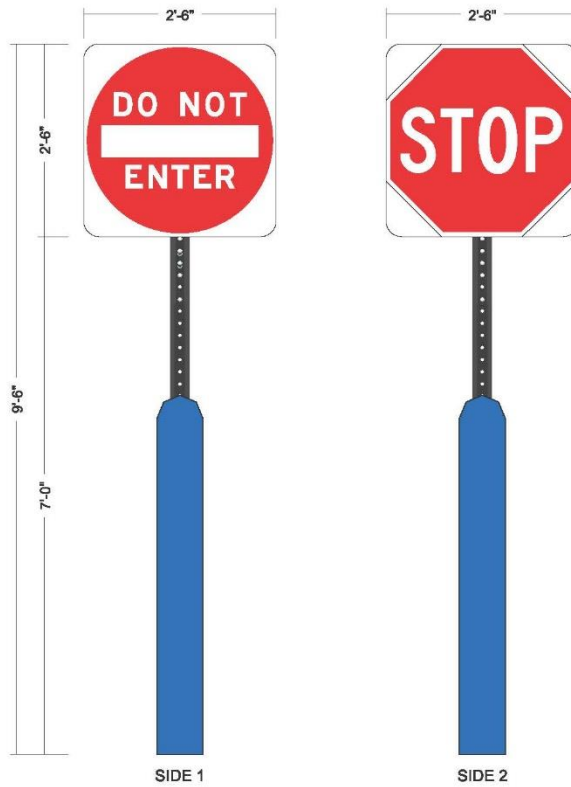
\* Utility Pedestal  
to be installed by GC



DEPARTURE  
ELEVATION



Example of Standard Drive Up ATM and Signage



ELEVATION  
 \* Bollard base required



Example of Standard Drive Up ATM and Signage

# Next Steps and Timeline

*Julie Edwards, URA*

# Next Steps and Timeline

- The Hill CDC will collect and average the scores received from the DRP and from the community residents
- The Hill CDC will share scores with the URA
- The URA will continue to vet the tenants for financial viability
- The URA will use the community input received to help make final recommendation for lease negotiations
- The URA hopes to make an announcement at its July or August meeting

# URA Contacts:

- **Laya Mathews, Project Development Manager,** [smathews@ura.org](mailto:smathews@ura.org)
- **Julie Edwards, Community Development Manager,** [jedwards@ura.org](mailto:jedwards@ura.org)
- **Maya Fewes, Neighborhood Development Specialist,** [mfews@ura.org](mailto:mfews@ura.org)
- **Susheela Nemani-Stanger, Director of Neighborhood Development,** [snemanistanger@ura.org](mailto:snemanistanger@ura.org)
- **Website:** <https://www.ura.org/pages/centre-heldman-plaza>





# Acknowledgements

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- **Julie Edwards, Community Development Manager**
- **Nick Fedorek, Manager of Planning and Development**
- **Maya Fewes, Neighborhood Development Specialist**
- **Tom Link, Director of Business Solutions**
- **Laya Mathews, Project Development Manager**
- **Susheela Nemani-Stanger, Director of Neighborhood Development**
- **Hala Nuemah, Chief Financial Officer**
- **James Reid, Research and Funding Analyst**
- **Pierce Robinson, Business Solutions Specialist**
- **Diamonte Walker, Deputy Executive Director**

**Thank you!**