

Centre Heldman Tenant DRP Questionnaire

PLEASE READ: This Questionnaire is designed to give the Hill District Community insight into your business and who you are as a business owner. There are various goals and strategies regarding business development designed to serve the population within the entire Hill District. It is not only important that businesses align with these strategies, but also that you as a business leader are familiar with the economic and cultural environment of the Hill District.

Your name: *

Colleen Fedor

The name of your business: *

The Mentoring Partnership of Southwestern PA

How many years has your business been in operation? *

0-2 years

3-5 years

5+ years

Do you have a formal business plan and marketing strategy for the Hill District? *

Yes

No

How many employees does your business have or require? *

7

Will you be hiring for your Hill District location? *

Yes

No

Maybe

If yes, do you plan to hire from the Hill District neighborhood first?

Yes

No

Maybe

Why did you choose to be located in the Hill District? *

We have been located in the Hill District for the past 9 years and have found the community to be vibrant and welcoming. This location is centralized and convenient for us to host mentors and mentoring providers who we serve, providing training and technical assistance.

Do you operate as a MBE, WBE, or DBE? *

- MBE
- WBE
- DBE
- None of the above

Have you conducted a Market Study to determine whether or not your business will be successful in the Hill District? *

- Yes
- No

If yes, was your market study completed formally or informally? *

- Formal
- Informal

In what ways will your business complement existing business offerings in the Hill District? *

Our work is about engaging communities to make a difference in the lives of their neighbors...and especially in the lives of children. We promote the development and delivery of formal mentoring - and support existing programs in the Hill District (i.e. Reading Is Fundamental at Weil Elementary, Be A Middle School Mentor at Milliones, 1 Nation, Center for Family Excellence, etc.). In addition, we are leading efforts to increase incidence of natural mentoring through our 'Everyday Mentoring' initiative. We are preparing adults throughout the community members to take an active role in looking out for and supporting the kids that they interact with each and every day. Our services are provided at no cost to programs, mentors and families. We are eager to work with any and all programs and people who want to provide caring support that will help young people reach their fullest potential.

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

The Mentoring Partnership's work intersects with education, workforce development and community engagement efforts. We deliver services that compliment, support and join with other social service organizations as community assets, the foundation of the neighborhood and the basis of the Hill District Master Plan.

Does your business have the capacity to engage in simple civic communications activities that support the development of the Hill District's business corridor? *

Yes

No

If you aren't selected as a tenant in Centre Heldman Plaza, would you be interested in other potential locations in the Hill District? *

- Yes
- No
- Maybe

Should you need support, are you interested in participating in business development cohorts provided by the Hill CDC? *

- Yes
- No
- Maybe

Please select your target income demographic(s) Check all that apply. *

- Under \$25K
- \$25K - \$35K
- \$35K - \$55K
- \$55K - \$75K
- \$75K +

Please select your target age demographic(s) Check all that apply. *

- 0-18
- 19-24
- 25-44
- 45-64
- 65+

Please select your target racial demographic(s) Check all that apply. *

- Black
- White
- Hispanic
- Asian/Indian
- Other

Please select your target gender demographic(s) Check all that apply *

- Female
- Male
- Non Binary

Please select your target educational attainment demographic(s) Check all that apply

- High-School Diploma
- Some College
- Bachelors Degree
- Post Graduate Degree

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? (www.hilldistrict.org/hilldistrictplans) *

- Yes
- No

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Your name: *

Patrick Kane

The name of your business: *

Family Dollar

How many years has your business been in operation? *

0-2 years

3-5 years

5+ years

Do you have a formal business plan and marketing strategy for the Hill District? *

Yes

No

How many employees does your business have or require? *

15

Will you be hiring for your Hill District location? *

- Yes
- No
- Maybe

If yes, do you plan to hire from the Hill District neighborhood first?

- Yes
- No
- Maybe

Why did you choose to be located in the Hill District? *

Expand and reinvest in a new store in the market.

Do you operate as a MBE, WBE, or DBE? *

- MBE
- WBE
- DBE
- None of the above

Have you conducted a Market Study to determine whether or not your business will be successful in the Hill District? *

- Yes
- No

If yes, was your market study completed formally or informally? *

- Formal
- Informal

In what ways will your business complement existing business offerings in the Hill District? *

Store has been open and in business for decades already. This will be a newer and bigger store

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

By offering essentials, food, and other retail offerings to the community.

Does your business have the capacity to engage in simple civic communications activities that support the development of the Hill District's business corridor? *

Yes

No

If you aren't selected as a tenant in Centre Heldman Plaza, would you be interested in other potential locations in the Hill District? *

Yes

No

Maybe

Should you need support, are you interested in participating in business development cohorts provided by the Hill CDC? *

Yes

No

Maybe

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- \$55K - \$75K
- \$75K +

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- 65+

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- White
- Hispanic
- Asian/Indian
- Other

Please select your target gender demographic(s) Check all that apply *

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- Male
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Your name: *

Patrick Kane

The name of your business: *

Chase Bank

How many years has your business been in operation? *

0-2 years

3-5 years

5+ years

Do you have a formal business plan and marketing strategy for the Hill District? *

Yes

No

How many employees does your business have or require? *

1

Will you be hiring for your Hill District location? *

Yes

No

Maybe

If yes, do you plan to hire from the Hill District neighborhood first?

Yes

No

Maybe

Why did you choose to be located in the Hill District? *

Close to Downtown Pittsburgh and servicing the Hill District community is part of their banking strategy for the Western PA rollout.

Do you operate as a MBE, WBE, or DBE? *

- MBE
- WBE
- DBE
- None of the above

Have you conducted a Market Study to determine whether or not your business will be successful in the Hill District? *

- Yes
- No

If yes, was your market study completed formally or informally? *

- Formal
- Informal

In what ways will your business complement existing business offerings in the Hill District? *

Offer financial services to residents.

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

Banking services

Does your business have the capacity to engage in simple civic communications activities that support the development of the Hill District's business corridor? *

Yes

No

If you aren't selected as a tenant in Centre Heldman Plaza, would you be interested in other potential locations in the Hill District? *

Yes

No

Maybe

Should you need support, are you interested in participating in business development cohorts provided by the Hill CDC? *

Yes

No

Maybe

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- \$75K +

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Your name: *

J.T. Thomas

The name of your business: *

Crazy Mocha / Tailgate Coffee and Cafe

How many years has your business been in operation? *

0-2 years

3-5 years

5+ years

Do you have a formal business plan and marketing strategy for the Hill District? *

Yes

No

How many employees does your business have or require? *

10

Will you be hiring for your Hill District location? *

- Yes
- No
- Maybe

If yes, do you plan to hire from the Hill District neighborhood first?

- Yes
- No
- Maybe

Why did you choose to be located in the Hill District? *

Knowledge of the market and it potential

Do you operate as a MBE, WBE, or DBE? *

- MBE
- WBE
- DBE
- None of the above

Have you conducted a Market Study to determine whether or not your business will be successful in the Hill District? *

- Yes
- No

If yes, was your market study completed formally or informally? *

- Formal
- Informal

In what ways will your business complement existing business offerings in the Hill District? *

Compelling different, and brings a need commodity that is essential in all markets

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

Education, exposure and value to community and residents

Does your business have the capacity to engage in simple civic communications activities that support the development of the Hill District's business corridor? *

Yes

No

If you aren't selected as a tenant in Centre Heldman Plaza, would you be interested in other potential locations in the Hill District? *

Yes

No

Maybe

Should you need support, are you interested in participating in business development cohorts provided by the Hill CDC? *

Yes

No

Maybe

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Your name: *

Shinora Grayson Johnson

The name of your business: *

Center That CARES

How many years has your business been in operation? *

0-2 years

3-5 years

5+ years

Do you have a formal business plan and marketing strategy for the Hill District? *

Yes

No

How many employees does your business have or require? *

7

Will you be hiring for your Hill District location? *

Yes

No

Maybe

If yes, do you plan to hire from the Hill District neighborhood first?

Yes

No

Maybe

Why did you choose to be located in the Hill District? *

Our headquarters are in the Hill District and we have been serving our community for 20 plus years.

Do you operate as a MBE, WBE, or DBE? *

- MBE
- WBE
- DBE
- None of the above

Have you conducted a Market Study to determine whether or not your business will be successful in the Hill District? *

- Yes
- No

If yes, was your market study completed formally or informally? *

- Formal
- Informal

In what ways will your business complement existing business offerings in the Hill District? *

We will assist in the future development for more businesses on the Centre Avenue corridor.

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

We are aligned with the Centre Ave Master Plan and Workforce Development

Does your business have the capacity to engage in simple civic communications activities that support the development of the Hill District's business corridor? *

Yes

No

If you aren't selected as a tenant in Centre Heldman Plaza, would you be interested in other potential locations in the Hill District? *

Yes

No

Maybe

Should you need support, are you interested in participating in business development cohorts provided by the Hill CDC? *

Yes

No

Maybe

Please select your target income demographic(s) Check all that apply. *

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- \$55K - \$75K
- \$75K +

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- 65+

Please select your target racial demographic(s) Check all that apply. *

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- Hispanic
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- Other

Please select your target gender demographic(s) Check all that apply *

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Please select your target educational attainment demographic(s) Check all that apply

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Your name: *

Saleem Ghubril

The name of your business: *

The Pittsburgh Promise

How many years has your business been in operation? *

0-2 years

3-5 years

5+ years

Do you have a formal business plan and marketing strategy for the Hill District? *

Yes

No

How many employees does your business have or require? *

23

Will you be hiring for your Hill District location? *

- Yes
- No
- Maybe

If yes, do you plan to hire from the Hill District neighborhood first?

- Yes
- No
- Maybe

Why did you choose to be located in the Hill District? *

The Hill District is a central location, accessible to our students and community partners via public transportation.

Do you operate as a MBE, WBE, or DBE? *

- MBE
- WBE
- DBE
- None of the above

Have you conducted a Market Study to determine whether or not your business will be successful in the Hill District? *

- Yes
- No

If yes, was your market study completed formally or informally? *

- Formal
- Informal

In what ways will your business complement existing business offerings in the Hill District? *

The Pittsburgh Promise is a strong and stable organization. Our staff value and patronize local businesses.

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

The Pittsburgh Promise's vision includes this phrase "We envision a future where...our city is flourishing in all its neighborhoods. We want to be a part of realizing this vision, through our work with students as well as our presence as an organization in the Hill District. As a strong and stable organization, The Promise will be a reliable and responsible tenant."

Does your business have the capacity to engage in simple civic communications activities that support the development of the Hill District's business corridor? *

Yes

No

If you aren't selected as a tenant in Centre Heldman Plaza, would you be interested in other potential locations in the Hill District? *

Yes

No

Maybe

Should you need support, are you interested in participating in business development cohorts provided by the Hill CDC? *

Yes

No

Maybe

Please select your target income demographic(s) Check all that apply. *

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- \$25K - \$35K
- \$35K - \$55K
- \$55K - \$75K
- \$75K +

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- 19-24
- 25-44
- 45-64
- 65+

Please select your target racial demographic(s) Check all that apply. *

- Black
- White
- Hispanic
- Asian/Indian
- Other

Please select your target gender demographic(s) Check all that apply *

- Female
- Male
- Non Binary

Please select your target educational attainment demographic(s) Check all that apply

- High-School Diploma
- Some College
- Bachelors Degree
- Post Graduate Degree

Please include other demographic information you would like to share:

The Pittsburgh Promise seeks to get students "to and through" post-secondary education.

Have you had an opportunity to review the Greater Hill District Master Plan and the Centre Avenue Redevelopment and Design Plan? (www.hilldistrict.org/hilldistrictplans) *

- Yes
- No

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Your name: *

Latoya Phifer

The name of your business: *

Bella Ninas Daycare and Learning Center

How many years has your business been in operation? *

0-2 years

3-5 years

5+ years

Do you have a formal business plan and marketing strategy for the Hill District? *

Yes

No

How many employees does your business have or require? *

7

Will you be hiring for your Hill District location? *

Yes

No

Maybe

If yes, do you plan to hire from the Hill District neighborhood first?

Yes

No

Maybe

Why did you choose to be located in the Hill District? *

Accessibility

Do you operate as a MBE, WBE, or DBE? *

- MBE
- WBE
- DBE
- None of the above

Have you conducted a Market Study to determine whether or not your business will be successful in the Hill District? *

- Yes
- No

If yes, was your market study completed formally or informally? *

- Formal
- Informal

In what ways will your business complement existing business offerings in the Hill District? *

By bringing around the clock childcare as well as supportive services and referrals to the parents/guardians.

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

By supporting economic activity that directly benefits Hill District residents and existing businesses.

Does your business have the capacity to engage in simple civic communications activities that support the development of the Hill District's business corridor? *

Yes

No

If you aren't selected as a tenant in Centre Heldman Plaza, would you be interested in other potential locations in the Hill District? *

Yes

No

Maybe

Should you need support, are you interested in participating in business development cohorts provided by the Hill CDC? *

Yes

No

Maybe

Please select your target income demographic(s) Check all that apply. *

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- \$25K - \$35K
- \$35K - \$55K
- \$55K - \$75K
- \$75K +

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- 19-24
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- 65+

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- White
- Hispanic
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- Male
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Your name: *

Shayla Foreman

The name of your business: *

S-spa of PGH

How many years has your business been in operation? *

0-2 years

3-5 years

5+ years

Do you have a formal business plan and marketing strategy for the Hill District? *

Yes

No

How many employees does your business have or require? *

3

Will you be hiring for your Hill District location? *

Yes

No

Maybe

If yes, do you plan to hire from the Hill District neighborhood first?

Yes

No

Maybe

Why did you choose to be located in the Hill District? *

To be able to generate a needed service to the community as well as offer job opportunities.

Do you operate as a MBE, WBE, or DBE? *

- MBE
- WBE
- DBE
- None of the above

Have you conducted a Market Study to determine whether or not your business will be successful in the Hill District? *

- Yes
- No

If yes, was your market study completed formally or informally? *

- Formal
- Informal

In what ways will your business complement existing business offerings in the Hill District? *

My business will complement other businesses by offer Beauty health and wellness

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

S-spa of PGH by offering jobs as well as giving back community donations

Does your business have the capacity to engage in simple civic communications activities that support the development of the Hill District's business corridor? *

Yes

No

If you aren't selected as a tenant in Centre Heldman Plaza, would you be interested in other potential locations in the Hill District? *

Yes

No

Maybe

Should you need support, are you interested in participating in business development cohorts provided by the Hill CDC? *

Yes

No

Maybe

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Your name: *

Renard L Smith

The name of your business: *

RL Smith Agency, LLC/Farmers Insurance

How many years has your business been in operation? *

0-2 years

3-5 years

5+ years

Do you have a formal business plan and marketing strategy for the Hill District? *

Yes

No

How many employees does your business have or require? *

2

Will you be hiring for your Hill District location? *

- Yes
- No
- Maybe

If yes, do you plan to hire from the Hill District neighborhood first?

- Yes
- No
- Maybe

Why did you choose to be located in the Hill District? *

I strategically opened my agency in an underserved area right in the neighborhood where I lived as a child and currently served as an associate minister at Macedonia Church of Pittsburgh where I have been a member for 25 years. I wanted to be a part of the revitalization of the Hill District community.

Do you operate as a MBE, WBE, or DBE? *

- MBE
- WBE
- DBE
- None of the above

Have you conducted a Market Study to determine whether or not your business will be successful in the Hill District? *

- Yes
- No

If yes, was your market study completed formally or informally? *

- Formal
- Informal

In what ways will your business complement existing business offerings in the Hill District? *

The RL Smith Agency would help complement a well rounded option of services offered to the Hill District community. We are also willing to partner with other businesses to help expand our reach and increase the potential client base for all of the Hill District businesses so we are all in a win-win business culture.

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

We are a family friendly and community focused agency who loves to help families and other businesses. We are proud of our commitment to community and service, and projects that benefit the community. Our values , beliefs and behaviors will be a positive influence for the cultural goals in 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? *

Yes

No

If you aren't selected as a tenant in Centre Heldman Plaza, would you be interested in other potential locations in the Hill District? *

Yes

No

Maybe

Should you need support, are you interested in participating in business development cohorts provided by the Hill CDC? *

Yes

No

Maybe

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- Yes
- No

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