PITTSBURGH
off the Beaten Path | P6

P8
WILKINSBURG IS
good all over

P10
DRIVING,
DOWNTOWNS
and Destinations
Despite the divisiveness of the recent election, we are still “one nation, under God, indivisible, with liberty and justice for all.” It’s a Pledge we all make so many times during the year, but maybe now more than ever, we need to realize how much those words, and our words, really do matter. Maybe now, more than ever, we need to better understand the perceptions and feelings of not just our fellow American’s, but our fellow Pennsylvanian’s. The reality is that the direction the world is headed is not going to change. Our business dealings are increasingly global, our technology is becoming universal, and our personal relationships are becoming increasingly diverse. The flip side of that coin is that there are segments of the population in this country, and in this commonwealth, who feel increasingly betrayed by those business dealings, who technology has left behind and who just don’t understand why things can’t be the way they were before. Marketing firms have segmented and divided us into “target audiences” each with our own demographic and lifestyle profile, and we as revitalization professionals use those profiles to better reach our intended customers. But the political system also uses those same profiles to divide and conquer. Despite our Pledge, we have allowed ourselves to become “divisible.”

Once again, the American system of democracy has worked, as President Obama has pointed out so many times since the election. The problem this time is that the system has left us with deep wounds. Regardless of which side of the election you were on, the reality of dealing with a nation divided is one we all have to deal with.

Main Street and Elm Street programs can, and in my opinion, should have a role in helping to heal those wounds and close the divides. As I have said on numerous occasions, when we want to celebrate, or grieve, as a community, we don’t go to the mall or to the big box retail store. We go to the heart and soul of our community - our town square, our public plaza, our Main Street. Whether that be Broad Street in Philadelphia or Penn Avenue in Wilkinsburg, we have always sought out our shared, common public space when we feel the need to be together as a community. You are all on the front line. The issues that are, and will continue to confront us may well happen on your doorstep. Are you up to the challenge?

As the holidays fast approach, let’s make a commitment to becoming more than just a façade program paper pusher. Let’s take on challenges greater than just the Halloween parade. Become more than a programmatic bureaucrat. Let’s invest in ourselves to learn the skills we need to become facilitator’s of the conversations that this country so desperately needs to have, whether those conversations be among our board and committee members, or public forums with the larger community. Let’s visit each other’s towns with our board members and sit down and talk about how things are done “on the other side of the tracks” regardless of which side of the tracks you are from. And as David Brooks so eloquently stated in a recent editorial – for God’s sake, let’s take time to really listen to each other.

So my wish for you this holiday is to give yourself a gift of deeper understanding – of your own feelings and of those of your fellow citizens. Give yourself the opportunity to dig deep into the issues that really matter. Read BOOKS, not just posts and tweets. Give yourself the opportunity to make your personal level of understanding more than “a mile wide and an inch deep.” Invest in yourself!

I hope you all have a very happy and safe holiday season. We at PDC all look forward to working with you in 2017, and helping you make your town a better place.
THE NEWEST FACES
on Main Street & Elm Street

Explore Sewickley
ALEX LANCIANESE, MAIN STREET MANAGER

Alex Lancianese, the first Main Street Manager for Sewickley, PA, has been with the Explore Sewickley organization for four and a half years. The nonprofit just received their official Main Street designation in April of 2016. Alex received her Bachelor of Arts degree in Applied Communication from Kent State University and has worked in some type of creative field for the majority of her career, from merchandise styling to graphic design, social media and marketing. Passionate about economic development, civic engagement and advocacy for small business, the focus for Alex in her role of manager is to create an even better place to live, work, and play in Sewickley. Along with Board President Jennifer Markus, the duo looks forward to furthering Explore Sewickley’s mission.

Mainstreet Waynesboro
BILL KOHLER, DIRECTOR

Bill Kohler has a degree from Shippensburg University in communications/journalism. He worked in the newspaper business as a reporter and editor for 28 years, including the last 14 as an editor at The Herald-Mail in Hagerstown, Md. Seeking a job that kept him closer to his hometown and that he would enjoy more, he took on a position as director of Mainstreet Waynesboro. The biggest accomplishment he sees so far has been adding several new features to the holiday activities, including three weeks of first-ever pop-up shops and two weekends of Santa’s Workshop. This was the first time in close to two decades that Santa has been in downtown Waynesboro. A vacant storefront next to the candy store was transformed into Santa’s workshop and drew around 300 children!

Union Garden
JEANNE KETCHAM, ELM STREET MANAGER

Jeanne Ketcham assumed the role of Elm Street Manager of the Union Garden Elm Street program in July of 2015. She joined the well-established program in the dual boroughs of Lansdowne and Yeadon, and quickly became active in the projects implemented there. Jeanne welcomed the challenge of learning neighborhood revitalization and community outreach from Executive Director Debbie Brodeur at the Lansdowne Economic Development Corporation. Since joining the LEDC, Jeanne has taken over the social media pages, created self-guided walking tours of the neighborhoods, established a new resident welcome packet program, updated content for the agency website, worked with community youth in the garden program, and helped with reorganization of many of the community events. She has found a sense of satisfaction and pride working in the community that she has never found in the private sector.
The Pennsylvania Downtown Center held its regularly scheduled Fall meeting on Wednesday November 2, 2016 in Harrisburg. The key outcomes of the meeting are detailed below.

**2015-2016 FISCAL YEAR AUDIT**
The board received its 2015-2016 fiscal year audit report from the accounting firm of Smith, Elliott & Kearns (SE&K). Auditors for SE&K gave PDC a “clean” audit report, indicating that there were no problems with PDC’s accounting practices and financial reporting during the 2015-2016 fiscal year. PDC’s Statement of Financial Position detailed total assets of $1,010,161. Total liabilities of $476,804 were detailed, including $403,103 payable to the PA Dept. of Community and Economic Development from the original Elm Street Demonstration Program. Much of that amount will be written off in 2017 as the borrowers meet their forgiveness conditions related to their time residing in the original Elm Street neighborhoods. Unrestricted net assets for PDC as of June 30, 2016 were audited at $533,357. PDC’s Statement of Activities showed that PDC had total revenues in 2015-2016 of $907,553. This was offset by total expenses of $780,560, resulting in net income for the year of $120,993. Of PDC’s expenses, 89.2% was used on community development programs, 10.1% was used for General Administration of the organization and less than 1% was spent on fundraising expenses.

**HEALTHY COMMUNITIES ADVISORY BOARD**
As a follow-up to PDC’s 2014-15 fiscal year theme of cultivating healthier communities, the board of PDC approved the creation of a new advisory board to better link the work of our community development organizations with the work of community health care providers. The mission of the PDC’s Core Communities Health & Development Advisory Council (CCH&DAC) is to:

A. Support the coordination and integration of health and development efforts by community health care systems and local community development organizations so as to maximize the positive impact that community development investments have on the physical and mental health of Pennsylvania’s core communities.

B. Bring together, on a regular basis, relevant state agencies and statewide non-profit organizations to share programmatic information and to coordinate, to the greatest extent possible, the delivery of programmatic funding investments and technical assistance.

C. Develop technical assistance services and information resources, including those related to available funding resources, which may be made available to local community health care systems and community development organizations to advance the healthy community effort within their program area.

D. To inventory existing, and develop new, model organizational partnerships and other organizational structures between local community health care systems and community development organizations that will serve to further the effort of creating healthier core communities within the Commonwealth.

PDC will begin defining membership on the advisory board shortly after the new year and will hopefully begin operations in the second quarter of 2017.

PDC’s next board meeting is scheduled for February 1, 2017.
<table>
<thead>
<tr>
<th>EVENT</th>
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<th>TIME</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>Statewide Manager’s Meeting</td>
<td>Wednesday, February 15</td>
<td>9:00 a.m. – 4:00 p.m.</td>
<td>Harrisburg, PA</td>
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<tr>
<td>Leadership Forum</td>
<td>Wednesday, February 15</td>
<td>9:00 a.m. – 12:00 p.m.</td>
<td>Harrisburg, PA</td>
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<tr>
<td>New Manager Training</td>
<td>Monday, February 27 &amp; Tuesday, February 28</td>
<td>8:30 a.m. – 4:00 p.m.</td>
<td>Harrisburg, PA</td>
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<tr>
<td>Community Revitalization Academy: Asset Enhancement</td>
<td>Wednesday, March 1 &amp; Thursday, March 2</td>
<td>8:30 a.m. – 4:00 p.m.</td>
<td>Harrisburg, PA</td>
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<tr>
<td>PDC Leadership Forum</td>
<td>Wednesday, March 8</td>
<td>9:00 a.m. – 12:00 p.m.</td>
<td>South West PA</td>
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<tr>
<td>Group II Network Meeting</td>
<td>Wednesday, March 8</td>
<td>1:00 p.m. – 4:00 p.m.</td>
<td>South West PA</td>
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<tr>
<td>Community Revitalization Academy: Safe, Clean, &amp; Green</td>
<td>Tuesday, March 21 &amp; Tuesday, March 28</td>
<td>8:30 a.m. – 4:00 p.m.</td>
<td>Erie, PA Gannon University</td>
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<tr>
<td>PDC Leadership Forum</td>
<td>Wednesday, March 22</td>
<td>9:00 a.m. – 12:00 p.m.</td>
<td>Reading, PA</td>
</tr>
<tr>
<td>Group I Network Meeting</td>
<td>Wednesday, March 22</td>
<td>1:00 p.m. – 4:00 p.m.</td>
<td>Reading, PA</td>
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<tr>
<td>National Main Street Conference</td>
<td>Sunday, April 30 through Wednesday, May 3</td>
<td>1:00 p.m. – 4:00 p.m.</td>
<td>Pittsburgh, PA</td>
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<tr>
<td>New Manager Training</td>
<td>Monday, June 5 &amp; Tuesday, June 6</td>
<td>8:30 a.m. – 4:00 p.m.</td>
<td>Harrisburg, PA PDC Offices</td>
</tr>
<tr>
<td>Community Revitalization Academy: Safe, Clean, &amp; Green</td>
<td>Wednesday, June 7 &amp; Thursday, June 8</td>
<td>8:30 a.m. – 4:00 p.m.</td>
<td>Harrisburg, PA PDC Offices</td>
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<tr>
<td>Townie Awards/30th Anniversary Dinner</td>
<td>Tuesday, June 13</td>
<td>5:00 p.m. – 11:00 p.m.</td>
<td>Harrisburg PA Hilton Harrisburg</td>
</tr>
<tr>
<td>Statewide Manager’s Meeting</td>
<td>Wednesday, June 14</td>
<td>9:00 a.m. – 12:00 p.m.</td>
<td>Harrisburg, PA Hilton Harrisburg</td>
</tr>
<tr>
<td>Leadership Forum</td>
<td>Wednesday, June 14</td>
<td>9:00 a.m. – 12:00 p.m.</td>
<td>Harrisburg, PA Hilton Harrisburg</td>
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"The best sugar cookie," according to PDC’s Dave Zellers, from a bakery in Mount Lebanon
FOR THE LAST FEW MONTHS
and throughout this issue of the CenterPiece, we are encouraging our members to join in the fun and festivities that the opportunity of co-hosting the National Main Street Conference brings. As you all know by now, Pittsburgh will be providing the stage and the backdrop for the Main Street Now conference from May 1-3, 2017, anticipating over 1,500 visitors. Some of you will be presenting educational sessions, while others will be acting as hosts highlighting your communities and neighborhoods during the multitude of mobile workshops. And, there are volunteer opportunities for those of you who would like to be part of the behind-the-scenes aspect of the conference. But, most importantly, it is a time to learn from others, while experiencing everything this great city has to offer.
that has been dealing with a bum rap for way too many decades. If you’ve never been there, or if it’s been decades since your last visit, you are way overdue. Growing up in the eastern half of the state, I’ve become very familiar with many of the communities east of the Susquehanna River, but not until traveling to Allegheny College to visit my sister at school in the mid ’90’s, had I ventured closer to Pittsburgh, and started to explore the Steel City.

**Pittsburgh is one of those places**

Pittsburgh is an incredible city. There truly is something for everyone. For sports enthusiasts, take your pick of professional or collegiate teams during every season. For fans of history and historical architecture, Pittsburgh boasts a vivid display of styles ranging from Romanesque to Neo-Gothic to Art Deco, just to name a few! For patrons of the arts and culture, the variety of theaters and museums is hard to beat! And, the locally owned independent retail opportunities range from booksellers, like Amazing Books, to clothing and textile designers, to furniture and handmade purse makers, like Moop. Truly, something for everyone and for every taste.

Personally, when I first explore a new city, I base much of my first impression on the local fare and friendliness of the city’s restaurants! In Pittsburgh, it’s all about the neighborhoods, and

the local fare and flair of each. For lunch, I’d encourage you to stop by the Conflict Kitchen in Schenley Plaza, near the Cathedral of Learning. It’s a take-out only facility, but the experience is worth the inconvenience. There you can sample international cuisine, but only from countries that the US is in conflict with. The menu rotates every six months, and it is currently serving Haudenosaunne or Iroquois cuisine. Conflict Kitchen uses the social relations of food and economic exchange to engage the general public in discussions about countries, cultures, and people that they might know little about outside of the polarizing rhetoric of governmental politics and the narrow lens of media headlines. How about a little dialogue over lunch?

If you’re looking for another unusual experience, head over to the Duquesne or Monongahela Inclines and head up to Mt. Washington. There you will see a view of Pittsburgh, unlike all others. Depending on your taste and budget, your best choices for a special dinner are Altius, The Summit, or Monterey Bay Fish Grotto. While you’re there, walk around the neighborhood and take in Shiloh Street and some of the local favorites of La Tavola, Packs & Dogs, and DiFiore’s Ice Cream Delite. There are many culinary experiences for you to sample and enjoy throughout the city and in each neighborhood, I hope you make time to try a few for yourself.
some five years ago, Jennifer had the fortunate opportunity to capture a position with the Wilkinsburg Community Development Corp. While studying for her Master’s in Public Administration from the University of Pittsburgh, she walked into the office looking for an internship. Ms. Salmans met the Administrative Coordinator who had just recently put in her two week notice for other employment. This intern opportunity had actually presented itself to Jennifer as a part time position. She accepted the job offer even though she was studying full time. Jennifer has been at the WCDC for five years now.

Jennifer also makes her luck! In that time she had finished her Master’s Degree and had previously attained her Bachelor of Arts degree in Psychology from Cedarville University in Ohio. She feels that education and learning are tools that enable her to assist others in their business and everyday life. Currently attending the Community Revitalization Academy at PDC, she has now embarked on a nine month course attending a Leadership Development Initiative in Pittsburgh.

She takes great joy in networking and partnering with organizations to work toward success as part of a team. Jennifer enjoys working with small businesses through a support fund known as the POISE Foundation, helping them wherever they are in their operation’s business cycle. Jennifer was a Board Member of the local Chamber of Commerce for three years representing the WCDC.

One of the things Jennifer enjoys most about her job is working as a team to solve a problem or simply approaching a task as a group. She is a team oriented person and thrives on relationship building and interacting with people from different backgrounds. Jennifer instinctively likes to find ways to make things work acting as a liaison and protecting team cohesiveness.

This professional approach in her work carries into neighborhood relationship topics and is also directed at ‘Mom and Pop’ businesses that she believes are integral into building neighborhood capacity. One of her products at the WCDC is a Resource Guide to help both residents and businesses and a Welcome Packet.

Along with her organizational skills and interest in team building, Ms. Salmans takes pride in seeing things come together in their physical form. She is proud of her work in the products of streetscape furniture that include benches, bike racks, and planters.
On December 6, they held a special Street Furniture Ribbon Cutting event. The Wilkinsburg CDC also conducted a Vacant Home Tour. This was a self-guided tour that was open to the public to fight blight and acquaint citizens and neighbors with new home opportunities. It included five long-vacant homes and one commercial property. Jennifer worked on the resource side of the project. In one case there was a house that was vacant in May 2015 and occupied in the next year. The vacant home tour is in a transitional neighborhood. An award was given to the student who had helped in putting this together from the Pittsburgh Investment Group in 2015. The WCDC has now had two such tours and they have also conducted four regular home tours. They have held a Food Tour for the media to help familiarize them with the area.

The WCDC is on their second façade improvement program. In the first façade program they had completed six facades with the $30,000 grant. Now they have a second grant for $50,000. The area clearly shows how the façade grant has leveraged other investment in the community. One of the spinoffs is that a diner reopened in the neighborhood.

On a more personal note, Jennifer loves to travel. She has traveled to 13 countries. Most recently, she traveled to Spain. She especially loved Barcelona and found it to be the best designed city in terms of walkability. There were a tremendous number of outdoor establishments, and the food and wine was superb. Surprisingly, she had read somewhere that they are the second largest consumers of seafood.

Jennifer was born on December 7, yes, Pearl Harbor Day and to top that she was born in Japan. Both of her parents are missionaries and were doing missionary work there. Having been born abroad presents her with a tendency to explore. She has a unique skill to work with a variety of people.

One of her favorite hobbies is ‘scrapbooking’ and recording her family trips, and her wedding. She has been married for 3 ½ years. She enjoys her lifestyle and feels that the institute of marriage is underrated. Her background has instilled a special sense of dedication to people and places.
Looking to the year ahead it is the work and experiences we share collectively, not the things we do alone, that will be the most impactful and meaningful endeavors. Let me share with you just a few more stories of my travels from a very busy year:

**I VISITED CLEARFIELD AND LEWISTOWN**

in these past few months, both beautiful central Pennsylvania towns with strong industrial roots and exciting potential. Clearfield sits on the western branch of the Susquehanna River in the north central part of the state. The river in that part of the state is not the wide and straight river that those who visit Harrisburg see; rather, in Clearfield the river wraps around the community to create a dynamic and scenic waterfront. Clearfield’s recently completed waterfront project creates a beautiful public space that is walkable and adds another community revitalization asset to a bustling and historic downtown.

Penn State fans from south central and south eastern Pennsylvania know the name Lewistown as the place along US 322 that comes right before making the big trek over the mountain and down into Happy Valley. Next time through, stop and visit Lewistown’s downtown. There is beautiful public art and an eclectic array of historic buildings that showcase different eras of architecture. You’ll also find one of the more interesting memorials to the Civil War era in Pennsylvania. Lewistown’s Logan Guards, memorized in the downtown, were amongst the first militia troops to respond to President Lincoln’s call to defend Washington, D.C. in April 1861 following the first shots of the Civil War at Fort Sumter.

There is perhaps no more an ambitious revitalization initiative right now than the **UPSIDE ALLENTOWN EFFORT**. I and our colleagues from DCED spent a day in Allentown in late October to sit with each of the various stakeholders in an
effort that includes multiple city neighborhoods linked through a comprehensive strategic plan. One of the most heartening moments of the day was sitting with community residents, many of whom have spent their entire lives in the city and never felt a part of the plans or doings of community leaders, as they expressed genuine appreciation for being invited to be part of such an important effort. We sometimes focus so much on making sure that all the right organizations and community leaders are around our table, that we don't focus enough on including the voices of residents. By engaging with residents and making them a part of the decision making process, Upside Allentown is building momentum and support for the years ahead.

For this edition’s good meals out, THE BEST MEAL RECOGNITION COMMUNITY IS SHENANDOAH. I visited the northern reach of Schuylkill County for an assessment just as autumn was beginning to take hold. I had a fantastic chicken parmigiana sandwich that proved one of the most important food axioms: the bread is what makes a good sandwich great. Shenandoah is embarking on an exciting phase of community revitalization with the help of Keystone Core Services and it is driven by the spirit of true community determination. As Shenandoah looks to its future, it also is a place that honors its history with the emotionally powerful Pennsylvania Anthracite Miners Memorial and a mural dedicated to United States Marine and Congressional Medal of Honor recipient Corporal Anthony Peter Damato. While serving in World War II, Corporal Damato threw himself on a grenade and sacrificed his life to save two of his fellow Marines. Corporal Damato’s gallantry is among the finest examples of those members of the Greatest Generation from Pennsylvania who served with valor during World War II.

Lastly, by the time this article comes out, the registration will be open for the MAIN STREET NOW! CONFERENCE. This is OUR conference, yours and mine; let’s show everyone from the rest of the Main Street universe how much Pennsylvania cares about community revitalization and how many of us have a passion and belief that the best days for our communities are ahead, not behind. If you and your colleagues are on the fence about coming, let me offer three inarguable reasons to come to Pittsburgh for the conference:

- It is a beautiful and truly American city; AND BY THAT I MEAN IT IS THE QUINTESSENTIAL REPRESENTATION OF THE “MELTING POT” AND HOW THE COMING TOGETHER OF PEOPLE FROM ALL PARTS OF THE WORLD FORMED A CITY THAT HELPED TO BUILD AMERICA ONCE BEFORE AND IS BUILDING THE FUTURE RIGHT NOW.

- It is Bill Fontana’s hometown. LET’S SET AN ALL-TIME ATTENDANCE RECORD FOR BILL. ALSO, IT’LL GIVE HIM ONE MORE THING (ON TOP OF THE SIX SUPERBOWLS) TO HOLD OVER THE WISCONSINITES WHO HOSTED THE CONFERENCE LAST YEAR.


As always, be sure to follow Pennsylvania Downtown Center on Twitter (@Pa_Downtown) and on Facebook. As we are all out and about we will do our best to share photos and stories about what we’re seeing and learning from the communities we visit. Have a wonderful holiday season and a great start to the year ahead!!!
JOIN US IN CELEBRATING 30 YEARS OF HELPING YOU MAKE YOUR TOWN A BETTER PLACE

Pennsylvania Downtown Center's

JUNE 13 2017

Hilton Harrisburg

30th Anniversary Gala
Make plans now to attend the gala of the year in celebrating 30 years of statewide revitalization!

Educational workshops, keynote speakers and the prestigious Townie Awards will be part of this commemorative event.

BOOK YOUR OVERNIGHT ACCOMMODATIONS ONLINE OR CALL 1-800-HILTONS AND USE THE GROUP CODE DOWN6 TO MAKE YOUR HOTEL RESERVATION.

MARK YOUR CALENDAR AND LOOK FOR YOUR PERSONAL INVITATION IN EARLY 2017
Best WISHES for HAPPY HOLIDAYS and a Prosperous NEW YEAR from the staff at PENNSYLVANIA Downtown Center