



GREENSBURG COMMUNITY DEVELOPMENT CORPORATION

The Greensburg Community Development Corporation's Quarterly Newsletter

Executive Director Message

Over the past several months, there have been many exciting announcements of downtown development in the City of Greensburg. Much of this development has been concentrated in the heart of the Shopping District on South Pennsylvania Avenue. The site of the former One Eleven restaurant at 111 S Pennsylvania Avenue has been purchased by Realty Aspects Group, and will soon become The Avenue, a fine dining restaurant and cocktail bar. Nearby, at 132 S Pennsylvania Avenue, the former Second Nature furniture store will house Invisible Man Brewing, which plans to open this August. Next door to the new brewery, City Cribs LLC has purchased 136 S Pennsylvania Avenue in hopes to transform the building to include apartments on the upper floors and a women's clothing store, the Wight Elephant Boutique, on the first floor. In the same vicinity, GCDC continues to work with developers interested in opening a boutique hotel in the old Troutman building at 225 S Pennsylvania Avenue. This renewed interest in downtown Greensburg is an encouraging sign that our city is one step closer to further revitalization.

The GCDC already offers several financial assistance programs to alleviate some of the costs associated with opening such new business and renovating older buildings. Over the past five years, GCDC has awarded nearly \$50,000 in Façade Improvement Grants to city businesses. We have also secured three LERTA Program participants, two of which have already begun paying into the Greensburg Revialization Fund or, G-Fund. Thanks to these payments from LERTA program participants, I am proud to announce the latest addition to our list of financial assistance programs - the Greensburg



Ashley Kertes,
Executive Director

Revitalization Fund (G-Fund) Grant Program. This program is aimed at providing financial assistance to eligible property owners and/or developers to support revitalization efforts. In the next few months, we plan to announce more details about this program, including program guidelines and application information. With yet another way to assist developers and business owners, GCDC continues to carry out our mission of total community development.

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**GREENSBURG COMMUNITY
DEVELOPMENT CORPORATION**

101 Ehalt St, Ste 111
Greensburg, PA 15601
(724) 689-0040

GCDC@thinkgreensburg.com

Business Spotlight: Allanté Hair Designs & Spa

Owner: Rose Marie DiCriscio
160 Stark Avenue | (724) 836-3600



Rose Marie DiCriscio is a teacher, platform artist, speaker, educator, spa owner, and global stylist. She owns Allanté Hair Designs & Spa, the first spa in Greensburg and the city's "best-kept secret."

How did you get into the beauty industry?

When I was 16, I had already developed a passion for hair and makeup. Before I graduated from high school, I earned a license from the Pittsburgh Beauty Academy. Originally, I was planning to be an X-Ray Technician. Hair and makeup were going to be a side business, but they slowly turned into a full-time affair. 2019 marks my 38th year in the industry.

Why did you choose Greensburg as the location for your business?

I was born and raised in Greensburg. My roots are here, but I'm not afraid to branch out, too. We're always growing. When I first started out, I was interviewed and hired on the spot at Johnny's Hair Salon and Barber Shop. There I learned to cut and style hair for both men and women. After a few years, I opened Allanté just off Route 30, and we were there for 8 years until we moved to our current location. I have also been working at Salon Daniel in D.C., the city where I had been salsa dancing on the weekends. I have a strong and loyal clientele; some of them have been coming to me for over 30 years.

How do you stay updated / educated?

You have to keep with the times. Our sales representatives keep us updated with international and regular shows; my friends are educational leaders for the companies I deal with. I am a teacher, and I carry seven licenses in various states that range from the basics to massage therapy. My staff of about 9 receives the same education as I do – if I don't teach it, someone comes in to do it. Social media is also really helpful. I stay in contact with hairdressers and make-up artists all over the world, learning about what they do there and comparing it to what we do here.

Out of the services you offer, which is your favorite?

Color and cut, for sure, but I'll do it all! People come to me for makeovers, and we do "before and after" pictures to show our clients the difference. The makeovers come with a price, but they're worth it. I'm a master stylist and colorist, and my work has been published in beauty magazines. I know how to do everything, so I never have to turn anyone away.

What advice would you offer someone considering a profession in the beauty industry?

You need experience under your belt: five to ten years before you even try to open a shop. You could have the best, prettiest place, but if you don't have the clientele, you will fail. Have a lot of perseverance, ambition, and passion. Do your homework. Know your location, especially in Greensburg; know what you can and cannot do in terms of permits and zoning. I think business courses are essential, too.



If you would like your business to be featured in an upcoming Business Spotlight, please contact us at 724-689-0040 or GCDC@thinkgreensburg.com.

Renovated Veterans' Memorial Pool Opening Day



After over a year of construction and renovations, Greensburg's Veterans' Memorial Pool will reopen to the public on June 6, 2019, following the years' long tradition of opening on Greensburg-Salem School District's last day of school. Due to the construction last summer, students and residents did not have the opportunity to utilize swimming hours at the pool. This summer, however, Greensburg-Salem students are especially excited to use the swimming pool, as they were a main contributor to the planning process.

In spring of 2018, Greensburg-Salem Middle School students attended Greensburg recreation advisory board meetings and council meetings, expressing their ideas and concerns about a new swimming pool. The process began with Greensburg-Salem teacher, Dr. Alaine Nativio. Apart of Dr. Nativio's curriculum involves meetings with professionals in the local community. Last year, she invited Greensburg's former City Administrator, Susan

Trout, to Greensburg Salem Middle School to give students a better perspective on municipal operations. Mrs. Trout believed this would be a perfect opportunity to ask the students what new renovations they would like to see, as they are the ones who use the Veterans' Memorial Pool the most. Current City Administrator, Kelsye Milliron, explained, "We figured, why not involve some of the pools most regular guests in the decisions? They attended a few of our meetings and all had excellent ideas for things from new features to new activities we could incorporate after the pool was open!"

The renovations for the Greensburg Veterans memorial pool were made possible by a municipal bond issued in August of 2017. Greensburg was fortunate enough to be upgraded to AA bond rating with a stable outlook, and were permitted to borrow an additional \$1.2 million. After refinancing debts, the city is in a better financial situation and therefore decided to invest the additional money back into the community by purchasing renovations for the swimming pool. Greensburg is now a rapidly growing community and city officials find it important to provide recreational programs for residents. The new developments occurring all over the City of Greensburg creates a better community for not only residents, but also for local small business owners.

Updates to the pool will include a new entrance, splash park, zip line, a pavilion for birthday parties and after-hour rentals, and a 3-chute slide. The pool will now be handicapped accessible with a ramp leading to the splash pad and the main pool along with a new family/handicapped restroom on the lower level, as well as all new sinks and toilet fixtures. "I am most excited about the addition of the splash pad with its water features and the zero-entry aspect of the main pool. Splash pads seem to be gaining popularity every year, and I'm glad we can provide our community with one close by. I also think the zero-entry into the main pool will give it more of a beachy feel. Of course there are many exciting things to look out for when visiting the reopened Veterans' Memorial Pool; including, but not limited to, a new triple pool slide (in addition to our existing slide), a new pavilion, a zip-line and an updated bathhouse," said Milliron.

Season passes and after hours private rentals are available for purchase. The pool will be open from 12:00 pm to 7:00 pm seven days a week. Visit the Greensburg Veterans's Memorial Pool Facebook page to learn more and to stay up to date with summer events at the pool!

Property Profile: 130 Depot Street

Property Details

- **Total Acreage:** Approximately 0.50 acres
- **Price:** \$100,000 – includes grass lot and adjacent gravel parking lot
- **Description:** The two-parcel, 0.50 acre site is a developer's dream. Situated minutes to downtown Greensburg, the level property is located 0.8 miles to Route 30, 5.3 miles to PA Turnpike, and in close proximity Excelsa Health Westmoreland. Positioned in the City's Depot Overlay District, this area permits an abundance of options for the new owner. New construction may be eligible for LERTA, City of Greensburg's tax abatement program.



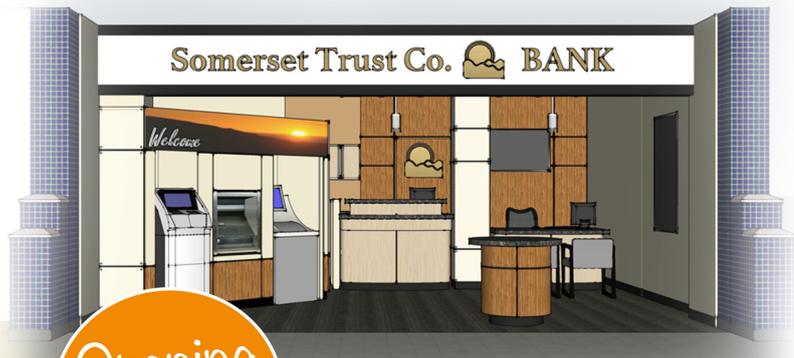
- **Owner:**
Westmoreland County Land Bank
Shelby Michalek, Marketing Coordinator
724-830-3085
Smichale@co.westmoreland.pa.us

The purpose of the Property Profile section is to advertise available space for lease or for sale. Contact the GCDC office if you are interested in featuring your property in a future newsletter.

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SECOND FLOOR, FOOD COURT**

The Most Convenient Community Bank
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office, and branches in Youngwood,
Mt. Pleasant, Ligonier and North Huntingdon.



Opening
June 2019



800-972-1651
www.somersettrust.com



GCDC Offers New Grant Program Dedicated to Downtown Revitalization

The Greensburg Community Development Corporation is proud to announce the latest addition to our list of financial assistance programs, the Greensburg Revitalization Fund Grant Program (G-Fund Grant Program). This program is aimed at providing financial assistance to eligible property owners and/or developers to support revitalization efforts. Examples of such efforts include, but are not limited to, acquisition, rehabilitation, new construction, public infrastructure and programs related to implementation of the City's revitalization strategy. Eligible projects should result in significant community and economic development impacts such as property values increases, tax generation, job creation & retention, historic preservation, and affordable housing. The GCDC secures funding for the G-Fund Grant Program through its current fiscal budget upon collection of payments from Local Economic Revitalization Tax Assistance program participants. The GCDC hopes to begin accepting applications for the Greensburg Revitalization Fund Grant this fall.

GCDC already offers a number of financial assistance programs to aid new and existing businesses within downtown Greensburg, including the Façade Improvement Grant Program and the Local Economic Revitalization Tax Assistance or, LERTA, Program. The Facade Improvement Grant Program provides financial assistance to complete building or storefront renovation/restoration projects in the form of matching grants. As a LERTA Program participant, property owners will realize an exemption of 25% of taxes over a ten-year period. Both programs have helped to spur downtown development and have provided financial assistance to several downtown businesses.

For more information regarding any of our financial assistance programs, please contact Ashley Kertes, Executive Director, at 724-689-0040 or gcdc@thinkgreensburg.com.

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June Events & Activities



Wednesday, June 5th

Pop-Up Studio: Ikenbana Flower Arranging with Mickey Corb
6:00 – 8:00 pm

Neighbors Helping Neighbors – Hosted by Greensburg YMCA
J Corks
5:00 – 7:00 pm

Saturday, June 8th

Kinderhook Mile 2019
Greensburg YMCA
9:00 am – 12:00 pm

Greensburg YMCA Open House
10:00 am – 12:00 pm

John Edward Hutchinson Youth Emergency Services Day
Lynch Field
Hosted by the Greensburg Volunteer Fire Department
8:00 am – 2:00 pm

Unique Ink Tattoo 20th Anniversary Party & Car Cruise
Unique Ink Tattoo
1:00 pm

Tuesday, June 11th

Outdoor Yoga Summer Series - Hosted by Red Brick Yoga
St. Clair Park
7:00 - 8:00 pm

Friday, June 14th

Aerobics Center 13th Annual Golf Outing
Mt. Odin Golf Course
9:00 am – 4:00 pm

Saturday, June 15th

Ethnic Food Fest & Homemade Crafts
Hosted by the GBPA
5 Pennsylvania Avenue
10:00 am - 2:00 pm

Sunday, June 16th

Sundays on Pittsburgh Street
Hugo's Taproom
12:00 - 4:00 pm

Monday, June 17th - Friday, June 21st

Art Camp: All About the Animals
The Westmoreland Museum of American Art
9:00 am - 3:00 pm

Tuesday, June 18th

Summer Lunchin' - Hosted by the Rotary of Westmoreland
All Saints Brewing Company
6:00 - 8:00 pm

Outdoor Yoga Summer Series - Hosted by Red Brick Yoga
St. Clair Park
7:00 - 8:00 pm

Saturday, June 22nd

Summer Saturdays
The Westmoreland Museum of American Art
7:00 - 10:00 pm

Monday, June 24th - Friday, June 28th

Art Camp: Back to the "Good Old Days"
The Westmoreland Museum of American Art
9:00 am - 3:00 pm

Tuesday, June 25th

Outdoor Yoga Summer Series - Hosted by Red Brick Yoga
St. Clair Park
7:00 - 8:00 pm

Thursday, June 27th

Greensburg Night Market
S. Pennsylvania Avenue
5:30 - 9:00 pm

Saturday, June 29th

An Evening with Daniel Jose Older
Seton Hill University Performing Arts Center
7:00 pm

Fridays beginning June 7th through September 7th

SummerSounds - Greensburg's Free Concerts in the Park
St. Clair Park
7:00
Visit www.summersounds.com for the complete schedule!

Thursdays through September 5th

TGIS Free Summer Concert Series
The Palace Theatre S&T Courtyard & Megan's Suite
6:00 - 9:00 pm
Visit www.thepalacetheatre.org/westmoreland-cultural-trust/tgis/ for the complete schedule!

Please understand that we try our best to include as many events as possible, but cannot always include every event. If you would like to submit an event(s) for one of our upcoming newsletters, please contact us at GCDC@thinkgreensburg.com.

Achieving results in the community for more than 40 years, the GCDC needs your support. Would you consider helping us?

- Developed South Pennsylvania Avenue Nature Park across from Zion Lutheran Church in 1990 by acquiring and removing an old building and building a green space park for use by shoppers and employees and to enhance streetscape beautification.
- Assisted numerous businesses and entrepreneurs in finding and leasing storefront and office space.
- Provided matching grant façade, storefront, sign upgrade and improvement grants to businesses and property owners to support improvement grants to businesses and property owners to support retail marketing, streetscape appearance and building upgrade initiatives.
- Facilitated the joint agreement of the Greensburg-Salem School District, Westmoreland County, and City of Greensburg to LERTA, a 10 year tax abatement program to incentivize developers to build new and renovate older properties within the city. Developers committing to the project donate a portion of their abated tax to a fund enabling the purchase and upgrade of older properties within the city.

Help Support Your Community

Yes, I pledge support for the revitalization of the downtown and neighborhoods of Greensburg through my gift of:

\$100

\$150

\$200

\$500

Other: _____

Name: _____

Company: _____

Address: _____

City, State, Zip Code: _____

Phone: _____

Email: _____

Donations can be made by check payable to the GCDC. Complete this form and return to:

Greensburg Community Development Corporation
101 Ehalt Street, Suite 111
Greensburg, PA 15601





**GREENSBURG
COMMUNITY
DEVELOPMENT
CORPORATION**

101 Ehalt Street, Suite 111
Greensburg, PA 15601

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