

think

GREENSBURG

WINTER 2020

EXECUTIVE DIRECTOR MESSAGE

As we prepare to ring in a new year, I find myself reflecting on the hardships we've all faced over the past nine months. Although it has been a difficult year, I'm encouraged by how our community has rallied together to help those in need when so many have been facing challenges of their own. From supporting struggling small business owners to feeding local families, I am proud of how the Greensburg community came together to support one another during these unprecedented times.

The Greensburg Community Development Corporation (GCDC) is proud to be part of this community support. This past July, we were awarded a \$150,000 grant from the Richard King Mellon Foundation to create the COVID-19 Relief Main Street Jump-Start Program. This program allowed us to award 25 City of Greensburg small businesses with grants to help them recover from losses suffered due to the pandemic. Small businesses are vital to sustaining our local economy, and this program has provided them with the resources that are critical in their recovery and future success.

In addition to providing COVID-19 relief, the GCDC continued our mission of community development by distributing financial assistance to small business owners and property owners through various programs. A combined \$31,700 was awarded as part of our Facade Improvement Grant Program and our Greensburg Revitalization Fund (G-Fund) Grant Program. This assistance leveraged over \$1.5 million dollars of private investment in downtown Greensburg in 2020 alone.

GCDC and the City of Greensburg have been working with Urban Communities, an Arizona developer whose mission is to improve people's lives through the development and redevelopment of sustainable communities, creating value for residents, stakeholders and society. They have proposed the acquisition of both the former Royer's department store along S. Main Street and the former Troutman's annex building along S. Pennsylvania Avenue to develop 99 apartment units of workforce housing. This adaptive reuse will breathe new life into two of downtown Greensburg's largest buildings that have been mostly vacant for decades.

In addition to this development project, several new businesses have recently opened and more will be opening next year, adding to the excitement. In spite of this year's misfortunes, I continue to be hopeful for the future of the Greensburg community and am encouraged by all of the good happening around us.

Now more than ever, I wish you and your family a joyous holiday season and best wishes for a happy and healthy new year!



Ashley Kertes
Executive Director

Ashley Kertes

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CORPORATION

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BUSINESS SPOTLIGHT: CATTFEINATED CAT CAFÉ

Owners: Katelynn & Rob Jones
159 E. Otterman St. | (878)214-8075



by Alexander Dysen

Rob and Katelynn Jones quickly realized when they first met that they were both cat people. They were married and in 2015 decided to start Wayward Whiskers, a non-profit organization with a mission to rescue lost, abandoned, stray, or unwanted cats and kittens. In the beginning, Wayward Whiskers was solely Rob and Katelynn fostering and caring for cats in need in their own home. Today, Wayward Whiskers has over 12 foster homes which houses over 200 cats! Rob and Katelynn were not satisfied with that, and they wanted to increase adoptions of cats. They decided to open a café where you can not only drink a cup of coffee, but also adopt a cat who is in need of a loving home.

Where did the idea of a cat café originate?

My husband, Rob, and I started Wayward Whiskers in 2015 after both fostering for other rescue groups. After visiting other cat cafés in various locations (including Pittsburgh) we thought it would be a great idea to start one in Greensburg featuring the rescue cats of Wayward Whiskers. We thought this would be a great non-conventional way of promoting adoptions by having adopters meet cats in a 'home-like' setting rather than an environment of a shelter as well as creating a calm, relaxing environment for even non-adopters to enjoy the company of cats.

What is your mission?

Our mission is to promote rescue, adoption, and education to reduce overpopulation of cats in our area. We hope we can increase adoption numbers of not only Wayward Whiskers cats, but also of other rescue groups in our area and educate the public regarding the importance of spay/neuter.

What do you enjoy most about your job?

What is not to like? Cats, coffee – what more do you need? I honestly view this as a passion rather than a profession. Rescue is extremely rewarding – to see some of these cats from terrible conditions go into loving, forever homes is very gratifying. I also get to meet people who are positively impacted by our operations as well. Whether they are feeling lonely, sad, stressed, etc. it is always great to hear about the impacts these cats have on people.

Why did you decide to open the café in Greensburg?

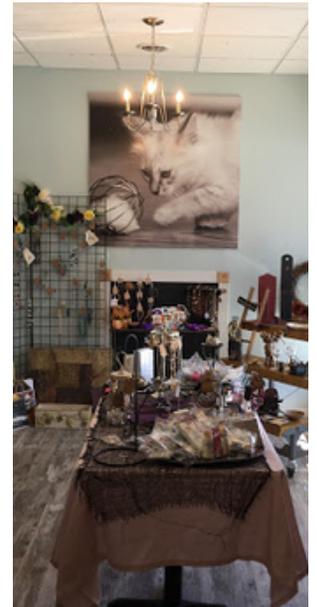
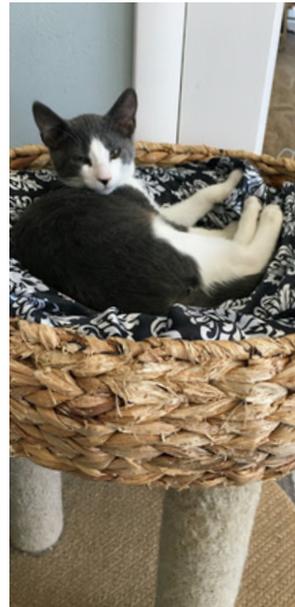
My husband and I are both from Greensburg and currently reside here. Not only did we think that this would be a great way to increase adoptions of our Greensburg based rescue, but also be an excellent way to promote the City of Greensburg by bringing a modern, trendy idea to the downtown.

Do you have any plans to expand in the future?

We hope to continue to expand our operations. We have already expanded to open a thrift store to benefit the cats, called the Thrifty Kitty (located within the cat café). We also hope to expand ourselves to offer low cost veterinary services and possibly open a clinic nearby in the future. We find that there is a great need for this in the area.

How many cats/pets do you have yourself?

An animal rescuer never admits the true number of animals they have! Let's just say it is in the double digits! My husband and I do not have any children, so our animals are our kids. We have multiple cats and dogs and we tend to keep the ones that have medical issues or are elderly that are often considered 'less adoptable'.



To learn more about the Cattfeinated Cat Cafe, including how to adopt a cat, please visit their Facebook & Instagram pages @cattfeinatedcatcafe or by visiting their website at: <https://www.greensburgcatcafe.com/>

GCDC AWARDS \$139,000 TO CITY BUSINESSES IMPACTED BY COVID-19



The Greensburg Community Development Corporation (GCDC) is pleased to announce that it has awarded \$139,000 in grant funds to 25 City of Greensburg small businesses as part of our COVID-19 Relief Main Street Jump-Start Program. Funding was made possible thanks to a generous \$150,000 grant from the Richard King Mellon Foundation as part of their COVID-19 Economic Impact and Recovery Initiative.

"The Greensburg Community Development Corporation is committed to the continued revitalization of Downtown Greensburg through the Main Street Jump-Start Program. Small businesses are vital to sustaining our local economy, especially in the wake of the pandemic. This program will provide businesses with resources that are critical in their recovery and future success." said Ashley Kertes, Executive Director of the GCDC.

The goal of GCDC's COVID-19 Relief Main Street Jump-Start Program is to provide funds to struggling small businesses to cover costs associated with essential business services needed to bounce back from the effects of COVID-19 and sustain their business. While assistance from the federal CARES Act may be used to cover costs associated with rent, utilities, and payroll, the GCDC's COVID-19 Relief Main Street Jump-Start Program will be used to cover other costs vital to sustaining a small business; namely, marketing & advertising, accounting & finance, human resources, legal services, and information technology. The remaining grant funds will be used to create a marketing campaign to promote downtown Greensburg and its small businesses. The GCDC will be organizing this campaign over the next several months.

To be eligible for the program, businesses were required to be located within the City of Greensburg boundaries and demonstrate that they experienced financial losses due to the COVID-19 pandemic.

Congratulations to all of our grantees listed below!

- Allanté Hair Designs & Spa
- Beck's Barbershop
- Caffè Barista
- Cattfeinated Cat Café
- Crossroads Boutique
- Greensburg Business & Professional Association (GBPA)
- Hair Harbour
- Herbs to Your Health
- Invisible Man Brewing
- La Vita's Restaurant
- Lapels A Find Men's Clothier
- Lavish Salon & Spa
- Mancuso's House of Leather
- McFeely's Gourmet Chocolate
- Onyx Wellness Spa
- Penelope's Gifts & More
- Pottery Playhouse
- The Rialto
- Spa 309 Salon & Boutique
- The Dancer's Closet
- The Greensburg Newsstand
- The Trendy Bunny
- The Victorian Lady of Academy Hill Tea Parlor & Gifts
- The White Rabbit Café & Patisserie
- Virtus Institute

Henninger Accounting Services, P.C. and Simply Payroll, LLC are a full accounting firm and payroll company located in Greensburg, PA offering personalized service to both individuals and businesses. Services include Tax Planning and Preparation, Social Security Strategies, Payroll, Business Valuations, Financial Statement Audits, Reviews and Compilations, and QuickBooks and Sage Support.

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Contact our office (724) 832-2244 for a free quote.



PARTNERSHIP BETWEEN CITY OF GREENSBURG AND REALTORS® ASSOCIATION TO FUND BLIGHT STUDY



The Realtors® Association of Westmoreland, Indiana and Mon Valley (RAWIM) was recently awarded a \$10,000 grant from the National Association of Realtors® Housing Opportunity Program to support activities that create and expand affordable housing opportunities. As part of this work, the awarded NAR grant funds will be used to complete a Blight Study in the City of Greensburg.

The Blight Study represents a partnership between the City of Greensburg and the Realtors® Association to better understand dilapidated, abandoned, and vacant properties in the City. Understanding the quantity and extent of blight in the City, and its impact on surrounding properties, is a critical first step in addressing blight in the municipality. "It is the intention of the City to not only understand the amount of blight that resides within our community, but to come up with a tangible solution to economically eliminate it in our city" stated City of Greensburg Mayor Robb Bell. "This grant will help initiate a blight study that will give us a good starting point, and ultimately, will help us to enhance our neighborhoods and maintain property values."

The Study is made up of two components, a city-wide inventory of all blighted properties, and a blight remediation action plan. The inventory provides a detailed look at property conditions throughout the city. Once completed, the inventory will inform blight policy decisions and assist planners in targeting future demolition and rehabilitation efforts. The first component will be completed using awarded NAR funds and the second component of the study, a blight remediation action plan, will be folded into the Comprehensive Plan Update Project slated for 2021.

This month, the City entered into a contract with Westmoreland County through its Technical Resources and Municipal Services (TRAMS) program to complete the city-wide blight inventory. According to Daniel Carpenter, Deputy Director for Westmoreland County Planning, "The conditions of blight are plaguing many of the county's communities. Westmoreland County Planning is pleased to assist local efforts to address blight." Planners anticipate the inventory phase will take approximately four months to complete. Work on the inventory will begin in November of this year.

Guiding the project will be the City Planning Commission and a Blight Task Force made up of key stakeholders from around the area. "We need residents and other key stakeholders to help us quantify the problem and find solutions" stated Dr. Jeff Raykes, Planning Director in the City of Greensburg. Planners will ask City Council to appoint members of the Task Force in the coming months.

"Realtors® build communities and work hard to make the American Dream a reality for millions of Americans each year," said Tony Molnar-Strejcek, President of RAWIMV. "This grant will help raise awareness about the need for more housing opportunities in the City of Greensburg while supporting our fight to increase the availability of affordable housing units. Because of these Housing Opportunity Grants, homeownership will now be attainable for countless additional families across this community."

This project encourages the creation of improved housing opportunities and housing choice in Greensburg by reshaping distinctive, attractive, walkable neighborhoods by strengthening and directly developing these neighborhoods with a predictable, fair and cost-effective remediation program that encourages community and stakeholder collaboration in development decisions.

Nationwide, NAR offers Housing Opportunity Grants to various state and local Realtor® Associations in effort to support a wide range of housing opportunity initiatives, including housing symposia; home buyer education or housing fairs; counseling and financial literacy efforts; housing needs studies; and Realtor® affordable housing education.

For more information on the Blight Inventory and Remediation Plan, visit <https://www.greensburgpa.org/>. To find out more about National Association of Realtors® Housing Opportunity Program visit, <https://realtorparty.realtor/community-outreach/housing-opportunity>.

INDOOR FARMERS MARKET COMING TO CAFFE BARISTA

Downtown Greensburg's Caffe Barista recently announced plans to add an indoor farmers market, set to open in the spring of 2021. Owner Lisa Hegedus will partner with local farmers to offer fresh produce, baked goods, and dairy products, such as milk, eggs, cheese, premade salads, and bread. This expansion will also include providing farm-to-table meals as part of the restaurant's daily menu. Menus will be structured seasonally with new vegan options available.

Caffe Barista has been a staple lunch spot for courthouse employees and others who work downtown for over 20 years. Lisa attributes her success over the past two decades to constant innovation of her business model.

"I'm always thinking of innovative ways to evolve my business that will that will keep it fresh and exciting. I have no doubt that this indoor



market is the perfect way to do that while providing access to fresh, affordable food within walking distance for many of Greensburg's residents."

As one of the recipient's of the GCDC's COVID-19 Relief Main Street Jump-Start Program, Caffe Barista plans to use a portion of the award to promote the indoor farmers market. The GCDC is proud to support this initiative that will provide access to fresh, affordable food right in the heart of downtown Greensburg.

WELCOME NEW BUSINESSES

The Greensburg Community Development Corporation and the City of Greensburg would like to extend a warm welcome to the newest members of our economic community! We recognize the importance of entrepreneurs and new businesses in our community and how businesses just like these help us to make Greensburg a unique place to live, work and play. We wish you great success in Greensburg!



OLIVES & PEPPERS
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STATE OF VIRGINIA BOUTIQUE
 121 W. PITTSBURGH STREET
STATEOFVIRGINIA.SHOP



NEEDS SNEAKS
 204 ARCH AVENUE



HOLIDAY RECIPE

Cranberry White Chocolate Bread Pudding

Recipe from Chef Lisa of Caffe Barista

Ingredients:

1 ½ cups sugar
2 cups half and half
12 eggs
2 tbsp ground cinnamon
6 cups cubed oatmeal bread
2 cups white chocolate chips
1 cup fresh cranberries
Whipped cream for garnish

Directions:

Preheat oven to 350 degrees. Spray 9x13 baking dish with non-stick spray. Whisk sugar, half and half, eggs, and cinnamon. Add remaining ingredients and blend together. Pour into baking dish and cover with foil. Bake for 30 minutes. Serve with whipped cream.



Caffe Barista - 7 W. Otterman Street - (724) 837-8873 - <https://www.cbcloud9.com/>

STATE OF VIRGINIA BOUTIQUE CELEBRATES GRAND OPENING

Last month, a new women's clothing boutique celebrated its grand opening in downtown Greensburg. Located at 121 W. Pittsburgh Street, State of Virginia Boutique offers a variety of casual, premium quality clothing for women with a range of sizes to fit everyone. According to owner Ginny Clara, she's found that women in their twenties love the pieces she carries as much as women in their sixties. In addition to clothing, Ginny's boutique also carries jewelry, accessories, and even pet items, including toys, collars, and more.

State of Virginia Boutique is the second business in downtown Greensburg owned by Ginny. Her other business, Clarabella Beauty Bar, is located just one block away on W. 2nd Street. Opened in November 2017, the salon offers a variety of beauty services, including manicures, pedicures, facials, lash extensions, waxing, and spray tans. Ginny's full first name is Virginia, which inspired the name of her clothing boutique, while her last name inspired the name of her salon.

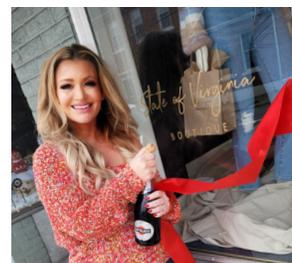
Ginny acknowledged the challenges of opening a business in the midst of a global pandemic, explaining that she felt this investment was right for her.

"As a salon owner, the shutdown lasted even longer for me than it did for owners of other types of businesses because we were scheduled in the green phase. I didn't take any loans, funding, or grants. I stayed afloat by paying my rent and other expenses out of pocket with zero income. As proud as I am of that accomplishment, it's not a position I ever want to find myself in again. To me, I believe that now is the very best time to diversify financially. And, because I've proven to myself that I can nurture a new business to success here, I decided that the best investment I could make is in my dreams in this community."

Ginny also expressed what she enjoys most about being a business owner in downtown Greensburg.

"I sincerely love the support that we all give each other. From business owners to community leaders we are great cheerleaders for one another. We understand that each of our success leads to greater success for all of us."

The GCDC congratulates Ginny and wishes her continued success in Greensburg!



**121 W. PITTSBURGH STREET
DOWNTOWN GREENSBURG**



Achieving results in the community for nearly 50 years, the GCDC needs your support now more than ever.

Would you consider helping us?

- GCDC Launched the COVID-19 Relief Main Street Jump-Start Program. This program ultimately awarded grants to 25 City of Greensburg small businesses to help them recover from the devastating financial impacts of the global pandemic.
- Facilitated the joint agreement of the Greensburg-Salem School District, Westmoreland County, and City of Greensburg to LERTA, a 10 year tax abatement program, serving as an incentive to 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, called the Greensburg Revitalization Fund (G-Fund).
- Introduced the Greensburg Revitalization Fund (G-Fund) Grant Program, implemented to assist with revitalization efforts of the City of Greensburg including, but not limited to, acquisition, rehabilitation, new construction, public infrastructure and programs related to implementation of the City's revitalization strategy.
- Launched Greensburg's very first Restaurant Week, highlighting the numerous and diverse dining options within the City of Greensburg and promoting local small businesses.
- Provided matching grant facade, storefront, sign upgrade and improvement grants to businesses and property owners to support retail marketing, streetscape appearance, and building upgrade initiatives. In 2019, GCDC awarded a total of \$10,000 for two projects that leveraged over \$1 million of private investment in the downtown district.
- Assisted numerous businesses and entrepreneurs in finding and leasing storefront and office space.

Help Support Your Community!



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

101 Ehalt Street, Suite 111
Greensburg, PA 15601

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

\$100 \$200 \$500 Other: \$ _____

Name _____

Business _____ Email Address _____ Phone Number _____

Mailing Address _____ City, State, Zip Code _____



GREENSBURG
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101 Ehalt Street, Suite 111
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