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GREENSBURG

FALL 2020

EXECUTIVE DIRECTOR MESSAGE

As the days get shorter and weather becomes cooler, I find myself looking forward to all of the changes that fall brings. A new season brings with it new opportunities and a chance for a fresh start. After what's been a difficult year for us all, I am eagerly anticipating this new season while reflecting on how we've reacted to the year's challenges. Many of our small business owners have suffered, but I am proud of all that the Greensburg Community Development Corporation has accomplished over the past several months to help those who've been hit the hardest by the global pandemic. Without our small businesses, Greensburg would not be the vibrant, thriving small town we're all so proud to call home.

This past July, GCDC was awarded a \$150,000 grant from the Richard King Mellon Foundation as part of their COVID-19 Economic Impact and Recovery Initiative. With this award, we created the COVID-19 Relief Main Street Jump-Start Program, which will award City of Greensburg small business owners with up to \$10,000 worth of essential business services needed to help them bounce back from the effects of the pandemic and sustain their business. I'm pleased to announce that we received over 30 applications for the Main Street Jump-Start Program and plan to announce awardees by the end of September. In addition to providing financial assistance to small businesses, GCDC has allocated a portion of the grant funds to create a marketing campaign to promote downtown Greensburg and its business community.

Greensburg Restaurant Week made its return August 24-30, 2020. This summer's event was less about an exclusive dine-in experience and more about bringing business back to as many local restaurants as possible. Even though restaurants were limited to 25 percent capacity indoors, many were able to take advantage of the summer's unusually dry weather by offering outdoor seating in addition to take-out options. In conjunction with Greensburg Restaurant Week, the Westmoreland Cultural Trust hosted the Love Local Courtyard Concerts, featuring ten intimate musical performances, food from participating restaurants, and a live podcast taping. This event further supported our local restaurants while providing live entertainment that so many have been missing this year.

Behind the scenes, GCDC has been working on several downtown development projects that we can't wait to see in the coming months. In spite of the challenges this year has demonstrated, I'm confident that Greensburg will get through these difficult times by finding innovative ways to adapt, just as it always has.



Ashley Kertes
Executive Director



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GREENSBURG RESTAURANT WEEK THANK YOU



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NON-PROFIT SPOTLIGHT: CENTRAL WESTMORELAND HABITAT FOR HUMANITY

Executive Director: Daniel Giovannilli
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Here at the Greensburg Community Development Corporation we understand the vital role that all non-profits play in the community, especially in Greensburg. Non-profit organizations exist to serve the community, with their leaders acting as their voice. Daniel Giovannilli is one of those leaders, serving as the Executive Director of Central Westmoreland Habitat for Humanity (CWHFH), located just outside of the City of Greensburg in Hempfield Township.

How long have you been with the organization?

I became Executive Director of CWHFH in January of 2016. Prior to my current role, I served as a volunteer with the organization for many years.

How does CWHFH serve the community?

Our mission is to build strength, stability and self-reliance through shelter, while helping families build and improve places to call home. We believe that affordable housing plays a critical role in strong and stable communities. Habitat for Humanity builds and rehabs houses through partnerships with local, low-income families to help them achieve the American dream of home ownership. Through the generosity of volunteers and donors, CWHFH is able to turn blighted properties back into beautiful homes which we can then subsidize for low-income families in need of affordable houses. Habitat for Humanity gives a "hand up, not a hand out", helping hardworking, low-income families obtain an affordable mortgage.

We are currently working on three projects here in the City of Greensburg. Along Harrison Avenue, you can see the foundation of a house that will resume construction next spring. This project was used as the focal point of several small beautification projects in the same neighborhood, stemming from a partnership between Central Westmoreland Habitat for Humanity, the Greensburg Community Development Corporation, and the Latrobe Art Center.

What do you like most about your job?

A house is a foundation. It is certainly not the only thing, but it is such a powerful factor in how we live our lives and how we raise our children. It is the foundation from which we build our lives. A strong foundation helps us thrive. My family moved to Westmoreland County in 2015. As my wife and I looked for houses, we spent a lot of time considering the circumstances in which we wanted to raise our young children. It really hit home how much impact this decision would have on their lives. To be very open and frank, we were discouraged. We worked hard and had decent jobs, but as a young family, we didn't have much money saved for a down payment. Then one day, I got a call from my cousin. My great-uncle had passed away the previous year, and unbeknownst to me, he had left money to all of his great-nieces and nephews. It certainly wasn't a fortune, but his generosity completely changed our circumstances. The blessing of the hand up they provided us made all of the difference. Through that blessing we have been able to raise our family in the environment we've always dreamed of. This is what Habitat for Humanity does – we provide the hand up to make dreams come true.

How can people get involved with the organization?

Volunteers make the Habitat world go round. We accept small volunteer groups on build sites and in our ReStore, located in the WOW Outlets Shopping Plaza. Our ReStore is actually our single largest fundraiser. Donating your gently used building materials or furniture is an easy way to support our mission. We also encourage you to shop at our ReStore. We are open to the public Wednesday through Saturday from 10:00 a.m. until 5:00 p.m.

To learn more about Central Westmoreland Habitat for Humanity, including how to donate and/or volunteer with the organization, please visit: <https://cwhfh.org/>

GCDC AWARDED \$20,000 GRANT TO SUPPORT FACADE IMPROVEMENT GRANT PROGRAM



The Greensburg Community Development Corporation is thrilled to announce its recent grant award of \$20,000 from The Pittsburgh Foundation, made possible by the Greensburg Foundation Family of Funds of The Community Foundation of Westmoreland County. Thanks to this generous grant award, we will be able to continue providing financial assistance to local business owners and commercial property owners who are eligible for the City of Greensburg Façade Improvement Grant Program. This program provides financial assistance in the form of matching grants to complete building or storefront renovation and/or restoration projects as part of the overall revitalization of downtown Greensburg.

Since its inception in 2007, the Facade Improvement Grant Program has awarded over \$150,000 to City of Greensburg small business owners and property owners for updates to their commercial facades. The 2019/2020 program awarded nearly \$12,000 in grant funds to projects that leveraged over \$1 million of private investment

Thank you to The Pittsburgh Foundation and The Community Foundation of Westmoreland County for your generosity, allowing us to continue our mission of total community development.

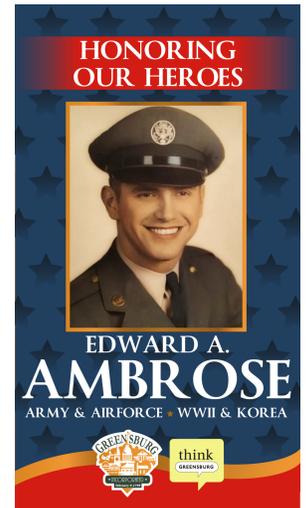
If you are a small business owner or commercial property owner interested in learning more about our Facade Improvement Grant Program, please contact us at gcdc@thinkgreensburg.com or 724-689-0040.

2020 BANNER PROJECT POSTPONED

After careful consideration, the Greensburg Community Development Corporation has made the difficult decision to postpone the installation of the 2020 decorative banners until the spring of 2021. The installation was originally delayed earlier this year due to COVID-19. We had hoped the banners could be installed at the beginning of the summer. However, as the summer went on, it was determined this was not possible, prompting us to make the decision to wait until next spring.

In conjunction with the hero banner display, the GCDC is planning a Hero Ceremony honoring our local heroes whose pictures are featured on each banner. All banners will remain on display for a full two years, after which the hero banners will be returned to family members as a keepsake.

We would like to thank those of you who purchased banners for your patience and understanding during this difficult time. Details of the Hero Ceremony will be announced at a later date, so please stay tuned for updates.



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



WELCOME NEW BUSINESS

The Greensburg Community Development Corporation and the City of Greensburg would like to extend a warm welcome to the newest member of Greensburg's economic community! Businesses like this help to make Greensburg a unique place to live, work, and play. We wish Green Beacon Gallery great success in Greensburg!



Green Beacon Gallery | 235 W. Pittsburgh St.
(878) 295-8693 | greenbeaongallery.com

  **@greenbeaongallery**

Green Beacon Gallery celebrated their grand opening on September 18, 2020 with a ribbon cutting ceremony provided by the Westmoreland County Chamber of Commerce. An up and coming art gallery located at 235 W. Pittsburgh Street, Green Beacon Gallery offers affordable studio space for artists to create, record, perform, and showcase works of all kinds, including a live event space with a streaming suite for bands. Be sure to follow them on Facebook to see all of their upcoming events!



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Another successful Greensburg Restaurant Week has come and gone! This time around was focused less on enjoying an exclusive dine-in experience and more about bringing business back to our local restaurants who have been negatively impacted by COVID-19 and subsequent business restrictions. We would like to thank all 20 of our participating restaurants for making this event possible - we hope that it brought some much needed business to each one of you. We'd also like to thank everyone who supported our restaurants, whether you dined in or ordered take-out. Last but not least, we'd like to thank the Westmoreland Cultural Trust for hosting the Love Local Courtyard Concerts in conjunction with Greensburg Restaurant Week. We look forward to another successful week in 2021!



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