

think

GREENSBURG

SPRING 2021

## EXECUTIVE DIRECTOR MESSAGE

It's hard to believe that just one year ago, COVID was not yet part of our daily vocabulary. As much as we are all tired of hearing that word and any phrase associated with it, we know that it will eventually come to an end and our lives will slowly get back to normal. If 2020 has taught us anything, it's that we have all taken for granted things we never thought we'd be forced to go without. Many downtown events that we look so forward to had to be postponed or even cancelled in 2020, making their comeback this year more exciting than ever before.

This spring marks the return of our yearly Banner Project. Since 2008, the GCDC has partnered with the City of Greensburg to add an artistic element to the downtown corridor through the display of decorative banners installed on street poles throughout the City's Cultural and Shopping Districts. To commemorate the local heroes displayed on this year's banners, the GCDC will be hosting a Hometown Hero Celebration this May. More details about this year's Banner Project and Hometown Hero Celebration can be found on page 4.

We are also eagerly anticipating the return of Greensburg Restaurant Week this August, planned to be bigger and better than ever before. Thanks to feedback from GRW participants, we have some exciting changes happening this summer, so stay tuned for details!

Other events returning this year include Summer in the City, Antiques on the Avenue, and Ladies Night, all hosted by the Greensburg Business & Professional Association (GBPA). Greensburg Night Markets and Greensburg Craft Beer Week will also return this year, hosted by the Downtown

Greensburg Project. Holiday Events planned for 2021 include Small Business Saturday, the Greensburg Holiday Market, Luminary Night, and Holiday Open House.

I look forward to seeing everyone out and about again soon, making this spring one of renewal for us all.



Ashley Kertes  
Executive Director

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GREENSBURG

GREENSBURG  
COMMUNITY  
DEVELOPMENT  
CORPORATION

**Greensburg Train Station**

**101 Ehalt St, Ste 111**

**Greensburg, PA 15601**

**(724) 689-0040**

**GCDC@thinkgreensburg.com**

**[www.thinkgreensburg.com](http://www.thinkgreensburg.com)**



**@ThinkGreensburg**

# BUSINESS SPOTLIGHT: ORONAdesign

Owner: Roberto Orona

18 W. 3rd Street | (878) 214-8557



By Rachael Heater, Spring 2021 Intern

Located in downtown Greensburg on the corner of S. Pennsylvania Avenue and W. 3rd Street, ORONAdesign is a digital marketing agency owned by city resident Roberto Orona. "I currently reside in Greensburg, and knew I wanted to open a storefront close to home," said Roberto. "The office space was in a prominent location and it seemed like an opportune time to pursue my dream". ORONAdesign officially opened for business on February 1, 2021. They offer several services, including graphic & web design, digital marketing, web solutions, social media management, and photography. ORONAdesign has worked with several small businesses, including Salem Millwork, Sweet Cascades Chocolatier, Savage Mill, Grieco Dentistry, The C Thomas Group, Gena Dreistadt Realty, and GRM Contracting. Now that he has a storefront in downtown Greensburg, Roberto plans to expand this and hopes to expand his reach to more companies and individuals to help them grow and achieve their goals.

## *What was the inspiration in developing ORONAdesign?*

The inspiration that brought ORONAdesign to life was my past experiences that I have had over the years in assisting clients with projects, but not really being able to have the financial opportunity to be able to establish my very own design company. After six years of working at my previous design agency, I am now able to take the next step in my career and make the big decision to pursue opening my own storefront.

## *What makes ORONAdesign different from other design companies?*

What makes us different from other design companies is that even though we are new to the Greensburg area, we have actually been active in the design field for over 20 years. By being in this field for over two decades, it has given us the knowledge, expertise, and pride that we need in order to be able to provide a wide variety of professional services for new and established individuals and businesses to help them succeed and achieve their overall goals.

## *What do you like the most about your job and owning your own company?*

The freedom associated with owning my own business is what makes me like it the most. What I like about my job itself is knowing that I get to meet new people and assist them in achieving their personal and business goals. This includes us helping create their websites, creating logos, as well as a bunch of other different services that we offer which allows us to provide companies and individuals with the things that they need to be successful. Being able to provide my expertise in design and being able to help these companies and individuals be able to succeed is what makes the job worth it.

***To learn more about ORONA Design and the many services they offer, please visit their Facebook & Instagram pages @ORONAdesign or by visiting their website at: <https://www.oronadesign.com>***



***If you are interested in featuring your business in an upcoming Business Spotlight, please contact the GCDC at 724-689-0040 or at [GCDC@thinkgreensburg.com](mailto:GCDC@thinkgreensburg.com)***

# GCDC ANNOUNCES DETAILS FOR ROUND 2 OF COVID RELIEF MAIN STREET JUMP-START PROGRAM



Last summer, the Greensburg Community Development Corporation (GCDC) was awarded a \$150,000 grant from the Richard King Mellon Foundation as part of The Foundation's COVID-19 Economic Impact and Recovery Funding Initiative. With this funding, the GCDC created the COVID-19 Relief Main Street Jump-Start Program, awarding 25 City of Greensburg businesses with grants of \$10,000 or less, totaling nearly \$140,000. GCDC is pleased to announce that it has partnered with the City of Greensburg to administer Round 2 of the COVID-19 Relief Main Street Jump-Start Program. This second round of funding has been made possible by federal coronavirus relief funds awarded to the City of Greensburg through the existing Community Development Block Grant program. \$100,000 of these relief funds has been allocated for small business assistance. Round 2 of the Main Street Jump-Start Program will subsidize costs associated with five essential business services for small business owners who have

experienced financial losses as a direct result of COVID-19. Eligible businesses may apply for technical assistance in one or more of the following five areas:

1. Marketing/Advertising Services
2. Accounting/Financial Services
3. Legal Services
4. Human Resource (HR) Services
5. Information Technology (IT) Services

**In order to be eligible for Round 2 of the COVID-19 Relief Main Street Jump-Start Program, a business MUST:**

- Be physically located within the designated boundaries of the Business District of the City of Greensburg as indicated on the program map
- Demonstrate that it has experienced financial losses as a direct result of the COVID-19 pandemic
- Provide evidence of viability before the COVID-19 crisis
- Employ 10 or fewer employees

**Ineligible entities include:**

- Businesses that are not physically located within the designated boundaries of the Business District of the City of Greensburg as indicated on the program map
- Businesses with more than 10 employees
- Businesses who have **NOT** experienced financial losses as a direct result of the COVID-19 pandemic
- Non-profits, churches, and other religious institutions
- Schools, universities, and other educational institutions
- Real estate developers
- Businesses providing assistance in the form of lobbying or other political activities

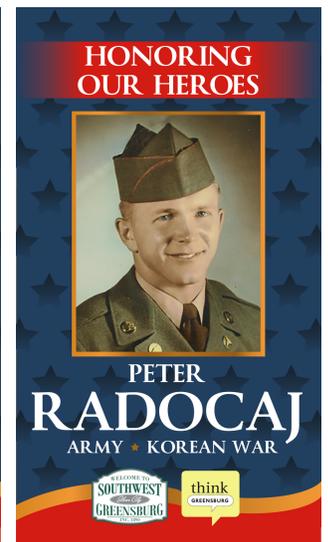
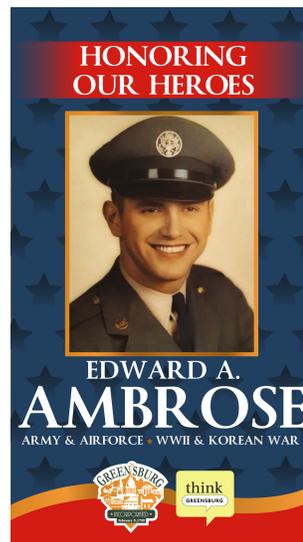
The cap on assistance is \$10,000 per business. The online application portal will open on GCDC's website on Monday, March 8 at 9:00 am and close on Friday, March 19 at 11:59 pm. Further program details, including application information and the full application guidelines may be found on GCDC's website at <https://thinkgreensburg.com/main-street-jump-start-program/>.

Any questions regarding the Main Street Jump Start Program can be directed to Ashley Kertes, Executive Director at (724) 689-0040 or [GCDC@thinkgreensburg.com](mailto:GCDC@thinkgreensburg.com).

# BANNER PROJECT UPDATE: HOMETOWN HERO CELEBRATION SLATED FOR MAY

Each year, the Greensburg Community Development Corporation and the City of Greensburg team together to implement the Banner Project. Launched in 2008, this project adds an artistic element to downtown Greensburg through the display of decorative banners placed on the City's street poles.

Last spring, GCDC announced that it had partnered with Southwest Greensburg Borough as well as the City of Greensburg to implement 2020's Banner Project, featuring brand new designs. Half of the banners were to feature artwork of downtown Greensburg, while the other half would honor our local heroes by displaying photos of local veterans as well as non-military heroes, including first responders, firefighters, and EMTs. Unfortunately due to the coronavirus, the installation of last year's banners was postponed until this spring. We'd like to thank everyone who purchased a banner for your patience this past year. We can finally say the banners will proudly be displayed soon!



To commemorate the local heroes displayed on the banners, the Greensburg Community Development Corporation will be hosting a Hometown Hero Celebration this May. This celebration will be held outdoors with proper safety precautions in place. Event details will be announced in the coming weeks, so be sure to follow us on Facebook and Instagram @ThinkGreensburg for updates. Those who purchased hero banners will be personally notified once details of the Hometown Hero Celebration are finalized. We look forward to honoring our local heroes this way and can't wait to see the banners brighten up the City!

A promotional graphic for a summer internship. The background is a light blue desk with a white keyboard, a black pencil, a spiral notebook, and a white coffee cup. The text "think GREENSBURG" is in a yellow speech bubble. The main text reads "Summer Internship Opportunity" in a large, black, cursive font. Below it, "Internship Responsibilities:" is in a bold, white, sans-serif font, followed by a list of responsibilities: "SOCIAL MEDIA COORDINATION", "EVENT PRODUCTION AND PROMOTION", "NEWSLETTER PRODUCTION", and "FUNDRAISING EFFORTS". At the bottom, it states "This is a paid internship with credit hours!" and "Send your resume and cover letter to GCDC@thinkgreensburg.com." with a "DEADLINE TO APPLY IS APRIL 9, 2021!"

# 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.

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## 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: \$ \_\_\_\_\_

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Name

---

Business

---

Email Address

---

Phone Number

---

Mailing Address

---

City, State, Zip Code



GREENSBURG  
COMMUNITY  
DEVELOPMENT  
CORPORATION

101 Ehalt Street, Suite 111  
Greensburg, PA 15601

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