

think
GREENSBURG

WINTER 2021

EXECUTIVE DIRECTOR MESSAGE

As the end of 2021 approaches, we at the Greensburg Community Development Corporation are taking time to reflect on the past year and look toward what's ahead in the coming new year.

This year, we continued to aid our small business community by launching a second round of our COVID-19 Relief Main Street Jump-Start Program this past spring. Nearly \$90,000 was awarded to ten city businesses to support services that are vital to sustaining a small business; namely, marketing & advertising, accounting & finance, human resources, legal, and information technology services. 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. This second round of funding was made possible by federal coronavirus relief funds awarded to the City of Greensburg through the existing Community Development Block Grant program.

In May, the GCDC hosted a Hometown Hero Ceremony to honor all 66 local military and non-military heroes whose photos are proudly displayed on the decorative street pole banners installed throughout the City of Greensburg and Southwest Greensburg Borough. Held at Greensburg's St. Clair Park on National Armed Forces Day, the event was a moving tribute to those who served our country and our community.

This summer, the GCDC received a \$23,000 grant from The Community Foundation of Westmoreland County to fund a beautification project along S. Pennsylvania Avenue, located in the heart of the City's shopping district. To carry out this project, the Greensburg Community Development Corporation has partnered with two local organizations; Shop Greensburg and the Downtown Greensburg Project. The S. Pennsylvania Avenue Beautification Project will be completed in the spring of 2022.



Ashley Kertes
Executive Director

We are proud of all that we've accomplished in 2021 and look forward to continuing our mission of aiding in the revitalization and redevelopment of the City of Greensburg in the coming year!

On behalf of the Board of Directors for the Greensburg Community Development Corporation, I would like to wish you and your family a joyous holiday season and best wishes for a happy and healthy new year!

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GREENSBURG**

WE'VE MOVED!

Our new address is:

**101 N. MAIN STREET
SUITE 105
GREENSBURG, PA 15601**

(724) 689-0040

GCDC@thinkgreensburg.com

www.thinkgreensburg.com

  @ThinkGreensburg

BUSINESS SPOTLIGHT: ALLANTÉ HAIR DESIGN & SPA

Owner: Rose Marie DiCriscio | 160 Stark Ave. | (724) 836-3900



Article written by: GCDC Intern Calvin Dziewulski

I had the pleasure of sitting down with the owner of Allanté Hair Designs and Spa, Rose Marie DiCriscio, to talk about her business and all that's happening at the salon.

Rose Marie offers a wealth of experience in hair design, as she has been in the business for more than 40 years, 32 of which she's owned her salon. While growing up in the Greensburg area, Rose Marie noticed there was a shortage of hair salons and spas available to her and her friends, thus encouraging her to open her own salon and spa. After all these years, Allanté is not just surviving but thriving, so much so that Rose Marie recently opened a second business under Allanté called Glam Brows, a permanent make-up studio.

Rose Marie credits her success to the loyal customer base that she has maintained over the years. This base has allowed her to branch out into more outlets in the cosmetology field, including Botox. In fact, Dr. Muna Jabbour will be on hand at Allanté to administer Botox injections. The cost is \$10 per unit with an additional deposit fee. For more details or to schedule your session with Dr. Jabbour, contact Allanté Salon and Spa at 724-836-3900.

Rose Marie's ambition pushes her to always look for new and innovative mediums for her career path. "Nothing but the best" was a phrase that was often repeated during our interview.

"We provide our clients with much more than a service," said Ms. DiCriscio. "We provide them with an experience that is customized to each client's wants and needs. We are a big family here - not just our employees, but our clients as well. We are always updating our education and staying up to date with the latest trends, services, and products. We strive to make our clients feel at home by providing them with a clean, fun, and rewarding environment. Some clients come from a great distance for our services and haven't been coming to me for over 30 years. Clients' needs are our number one priority here at Allanté Hair Designs & Spa."

As the holiday season approaches, consider purchasing a gift card for that special someone from Allanté Hair Designs & Spa. For every \$100 you spend in gift cards, you will receive \$20 off of your services!

To learn more about Allanté Hair Designs & Spa and the services they offer, please visit <https://www.allantehair.com/>. For the latest news and updates, you can also follow Allanté on Facebook and Instagram @allantehairsa.

“
 Dr. Muna Jabbour is a certified licensed medical doctor in Internal medicine with a secondary certification in anesthetics. Dr. Jabbour has been practicing in the area for 25 years. She has been giving botox and fillers for over 5 years with very positive outcomes.
”

INTRODUCING

DR. MUNA JABBOUR

ROSE MARIE DICRISCIO
 Owner/Founder

724-836-3600
 Allantehairsa@gmail.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

GCDC AWARDS \$12,500 IN FAÇADE IMPROVEMENT GRANTS



GCDC presents a Façade Improvement Grant award to Chelsted Limited Family Partnership for improvements made to 101 N. Main Street

As part of the Greensburg Community Development Corporation's Façade Improvement Grant Program, we recently awarded a combined total of nearly \$12,500.00 to eligible façade improvement projects that leveraged over \$230,000.00 of private investment in the City of Greensburg.

Façade Improvement Grant awards were as follows:

- **\$5,000 to Chelsted Limited Family Partnership** for façade renovations made to **101 N. Main Street**. Improvements included the addition and installation of new windows and lighting, masonry repair, and more.
- **\$5,000 to TRM Hospitality** for façade renovations made to **101 W. Pittsburgh Street**. Improvements included installation of new windows and outside doors, new siding, soffit, and fascia, paint, and more.
- **\$2,470.21 to Stage Right** for façade renovations made to **105 W. Fourth Street**. Improvements included installation of new exterior doors.

We'd like to thank Chelsted Limited Family Partnership, TRM Hospitality, and Stage Right for their continued efforts in helping to revitalize downtown Greensburg.

The GCDC's Façade Improvement Grant Program provides financial assistance to those completing storefront or commercial building façade improvement projects in the City's Downtown District. The program was created in 2007 to stimulate efforts to improve the street appearance of Greensburg's business and commercial facades. Since its inception, the Façade Improvement Grant Program has awarded over \$160,000.00 to City of Greensburg small business owners and property owners, leveraging over \$1 million of private investment. Funding of the 2021/2022 program has been made possible by the Greensburg Foundation Family of Funds of The Community Foundation of Westmoreland County, affiliated with The Pittsburgh Foundation



GCDC presents a Façade Improvement Grant award to TRM Hospitality for improvements made to 101 N. Main Street

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

101 W. Pittsburgh Street



BEFORE



AFTER

101 N. Main Street



BEFORE



AFTER

WELCOME NEW BUSINESSES

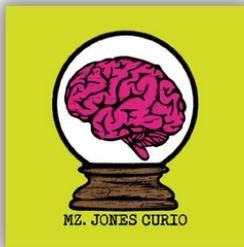
The Greensburg Community Development Corporation and the City of Greensburg would like to extend a warm welcome to the newest members of our economic community! We recognize the importance of entrepreneurs and new businesses in our community and how businesses just like these help us to make Greensburg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



GRAHAM INSURANCE GROUP
 101 EHALT STREET, SUITE 107 - 724.527.2300



Graham Insurance Group recently relocated from its Jeannette location to downtown Greensburg at the historic Train Station. Graham Insurance Group believes that every client deserves top quality services, ensuring they have right coverage and right discounts. Learn more about their services by visiting: <https://grahaminsgroup.com/>



MZ. JONES' CURIOSITIES
 123 W. THIRD STREET - 878.295.8693



Opened on November 6, Mz. Jones' Curiosities is a husband and wife team specializing in oddities, jewelry, antiques, such as taxidermies and wearable oddities. Visit their website at <https://mzjonescurio.com/> to learn more!



YESTERDAY'S RAVE
 824 HIGHLAND AVENUE - 724.331.4508



Opened on November 27, Yesterday's RAVE moved from its original location on S. Main Street to 824 Highland Avenue - the former location of Greensburg's Schaller's Bakery. Yesterday's RAVE offers a variety of retro, antique, vintage, and eclectic finds. Visit their Facebook page to learn more.

GREENSBURG RESTAURANT WEEK RETURNS JANUARY 2022

Greensburg Restaurant Week returns this winter beginning Monday, January 24 and runs through Sunday, January 30, 2022! Since its inception in the summer of 2019, support for Greensburg Restaurant Week continues to grow each year with more and more diners taking advantage of all this week-long event has to offer.

All week, participating restaurants will offer prix fix menus that include meals with multiple courses, ranging from a casual lunch to a fine dining experience. This allows local establishments to showcase their best cuisine and gives customers the opportunity to try a new restaurant or visit a favorite restaurant to try new menu items. The best thing about restaurant week? No tickets are required to participate! Simply just visit one of the participating restaurants during the week of January 24 through January 30 and order from the special menu they have created for the event. To learn more about next year's event, please visit www.greensburgrestaurantweek.com.



If you are interested in sponsoring next year's Greensburg Restaurant Week, please contact us at GCDC@thinkgreensburg.com or visit www.greensburgrestaurantweek.com/sponsorship-opportunities.

HOLIDAY WINDOW UNVEILING CREATES "MERRY MEMORIES" IN DOWNTOWN GREENSBURG

This holiday season, the Greensburg Community Development Corporation and Shop Greensburg partnered with city retailers to present Greensburg's Holiday Window Unveiling - "Making Merry Memories" as part of Downtown Greensburg's Home for the Holidays celebration. The window unveiling included displays from 17 participating businesses who decorated their storefronts for the holiday season as a nostalgic nod to years past. Displays were unveiled to onlookers throughout the evening while carolers from Stage Right strolled through town, stopping at each holiday window to perform classic carols.



The event paid homage to holiday window displays that were once traditions for major department stores in cities throughout the country, including Greensburg's own Troutman's and Royer's department stores. Today, many still carry on this tradition that was started at turn of the century, when department stores in several cities livened up window displays in attempts to attract window shoppers to come into their stores.



"Now more than ever, people are eager to experience the holiday traditions they may have missed out on last year due to the pandemic," said Ashley Kertes, executive director of the Greensburg Community Development Corporation. "The GCDC is excited to add what we hope will be an annual tradition for years to come in downtown Greensburg."

Missed out on this year's Holiday Window Unveiling? You can see each display all season long when you visit downtown Greensburg to shop small for everyone on your holiday gift list!



Donate to GCDC!



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

101 N. Main Street, Suite 105
Greensburg, PA 15601

Yes, I pledge support for the continued revitalization of the City of Greensburg through my gift of:

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

Name

Business

Email Address

Phone Number

Mailing Address

City, State, Zip Code



GREENSBURG
COMMUNITY
DEVELOPMENT
CORPORATION

101 N. Main Street, Suite 105
Greensburg, PA 15601

Newsletter printed and donated by:



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