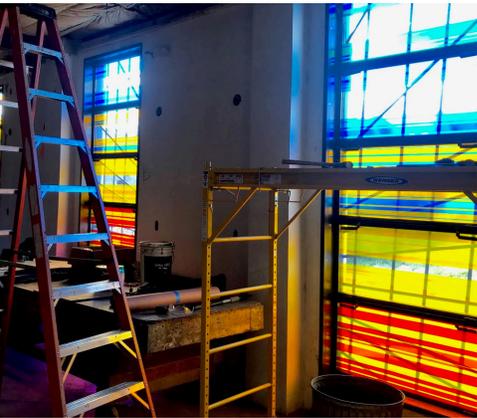


# HILLTOP ECONOMIC DEVELOPMENT CORPORATION

## 2020-2021 Programs & Impacts



The Hilltop Economic Development Corporation (HEDC) is a 501(c)(3) community development corporation dedicated to serving Mt. Oliver Borough and the City of Pittsburgh's Knoxville neighborhood. The mission of the organization is to serve as the community resource in strengthening and developing the Brownsville Road Business District and neighborhoods. The HEDC is entirely volunteer, partnering with Mt. Oliver Borough and the Hilltop Alliance for staff support. It is governed by a thirteen-member Board of Directors made up of local stakeholders and subject matter experts in areas including public and nonprofit management, community development, real estate, finance, grant writing and administration, business management, and communications.



### Real Estate Development

The HEDC partnered with Mt. Oliver Borough to renovate a vacant and blighted commercial property in the heart of the business district into a nonprofit co-working space. In 2020, the HEDC sold the property to a responsible business owner and have sights set on renovating another vacant storefront.

The HEDC also helps to facilitate private investment. In the past year alone, the Mt. Oliver Business District welcomed over \$1 million in private investment, as well as five new businesses.

### Façade Improvement Program

First impressions have a lasting influence. The Façade Improvement Program is a tool to improve the physical appearance of commercial storefronts in the Mt. Oliver Business District, while promoting place-making and thoughtful design throughout the corridor.

Eligible activities include exterior building improvements based on an approved work plan such as storefront lighting, signage, windows and painting. Nearly a dozen façade grants have been awarded, totaling over \$60,000.



### Rent Abatement Program

Starting a new business can be risky. The Rent Abatement Program helps to minimize risk for new businesses by subsidizing up to 50% of the rent for qualified businesses. All businesses participating in the program must submit a business plan and participate in monthly businesses development workshops. The HEDC plans to deploy this program in the upcoming year to attract four new anchor businesses to the Mt. Oliver Business District.

## Marketing Technical Assistance Program

The Marketing Technical Assistance Program (MTAP) offers marketing and communications support services to Mt. Oliver businesses, including support with branding, marketing, graphic design, web development, and social media. While all businesses in the Mt. Oliver Business District are eligible to apply, priority is given to businesses requiring operational changes due to COVID-19.

## Beautification

The Beautification Committee meets monthly from April through October, organizing clean ups and plantings in the business district and high impact areas throughout the neighborhood. They also provide resources and referrals to homeowners in need of assistance.

## Community Stewardship

The HEDC acts as a fiduciary for small community organizations that don't have 501(c)3 status but have demonstrated success in the community.

## Community Events & Sponsorships

The HEDC assists the Borough with planning and sponsoring community events including a summer music "On Main" series, Fall Fest, and holiday Light Up Night. This past year brought many challenges, but the event planning team was able to adapt and pivot the events by investing in outdoor public spaces and thinking outside the box. In total, 10 events were held in 2020 and each went off without a hitch! We are looking to increase efforts for the 2021 season and host a musical act in the business district every Friday throughout the summer.

## Special Program Priorities (SPP)

The HEDC was awarded a grant from the PA Department of Community and Economic Development for property stabilization and supportive services for individuals and families impacted by the COVID-19 pandemic, made possible by our corporate sponsors including Northwest Bank, Fragasso Financial Advisors, and Highmark, who committed a combined \$175,000 toward this program. The HEDC has partnered with the Hilltop Alliance and the Brashear Association to execute these services, with the Knoxville Community Council (KCC) as a supporting partner. Expected outcomes over the next year include providing emergency repairs to 10 homes; resolving 40 property maintenance issues; leveraging \$100,000 in additional funding for home renovations; providing food, holiday, or utility assistance to 350 individuals or families; and providing employment training and assistance to 50 individuals.



MT. OLIVER  
**SUMMER  
EVENTS** ON MAIN

**MIDSUMMER NIGHTS ON MAIN**  
TUESDAYS • 4 - 7PM  
June 16, July 14 and August 11  
100-200 block of Brownsville Road  
Good eats, local merchants, live music, and more.

**MOVIES ON MAIN**  
FRIDAYS • 8 - 10:30PM  
June 26, July 31 and August 28  
100-200 block of Brownsville Road  
Refreshments will be available.

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