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**COOL SPACE LOCATOR ENDS BROKERAGE, YIELDS NEW LEADERSHIP**  
**Experiment in real estate places 50+ businesses in city**

Pittsburgh, Pennsylvania, July 11, 2007 – After seven years of real estate deals, Cool Space Locator, a project of the Tides Center (PA), has placed its space-finding services on hiatus, while president and co-founder Kyra Straussman takes a senior position in the Urban Redevelopment Authority of Pittsburgh. Since its founding in 2000, Cool Space Locator has assisted over 600 enterprises with their real estate needs, attracting 53 enterprises to the Pittsburgh region's urban and walkable neighborhoods, and facilitating the transaction of over \$5.5 million in the regional real estate market.

In July 2007, Straussman will become the URA's Director of Real Estate, leading deals and development in key areas. "There will be a new focus on meeting client needs and attracting businesses to Pittsburgh," says Straussman. "One of my goals for Cool Space Locator was to help businesses find locations in Pittsburgh. It's experience that will be the guiding influence over the programs I will manage as part of the URA's real estate division."

"With Kyra's expertise in real estate marketing, we will advance our mission to fulfill Pittsburgh's economic development potential," said City of Pittsburgh Mayor Luke Ravenstahl. "Already, America's most livable city is seeing billions of dollars of investment, but we must find new ways to leverage dollars, doing everything we can in City government to prove that we are also the most investment-friendly city."

Before starting CSL, Straussman served as Business Development Manager for South Side Local Development Co., started a consulting firm for new product development, and held executive positions in arts management. She served on the City of Pittsburgh's Planning Commission from 2006 through her appointment to the URA.

With co-founder Deborah Baron, Ms. Straussman started Cool Space Locator as a living laboratory for understanding how real estate can make or break development in urban neighborhoods. "We saw that a conventional real estate practice is often not equipped to handle the complexity of deals in urban neighborhoods for smaller businesses. They would just be stranded," observed Straussman. "But neighborhoods really wanted these businesses to help restart neighborhood economies."

Cool Space Locator's brokerage filled this niche, primarily serving clients that employ just a few people and specialize in new economy fields. Notable clients include

- Fossil Free Fuel, Braddock: Converters of cars to run on straight vegetable oil.
- mossArchitects (formerly Semple Brown Design), East Liberty: Architecture firm specializing in urban design and infill projects.
- Schell Games, South Side: Firm specializing in video game design.
- Vivísimo, Squirrel Hill: Carnegie Mellon startup, software developer, and creator of the Clusty search engine.

In addition to CSL's brokerage functions, Straussman developed outreach programs for small enterprises, real estate practitioners, and communities. Since 2005, CSL has been operating workshops on the basics of relocation for small businesses. In November 2006, CSL released the *Cool Deals* report, using its own client data to show the real estate needs of businesses in urban and walkable areas. The Cool Space Awards program, held in 2005 and 2007, highlighted the region's most innovative workspaces in revitalizing communities.

CSL began the process of reorganizing back in January of 2007 when its fiscal sponsor, the Tides Center (PA), decided to cease operations in Pennsylvania. CSL is in active discussions with Community Design Center of Pittsburgh (CDCP) to absorb CSL's education and outreach programs. "Cool Space Locator has shared the CDCP's commitment to bringing good design to our community. We're very excited by the opportunity to continue the educational work Kyra and Cool Space Locator have started," says Anne-Marie Lubenau, AIA, CDCP Executive Director.

CSL began as a cooperative program of the South Side Local Development Co., the Oakland Planning and Development Corp., and East Liberty Development, Inc. CSL has offered regional assistance since 2001. It has been funded by grants from the Pittsburgh Partnership for Neighborhood Development, Richard King Mellon Foundation, the Heinz Endowments, the Surdna Foundation, the Garfield Foundation, the Roy A. Hunt Foundation, the Urban Redevelopment Authority of Pittsburgh, the Mayor's Office of the City of Pittsburgh, and Pittsburgh Councilman Bill Peduto.

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**Cool Space Locator** is a non-profit commercial real estate organization focused on bringing vibrant businesses to urban and walkable neighborhoods. Our mission is to promote sustainable economic development by influencing policies and activities that impact commercial urban real estate markets.