



E-Blast

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What's so great about the city?



Herky's, in business since 1952, distributes their breaded seafood to high volume deli and seafood departments all over Pittsburgh - but you don't have to go to Giant Eagle to

Greetings!

Welcome to the August 2004 E-blast, where you can learn about business incubators and PA's new Keystone Innovation Zones, as well as discover some of the up and coming trends in 'cool' design.

Keep watch for Cool Space Awards 2005 - more information will follow in our next E-blast!

• **Business Incubators**

Business incubators are economic development tools that provide resources to entrepreneurial and small companies to guide their growth so that they can leave the program as a financially viable and successful 'freestanding' company. The

idea is that companies 'graduating' from these innovative business campuses will help with job creation and the revitalization of neighborhoods, thereby strengthening the local and national economies. Incubators provide companies with shared office services, conference rooms, and equipment, as well as provide low cost rental space with flexible leases. Support is also available in other areas, including financing, consulting, and business counseling.



Juan Garrett, Deputy Director of the Riverside Center for Innovation (RCI) on the North Side of Pittsburgh, explains that incubator employees, like their tenants, are often entrepreneurial. They search for ways to help their tenants succeed and stay ahead of the competition. Statistics show that start-up companies that use business incubator assistance are much more successful than those that don't. This is the case because incubators not only help lower business costs, but also help to connect companies through networking resources. The RCI offers office spaces ranging from 300 to 5000 sf, currently

get "The Very Breaded Best" - you can go straight to the source!

Just find the large red crab on Minerva Street in Bloomfield, Pittsburgh, and you'll be telling everyone you know about your experience. Take \$12 (cash only) for a dozen crabcakes, \$11 for a dozen deviled crabs, or \$14 for a dozen lobster cakes... for the taste and these prices it's definitely worth a special trip!

4507 Minerva Street
412-683-8511

What do you love about your city? If you have a photograph of urban life that you would like to see featured here, please send it to us, and be sure to tell us what you love about urban living.

houses 54 companies ranging in size from 1 to 50 employees, and has graduated approximately 40 companies, in addition to the many successful companies still taking advantage of the incubator services.

The good news is that you don't have to be an incubator tenant to take advantage of what they offer. The RCI houses the U.S. Small Business Administration's Western Pennsylvania Business Information Center (BIC), whose counselors can help you develop your business or help it grow, from writing a business plan to pricing products to guiding you through their library full of business resources that are open to the public. Contact an incubator close to you to see how they can help with your business.

- **Business Incubators in SWPA**

Here is a list of several business incubators in the Southwestern Pennsylvania region. There are business incubators across the country; contact your local economic development office for a list of incubators in your region.

In Allegheny County, PA:

- Allegheny Brewery Innovation Center 412-323-8116
- Collaborative Innovation Center 412-268-5789
- Pittsburgh Life Sciences Greenhouse 412-201-7370
- Riverside Center for Innovation 412-322-3523

Other Southwestern PA Counties:

- Armstrong County Incubator 724-548-3288
- Donora Incubator, Washington County 724-379-9300
- Indiana County Small Business Incubator 724-357-2179
- McNeilly Business Center, Mercer County 724-588-1161
- Monessen Business Center, Westmoreland County 724-684-3260

*Note that these are just a sample of incubators in the SWPA Region - contact your local economic development agency for more information on incubators close to you

- **On the Design Front**

Cardboard lamps, plastic flooring, bamboo and resin wall paneling, raffia chairs, sheer PVC plastic window shades, needlepoint carpet - who would have ever thought that this stuff would be cool? Well it is. Just ask Stacy Weiss of Weisshouse Furniture and she'll give you a long list of materials being used to design spaces these days. Variety is most definitely the key - in material, in color, and in style.



Mixing old with new, pinks with browns, plastic with wood, neutrals with reds; gone are the days of stark, bare, single color rooms.

Here to stay (for at least a while) are functional and comfortable spaces, filled with items we love. Stacy feels that "if you can't move things that you love in and out of a room then there's something wrong with the room". She contrasts today's style with that of her grandmother's living room in the past where only gray and mauve items were permitted because they matched the gray and mauve furniture and plush carpet. Now, your favorite turquoise vase can be in the same room with your favorite red area rug and your favorite gray stria couch next to your favorite orange cardboard sculpture lamp (such as the one pictured here). According to Francisco Escalante of No Wall Productions, "good design is good design - the principles behind it don't change; it's all about finding creative solutions to specific problems". He echoes Stacy Weiss when he says that variety is the key - a range of available products is important.

Office space is seen as a statement about the companies occupying it. Many emerging companies are choosing to brand their identity with the design of their space. Plus, since many people spend more time at work than at home, Stacy believes that it is important to "make your office like a place where you'd want to live."

Carpet squares were once made to resemble wall-to-wall carpet (with no seams), but now carpet tiles are being incorporated into the design of a room - the seams between varying colors become part of the design. There is even a trend of reprinting new patterns on old squares for a unique look. Cork has made a comeback for flooring, while the trend is moving away from the traditional maple and oak and towards the use of wenge (pronounced "when-gay"), rosewood, bamboo, and teak, which offer rich colors without staining.

While "contemporary" once seemed cartoon-like with colors and design, it is now much more sophisticated and varied; the "beetle-juice" look, according to Stacy, is no longer cool. She points to Italian design as a demonstration of the new, clean, classic, contemporary look. Although contemporary furniture looks easy to copy with its simple design and sleek look, it is actually very difficult to replicate. Every detail is visible, so mistakes aren't hidden like they were in the past with pattern crazy designs and fabric.

:: [email us](#)
:: [visit our site](#)

phone: 412-683-5790

So whether you're looking to design a new office space or a room in your home, enjoy using what you love to make

the space your own.

- **Keystone Innovation Zones**

There's a new term being used among community and economic development agents in Pennsylvania lately - Keystone Innovation Zones (KIZs).

Administered at the state level by the Department of Community and Economic Development (DCED), the KIZ program is designed

to be a way to keep young talent in Pennsylvania, rather than educating young people and then exporting that talent elsewhere. But how exactly will the program work? Will this be a program to help motivate companies to move to Pennsylvania? Here's a summary of the program from several Commonwealth of PA websites.



Oakland and the University of Pittsburgh – a future KIZ?

The idea is for KIZs to create "knowledge neighborhoods" centered around colleges, universities, and research institutions in order to focus talent and resources and transform those communities into "technology and business incubators". The jobs created are expected to drive PA's economy and accelerate economic growth(2). To do this, KIZs will focus on four key areas that entrepreneurs, new companies, and mature companies need to grow and expand - capital, facilities, technology innovation, and workforce. Innovation will be supported "through the facilitation of technology transfer - the ability to leverage research and development occurring at the universities and research institutions - and the ability to commercialize the technologies, new products, and processes evolving from R&D" (1).

Starting in 2006, \$25 million a year in tax credits will become available to KIZ companies that have been in business for eight years or less, are located in a KIZ zone, have at least 3 employees in the zone, and are in an approved industry segment. In addition, \$10 million in Innovation Grants are available to KIZ universities "to create or enhance technology-transfer programs to help move research from the university to the marketplace" (2). Each zone partnership will choose or establish an organization to serve as the KIZ Coordinator to act as the administrative and program development agent for the zone (1).

Entrepreneurs will be able to take advantage of ready resources, including research and peer groups, entrepreneurial support, venture capital, and workforce

and financial assistance. They will also become a part of the partnerships between educational institutions, local leaders, banks, businesses, investors, and foundations that already exist in the community, ensuring that Pennsylvania's ideas are effectively developed into positive economic activity. The new ideas and businesses that emerge as a result of the KIZs are expected to create long-lasting jobs and accelerate economic growth in Pennsylvania (1).

"KIZs convert Pennsylvania's most fundamental strength - intellectual capital and new ideas - into a more durable resource that doesn't go away after four years, but instead becomes an integral part of the community."

-Dennis Yablonsky, PA Secretary of Community and Economic Development (2)

Sources:

(1) [Keystone Innovation Zones - A New Day for Pennsylvania](#)

(2) [Governor Rendell Accepts First Application for KIZ Program](#)

(3) [General Assembly Approves Sweeping Keystone Innovation Zone Bill](#)

● **Inc. Magazine's 2005 Inner City 100**

Hurry! Nominations are due by September 30th!

To qualify for the Inner City 100 a company must:

- Be an independent, for-profit corporation, partnership
- Be headquartered in or have 51% or more of its physical operations in economically distressed urban areas
- Have 10 or more employees in 2003
- Have a 5-year operating sales history that includes an increase in 2003 sales over 2002 sales
- Sales of at least \$200,000 in 1999 and at least \$1 million in 2003

For more information on how to apply or nominate a company for the Inner City 100, visit www.innercity100.org.

● **About Us**

Cool Space Locator, a project of the Tides Center (PA), is a non-profit that helps find locations for office based organizations in Pittsburgh's urban core. Aside from working directly with companies to find space, we work with government, economic and community development agencies, and commercial property owners to help boost the growth of office based jobs in the great urban commercial districts of Pittsburgh. We are supported by:

- Richard King Mellon Foundation
- The Heinz Endowments
- The Pittsburgh Foundation
- Roy A. Hunt Foundation
- State of PA; Stay Invent the Future
- The Urban Redevelopment Authority of the City of Pittsburgh
- City of Pittsburgh, Mayor's Office
- Councilman Bill Peduto