



E-Blast

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in this issue

What's so great about the city?

Meet the Judges - Cool Space Awards 2005

Featured Neighborhood: Millvale

A Walk Through Millvale

The Importance of Small Business Attraction & Retention Efforts

About Us

What's so great about the city?



The Pittsburgh area has become home to many new murals recently...Thanks to the artists, the Sprout Fund, and other funders for bringing so many buildings to life!

Greetings!

It's been a busy month here at Cool Space Locator. In addition to the elections at the beginning of the month, three of us were able to attend three different conferences in New York and Harrisburg! This month we are happy to introduce you to the Cool Space Awards Judges Panel, feature the Millvale neighborhood, and update you on some current research presented in October by CMU's Center for Economic Development.

We hope that this information is useful to you and look forward to your feedback and ideas for future issues!

• Meet the Judges - Cool Space Awards 2005

Cool Space Locator and our partners welcome the 2005 judges panel, whose participants have contributed significantly to the economic and physical transformation of our communities. Following is a short introduction to each; longer bios can be found on our website.

Beth Friel

Beth Friel is Chief Operations Officer for fast-growing software company, MAYA Viz. During her career she has charted success across organizations from small, high-growth companies to large, multi-national firms; and management areas from finance to software implementation to sales. She transformed each position into an entrepreneurial opportunity - creating and building dynamic new practices at large, established companies, launching a new consulting business with several partners, and targeting new markets for existing software. In the process, she has taken on great challenges and created footholds in fields where women traditionally have been overlooked.

Catherine Mott

Catherine Mott is a founding partner of BlueTree Capital Group, LLC and BlueTree Allied Angels located near Pittsburgh, PA. Working with a venture capitalist and investing as an individual angel investor led Catherine to

This three-part mural in Millvale livens up McCarthy Park and was funded by the Millvale Borough.

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.

researching "angel networks." She joined forces with Tom Jones to start Western PA's first "business model" angel network, BlueTree Allied Angels. In 2002, she was recognized as one of Pennsylvania's 50 Best Women in Business; and in December 2003, Ms. Mott was presented on the website for the National Education Center for Women in Business as the featured entrepreneur of the month.

James Roddey

Honorable James Roddey is currently Chairman of Business Records Management. His forty-plus year business career has included the Presidencies of Turner Communication Corp., Rollins Communications Corp., Wexford Health Sources, as well as the Presidencies or Chairmanships of six other companies. Mr. Roddey was elected Allegheny County's First Chief Executive in November of 1999 and served until January of 2004. He has served on the boards of thirty civic organizations, twelve of which he chaired, including Port Authority Transit, WOED, The Public Theatre, and The United Way. Mr. Roddey currently serves as an Emeritus Trustee of the University of Pittsburgh, on the boards of the Sara Scaife and Pittsburgh Foundations, and as a Director of five other non-profit boards including the Intergovernment Cooperation Authority (City of Pittsburgh Oversight Board).

Gary Jay Saulson

Gary Jay Saulson is Director of Corporate Real Estate for The PNC Financial Services Group. In addition, he leads PNC's Realty Services business unit and is responsible for all of PNC's non-lending real estate functions. Construction projects completed under Saulson include the 650,000 sq. ft. PNC Firstside Center in Pittsburgh, which is one of the largest certified green buildings in the world; the 441,000 sq. ft. Eastwick Operations Center in Philadelphia; and the 113,000 sq. ft. world headquarters building for PFPC, PNC's Mutual Fund Servicing Company, in Wilmington, Del., which is Delaware's first certified green building and is certified as a gold building under the United States Green Building Council's LEED (Leadership in Energy and Environmental Design) Program. Saulson is a graduate of the George Washington University, Washington D.C., and is a frequent speaker throughout the country on green building and design.

Kristoffer Smith

Pittsburgh native Kristoffer Smith acts as a student and freelance artist, constantly taking part in new opportunities that arise in his hometown. As an artist he's worked through VX studios, his self-owned company responsible for comic publications such as "Guardians" and "Kinjo". He is now working on his studio's first graphic novel to be published summer 2005. Along with comic

publications, Kristoffer's paintings and murals have been shown and seen around the city in places such as Urban Space Gallery (Downtown Pittsburgh), Showcase Grill (Homewood), Sweetwater Center for the Arts (Sewickley, PA), and at the Three Rivers Arts Festival (Downtown). Kristoffer continues to create in his city while helping and giving to future generations where he can [www.kristoffersart.com].

Tom Sokolowski

Tom Sokolowski has been the Director of The Andy Warhol Museum since 1996, directing all operations of the largest one-person museum in the United States and managing the permanent collection of over three thousand objects. He completed the first Strategic Plan for the Museum in the fall of 1999 and was able to expand the annual budget by \$750,000 in 1998. Prior to coming to Pittsburgh, Tom was the Director of the Grey Art Gallery & Study Center at New York University and was the Chief Curator of The Chrysler Museum in Norfolk, VA. Tom earned his M.A. degree from the Institute of Fine Arts at New York University and his B.A. degree in art history from The University of Chicago.

Shirley Yee

Shirley Yee, Director of Graphic Design at the Art Institute of Pittsburgh, is a returnee to her native Pittsburgh. She lived in cool spaces in San Francisco where she was employed as a Senior Art Director at various advertising agencies and design studios. A graduate of California Institute of the Arts and Carnegie Mellon University, she has been creating print advertisements and publication designs for twenty years. Her interests have always been architecture, photography, and anything that looks good.

Cool Space Awards 2005

- **Featured Neighborhood: Millvale**

"Bridging Yesterday and Today". As the Borough's slogan implies, the 40th Street Bridge serves as an inspiration for Millvale's revitalization efforts that focus on maintaining connections with its past history as a compact community with a vital



retail core. Millvale is a small borough bordering the City of Pittsburgh to the north, with just over 4,000 residents living in the span of less than 1 square mile. The town is nestled within the hills along the Allegheny River, with its own exit off of Route 28. Founded in 1868, the town was named by H.B. Lyons, an early resident referring to the

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grist mills in the valley (Mill Vale). The town had a manufacturing base consisting of a saw blade factory, small steel mills, and breweries. Today most of the manufacturing is gone but there remain a number of popular destinations.

While Millvale houses a limited number of retail shops, many serve the international market as well as local residents, including Esther's Hobby Shop, Attic Records, and Candles by Tara. Also working out of Millvale is Magic Bean Wishes, a company who marks agricultural and heirloom beans with words so that you can grow your own wishes (online at www.magicbeans.us).

Since the flood in September, almost all of Millvale is in a period of rebuilding. Normally bringing in customers from all over the county, Jean-Marc Chatellier's French Bakery has a sign in their window that sums up the town's positive attitude even after the flood "Yes, We Will Reopen!!! At this Location - MILLVALE is Great!" Other signs in windows indicate whether they are open for business (Shear Timing "Yes, We're Open!") or that they will be opening again soon (Pamela's P&G Diner "See you in December"). Many business owners are taking the opportunity to design new façades or are considering expansion of their current location, while others are just trying to pick up the pieces so they can reopen shop sometime in the future, like Panza Picture Framing and Gallery.

The Millvale Main Street Program began in 2000, working to bring businesses to the main streets of Grant, Lincoln, North, and Sedgwick. Seven new businesses moved into town in 2004, and more are moving in than are moving out, which is a promising sign for the small town. The Millvale Borough Development Corporation, also founded in 2000, has worked on a number of projects, such as opening a community center and rehabilitating rental housing for sale to moderate-income homebuyers. Goals for the borough include focusing on retail business attraction and paving the way for more live/work spaces with residential units located above retail storefronts.

Another of the Borough's projects was the purchase of the Allegheny riverfront property. Millvale Riverfront Park is home to picnic pavilions, trails, bike and boat rentals, boat docks, and the very popular Mr. Small's Skate Park, an indoor/outdoor recreation center that includes a vertical ramp and street course and has been voted Pittsburgh's best place to ride a skateboard.

The entrepreneurs that opened the skate park, Mike Speranzo and Liz Berlin (of the band Rusted Root), also started several other ventures in Millvale, including a

recording studio and concert venue in the former St. Ann's Catholic Church. The site attracts international as well as local artists, ranging from the local Yves Jean Band to George Clinton to Ziggy Marley to rap artist 50 Cent. The next group to play at Mr. Small's is the Jazz Mandolin Project (JMP), on Saturday, December 4th at 9 p.m. (\$10-\$12). More information is available at www.mrsmalls.com.

Thanks to Jeffrey Shaffer, Millvale Main Street Manager, for his assistance in writing this article.

- **A Walk Through Millvale**



This Millvale Mural, titled "A Walk Through Millvale", was designed by S. Kessler Kaminski in September 2003 to depict some of the scenes in Millvale, both inside and out. Kaminski has painted several murals in the town. This one was funded through the Sprout Fund; others were funded by the Borough or individual property owners.

- **The Importance of Small Business Attraction & Retention Efforts**

The Carnegie Mellon University Center for Economic Development (CED) released a report in October titled "Employment Dynamics in Metropolitan Pittsburgh, 1998-2002" which emphasizes the importance of the role played by Cool Space Locator in our local economy. The Center has analyzed the components of growth and change in employment in the Pittsburgh region, and has confirmed that the largest source of new jobs in our region is small firms. "Between 1998 and 2002, small firms (with an initial size of 0-50 employees) generated sixty percent of the region's employment growth. The largest portion of this change is happening in small increments (increases in 0-10 jobs over the five year period)." Small firms have created more than 30,000 jobs for the region, while larger firms (more than 250 employees) have created less than 20,000 new jobs between 1998 and 2002.

Another conclusion in the CED's report is that "start-ups are the engines of the economy." In each year from 1998 to 2002, "the highest percentage of job creation comes from start-ups created that year, and the second highest job creation is comprised of start-ups founded the

previous year."

The CED explains that "it is much harder to assist a large number of small firms that individually create a few jobs than it is to focus on a few big targets". But Cool Space Locator is dedicated to doing exactly this. While CSL will work with companies of any size, we are experts in assisting small companies with their space needs.

To read the CED's complete October 2004 Report "Employment Dynamics in Metropolitan Pittsburgh, 1998-2002" visit www.smartpolicy.org/pdf/sog2004.pdf

● **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