

ABOUT THE LC

The mission of the Lawrenceville Corporation, a non-profit community development corporation, is to act as a catalyst and conduit for reinvestment in the Lawrenceville community. Our work focuses on:

- **BUSINESS DEVELOPMENT.** The LC promotes Lawrenceville's business districts through branding, advertising, new business assistance, and generating positive media attention. Programs include:
 - **Mainstreets:** A comprehensive program to revitalize central business districts, Mainstreets focuses on promotions, business recruitment and retention, district appearance, and volunteer recruitment.
 - **Marketing:** We're working to attract more shoppers to Lawrenceville through a strong identity, consistent advertising and promotions, a new website, and the Design Zone program focused on making Lawrenceville a regional destination. www.lawrenceville-pgh.com
 - **Media Outreach:** Local and national coverage of Lawrenceville and the Design Zone in 2008 yielded 520 million positive audience impressions.
 - **New Businesses Assistance:** We facilitate on average three inquiries a week, connecting entrepreneurs with resources and available spaces. In the past two years, 32 net new businesses have opened their doors here.
 - **Collaborative Promotions:** We collaborate with other organizations to maximize promotion of the neighborhood. We're the project manager for Pittsburgh Neighborhood Tours and have collaborated with the Strip District, Friendship, East Liberty, and Bloomfield on events and activities.

REAL ESTATE DEVELOPMENT. The LC works with public and private partners to eliminate blight and build and renovate homes and commercial space in Lawrenceville.

- **Elm Street:** This program is focused on revitalizing residential areas near central business districts; Lawrenceville's Elm Street district is between Stanton Avenue and 55th Street in the 10th Ward.
- **Penn Avenue Townhouses:** Through the years, we've developed 26 and rehabilitated two townhouses along Penn Avenue. In 2005, we built and sold three new townhouses, and two more homes are nearly completed.
- **Commercial/Residential Development:** We acquire strategic sites for redevelopment; and assist private developers with plans to create new construction and rehabilitate Lawrenceville's existing building stock.
- **Streetface Façade and Sign Grants:** We help local property owners apply for funding to rehabilitate and restore commercial facades along Butler Street and Penn Avenue; to date, more than 75 buildings have

been improved. We also launched a new matching grant program for business signage.

- **Artist Studio Space:** We manage the leasing of affordable studios /retail spaces in the Blackbird Studios at 36th and Butler Streets and the Ice House Studios on 43rd Street, which the LC acquired last year and will soon call home.

NEIGHBORHOOD BEAUTIFICATION. The LC works to make our neighborhood clean, green, and attractive for visitors and residents alike.

- **Community Gardens:** We organize volunteers to maintain three public gardens and help recruit volunteers to tend our trees.
- **Community Clean-Ups:** In collaboration with Lawrenceville United, we hold monthly clean-ups the third Saturday of the month from April to October.
- **Streetscape Improvements:** We implemented permanent and functional street décor that looks great year-round including lightpole banners, benches, and trash cans.
- **Gateway Improvements:** We installed new signage and landscaping at Lawrenceville's main gateways to reflect our district's character and impress visitors.

COMMUNITY PLANNING. The LC helps plan for the neighborhood's future.

- **Lawrenceville Community Plan:** As part of the Lawrenceville Master Planning Team, the LC works with Lawrenceville United and the Lawrenceville Stakeholders to implement the community plan.
- **Children's Hospital Infrastructure Planning:** We will continue to address the changing needs of the neighborhood related to the arrival of Children's Hospital of Pittsburgh.
- **East End/Penn Avenue Planning:** We're the project manager for the East End Partnership of Pittsburgh, a collaborative development planning team with three other East End neighborhoods that border Penn Avenue. We sit on the steering committee for the Penn Avenue Phasing Plan to advocate for our neighborhood.



The Ice House Studios
100 43rd Street
Suite 114
Pittsburgh, PA 15201

The benefits and rate structure described in this brochure are effective May 2009, and are subject to change. Please contact the LC for current information.

A copy of the organization's official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll free, within PA, 800.732.0999. Registration does not imply endorsement.



Join the ...

LAWRENCEVILLE CORPORATION

... and support the continued revitalization of Lawrenceville



**MEMBERSHIP APPLICATION
2009**

2009 LC MEMBERSHIP BENEFITS

Lawrenceville is buzzing! With a large and growing number of independently owned businesses, regional, industrial and healthcare facilities, active and involved community members, an award-winning neighborhood identity, and an attractive streetscape, Lawrenceville is a popular destination for new businesses, residents, visitors, and tourists.

Since 2000, the LC has leveraged millions of dollars of investment in Lawrenceville which has enabled the progress we see today. As a membership organization, we rely on member dues to help continue the revitalization of Lawrenceville.

HIGHLIGHTS OF MEMBER BENEFITS

- **Individual web pages for businesses** will soon be active on the Lawrenceville-pgh.com neighborhood website. Cut down on costs, or simply **expand your exposure** by setting up your free webpage.
- A **marketing toolkit** to promote your business, including a business listing, news postings, event postings, and listings of available properties on our website; unlimited submissions to our e-newsletters that reach more than 3,000 people each month; and opportunity to participate in discounted cooperative advertising and special promotions.
- Priority for **mentions in editorial content** the LC develops for press releases, articles for



Please invest in your community's continued success by joining the LC today!

Our work in the community is not possible without your support!

MEMBERSHIP BENEFITS

General Membership

- Business listing on website, which includes contact info, business description, and website link.
- A webpage devoted entirely to promoting your business on the Lawrenceville-pgh.com website.
- News and events listings on website and e-newsletter.
- Priority given to members for mentions in editorial submissions (e-newsletters, press releases, etc.).
- Promotional listing of properties for sale or rent that are owned by members.
- Opportunity to participate in advertising and promotions.
- Lawrenceville Doughboy window decal and poster
- "Keep Lawrenceville Clean" poster.
- Children's Hospital of Pittsburgh Outreach Opportunities.

Design Zone (In addition to General Membership)

- Business listing on the 16:62 Design Zone website, including contact info, business description, website link, and photo.
- News and events listings on 16:62 Design Zone website and special Design Zone section of the Lawrenceville e-newsletter.
- Priority given to members for mentions in editorial submissions about the 16:62 Design Zone (e-newsletters, press releases, etc.).

Membership is valid from May 1, 2009 through April 30, 2010. General membership dues are prorated on a quarterly basis:
 August 1, 2009: \$75
 November 1, 2009: \$50
 February 1, 2010: \$25



Design Zone membership remains a flat fee of \$50.



Thank you for supporting the LC!

Please complete this form and mail to the Lawrenceville Corporation, The Ice House Studios, 100 43rd St., Suite 114, Pittsburgh, PA 15201 or fax it to 412-621-1555 and mail your payment separately. Questions? Contact us at 412-621-1616 x103.

General Membership \$50

In addition to my General Membership I would like to join the Design Zone (see list of qualifying businesses below)

Design Zone \$50

General membership is intended for any Lawrenceville businesses as well as any other person or business interested in supporting the work of the Lawrenceville Corporation.

Design Zone membership is open to any business interested in participating in this niche marketing initiative and who falls into one of the following categories: *Accessories & Furniture for Home & Workspace; Accessories & Furniture for Home & Workspace: Business to Business; Antiques & Artifacts; Architectural & Interior Design Services; Art, Galleries, Framing & Hand-crafted Objects; Bath & Kitchen Fixtures, Accessories & Equipment; Construction Products; Custom Furniture, Cabinetry, Millwork & Metalwork; Fashion, Jewelry & Personal Accessories/Services; Floor Coverings; Lighting; Window Treatments, Fabrics, Upholstery & Furniture Refinishing. (Circle One)*

I would like to make an additional tax-deductible contribution to the LC. \$ _____

TOTAL: \$ _____

Business Name (if applicable) _____

Contact Name _____

Street Address & ZIP _____

Phone _____

Fax _____

Website Address _____

Email for LC Contact Information _____