

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, promotional events, and a new website to provide more real-time content (www.lvpgh.com).
 - **New Businesses Assistance:** We facilitate on average two inquiries a week, connecting entrepreneurs with resources and available spaces. In the past two years, 26 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, activities and community planning.

REAL ESTATE DEVELOPMENT. The LC works with public and private partners to eliminate blight and spur development 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 were sold in 2009.
- **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 Façades:** We help local property owners apply for funding to rehabilitate and restore commercial facades along Butler Street and Penn Avenue; to date, more than 200 buildings have been improved with a public investment of \$2.4 million that has leveraged \$4.2 million in private funds.

- **Sign Grants:** We are in the third year of our matching grant program for business signage and have worked with over 23 businesses to-date.
- **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, both of which are fully leased.

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

- **Sidewalk Sweeping:** In 2010 we implemented a weekly sidewalk sweeping program with staff dedicated to keeping our business district clean and litter-free.
- **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 in 2007.
- **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 and review development projects.
- **East End/Penn Avenue Planning:** We collaborated with other East End neighborhoods that border Penn Avenue on the Penn Avenue Master Plan. We sit on the steering committee for the Penn Avenue Phasing Plan to advocate for infrastructure improvements in our neighborhood.



The benefits and rate structure described in this brochure are effective November 1, 2010, 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
2010-2011**

2010– 2011 LC MEMBERSHIP LEVELS AND 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 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.

NEW BENEFIT OF JOINING THE LC

- An **online account** to promote your business, including a business web page, news postings, event postings, and listings of available properties on our website.

NEW THIS YEAR!

SIGN UP FOR MEMBERSHIP ONLINE

www.lvpgh.com/membership

Help us save valuable staff time and resources. Sign up for membership online and save paper by receiving electronic communications.

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

MEMBERSHIP BENEFITS

General Membership

- Membership account on LVPGH.COM website with ability to update your business listing and post news and events to LVPGH.COM homepage
- Priority given to members for mentions in editorial (e-newsletters, press releases, etc.)
- Business listing on website, includes contact info, business description, and website link
- News and events listings on website and e-newsletters
- Promotional listing of properties for sale or rent that are owned by members
- Opportunity to participate in advertising and promotions
- support sidewalk sweeping
- Lawrenceville *History in the Remaking* window decal

Resident

- Acknowledgement on website
- Lawrenceville window decal
- Lawrenceville T-Shirt
- Please join our public safety partner organization, Lawrenceville United, for an additional \$5.



Thank you for supporting the LC!

Please complete this form and mail with your payment to Lawrenceville Corporation, 100 43rd Street, Pittsburgh, PA 15201 or fax it to 412.621.1555 and mail your payment separately.

- General Membership _____ \$100
- Resident _____ \$50
- Resident: I would also like to join Lawrenceville United for \$5 a year.
- I would like to make an additional tax-deductible contribution to the LC. \$_____

TOTAL: \$_____



Business Name

Contact Name/Title

Street Address & ZIP

Phone

Fax

Website Address

Business Owner Email for LC Contact Information