



## **URA RELEASES RFP FOR MAINSTREETS PITTSBURGH PROGRAM**

*Proposals sought for City business district revitalization programs*

(PITTSBURGH) **August 12** – The Urban Redevelopment Authority (URA) has released a request for proposals for city business districts to operate a 2009 Mainstreets Pittsburgh program in their communities.

The Urban Redevelopment Authority (URA), in partnership with the Pennsylvania Department of Community and Economic Development (DCED) and the City of Pittsburgh, awards grant funds annually to city organizations for operational and programmatic support of Mainstreets programs that strive to revitalize local business districts.

“Our neighborhood business districts are the heart and soul of our communities,” Mayor Luke Ravenstahl said. “Revitalization programs like Mainstreets Pittsburgh complement our efforts to clean and reinvest in our neighborhood business districts.”

Mainstreets Pittsburgh is a program of the URA that strives to ensure the health of the City’s traditional neighborhood commercial districts by stimulating economic revitalization. The Mainstreets program allows communities to produce events, implement collaborative marketing projects, and become more competitive with shopping malls and lifestyle centers.

Since 2002, Mainstreets districts have realized \$94 million in total investment, recruited 558 net new businesses and created over 3,200 net new jobs. Public dollars invested into Mainstreets districts receive on average a 3-to-1 return on investment.

Funds awarded through the Mainstreets Pittsburgh program must be used to support activities that impact the target district through measurable goals and outcomes.

In addition to operational and programmatic funds, Mainstreets districts are also eligible for technical assistance provided through URA, PA Downtown Center, Community Design Center of Pittsburgh, Community Technical Assistance Center and other partners.

The RFP is available online at [www.ura.org/mainstreetsApplication.html](http://www.ura.org/mainstreetsApplication.html) . Communities interested in applying should contact Josette Fitzgibbons, Mainstreets Pittsburgh Program Coordinator, at 412.255.6686, as well as attend a question and answer session on Thursday, August 21, 2008 at 10am in the Wherrett Room, 200 Ross Street, 13<sup>th</sup> floor.

Proposals are due October 3, 2008 at 3pm. Awards will be recommended to the URA Board of Directors for approval in December.

Date: August 12, 2008  
Contact: Megan Stearman

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*The Urban Redevelopment Authority of Pittsburgh (URA) is the City of Pittsburgh's economic development agency, committed to creating jobs, expanding the City's tax base and improving the vitality of businesses and neighborhoods. The URA achieves this mission by assembling, preparing and conveying sites for major mixed-use developments; and by providing a portfolio of programs that include financing for business location, relocation and expansion, housing construction and rehabilitation, and home purchases and improvements.*