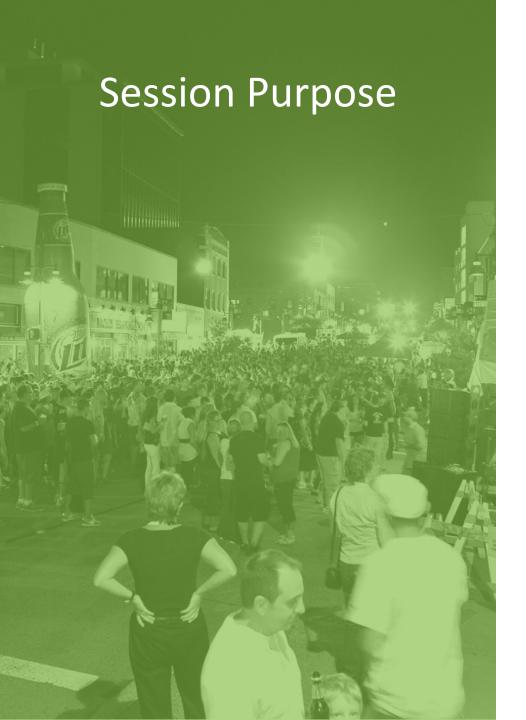
Invigorating Uptown



Strategic Priorities Session Fall 2020



- Refresh our understanding of strategic priorities and mission
- Explore the Partnership's role in key initiatives
- Continue to extend the Partnership's robust presence... beyond events



Our Mission

The mission of the Mt. Lebanon Partnership is to create a vibrant community in Mt. Lebanon by promoting economic growth and preventing or correcting deterioration through the implementation of economic restructuring, design, promotions and organizational plans developed by the Mt. Lebanon Partnership Board of Directors on behalf of the business owners, property owners, residents and volunteers within the Mt. Lebanon commercial districts.



- Renewed understanding of the basis on which we are making decisions to spend our limited resources
- Implementation based on current situation vs. past practice
- Allows us to move faster when an opportunity arises

How does the Partnership assess strategic priorities?

Economic Development and Design: Uptown's streets incorporate innovative best practices in design, making it the attractive and accessible center of community life. The Partnership proactively identifies opportunities for municipal action in keeping with Main Street principles and successfully facilitates adoption of new policies relevant to a vibrant business mix.

Organization: The Partnership's structure and policies provide clarity for efficient and responsive decision-making. We have appropriate, engaged board members and volunteers, and access to financial resources to execute our projects. Participation is energizing and rewarding.

Promotion: Uptown's business district is perceived as a best-in-class commercial and community center. The Partnership is recognized for a varied programming that attracts a diverse audience, contributing to an engaged community and a sense of vitality and inclusion.

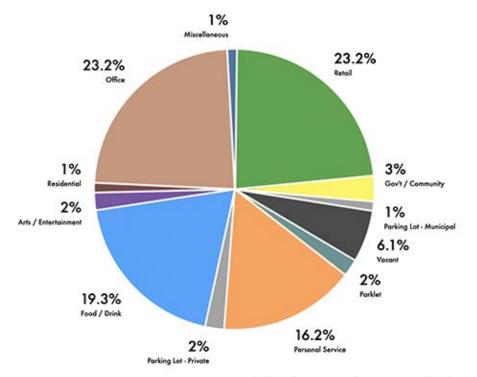
Partnership and Collaboration with Municipality: Commissioners know the Partnership's mission and projects. We are consistent and valuable contributors to the municipal decision-making processes. Our relationship is characterized by open communication and collaboration.



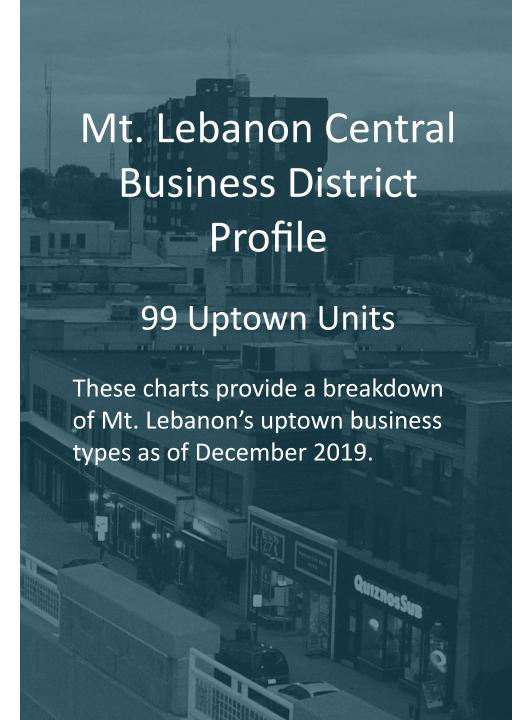
This map and legend share an analytic overview of Mt. Lebanon's uptown business district and its business occupancies as of December 2019.

Retail Food / Drink **Personal Service** Arts / Entertainment Gov't / Community Office Miscellaneous Residential **Vacant** Parking Lot Municipal Parking Lot - Private Parket





| | # of Units | % | Ideal % |
|-------------------------|------------|------|---------|
| Retail | 23 | 23% | 40% |
| Food/Drink | 19 | 19% | 20% |
| Personal Service | 16 | 16% | 15% |
| Arts/Entertainment | 2 | 2% | 3% |
| Gov't/Community | 3 | 3% | 3% |
| Office | 23 | 23% | 3% |
| Miscellaneous | 1 | 1% | 1% |
| Residential | 1 | 1% | 2% |
| Vacant | 6 | 6% | 4% |
| Parking Lot - Municipal | 1 | 1% | 3% |
| Parking Lot - Private | 2 | 2% | 1% |
| Parklet | 2 | 2% | 5% |
| Total | 99 | 100% | |



Mt. Lebanon Partnership Collaboration with the Municipality

The Partnership works extensively with the Municipality on items such as public space improvements, design, community events, and much more.

- Establishing Guiding Principles
- Creating a Placemaking Vision of Mt. Lebanon as a destination
- Public Art Master Plan Completed and ready for implementation
- Accessibility Plan Moving Beyond ADA
- Sustainability Best Practices Upcoming
 Meeting with Local Experts

Uptown Overhaul

Over the next three years, the municipality plans a multimillion-dollar update, including new sidewalks, lighting and other amenities to make it a brighter, more accessible destination for shopping, dining and service.

This project is not just about fixing what is broken, but an investment in our collective future. It is a vote of confidence in the vitality of the Uptown District.





Some recent Partnership Initiatives



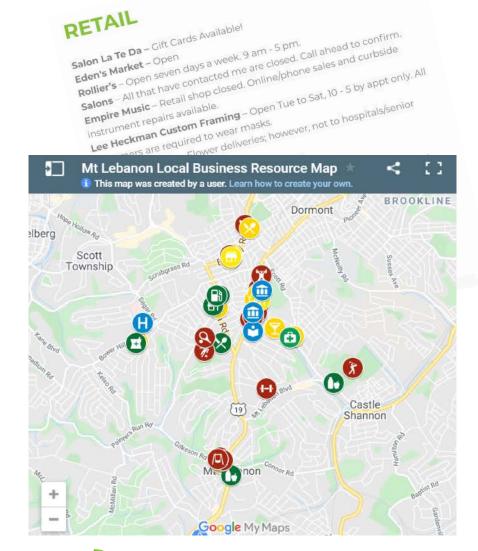
Sample Initiative #Open Lebo

Challenge: How might we support the local business and inform residents what's open?

Idea: An online reference for residents to know what's open and the hours they can support them

Experiment: Through the MTL Partnership website an updatable resource of local business as the reopen.

L/T Connection: Fits with Economic Development/ Design and Promotion strategic pillars + placemaking vision to create active points of engagement to bring community into the business district.



RESTAURANTS

The Saloon - Open
Luma - Open for dine in and carry out for dinner from 4pm to 9:30pm
Mon - Sat. Not open for lunch service at this time.

Little Nippers - Pick up and delivery; 11a - Midnight

Fairlane - Open for preorders. Refer to website

Café Io/lo Deli - Open with

Sample Initiative Love Lebo Campaign

Challenge: How might we support our community during the pandemic - both residents and businesses?

Idea: Create a campaign to celebrate Mt. Lebanon.

Experiment: Love Lebo logo to be used for frames for social media, Love Lebo yard signs to acknowledge people within the community. #LoveLebo

L/T Connection: Fits with promoting the community as a great place to live, work and raise a family.













Sample Initiative Outdoor Spaces

Challenge: How might we support businesses when limited or no indoor dining is permitted?

Idea: Create multiple outdoor spaces.

Experiment: Relocate tables from recreation/pool areas into business districts. Give each location a playful theme.

L/T Connection: Fits with Economic Development/ Design and Promotion strategic pillars + placemaking vision to create active points of engagement to bring community into the business district.



Sample Initiatve #LoveLebo Bingo

Challenge: How might we support businesses when limited or no indoor dining is permitted?

Idea: Encourage more takeout orders.

Experiment: Gamify and incentivize restaurant takeout.

L/T Connection: Fits with Economic Development/ Design and Promotion strategic pillars...



How are consumers responding to the pandemic?

Consumers attitudes, behaviors and purchasing habits are changing—and many of these new ways will remain post-pandemic. While purchases are currently centered on the most basic needs, people are shopping more consciously, buying local and are embracing digital commerce. Three long-term trends have been accelerated by COVID-19.

An Ever-increasing Focus on Health: CPG brands should heed this change and make it a priority to support health lifestyles for consumers, shoppers and employees. Having a "healthy strategy" will be a strategic differentiator for the foreseeable future.

A Rise in Conscious Consumption: Consumers are more mindful of what they're buying. They are striving to limit food waster, shop more cost consciously and buy more sustainable options. Brands will need to make this a key part of their offer. (e.g. by exploring new business models).

Growing Love for Local: The desire to shop local is reflected in both the (e.g. locally sourced, artisanal) and the way they shop (e.g. supporting community stores). CPG brands will need to explore ways to connect locally - be through highlighting local provenance, customizing for local needs or engaging in locally relevant ways.

How are consumers responding to the pandemic?

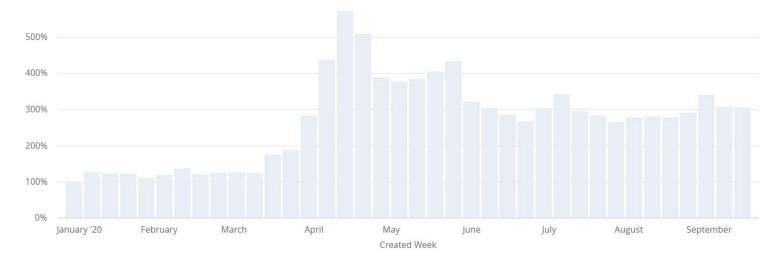
Online retail spending up 87% in July year over year

An "epic run" in online grocery sales: up 31% year over year in February, then... up 112% year over year in March, up 117% in April, 95% in May, 107% in June and 114% in July!

Buy-online-pick-up-at-the-store-orthe-curb orders are up 300% in September still nearly three times what they were in January.



Buy Online Pick Up In Store



Source: Signifyd: Ecommerce Pulse Report. Retrieved 9/21//2020.

https://www.signifyd.com/ecommerce-business-data-covid-19-crisis-pulse/

How has the pandemic impacted small businesses?

A majority of small businesses (70%) are concerned about financial hardship due to prolonged closures and more than half (58%) are concerned about permanent closure.

Nearly two-thirds of small businesses (65%) are concerned about having to close again or stay closed if there is a second wave of COVID-19.

The most common actions small businesses are taking to prepare for a second wave include purchasing additional supplies or products to prevent a future shortage (32%), updating websites or social media profiles (29%), and increasing e-commerce or digital payment options (25%).

How are community business districts responding to the pandemic?

Outdoor dining either in existing spaces through street closures.

Take-out windows for food and other retail.

Outdoor spaces for a variety of uses.

















Ongoing challenge...

How might we continue to invigorate and promote Uptown and the local businesses during the pandemic and beyond?





Considerations

- What do **businesses** want?
- What do residents want?
- What does the community want?
- What does the Main Street designation require?
- What can we learn from marketplace trends?

Breakout Brainstorming

"It's not about coming up with the 'right' idea, it's about generating the broadest range of possibilities." A great idea is... **INSPIRATIONAL CONNECTED RELEVANT** (to the original challenge) (novel and exciting) (solves a real problem)

Brainstorming Guidlines

Defer Judgement

Encourage Wild Ideas

Build on the Ideas of Others

Stay Focused on the Topic

Be Visual

One Conversation at a Time

Go for Quantity



Remember, stay focused on ideas that address the area of opportunity you identified.

Select ideas to prototype based on these criteria...

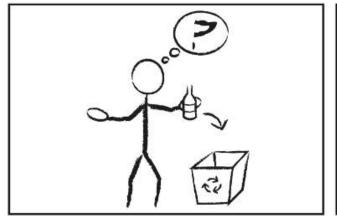
INSPIRATIONAL: Your idea should be novel, exciting, and easy to understand by someone not steeped in the process or the topic.

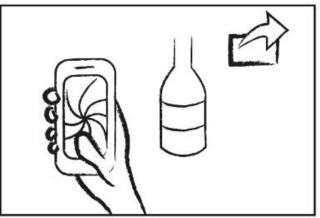
CONNECTED: Your idea should meet a real need and solve a real problem.

RELEVANT: Your idea should be relevant to the original design challenge.



Review the ideas generated and determine the idea – or combinations of ideas. Move forward based on their potential to be inspirational, connected, and relevant.









Concept Before Execution

Work on your concept development, then evaluate a plan for execution.

Prototyping and Experimenting

Evolve your ideas, transform your selected idea into a potential solution.

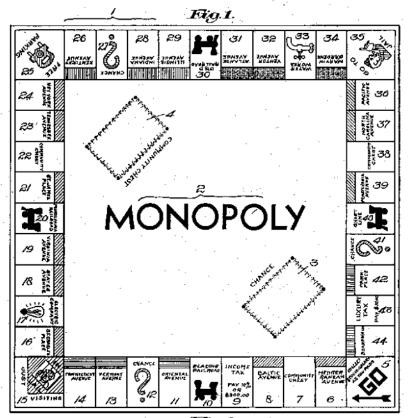
Dec. 31, 1935.

C. B. DARROW

2,026,082

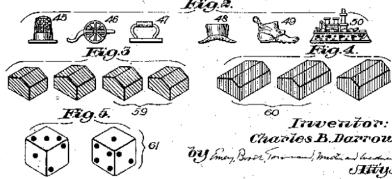
BOARD GAME APPARATUS Filed Aug. -31, 1935

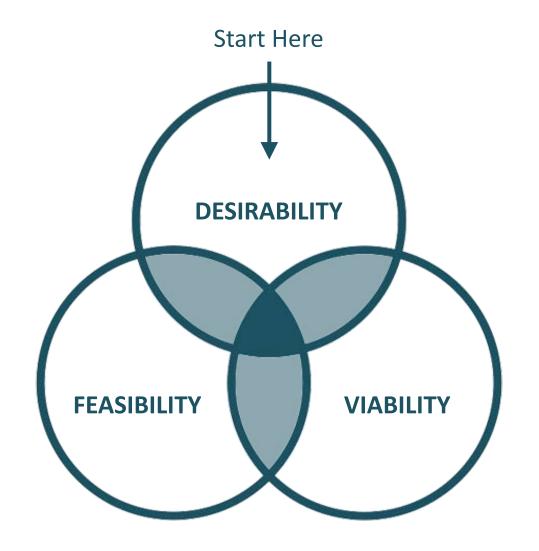
7 Sheets-Sheet 1



Page one of the U.S. Patent and Trademark Office filing by Charles Darrow for a patent on the board game Monopoly, filed and granted in February 6 1935.

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Your Perspective Solution

Develop an elevator pitch that clearly articulates your idea.

INSPIRATIONAL

Exciting and easy to understand

CONNECTED

Solve a real problem

RELEVANT

Relate to original challenge

Refine Your Idea Public Transit Connection to Uptown

Challenge: How might we better connect Uptown and public transit?

Idea: Create a visual connection between Uptown and the T station that welcomes commuters/residents/consumers.

Experiment: Design and install translucent photo murals to hand within existing walkway (tunnel) openings. Use photos that represent community life in Mt. Lebanon. Repaint the railings red to continue the RED LINE connection to the T Station.

L/T Connection: Fits with Economic Development/Design and Promotion strategic pillars + placemaking vision to create active points of engagement to bring community into the business district.





Initiative Guidelines What's It About?

Challenge: Outline your challenge, beginning with "How might we...?"

Idea: Describe your group's idea to address the challenge.

Experiment: Develop and explain the plan to test your idea.

L/T Connection: How does your idea fit with the Partnership's strategic direction and benefit the community?





How might we develop initiatives feasible during the pandemic with long term benefits?



What are our next steps to invigorate and innovate for Mt. Lebanon's business districts?

