

# Our Focus



Create more **housing that is affordable** to the average Pittsburgher



Encourage more **entrepreneurship** and small business development



Promote **inclusive growth and quality job creation**



Expand **neighborhood and main streets revitalization** efforts



Develop a **talented workforce** that is equipped with skills of the future

## This Report Features



**Section 1:** Housing statistics, housing representation graphics, and a spotlight



**Section 2:** MWBE breakdown, business assistance statistics, and a borrower spotlight



**Section 3:** Crisis prevention and accessibility charts, impact breakdown, and spotlight



**Section 4:** Neighborhood revitalization statistics, land recycling summary, and project spotlight



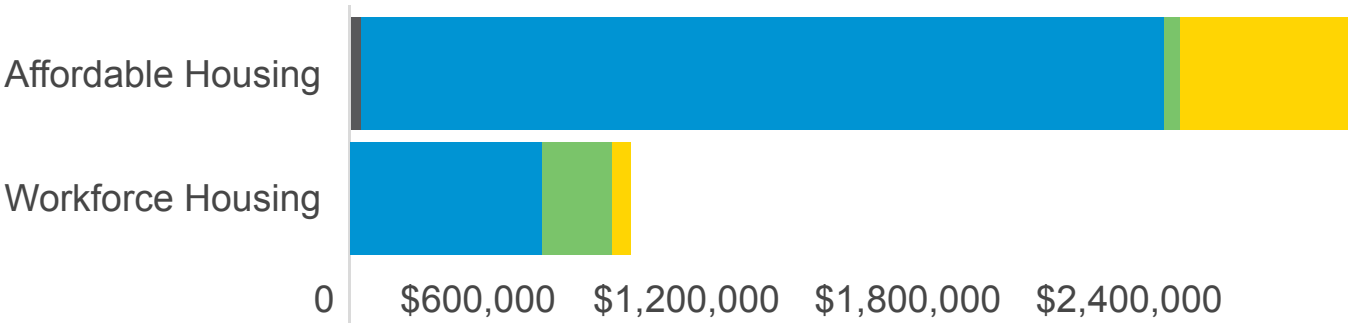
**Section 5:** Workforce development graphs, statistics, and spotlight

# 1

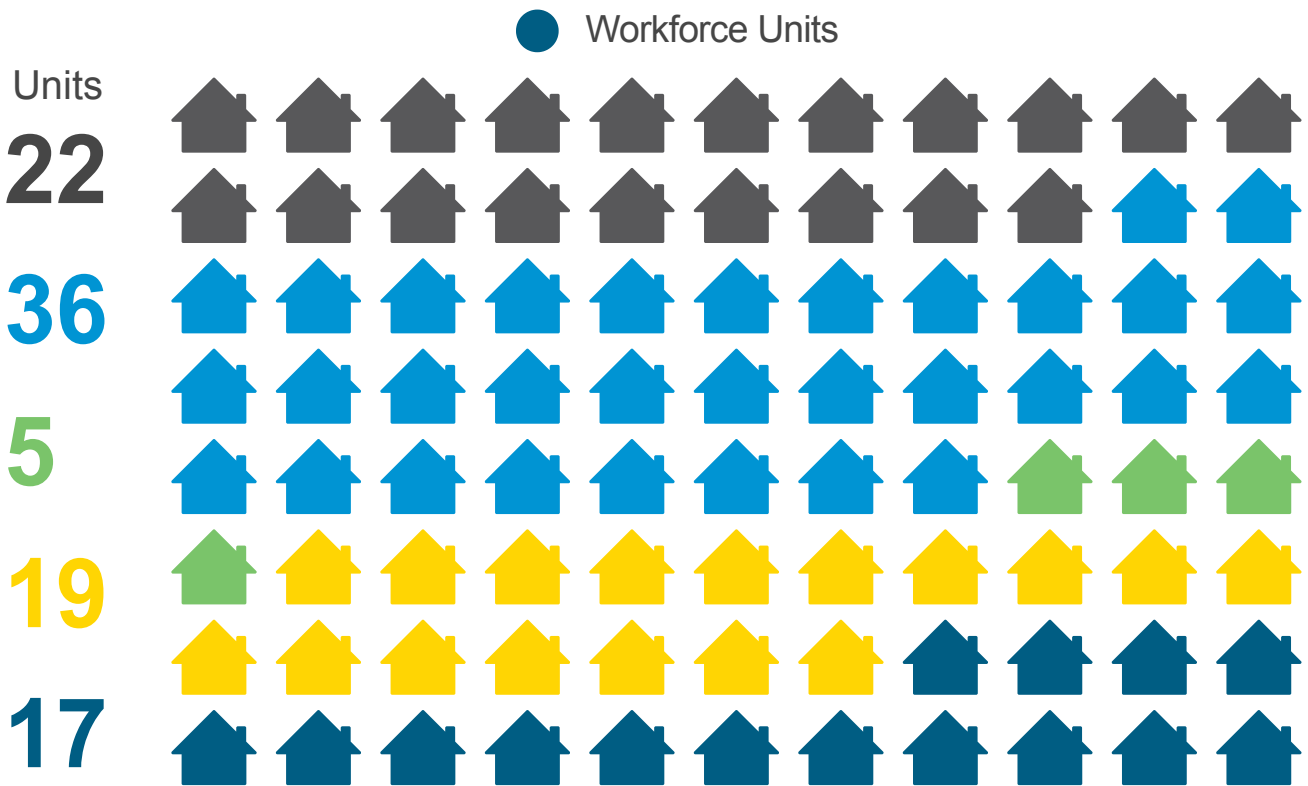
# Creating Affordable Housing

The URA is committed to expanding access to safe, comfortable, affordable places to live, along with real paths toward wealth generation.

## URA Investments in Affordable Housing Supply, Q1 2021



- Preserved affordable housing for rent
- Newly affordable housing for rent
- Newly affordable housing for sale
- Repair loans for homeowners\*



# Housing for All: Representation in Q1 2021

# 71%

of homeowners making repairs with help from the URA were minority and/or women heads of household in Q1 of 2021.



## Redevelopment for Good

As a redevelopment authority, the URA has unique abilities to bring vacant and unused land back to productive use. In years past, redevelopment authorities mostly used these channels to address blight and grow Pittsburgh's tax base.



These days, the URA's mission is place-based and people-focused. While blight and tax revenue are still important, meeting the critical needs in our community is paramount.

This quarter, construction has started on the Larimer School, a 130+-year-old building that has sat vacant for decades despite its value as a community historic asset. It will be redeveloped into both housing and commercial space.

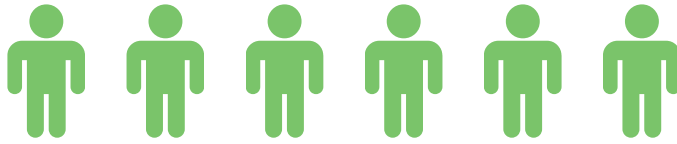
[Click here](#) for more about the Larimer/East Liberty Choice Neighborhoods Initiative.

# 2

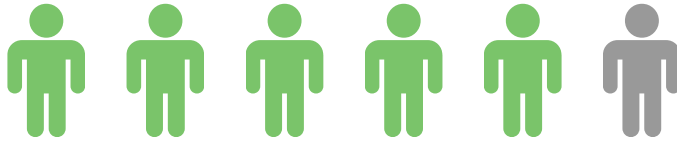
## Small Business Development and Entrepreneurship

# 88%

of business loans in Q1 of 2021 support Minority- and Women-Owned Businesses

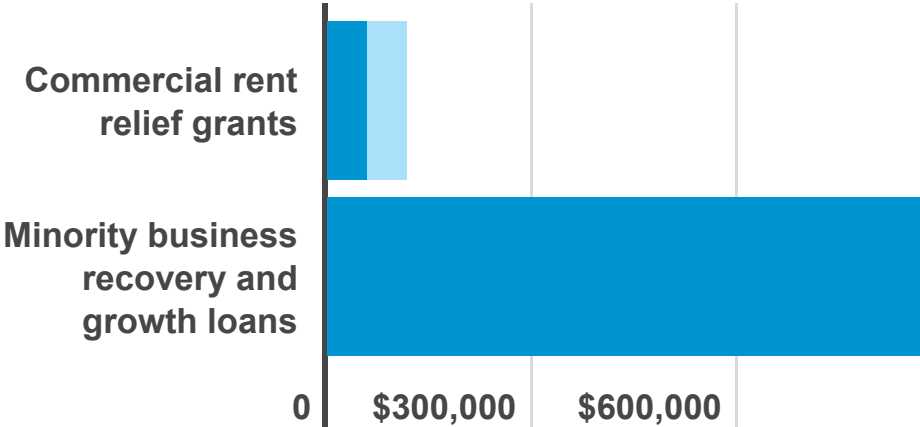


35  
MWBE



5  
Non-MWBE

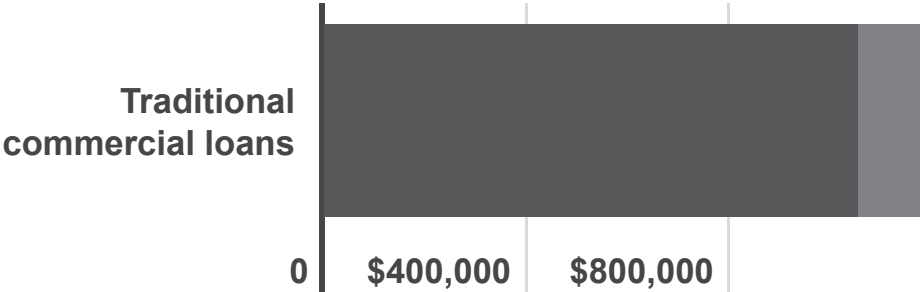
### Investments in Business Resilience



29  
Rent relief match recipients

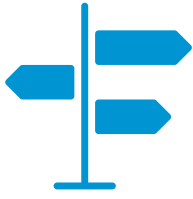
12  
MBRG loans closed

### Traditional Commercial Loans



4  
Traditional borrowers

## Capacity Building for Small Businesses



106

Businesses helped through wayfinding calls and emails



57

Business resource webinar attendees

The URA also helps new and small business owners find and benefit from resources available to them. Our approach is to reach out actively at events (or, in recent months, webinars) and to be on standby for calls and emails for those that could use wayfinding help.

## Borrower Spotlight: Cafe on the Corner

Owned by Lateresa and Michael Blackwell, this Minority Business Recovery and Growth Fund borrower was featured by WPXI for their unique efforts to help stop violence in Marshall Shadeland.



### Black-owned Pittsburgh business taking unique approach to help stop violence

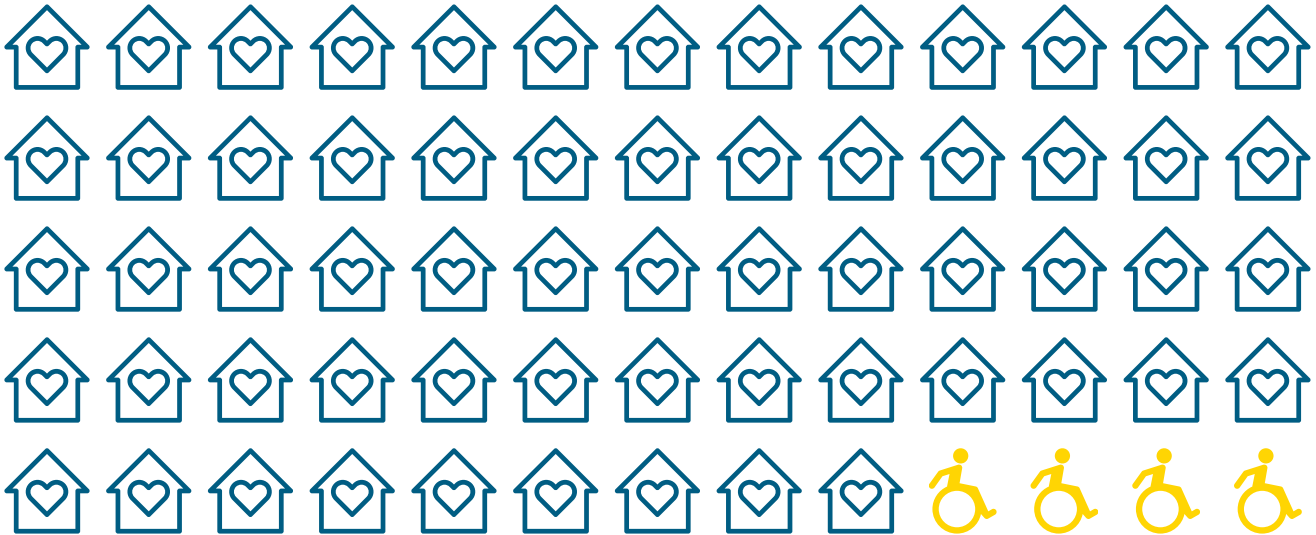


[Click here for the full article](#) and to hear from the owners about how their kitchen lab supports local teens and young adults.

# 3

## Inclusive Growth and Quality Job Creation

Economic opportunity starts with a solid foundation.



175 Assisted and \$315,000 Invested

2 Assisted and \$18,225 Invested



Housing Crisis Prevention



Accessibility Improvements for Housing

### What happens when the URA supports development projects?



# \$539,810

**Paid out for transportation projects in Q1**

\$850,000 contributed to GRP from funds disbursed for transportation projects in Q1



## \$73,000

**Income from induced impact:** Workers support their neighbors' jobs and businesses when they use their dollars on their everyday purchases.



## \$41,000

**Income from indirect impact:** Additional jobs are supported when goods and services are purchased for the project.

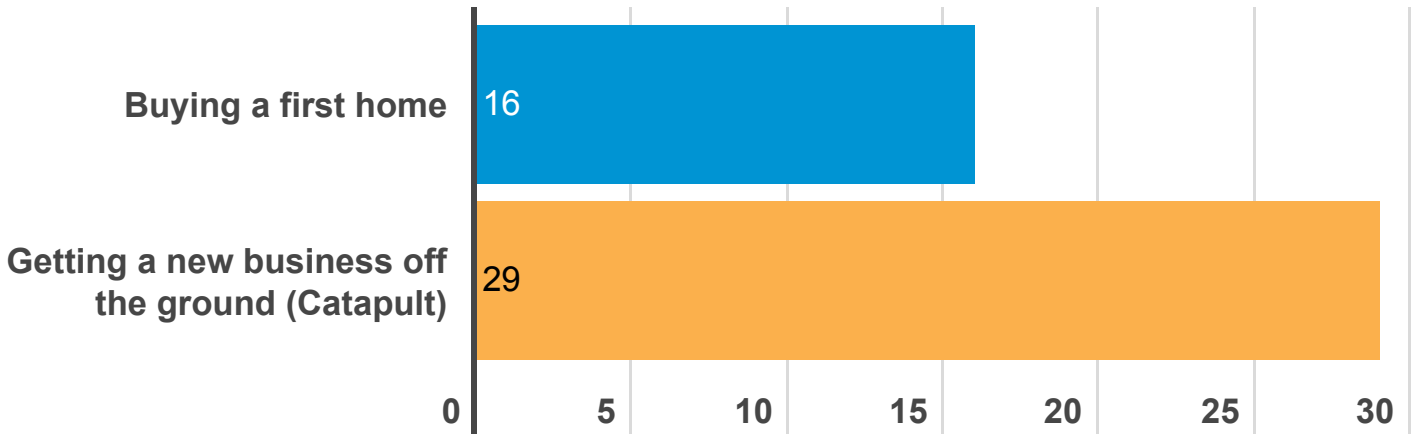


## \$235,000

**Income from direct impact:** In order to make the project a reality, workers must be hired to do the job.



# A Pittsburgh "for all" means real opportunities to build wealth.



## Get Online and Grow Online Impact Spotlight: Hilltop Pharmacy

Alex Lavella, pharmacist at Hilltop Pharmacy, had been looking to expand the business and clientele through a new website and social media. She had no idea what a valuable partner she would find in McRales, her service provider through the URA's and Neighborhood Allies' Get Online and Grow Online (GOGO) Program. And McRales had no idea of the success soon to come.

[Click here](#) for the full story from the URA on how Hilltop Pharmacy was able to meet a critical community need in unprecedented times.



# 4

## Neighborhood Development and Main Street Revitalization

Residents, local businesses, and community-based organizations all drive neighborhood revitalization.

Community organizations are supported by technical assistance.

Home and business owners are supported through façade improvements.

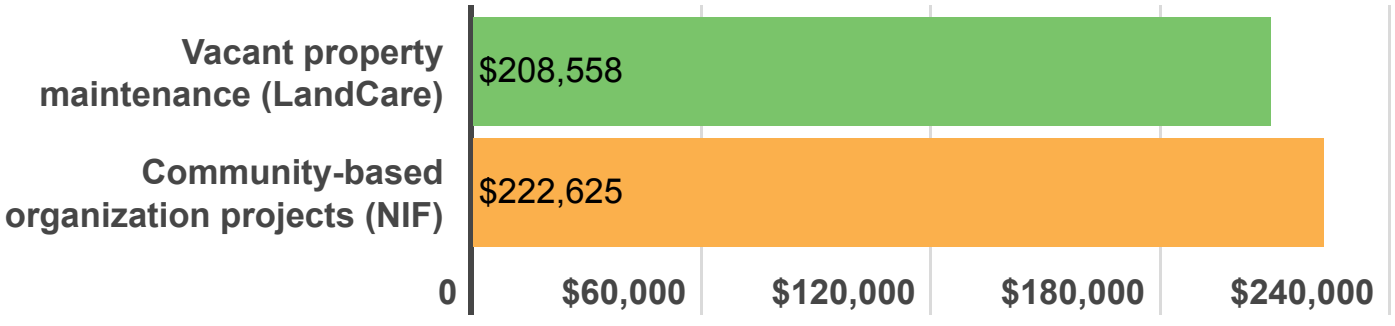
5 business districts served through organizational capacity building



\$35,000 Invested in 2 Storefronts

\$24,206 Invested in 5 Homes

Local contractors and nonprofits are supported through direct investment.



### Land Recycling for Community Benefit

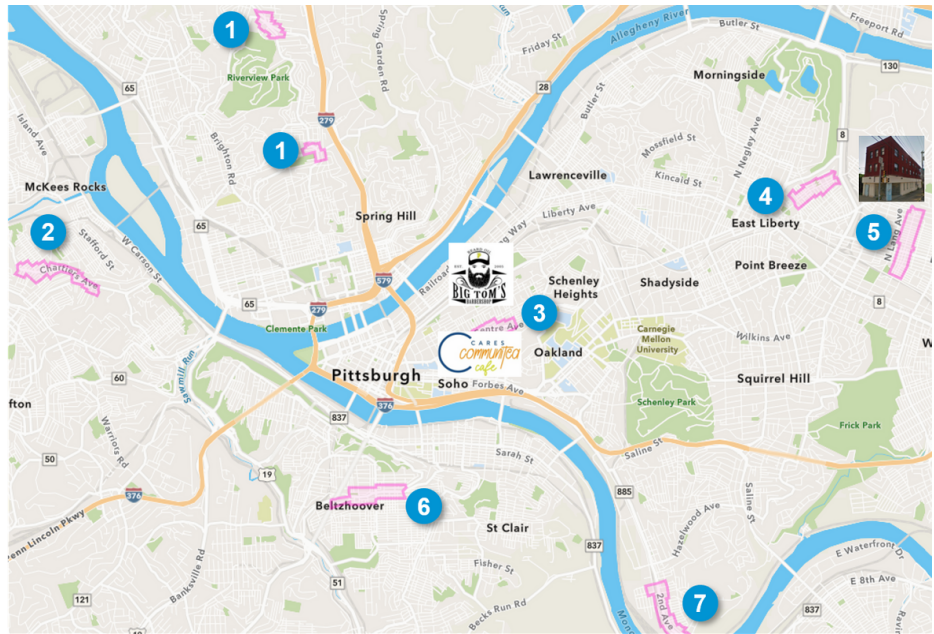




# Avenues of Hope Project Spotlight: Big Tom's Barbershop

Avenues of Hope is a place-based, people-first approach that intervenes across all layers of successful, healthy, and sustainable main street development in 7 neighborhoods:

- 1 **Perrysville Ave**  
Perry North & South
- 2 **Chartiers Ave**  
Sheraden
- 3 **Centre Ave**  
Hill District
- 4 **Larimer Ave**  
Larimer
- 5 **Homewood Ave**  
Homewood
- 6 **Warrington Ave**  
Allentown/Beltzhoover
- 7 **Second (Irvine) Ave**  
Hazelwood



**Big Tom's Barbershop** serves as the kickoff for the revitalization of Centre Avenue and the citywide Avenues of Hope Initiative. Thomas Boyd entered into Exclusive Negotiations this quarter to purchase 2178 Centre Ave. (formerly Hamm's Barbershop) where he will relocate his barbershop from its rented location of 14 years at 2042 Centre Ave.

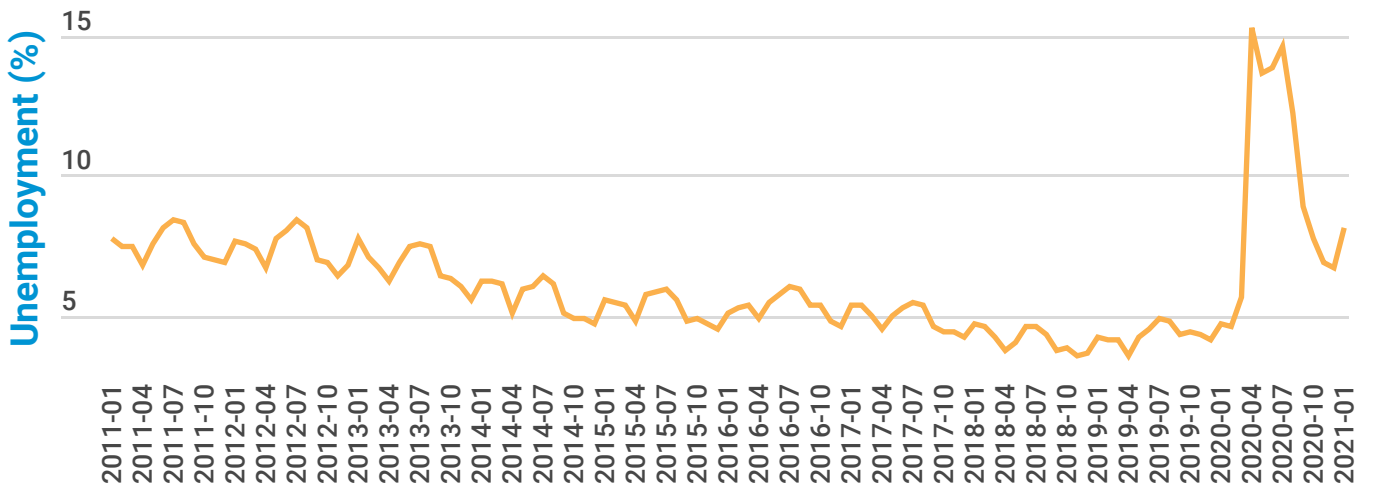
The new location is prominently located in the Middle Hill at the Kirkpatrick St. intersection. Big Tom's Barbershop will occupy the first floor and the upper two floors will become affordable residential units. Three adjacent, vacant parcels will be transformed into green/community event space and off-street parking.



# 5

## Workforce Development and Skill Growth

COVID-19 has caused an unprecedented level of unemployment in Pittsburgh.



Monthly unemployment rate in Pittsburgh, 2011-Present  
Source: BLS via PolicyMap

### A Networked Approach to Workforce Development

35

#### Attended Virtual Opportunity Fair

With partners connecting to job training, workforce programs, and expungement opportunities

#### Referrals to Resources

like partner organizations, URA events, and employers

7

50

#### Attended expungement clinics

to help clear criminal records with help from Duquesne Law students

Jobs Currently Posted on the URA Job Board

25

# New program launch at Ebenezer Baptist Church



The Ebenezer Baptist Church's new Workforce program creates career pathways that prepare low-income and out-of-work individuals for living wage, family-sustaining jobs. These programs are free and open to anyone 18 years or older. No high school diploma is required.

Programs include:

- EBC Workforce Training
- Culinary and Kitchen Training
- Videography and Filmmaking

The URA is excited to support the Ebenezer Workforce Innovation & Talent Center's efforts by providing additional services, including housing and small business resources to interested Hill District residents, as part of our URA in Your Neighborhood initiative.

A partnership with CVS and Aetna will also bring healthcare training and an on-site community health clinic. Learn more about the Workforce Center [here](#).