



## NEWS RELEASE

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**Date:** Thursday, March 26, 2009  
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## Etna Sprouting Green This Spring!

*Community Corporation Using A **Green** Main Street Development Approach To Revitalize Its Business District And Change The Culture Of The Community!*

**ETNA, PA** – The **Etna Economic Development Corporation (EEDC)**, utilizing the structure and support of Pennsylvania’s economic development “Main Street” model, has a vision for its community of a restored historic district of its downtown shopping market. However, they also have a vision of a new economy for Etna, an economy that in the past has been victimized by flooding and the environment, but now will be one in which the power of water, along with social and economically responsible policies and principals which will propel and prosper Etna’s economic growth! An economy which will reinvigorate and drive Etna to being a leader in the region featuring the country’s new “Green Economy.” It will become a model of how older, traditional manufacturing communities can recreate themselves into current day “model green communities.”

The EEDC is proud to announce today the official kick-off of their Main Street’s effort’s approach to become Pennsylvania’s first “**Green** Main Street.” This effort will work towards the revitalization of its Butler, Freeport, and Bridge Street business corridors utilizing the foundation of “green industries.” This particular effort will be unique, in comparison to all other state-wide Main Street efforts, as it will be the first one which will be built upon, with and by sustainable approaches and efforts. EEDC’s plan calls for physical improvements to the commercial districts streetscape, signage, parking and other amenities using “a green” approach. Even the EEDC’s recently unveiled Facade Improvement Assistance initiative, being offered to the local merchants located in the designated Main Street area, is utilizing “Green approach” best practices and applications in the rehabilitation of the building facades. This comprehensive economic development effort will utilize the most current and available “green industry” applications to sustainability and ecologically sensitive commercial development in both their restoration efforts, as well as in their recruitment of new or existing industry-related businesses to the community’s business district.

In their overall plan, the EEDC will focus on efforts to recruit and solicit “Green Industry-related” businesses, such as commercial and residential product suppliers and retailers, professional service providers (such as engineers and architects), as well as “Green Economy” startup companies to locate in to their main street business corridor. In addition, a variety of other high demand businesses that are needed and wanted by residents and other businesses alike will also be sought so as to present the Etna business district as a fertile market that could be presented as a “green ribbon” of business opportunities to either open, expend or incubate a business in.

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## ADD 1

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**Pennsylvania State Representative Dom Costa**, whose 21<sup>st</sup> legislative district includes the Borough of Etna, applauded EEDC's non-traditional approach using the Commonwealth's Main Street model. "The Etna community has historically been comprised of very innovative people of vision, who have always found ways to overcome challenges while creating, what has become a strong, vibrant and healthy community. This most recent approach in an effort to revitalize their local economy and to grow support for their commercial district is just another instance of why Etna continues to remain a strong and important part of Allegheny County and the State of Pennsylvania" noted Costa.

EEDC's planned efforts aren't going unnoticed by Green industry experts either. The **Green Building Alliance (GBA)**, a non-profit organization that advances economic prosperity and human well being in Western Pennsylvania by driving market demand for green buildings and green building products, has expressed strong support for the EEDC's initiative and vision. "This is an exciting green development project, as conceived to date, both for Etna and the Greater Pittsburgh community. Etna's effort could give GBA members a potential new opportunity for them to demonstrate real-time applications of their products, a possible location for new green businesses and one more regional showcase for green building products and services," stated **Valerie Hearn, of the GBA**. Another interested supporter of Etna's efforts is **Sustainable Pittsburgh**, a leader promoting sustainable practices for the region's communities and businesses where prosperity is found at the intersection of economic prosperity and environmental quality. "Etna is well-positioned to carve out a niche of being a hotbed for sustainable business enterprise. Access to major water and road transport and connection to a commuter-friendly bike trail, a close knit business community and their supplier networks, and progressive leadership and collaboration with the Allegheny River Towns Enterprise Zone are among the many attributes that bode well for Etna's green renaissance", says **Matt Mehalik of Sustainable Pittsburgh**.

EEDC knows that a large part of the success of their economic revitalization and community development plans will greatly depend on the amount and extent of its educational outreach efforts to the business and residential communities of Etna and surrounding communities. They realize that they need to garner the help and support of the region's educational institutions in order to make this effort work. They have already recently partnered by engaging a graduate level Landscape Design class from **Chatham University** in assisting them in a series of recommended design ideas and drawing for their EEDC's consideration in the renewal efforts to improve and create the community's portal entrances, parking areas, signage and public spaces. Additional educational partners who have lined up to assist the EEDC in this effort include the **University of Pittsburgh**, both its **Katz School of Business Small Business Administration Center** and the **Graduate School of Public and International Affairs (GSPIA)**, as well as committed support from both the **Heinz School of Public Policy and Management**, and the **Brownfield Center at Carnegie Mellon University, Duquesne University's Small Business Incubator and Point Park University**.