



Murrysville

Economic and Community Development Corporation



MECDC

Murrysville
Economic and
Community
Development
Corporation is a
private non-
profit 501(c)(3)
organization.



501(c)(3)

501(c)(3) defines the **MECDC** as an educational and charitable organization, which can accept private and public grants which are fully deductible.



Our Mission Statement

The Murrysville Economic and Community Development Corporation (MECDC), a productive resource, stimulates and enhances economic and community development through advocacy, education, and partnerships to achieve business growth.



MECDC

Our Board of Directors are committed to improving the appearance, value, and quality of Route 22 and the Business District for the use of our residents.



2011
Board
members

Our Vision

The Primary Focus of **MECDC** is to revitalize Murrysville through strategic and responsible real estate development.



Western gateway into Murrysville

Our Vision

Our Current Goals:

- We are currently involved with facilitating the development of the western gateway of Murrysville into a mixed use retail complex.
- To utilize the available commercial zoned properties.

Properties Involved:

- Banner Parklet
- Blue Spruce Property
- Gatto-Foster Property

Route 22 Banner Parklet

The **MECDC** and the Municipality are partners selling this adjoining property for the Blue Spruce shopping complex.



Banner Parklet

Route 22 Banner Parklet

The Banner Parklet property provided the opportunity to create more highway frontage for the *Blue Spruce* parcel.



Copyright 2007-2010 USGS/Digital Globe/Google



Board Members inspect demolition

Gatto-Foster Property

The Former *Gatto Bicycle* and *Foster Garage* parcel of land is also available for business development.



Gatto-Foster Property

Gatto-Foster Property

The MECDC is coordinating this spectacular corner parcel for potential commercial development.



Copyright 2007-2010 USGS/Digital Globe/Google

HIGHWAY ENHANCEMENTS

Offering guidelines to the developers & municipality to enhance both Route 22 & Old Wm. Penn Hwy .

- Lighting
- Signage
- Architectural guidelines.



Old Wm Penn Highway

Renew 22 Project

Green planters are maintained by different organizations in the community.

Making Route 22 beautiful for visitors and residents.



Branthoover cut off

Renew 22 Project

Local companies and organizations sponsor and maintain their section of Route 22.



S&T Bank / Murrysville Garden Club

Renew 22 Project

The **MECDC** needs the communities donations and support to continue with projects like keeping the highways western end beautiful .



Cozy Inn cut off

Murrysville Business District

Town Square
1923



Photograph courtesy of Charles Hall

Transformation of the Streetscape Area



Eastbound 2010

Old Wm Penn Hwy - 2010

www.MECDC.com



Streetscape Phase I

Completion Of Phase I



Old Wm. Penn Hwy Westbound

Stamped Crosswalks (2010)

Streetscape Phase I



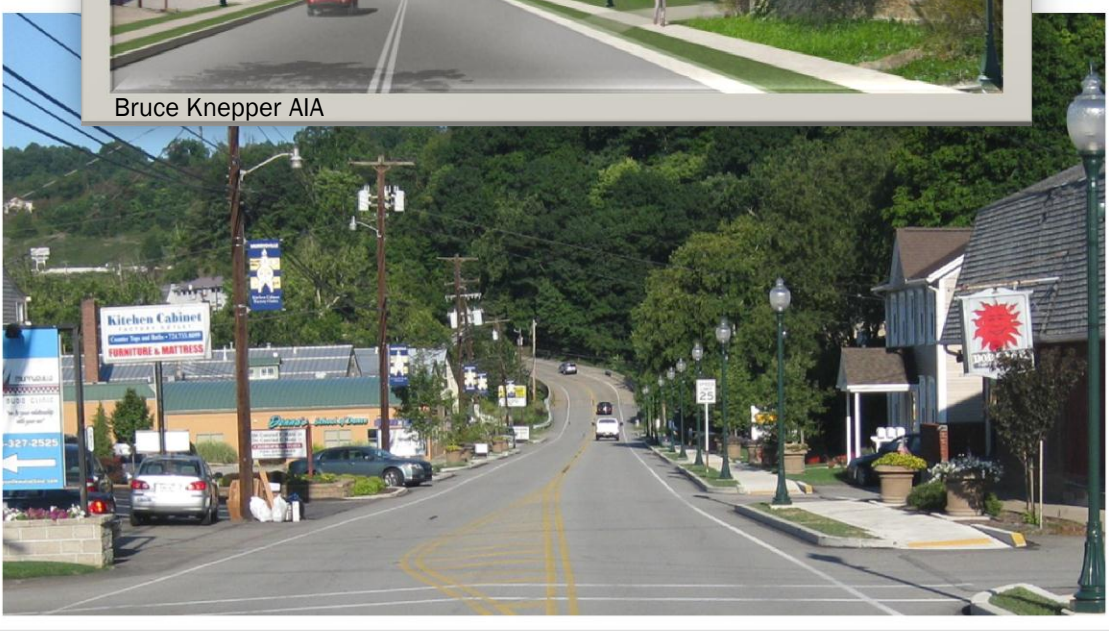
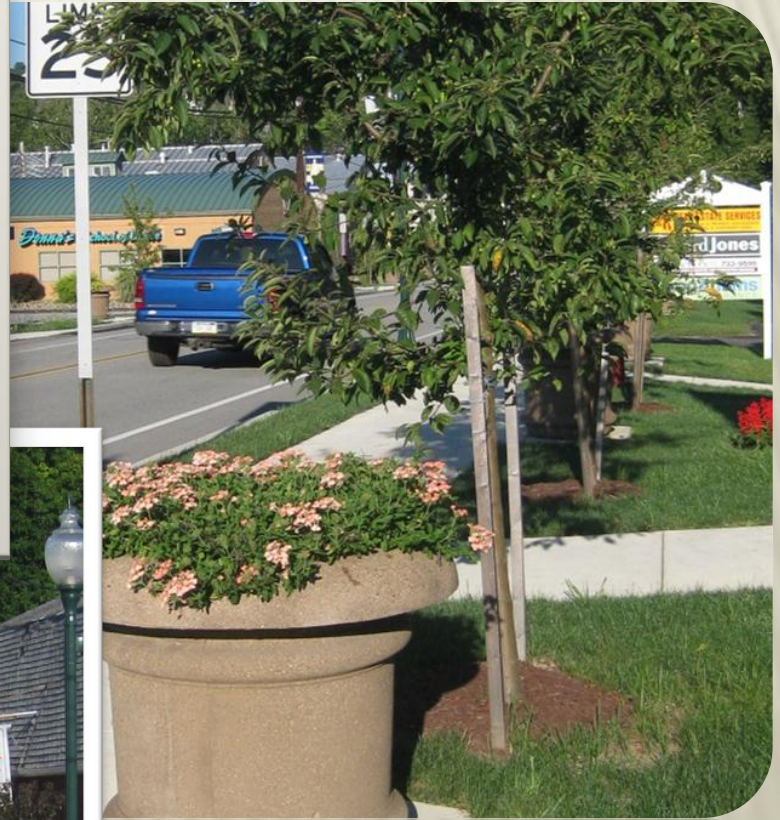
Streetscape Dedication

November 2009

Streetscape Vision



Bruce Knepper AIA



From conception
to completion

Streetscape

With Phase I completed:

Encouraging proud residents and merchants to continue enhancing the Old William Penn highway business district.



Residents & Merchants Plant Flowers



Enhancing the look

Finding and enticing these businesses to move into the community.

Encouraging modernization of buildings.



Med Express & Goodwill Industries



From a fresh coat of paint
To a new facade.

Enhancing the Look

Encouraging the modernization of shopping plazas.



Murry Plaza

Enhancing the Look

Encouraging the modernization of office space.



2011

T & R Realty



2009

Benefits to Reduce Your Taxes

Educate about the benefits of businesses and how they can contribute to reducing the residents school taxes.



How Business Development Effects You

➤ Property Taxes

Businesses will lower the tax burden to residents.

➤ School Taxes

91% are currently paid by residents.
9% are currently paid by Business.



Source: Franklin Regional School District

Put Your Money Where Your House Is.

High percentage of money spent at local businesses will stay in the community.

We need to focus on the economic power of each dollar and its payback for residents.



For every \$100 spent with local business means \$45 is re-spent in the region.

The same money spent with a non-local can be expected to produce only \$15 in money re-spent in the community.

Source: US Dept of Labor

www.MECDC.com



Partnerships

MECDC partners with the *Smart Growth Partnership of Westmoreland County*.

We support them because they also seek to encourage growth in Westmoreland County.



Seminars sponsored by Smart Growth

Helping **MECDC** realize their organizations vision and goals.

Awards

MECDC has won numerous awards for their tireless commitment to encouraging and developing growth in the community. We are improving the quality of life for the residents and businesses in Murrysville.



Mayor Bob Brooks, John Cardwell, Bill Ferri

John Cardwell receives Smart Growth Award on behalf of the MECDC.



Charitable Contributions



Support to preserve
the MURRYSVILLE TREE SIGN.

Charitable Contributions

Getting the support of
local business

Through banner
sponsorship



Banner Sponsors



Research

Residents are willing to support local businesses. “They are likely to purchase local products if they are of equal price and easy to find,” the report found.

Mintel
International
Group

Source: Mintel International Group
Teresa F. Lindeman, Pittsburgh Post-Gazette

www.MECDC.com



Research

Buy local is a movement
and not a trend.

Spending a little more
actually costs less in the
long run because it
helps save gasoline,
local jobs and maintain
home values.

Mintel
International
Group

Source: Mintel International Group
Teresa F. Lindeman, Pittsburgh Post-Gazette

Research

The **MECDC** assesses areas that offer growth opportunities and are carefully designing business corridors that best benefit Murrysville as a residential community, as well as businesses.

Stuart M. Patz & Associates

- Compiled data from the area relating to business growth and development potentials in Murrysville

Purchasing Power in Murrysville

Consumer Categories	Expenditure Potential	% of Total
Food at Home	\$125,800,000	16.2%
Food Away from Home	92,500,000	11.9%
Alcoholic Beverages	15,500,000	2.0%
Other Household Expenses	14,800,000	1.9%
Housekeeping Supplies	21,800,000	2.8%
Household Furnishings and Equipment	61,400,000	7.9%
Apparel for Men, Women, Children	61,400,000	7.9%
Other Apparel Products and Services	10,100,000	1.3%
Vehicle Purchases (Net Outlay)	148,400,000	19.1%
Gasoline and Motor Oil	49,700,000	6.4%
Vehicle Maintenance and Repairs	28,000,000	3.6%
Prescriptions and OTC Drugs	19,400,000	2.5%
Medical Supplies	3,900,000	0.5%
Entertainment Fees and Admissions	21,800,000	2.8%
Home Entertainment-TV, Radios, CDs	28,000,000	3.6%
Pets, Toys, Playground Equipment	14,800,000	1.9%
Other Entertainment Supplies, Equip.	19,400,000	2.5%
Personal Care Product Supplies	21,000,000	2.7%
Reading	5,400,000	0.7%
Tobacco Products and Smoking Supplies	13,200,000	1.7%
Total Expenditure Potential	\$777,000,000	100.0%

Source: Stuart M. Patz & Associates

Purchasing Outflow in Murrysville

Total Square Feet	672,600
Anchor Stores	
Anchor Store Space	300,000
Annual Sales at Anchor Stores	\$120,000,000
Sales Per Square Foot	\$400
Anchor Store Existing Potential	\$458,400,000
Sales Loss	\$338,400
% Sales Loss	73.8%
Specialty Stores & Restaurants	
Specialty Store and Restaurant Space	372,600
Sales Per Square Foot	\$250
Specialty Store Sales	\$93,200,000
Specialty Store Exist. Potential	\$425,100,000
Sales Loss	\$331,900,000
% Sales Loss	78.1%
All Stores and Restaurants	
Total Sales in Market Area	\$213,200,000
Total Existing Potential	\$550,900,000
Sales Overflow from Market Area	\$337,900,000
Percent of Total Existing Potential	61.3%

Source: Stuart M. Patz & Associates

Provide Businesses with Assistance

MECDC, through Murrysville Council, is working to create business districts that offer unique personalities while providing exciting options for residents to live, work and play.



Murrysville Business Partnerships

MECDC Partnerships

- Liaison for business development.
- Partnership with Municipality of Murrysville.
- Coordinating development with municipal authorities.

Business Overlay

- Mixed Use
 - Business
 - Residential
- Assistance with zoning to encourage new business.

Murrysville Business Partnerships

The right mix of local businesses enhance the realtors chances of selling Murrysville to clients.



Murrysville Business Partnerships

Residents want the convenience of shopping for necessities without traveling far from their home.



Image from appliedarts.net, Copyright 2010

Businesses want the synergy to feed off of the traffic generated.

Projects Assisted by the MECDC

First major new development in Murrysville since the foundation of MECDC.

Our vision is to bring sustainable growth to Murrysville's business district.



Walnut Hollow Shopping Plaza

Projects Assisted by the MECDC

Finding and enticing these businesses to move into the community.

Updating existing structures.



Nicklas Supply Co.



Hall's Food Store (1950)

Projects Assisted by the MECDC

First in Western PA with new prototype design



McDonald's

Projects Assisted by the MECDC

New prototype design in the Pittsburgh area.



Dunkin' Donuts

Projects Assisted by the MECDC

MECDC

assisted in finding
the land parcel
and rezoning for
Tractor Supply Co.



Tractor Supply Co.



Board Members



2008-2009 Board Members

The Future Starts Today

With monetary support,
**The Murrysville Economic
and Community
Development
Corporation** will
continue into the future.



Thank You