



Waynesburg Prosperous & Beautiful

Quarterly Newsletter

Volume 2, Issue 4: Dec. 2009

Our Mission Statement

Waynesburg Prosperous & Beautiful represents a community endeavor to preserve and revitalize historic downtown Waynesburg and raise awareness of the educational, cultural and historical opportunities, as well as the convenience of shopping, associated with the town.

Inside this issue:

- Larry Marshall is new Main Street Manager
- Downtown Dialogue series to continue in 2010
- Farmers' Market set for same time, same place

Old-fashioned Christmas spirit the highlight of downtown's Holiday Open House

On the evening of Friday, Dec. 4, downtown Waynesburg bustled with holiday shoppers, musicians played instruments on the street, and the clopping of horses' hooves could be heard on the pavement. This old-fashioned atmosphere was all part of Waynesburg Prosperous & Beautiful's annual Holiday Open House.

During the open house, most downtown merchants extended their business hours to 7 p.m. or later, with some offering in-store refreshments such as hot chocolate, cookies and cupcakes. The merchants also presented a silent auction, with items up for bid including jewelry, clothing, handmade gift items, and much more. Over \$1,000 in merchandise was donated for the silent auction by the downtown businesses. All proceeds from the auction benefit programs of Waynesburg Prosperous & Beautiful.

The Holiday Open House also included live vocalists and musicians, lit fire barrels, a spiced-nuts vendor, and horse-drawn carriage rides provided by Fred and Jessica Kiger and their team of Belgian horses. In addition, Direct Results and the GreeneSaver presented a downtown scavenger hunt with a \$100 cash prize.



The 2009 Holiday Open House was sponsored in part by Dale Property Services Penn, and a number of downtown area businesses.

Photo Credits:
Above & Far Left, Denise Chadwick.
Left, Melody Matthews.

Streetscape project planned for downtown Waynesburg will start this spring

Downtown Waynesburg will soon be getting a facelift. The \$1.6 million Streetscape project, which has been in plans for several years, is scheduled to begin March 1 and be completed around the end of summer. Decorative sidewalks, streetlights and tree-lined streets are all part of the plan to enhance the downtown area.

"This project was started with the intent to enhance the appearance of the business district," said Borough Manager Bruce Werminger, "thereby increasing the desire for new businesses to open downtown and create more retail traffic to a new and improved downtown area. Together the Borough, WP&B, County of Greene and the University hired a design company and the scope of the project was laid out and put on paper. Public meetings were held, and the input from those sessions was included in the design."

The project is the result of an effort by the Borough of Waynesburg, Waynesburg Prosperous & Beautiful and Waynesburg University to make the downtown more appealing to businesses and residents. Allegheny Power and Comcast are also contributing to the endeavor by burying their lines beneath the sidewalk. Windstream Communications will charge \$52,000 to bury their lines, but the borough received a \$60,000 state grant to cover this cost as well as some additional engineering and design work.

WP&B welcomes Larry Marshall as the organization's new Main Street Manager

Larry Marshall has been hired by Waynesburg Prosperous & Beautiful as the nonprofit organization's new Main Street Manager. Marshall, who resides in Waynesburg and has volunteered in the community in various aspects for the past 30 years, replaces Deborah Mack, who resigned from the position in August 2009.

As manager of Waynesburg Prosperous & Beautiful, Marshall hopes to explore new ways to strengthen downtown Waynesburg, focusing on the "prosperous" half of the organization's name.

"One of our board members said it best during a recent meeting, that we've been doing things to beautify the downtown, but what can we do to increase prosperity?" Marshall said. "We need to work on ways to bring more people into the downtown and encourage them to shop and spend their money here. The Streetscape project coming up will make it look pretty, but we need to work on ways to increase prosperity."

According to WP&B President Jeanine Henry, Marshall will serve as an asset to the organization. "WP&B is pleased to have longtime borough resident Larry Marshall as new Main Street Manager," Henry said. "Larry is transitioning from board member to manager and brings a wealth of experience and knowledge with him."

Marshall has served as manager of the Greene County Fair since 1980, was an assistant basketball coach at Waynesburg College for 24 years, was a head basketball coach at both Waynesburg Central and Trinity high schools and is a past chief of the Waynesburg-Franklin Township Volunteer Fire Company. He also served as Fire Code Official for the Borough of Waynesburg in 2008-2009 and is a State Suppression Instructor through the Pennsylvania Fire Academy in Lewistown, Pa. Marshall retired in 2007 from the Trinity School District in Washington, Pa., where he taught high school honors physics.

He was elected to the Waynesburg Prosperous & Beautiful Board of Directors in 2009, from which he recently resigned in order to accept the manager position.

ERC continues Downtown Dialogue meetings in 2010, creates action steps

The Downtown Dialogue series presented by the Economic Restructuring Committee (ERC) of Waynesburg Prosperous & Beautiful continued on Friday, Nov. 13, with a meeting focusing on the concerns and suggestions of downtown property owners.

The group met at the Waynesburg University Center for Research & Economic Development and discussed many issues, including housing, property maintenance, pedestrian safety, zoning enforcement and parking issues.

The Downtown Dialogue series was created by the ERC as a forum for business owners to voice their opinions and work together in order to identify action steps that can be taken to continue to strengthen Waynesburg's downtown. The dialogues were held once each quarter in 2009 and focused on four key business sectors: Retail, Food & Entertainment, Professional Services and Property Owners. Members of the ERC have since created action steps from dialogue attendees' concerns and suggestions; these steps will be taken by Waynesburg Prosperous & Beautiful to try to bring about improvements in the downtown district.

Waynesburg Prosperous & Beautiful plans to continue hosting the Downtown Dialogues throughout 2010 in March, May, August and November, so that they can continue to have a discussion with the business owners who are truly the lifeblood of Waynesburg's main street. The mission of the ERC for this year is to start making small incremental changes that will help to spark improvements in downtown Waynesburg.

Invitations will be sent to a variety of individuals with business interests in the downtown Waynesburg area. Look for yours!

The mission of the Economic Restructuring Committee for 2010 is to start making small incremental changes that will help to spark improvements in downtown Waynesburg.



Spotlight: **Roger Bristor, handyman**

If you have visited the Waynesburg Prosperous & Beautiful Building you may have run into Roger Bristor. Roger handles routine maintenance and quick fixes in the WP&B building. The board and staff are grateful for his good stewardship. Roger is always quick to respond whenever there is a problem that needs fixed. Thanks Roger!

Pine baskets & OPEN banners

This December, Waynesburg Prosperous & Beautiful brought two colorful features to the downtown area. The lamp posts on High Street were decorated with holiday greenery, red bows and white lights through the efforts of the Design Committee. Coordinated by the Promotions Committee, the green OPEN banners with yellow lettering were passed out to downtown businesses to make it easier for shoppers to know when a business is open. A special thank you to the borough workers who assisted with this project.

Thank you to our Christmas pine basket sponsors!

Waynesburg Prosperous & Beautiful would like to recognize and thank all of the businesses and individuals who made contributions toward the Christmas pine baskets this holiday season. With your help we were once again able to decorate the lamp posts on High Street with greenery, bows and lights. Thank you!!!



*Community Bank
Mary Beth Pastorius
PNC Bank
Rhodes & Hammers Printing
Stratus Construction
Waynesburg University
Barbara Wise*

Think locally, spend locally

When \$100 is spent in a local business, it generates \$68 more in revenue for the local economy. Compare that to a chain store, where only \$43 will get re-circulated. Another great reason to shop and dine downtown! (Information provided by Pennsylvania Downtown Center 717-233-4675 www.padowntown.org)

Farmers' Market 2010

Same time, same place as 2009 market

The Waynesburg Farmers' Market will return in 2010 on Wednesday, May 19. The market will be held every Wednesday from that date through Oct. 20 from 3 – 6 p.m. at the American Legion Parking Lot on East Greene Street. Plan on visiting the Farmers' Market for an assortment of fresh, locally grown fruits, vegetables, flowers, herbs, meat and eggs. It's a great way to support local farmers and gardeners and to eat fresher and healthier! We'll see you there!

Alpaca Winter Raffle benefits S&F Fest

The winner of the alpaca basket raffled by the Sheep & Fiber Fest Committee in December was Chris Bradberry of Buckhannon, W. Va. The basket contained these alpaca items: 1 gray hat made at Lippen-cott Alpacas, 1 pair of extreme weather socks, 1 pair of sports socks, 1 pair of gray everyday socks, 1 alpaca stadium, 1 child's activity book, 1 large stuffed alpaca and a belly-button warmer.



Proceeds benefit the 2010 Sheep & Fiber Fest.

WP&B offices relocate to Waynesburg University

Early in January 2010, the Waynesburg Prosperous & Beautiful offices moved as Waynesburg University graciously provided office space in Miller Hall. WP&B has enjoyed a positive working relationship with the University and looks forward to a continued endeavor working with them in improving and strengthening our Main Street footprint.



Strategies discussed at Annual Retreat

Members of the Waynesburg Prosperous & Beautiful board of directors and committees met for the organization's Annual Retreat on Nov. 6 to set goals and strategies for the coming year and to plan for the future. Board President Jeanine Henry led the retreat, which was held at the Center for Research & Economic Development at Waynesburg University.

Attendees discussed strengths, weaknesses, challenges and priorities for Waynesburg Prosperous & Beautiful, and also listened to reports from the committee leaders. In addition, the group reviewed and updated the organization's 5-year strategic plan, and the committees developed action plans and budgets for 2010.

Volunteer for your downtown!

Waynesburg Prosperous & Beautiful welcomes volunteers to contribute to the revitalization of historic downtown Waynesburg. Volunteers have the opportunity to serve on their choice of four committees: the **Organizational Committee**, which is responsible for the organization's structure and governance; the **Design Committee**, which is responsible for maintaining the integrity of building design and improvements; the **Promotions Committee**, which is responsible for promoting downtown Waynesburg and conducting special events; and the **Economic Restructuring Committee**, which is responsible for compiling trade area information and data management.

Anyone wishing to join a committee and contribute to downtown Waynesburg may contact WP&B at (724) 627-8119 or msm@waynesburgpa.org.

OFFICE SPACE FOR RENT

60 W. High St.; various sizes available.

Lease negotiable; utilities included.

Contact: (724) 627-8119

Waynesburg Prosperous & Beautiful, Inc.

60 West High Street
Waynesburg, PA 15370

If you would like to receive our newsletter by e-mail, please send us a note at msm@waynesburgpa.org

New stores, special holiday offerings bring vibrancy to downtown Waynesburg



The front window of the newly opened Artisans.

The front window of the Stage Door dance shop.



This holiday season, shoppers had a variety of new options in downtown Waynesburg for purchasing unique gifts for their family and friends. Waynesburg University operated a temporary Ten Thousand Villages retail location on High Street to raise money for its Mission Scholarship Fund. Ten Thousand Villages offers gift and home items made by artisans in Asia, Africa, Latin America and the Middle East.

Across the street, The Fashion Shop opened its ETC. store on the other side of the theater entrance to sell its holiday offerings of jewelry, gift and artistic items. Farther down the street, next to the courthouse, the Artisans shop opened its doors to sell a variety of paintings, photographs, pottery, and other forms of artwork created by local artists with exemplary talent. Artisans is a project of Creative Industries of Greene County.

Other shopping options that made their debut in 2009 included Pocketsize Productions, Phase 2 Graphics and the Stage Door dance shop that operates in conjunction with the In Motion Dance + Fitness studio.