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REVAMPED “DOWNTOWN DESTINATIONS” WEBSITE TARGETS COMMUNITY REDEVELOPMENT- *Search marketable properties to locate a new business*

GREENSBURG (May 17) –The Redevelopment Authority of the County of Westmoreland today unveiled a revamp to its popular website designed to promote business development in the county's core communities. "Downtown Destinations" showcases marketable properties in the county's cities and boroughs that are available for business expansions or new enterprise. The website- www.co.westmoreland.pa.us/downtown -features a searchable inventory with street-level imagery, making it a virtual site selection tool.

"Our downtowns offer unique investment opportunities and this is part of our renewed efforts to keep them vibrant and ensure their long-term vitality," said April Kopas, Executive Director of the Redevelopment Authority of the County of Westmoreland.

The latest upgrade to “Downtown Destinations” is a cooperative effort of the Redevelopment Authority, the Economic Growth Connection of Westmoreland, and the Westmoreland County Planning Department.

“The site is improved to provide greater interaction with users, allows for searches by size and purchase price and type, and is enhanced with a visual street view to give a sense of place”, according to Brian Lawrence, Assistant Deputy Director for the Westmoreland County Planning Department. Prospective businesses can also access the new tool from the county’s website via the “site selection” dropdown under the business toolbar.

Trafford Borough is the newest community to come online. “The opportunity to market downtown properties provides a wonderful resource at a time when it’s most needed”, said Les Race, member of the Trafford Economic and Community Development Corporation. “Prospective businesses can remotely take a closer look at the benefits of operating a business in a downtown like ours. We appreciate our partnership with the county and our neighboring towns.”

Lower Burrell Mayor and Authority Board Chairman Donald Kinosz is confident the site will raise the profile of his business district and has the potential to lure investors to the region. “I have had discussions with an out-of-town developer who found our community when viewing featured properties on the website. The improved website features will no doubt increase investment possibilities.”

The website also promotes state designated Keystone Innovation Zones-an initiative designed to foster innovation and create entrepreneurial opportunities in communities. “Downtown Destinations promotes our urban cores as attractive locations to start a business”, said Donna Bates, Director of Finance, Marketing and Programs for the Economic Growth Connection of Westmoreland. “This tool offers a unique way to market downtown properties to business owners.”

Feature properties are located within the communities of Arnold, Derry, Greensburg, Irwin, Jeannette, Latrobe, Lower Burrell, Monessen, Mount Pleasant, New Kensington, Scottdale, Trafford, Vandergrift, and West Newton.

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