Pittsburgh Region Overview
“Faulty Perceptions”
City of Champions

NFL Steelers

NHL Penguins

MLB Pirates
Steel City
Regional Economy: Five Strategic Sectors

- Advanced Manufacturing
- IT
- Financial & Business Services
- Healthcare & Life Sciences
- Energy
A Leader in Sustainability

David L. Lawrence Convention Center

Chatham’s Eden Hall Campus

CONSOL Energy Center

Phipps Conservatory

Tower at PNC Plaza
A Snapshot of the Pittsburgh Region

10 Counties

2.6M Population

$136B Gross Domestic Product

Metropolis Magazine: Pittsburgh – One of the Best Big Cities in the U.S.

“Between academia, innovative companies and lots of startup activity, [the tech world] loves it here”

– Kamal Nigam, head of Google’s Pittsburgh office
Location & Strategic Market Access

Accessible. Strategic. Ideal.
The location of the Pittsburgh region, combined with a strong physical infrastructure, makes it a smart business destination.

Within 500 miles of...

- 48% of U.S. businesses
- 45% of U.S. & Canada populations
- 63% of national industrial output
- 53% of U.S. buying income and 40+% of total U.S. retail sales
- 23 of the top 50 U.S. metropolitan retail markets, plus Montreal and Toronto, Canada
- 45 metropolitan markets exceeding $5 billion in sales
“The answer is simple: We are sitting here on a World-class resource base at the doorstep of the customer. This will give us a long-term, sustainable competitive advantage.”

Ate Visser, Vice President, Appalachia Petrochemicals, Shell Chemical LP
World HQ to 14 Fortune 1000 Companies

- Wabtec Corporation
- Dick's Sporting Goods
- WESCO
- Kraft Heinz
- USS
- EQT
- PNC
- PPG
- ATI
- EDMC
- American Eagle Outfitters
- CONSOL Energy
- Kennametal
- GNC

Pittsburgh Regional Alliance
R&D Powerhouse
$2B Annual Corporate & Government R&D Spending
University R&D: $1B+
R&D expenditures by Local Colleges and Universities: 2004 - 2014

U.S. Universities for R&D Expenditures

35 colleges and universities
41,000 degrees awarded annually
169,000+ students enrolled annually

- 1st-Best Computer Science graduate program (*U.S. News and World Report*)
- 22nd-Best University in the World (*London Times*)
- 5th-Best Business School (*Wall Street Journal*)
- 76th-Best University in the World (*London Times*)
- Best Business School Value in the U.S.; 8th-Best in the World (*Financial Times*)
Most affordable housing market rankings

- Pittsburgh 86.2
- Baltimore 79.6
- Raleigh 76.2
- Philadelphia 75.0
- Charlotte 74.7
- Washington D.C 73.0
- Chicago 69.5
- Austin 64.6
- Denver 63.3
- Houston 61.7
- Dallas 58.7
- Boston 57.1
- San Jose 26.1
- New York 25.4
- U.S. 66.5

Source: National Association of Home Builders/ Wells Fargo Housing Opportunity Index (Q1 2015) calculates the percentage of people who can afford to buy a house based on the area's income in relation to the housing prices. The higher the number, the more affordable the housing market.

Ample Housing Stock

“Country's Most Affordable City for Housing” – HSH.com

15 minutes to Downtown

#5 school district in PA (Mt. Lebanon)

3BR, 2 bath: $249,500

Source: National Association of Home Builders/ Wells Fargo Housing Opportunity Index (Q1 2015) calculates the percentage of people who can afford to buy a house based on the area's income in relation to the housing prices. The higher the number, the more affordable the housing market.
PRA Digital Media Review

Research:
- Benchmarked 10 Top Tier EDOs
- PRA Stakeholder Survey
- Literature Review
- Conversations with Site Selectors

Conclusions:
- Web Sites Are Still a Major Tool for Site Selectors & Stakeholders
- Social Media Has Not Gained a Major Following
- The PRA Web Site and Related Tools Were Not Best-in-Class

Action:
- Complete Overhaul of the PRA Web Site & Online Tools