



CELEBRATE UNIONTOWN

PROPOSAL



NOV. 18, 2022

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Appalachian Teaching
Project Cohort

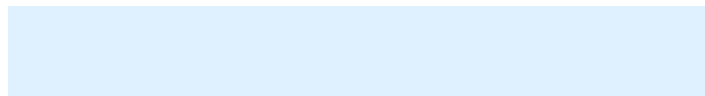


APPALACHIAN TEACHING PROJECT

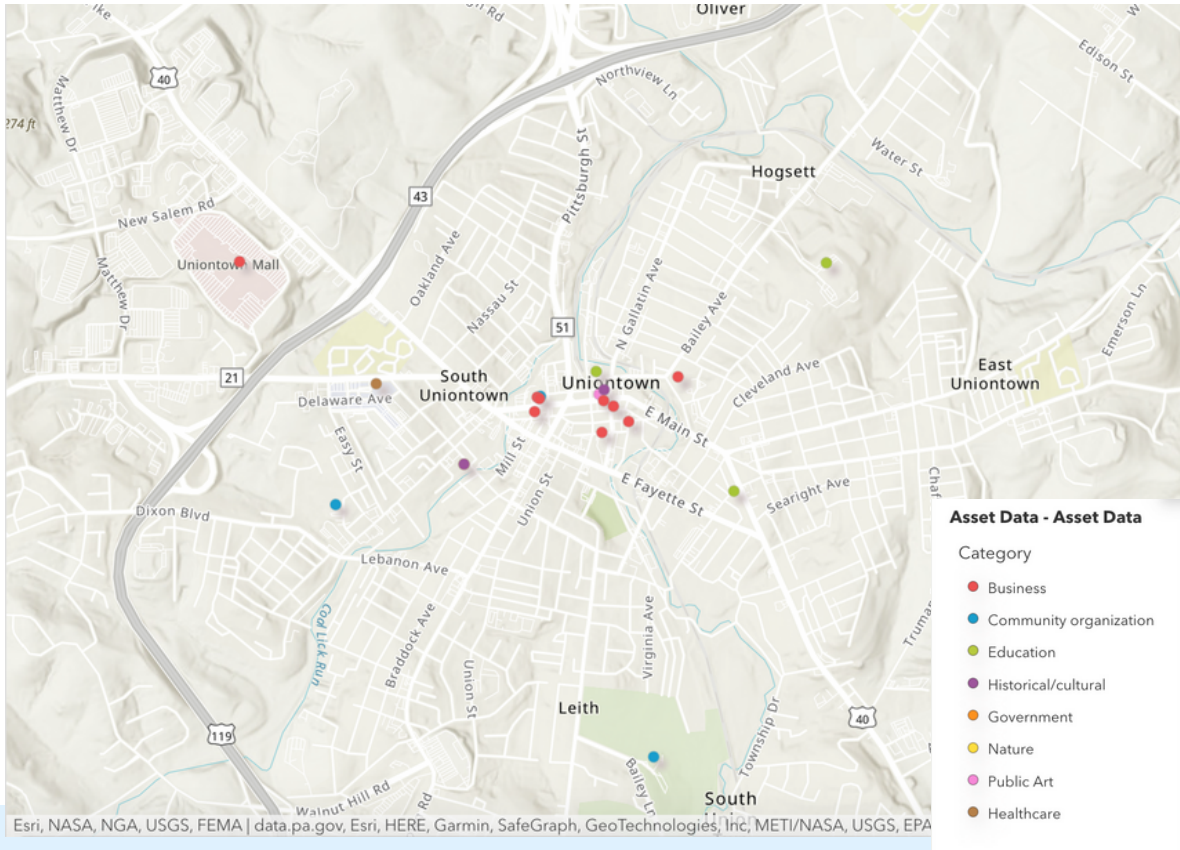


INTRODUCTION

This proposal outlines several suggestions for Uniontown based on interviews and other data collected. These all serve to improve the existing community. This report is part of a 10-year research partnership between the University of Pittsburgh and the Appalachian Regional Commission (ARC). Eight undergraduate students at Pitt's Frederick Honors College compiled this proposal.



BACKGROUND AND RESEARCH



UNIONTOWN ASSETS: FAYETTE COUNTY ASSET MAP

Data from Uniontown was added to the previously existing Fayette County asset map. The map's purpose is to visualize different areas of strength in the community. The concentration of assets are centered around the downtown (Main St) area of Uniontown.

There are a variety of small businesses and historical landmarks here, providing Uniontown with the opportunity to celebrate its present and past through increasing the number of events held in its downtown area and expanding its annual Main Street festival.

These events will encourage more civic engagement, foster a sense of community, and promote the city's small businesses. These areas of improvement were identified after talking to local business owners in Uniontown.

WEBSITE

Bringing Uniontown's Website into the Future

KEY ASPECTS



» User Experience

- A user-friendly website makes it easy for users to search for information regarding the city of Uniontown.
- Links to social media can help streamline the different sources of information.
- Frequently Asked Questions



» Contact Information

- Detailed and up-to-date contact information for local legislators and city government officials.



» Highlight Businesses

- Local government should actively show support for local economy and small businesses outwardly via their online presence and internally through regular communication with local shop owners.
- Consider embedding an asset map



» Updates & Photos

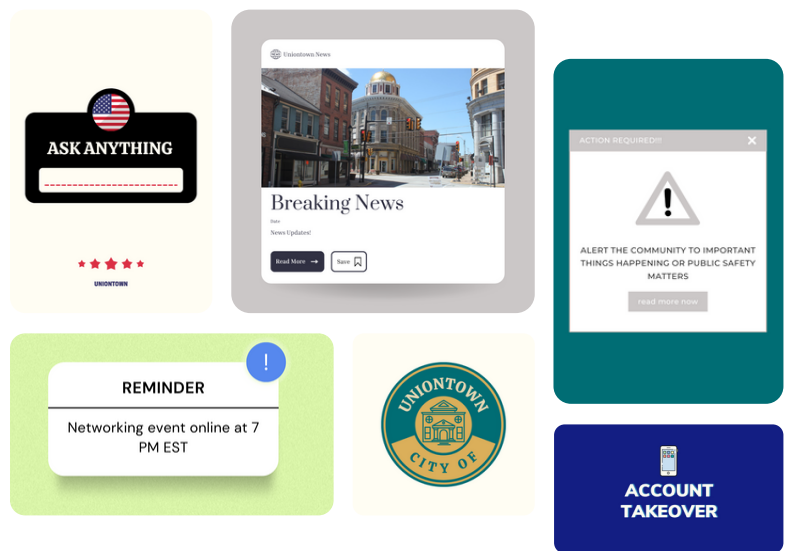
- Photos of community events can encourage users to attend and involve themselves more.
- A continuously updated stream of information about events and volunteer opportunities helps to promote engagement.

MARKETING

Celebrating and Promoting Uniontown

► Emphasis on Marketing

- Increase in social media marketing through designated volunteer/paid positions
- Internship programs



► Promotion of Local Services and Events

- Posts highlighting different small businesses around Uniontown
 - Small business appreciation week
- Increased community engagement, especially among youth

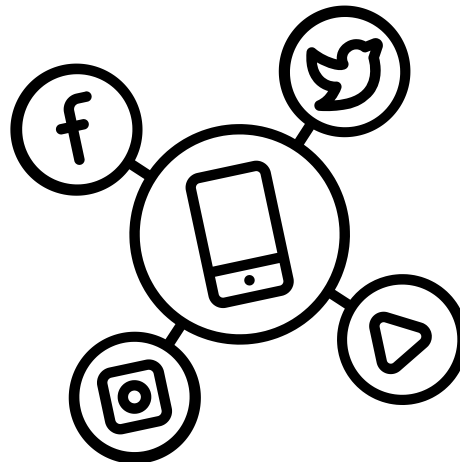
SOCIAL MEDIA

Celebrating and Promoting Uniontown

SOCIAL MEDIA PLAN

News & Government

Use social media to tout policy changes or accomplishments as well as promote transparency about the daily intergovernmental operations



Connect with the Community

Create a sense of connectedness by highlighting community members and local businesses on city pages

Internship

Engage local students to manage and maintain social media pages

Resources & Alerts

Use social media as a mode of alerting the community to emergency happenings or for

INTERNSHIP PLAN

Engaging Uniontown's Youth



Uniontown and its surrounding areas have 3 public high schools and around 2,500 students total. In the proposed internship program, participating schools can provide their juniors and seniors with the unique opportunity to partner with student researchers at the University of Pittsburgh.

By allowing its talented high school students to contribute to different areas of city government, Uniontown can engage its youth and promote interest in serving the community.

Potential areas of interest:

- Social media marketing
- Organizing grassroots community activities
- Expanding upon Celebrate Uniontown initiative

LOCAL BUSINESS ENGAGEMENT

COMMUNICATION PLAN

Support of local businesses must be shown in two ways: by actively listening to and working with business owners, by sharing support for these businesses with to community to generate awareness. These types of activities not only work to bring communities closer together but can also increase sales at local shops, and encourage new business owners to move in to the area. More information is available at this [Forbes](#) article.

TO SUPPORT BUSINESS OWNERS:

- Search and apply for federal and state aid money (grants.gov and sba.gov are valuable resources)
- Make businesses aware of available government grants and aid and assist them in applying
- Support the Fayette Chamber of Commerce
 - the Chamber of Commerce is a valuable resource for local shops and is active in its support for its members, local government involvement should coordinate for further community engagement
- Schedule regular, recurring meetings between a government member and local business owners
 - Best way to improve relations is by being direct
- Frequent local businesses and attend events

TO PROMOTE SUPPORT FOR BUSINESSES TO THE COMMUNITY

- All of this is possible through a greater online presence
- Add interactive map and list of businesses to city website
- Promote local business on city social media
 - Share sales and events
 - Post "Business of the Week"
- Encourage community members to shop local
 - Social media posts, e-shop with 'shop local' and city-centric merchandise