

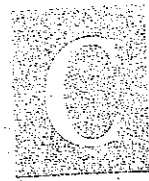
New Pittsburgh Courier

BUSINESS

FEBRUARY 25-MARCH 3, 2009

ick Engineer
he Year

Classifieds
Find what you need
from jobs to cars
to housing
C7-C8



Business opportunities yond southwestern Pa.

Point (State Park)," said Craig.
Craig illustrated his point with a chart comparing Pittsburgh to St. Louis and Kansas City, two cities that were courting the Pittsburgh Penguins franchise in 2007.
According to Pittsburgh Today, when considering the adult population within 25 miles beyond a city's center, Pittsburgh's numbers are in the middle of the three cities; between 25-50 miles, Pittsburgh's potential population reach is 777,000 compared to 339,000 for St. Louis and 315,000

for Kansas City. Go out another 25 miles and Pittsburgh has 1,036,000, Kansas City has 318,000 and St. Louis has 309,000. You do the math.
The other factors Pittsburgh Today found that impacts the bottom line also involves population. The city of Pittsburgh has lost just over half of its population from its peak of 676,806 in 1950; however, if you consider the 22-region as a whole, the numbers are not nearly as jarring—

SEE CRAIG C2



CHAMBER ADDRESS—
John Craig
addresses
African American
Chamber
members.

PHOTO BY J.L. MARTELLO

Craig: business opportunities

CONTINUED FROM C1

from its 1960 peak of 3,545,999, only 11.1 percent population decline.

Craig encouraged his audience to think regional in strategic business decisions. Understanding the regional comparative advantage can aid in playing from strength—which is especially helpful for setting long range goals.

According to Craig, even in this gloomy recessionary cli-

mate, Pittsburgh is prime for excellent market potential with a 75-mile radius that includes Morgantown and Wheeling, W.Va., Belmont, Steubenville and Bristol, Ohio, in addition to southwest Pennsylvania.

"That's why it's important to know where you are," said Craig.

(Pittsburgh Today is an outgrowth of a regional indication feasibility study that is updated weekly on the website www.pittsburghtoday.org.)