

Local duo creates UA Web site

All-inclusive site features services, happenings and businesses

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Two life-long local residents recently combined talents to create a new Web site geared toward promoting Upper Arlington and all it has to offer.

Recently, Margherita Finelli, an award-winning video producer for educational and commercial television, had an epiphany. The lifetime Upper Arlington resident and 1975 graduate of Upper Arlington High School was considering all of the things she loves about her community, and realized that it lacked a single source for retrieving information about the town's upcoming events, as well as all the businesses and organizations that provide a myriad of local goods and services.

And then it hit her. Why not establish a Web site devoted to Upper Arlington that would allow users to discover everything from when the next community festival would take place, to where to go if you needed a new suit, oil change or pizza?

Enter Ellen Isaly Clark, a 1969 graduate of Upper Arlington High School and former Barrington Elementary teacher who has gained recognition locally for creating bearylums.com, a Web site she designed and maintains for the Upper Arlington Alumni Association.

Seconds after Finelli explained her vision to Clark for an all-inclusive Upper Arlington Web site, a partnership was born.

On July 4, Finelli's vision became a reality, when she and Clark officially put their collaboration, uasupersite.com, on the World Wide Web. Now, the two are hoping to spread the word, so they can ensure their site keeps pace with the city's upcoming events, as well as all of its components.

"It's an idea I had a few months ago when I was searching the Web," Finelli said. "I thought, 'Wouldn't it be great if we could just access all of the information about Upper Arlington at one site.' For Upper Arlington residents, it's a matter of not having to hunt and dig for information. We do have basic listings of all the businesses in Upper Arlington, and we're just so excited about the possibilities."

While some of the objectives of uasupersite.com include allowing residents to find out what is going on in the community, and who to contact to get information for specific events or organizations, a primary goal is to promote local business. Both Finelli and Clark said they are concerned about business that are either moving out of Upper Arlington or closing their doors, so they are picking up on the "Live in UA, Shop in UA" theme adopted by the city and the Upper Arlington Chamber of Commerce.

"The whole philosophy is to bring the community together and help support each other's businesses," Clark said. "We want to provide a showcase for the local businesses. If there is something Upper Arlingtonish going on, we want to support it."

In addition to providing free, basic listings of all the businesses located in Upper Arlington, uasupersite.com provides opportunities for display ads, and one-page "mini-sites" for purchase by Upper Arlington businesses or residents who wish to publicize goods or services.

Nonprofit or community groups can obtain a listing on the site for free.

Links to the site include information for people entertaining ideas of relocating to Upper Arlington, as well, Finelli said. This includes links to Upper Arlington schools, churches, and realtors.

Other, Columbus-area information also will be featured, Finelli said, as will a wealth of historical and other information about Upper Arlington.

"We have a real strong foundation in the community," she said. "This just seemed like a natural step for both of us.

The creators said another valuable component of uasupersite.com is the fact it is updated several times daily. This, they said, will ensure the site does not become static, and they encouraged those interested in learning more about the site or appearing on the site to contact Finelli at 371-3369, or Clark at 457-7540.

"It ... offers valuable information in a very fast and convenient format to residents who live here, or to those who may be moving to Upper Arlington," Clark said. "It's really been a lot of fun putting together. Really, a big chunk of this is providing a community service."

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