

ANNUAL REPORT



PITTSBURGH
DOWNTOWN
PARTNERSHIP

Dear Downtown Stakeholder,

Downtown Pittsburgh continues to transform at a rapid pace. It seems like every day we see new restaurants opening, new start up tech firms calling Downtown home, new hotels welcoming guests, and residents committing to a new home in the center of the city. The Pittsburgh Downtown Partnership remains enthusiastic about this growth and the role that we play in ensuring that Downtown Pittsburgh is a vibrant city, but is also transforming to meet the growing needs of a true neighborhood.

2015 was a great year for our organization, we partnered with the Mayor's office to launch Envision Downtown, a new program undertaking work to improve the public realm experience for everyone who uses Downtown. We know that part of our mission is to encourage people to experience all that Downtown has to offer and more than 800,000 people came out to enjoy our signature events. One of our newest and most successful events was Picklesburgh, a two-day food festival that caught the enthusiasm of many Pittsburghers, along with more than 200 other days of event programming in Downtown. We worked hard to advocate for pedestrians, bikers and public transit users best interests, and we persisted in supporting the economic development needs of Downtown through high quality research and programs.

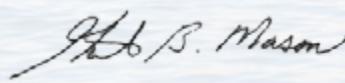
In 2016, we turn our eyes towards innovation. Our plans include a major new month-long festival focused on sustainable art, the launch of a grant program encouraging entrepreneurs to test their products and ideas in the Downtown neighborhood, more improvements to Downtown streetscapes allowing for better pedestrian, public transit, biking, and driving experiences, and we will develop additional resources to support our small business community. Of course, we look forward to continuing to grow and support our existing initiatives like our Clean and Safe services that ensure Downtown is the beautiful, clean, safe and inviting neighborhood that everyone has grown to expect.

We look forward to 2016 being another year filled with accolades for our fantastic city and truly feel honored to play a role in ensuring Pittsburgh's place among other world class cities. We are excited about what was accomplished in 2015 and we hope you will enjoy reading this report detailing those successes.

Sincerely,



Jeremy Waldrup
President and CEO



Grant Mason
Chairperson



Dear Downtown Stakeholder,

Point Park University is dedicated to creativity, collaboration and renewal, qualities that we share with our urban neighbors and the Pittsburgh Downtown Partnership.

As I mark my 10th anniversary as president, and reflect upon these common characteristics, it's clear that this spirit of innovation is stronger than ever in Downtown Pittsburgh. At Point Park we are in an era of innovation. The University's new Center for Media Innovation, set to open in September of 2016 on Wood Street at Third Avenue, will be an incubator and laboratory in which students will learn their craft by collaborating with media professionals and working with the latest technology. Likewise, the new Pittsburgh Playhouse at Point Park University, now under construction on Forbes Avenue near Market Square, will open in 2018 as an integral part of the Downtown experience and an innovative cornerstone of the academic experience for Point Park students and faculty.

Point Park University is proud to partner with the Pittsburgh Downtown Partnership and others committed to the spirit of innovation and creativity that makes Downtown such a compelling story of transformation. As a new era of growth and opportunity unfolds, we look forward to building together and sharing in the excitement of living, working and learning in Pittsburgh, our remarkable hometown.

Paul Hennigan, Ed.D.
President, Point Park University



Dear Downtown Stakeholder,

Every day the world becomes more and more closely connected. We applaud the Pittsburgh Downtown Partnership for a multi-layered approach to helping our downtown thrive as a place to live, work and play.

As the Investments Company for the World, we believe that increasing diversity will provide the Pittsburgh region with greater business and cultural opportunities. This is great news because we have the regional history and advantage of building on an industrial past that attracted a highly diverse group of citizens with immense Pittsburgh Pride. Our past regional successes are now paving the way for the rise of both established and emerging industries – industries fueled by innovation and creativity.

The road ahead is familiar: together, we will move our city forward by being more inclusive, more diverse and more innovative.

At BNY Mellon, we are delighted by the progress of this great iconic American city and we remain invested in its shared success. Among our global workforce, over 7,000 strong in downtown Pittsburgh, are some of the sharpest minds and most committed professionals in the investment industry.

We conduct business and deliver services across borders around the globe in 35 countries and 100 cities, including Pittsburgh where our talent is at the forefront of driving new investment solutions that will make a difference for investors everywhere. We appreciate and value the opportunities to help our clients effectively and seamlessly around the world through cross-cultural teams.

Congratulations to the PDP and its many supporters on an outstanding year! Let's leverage the momentum created by continuing to attract and retain the most diverse and innovative workforce needed to meet tomorrow's opportunities and pave the way for an even brighter and sustainable future for Pittsburgh.

Sincerely,

Ian Stewart
Chairman, BNY Mellon of Pennsylvania

Mike Keslar
Vice-Chairman, BNY Mellon of Pennsylvania

Don Heberle
President, BNY Mellon of Pennsylvania

Jyoti Chopra
Managing Director,
Global Citizenship and Sustainability



BNY MELLON

SAFE & CLEAN

Ensuring that Downtown Pittsburgh is clean, attractive, and comfortable for all who utilize our city is at the core of our work. The men and women of the Clean Team work tirelessly to ensure that our Downtown is well-kept and appealing. In 2015, the Clean Team increased trash removal by 10%, eliminating 1.1 million pounds of trash from the central business district. One of the reasons for this increase in collected trash is the growing popularity of the ten solar-powered Big Belly trash compactors which are being used regularly after their deployment in Downtown. Clean Team members are alerted by the compactor's electronic monitoring system when near capacity

and in need of collection, freeing up staff time to focus in other areas. Additional enhancements made include the placement of 15 TerraCycle cigarette urns in Downtown. These complement the more than 150 urns already placed in key locations in Downtown. In 2015, we began to work with TerraCycle to recycle all cigarette butts collected in Downtown, the waste material is then transformed into affordable green materials. In 2015 we recycled 499 pounds of cigarette butts. We also installed and maintain six Mutt Mitt dog waste receptacles near Downtown residential units that welcome four-legged residents as well as two legged.

2015 IN NUMBERS

CLEAN TEAM



31,761
labor hours



1,108,038
pounds of trash removed



8.75
miles of sidewalks
powerwashed



3,671.9
graffiti tags
removed



948.46
equipment hours



38
cigarette urns
renovated



25
market square
chairs renovated



30
trash cans
renovated



9,047
hospitality
assistance

STREET TEAM + VOLUNTEERS



1,633
Panhandling incidents
addressed



804
Homeless outreach
contacts



221
clothing issued to
the homeless



46
requests for
emergency services



2,675
volunteers



9,002
volunteer hours
completed

CLEAN TEAM

The Clean Team members also serve as ambassadors for all Downtown users. In 2015, we undertook a rebranding effort for the Team, which included wrapping mobile trash receptacles with graphics that encourage the public to ask questions and seek assistance of Clean Team members. Furthermore, the Clean Team added the universal symbol for information to their uniforms. This resulted in more than 9,000 instances of hospitality assistance being provided.

VOLUNTEERS

Our volunteer program continued to increase both in size and number of hours. The total number of volunteers grew

by 33% over the previous year and the number of hours volunteered increased by 32%. This significant increase has allowed for more weeding, clean-up and graffiti removal projects to be undertaken throughout Downtown. In 2015, we were able to remove 1,600 more graffiti tags than in 2014, providing a cleaner Downtown.

STREET TEAM

The PDP's Street Team remained an important resource for Downtown, delivering assistance more than 800 times and making needed connections for Pittsburgh's homeless population. Providing compassionate assistance to those in need is an important aspect of ensuring that Downtown Pittsburgh offers a good experience for all.



APPROACH

CIGARETTE URNS

Place additional TerraCycle cigarette urns throughout Downtown, particularly near large bus stops and areas of Downtown with large office and residential populations.

EFFICIENT GARBAGE COLLECTION

Support the City's Department of Public Works' effort to increase the efficiency of garbage collection in Downtown, exploring the possibility of new technology that will improve communication between our Clean Team and Public Works staff.

HOMELESS OUTREACH

More actively engage and support the Homeless Outreach Committee (HOC) and their efforts to provide services to homeless individuals in Downtown Pittsburgh, particularly working with Operation Safety Net and the Mayor's Office to address the needs of Downtown Pittsburgh's homeless population while ensuring that Downtown remains a clean and safe community for Downtown residents, workers and visitors.

Marketing Downtown Pittsburgh remains an exciting piece of the work that the PDP undertakes, particularly when there are so many new, interesting and unique events, restaurants, and retailers to promote.

NEW E-NEWSLETTER

In 2015, we undertook a redesign of our weekly e-newsletter, rebranding it as the “Low DOWNtown.” The new design is a modern update that is easier to navigate. Throughout the year, we saw nearly 5,000 new subscribers sign-up to receive our newsletters, for a year-end total of nearly 12,000 subscribers.



To capitalize on the vibrancy of weekend activities in Downtown, we launched a new e-newsletter that is sent Thursday afternoons and acts as a hot list of the best things to do for the coming weekend. “Bring on the Weekend” has been well received and is a much anticipated inbox item.

SOCIAL MEDIA CHANNELS

We also launched an Instagram account designed to share photos from our events. Our Instagram following has grown quickly, ending the year with more than 5,300 followers. Additionally, our other social media channels continue to be a source of information for many interested in Downtown. Our Twitter account gained more than 15,000 new followers in 2015 for a total reach of 51,884. Facebook also attracted new followers gaining 3,775 new friends, for a total reach of 12,599.

PITTSBURGH BUSINESS TIMES

In October, we partnered with the Pittsburgh Business Times to produce a supplemental insert that featured editorial content about development in Downtown, shared Envision Downtown’s strategy, highlighted upcoming technological updates underway at the Port Authority, discussed Point Park University’s investments in an urban learning environment and detailed how our placemaking activities help to activate Downtown.

HOLIDAY SHOPPING CAMPAIGN

Marketing Downtown as the alternative to big box stores and malls is very much at the heart of our Holiday Shopping Campaign. We once again undertook a marketing campaign utilizing television, radio, print and digital ads to encourage people to put the holidays back in their holiday shopping, by experiencing all that Downtown Pittsburgh has to offer. Many Downtown retailers reported a strong holiday season.

Connect with the PDP

 [downtownpittsburgh](https://www.facebook.com/downtownpittsburgh)
 [@downtownpitt](https://twitter.com/downtownpitt)
 [@downtownpitt](https://www.instagram.com/downtownpitt)
 DowntownPittsburgh.com

MARKETING



APPROACH

WEBSITE

Redesign our website, seeking to streamline and modernize the homepage and improve overall navigation.

INCREASE PDP MEMBERSHIP

Develop a new marketing piece designed to educate potential members about the impact and services provided by the PDP to the greater Downtown Pittsburgh community. Plan new exclusive events and opportunities for members to network and engage with one another.

SOCIAL MEDIA CHANNELS

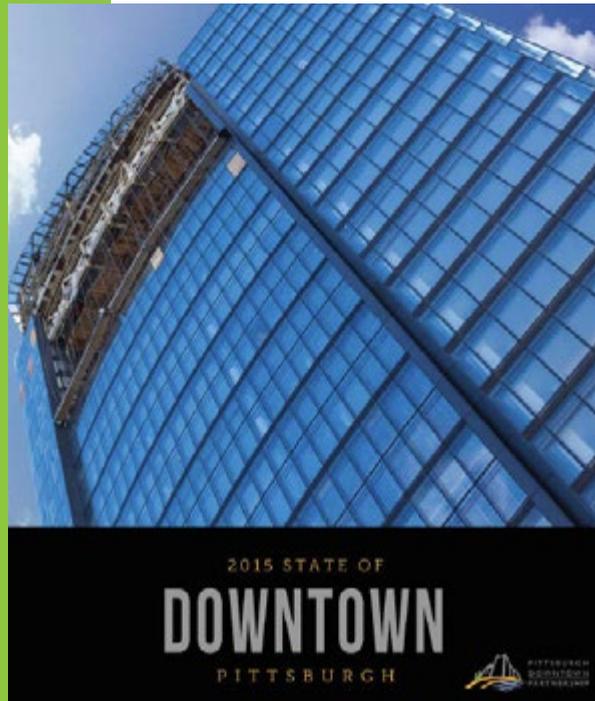
Grow the influence of our social media channels and implement newly emerging channels as appropriate. Additionally we will provide support to our small business community through our various social media channels.



PDP Instagram @downtownpitt

STATE OF DOWNTOWN PITTSBURGH REPORT

In 2015, we released the fourth annual State of Downtown Pittsburgh Report, distributed 1,000 copies and nearly 10,000 digital downloads, a 66% increase compared to 2014.



PARIS TO PITTSBURGH

Our Paris to Pittsburgh program had another productive year of transforming restaurants and storefronts through the addition of outdoor dining elements and façade renovations. We provided 10 grants, which totaled \$326,560 and supported \$1,586,316 in total project costs and investment in Downtown Pittsburgh.



ECONOMIC DEVELOPMENT

LOCAL DEVELOPMENT

The PDP's work in economic development saw exciting new additions in 2015. We continued assisting potential and existing business owners, developers and building owners with business recruitment, retention, and investment activity in Downtown, and provided additional support with construction mitigation on a number of high impact projects in Downtown while also focusing on alley and dumpster cleanliness, and quality of life issues. Partnering with local businesses and property owners, the PDP worked to find solutions to these issues and support a strong environment in which to conduct business.

REGIONAL DEVELOPMENT

We continue involvement in and support of regional economic development research initiatives with community partners including Allegheny Conference on Community Development, Allegheny County Airport Authority, Greater Pittsburgh Arts Council, Three Rivers Workforce Investment Board, Federal Reserve Bank, and VisitPITTSBURGH, among others. The research we conduct has proven to be an important aspect of our work providing data to a wide variety of constituents including real estate, the media, and community planners.

SUSTAINABLE PITTSBURGH RESTAURANT PROGRAM

The PDP became a founding member of the Sustainable Pittsburgh Restaurant Program as one of four pilot neighborhoods launching the initiative. This performance program provides recognition to restaurants leading the way in sustainability in Western Pennsylvania and through it restaurants will leverage increased awareness, gain more customers, and join a growing community of restaurants serving up sustainability in the region.





ECONOMIC DEVELOPMENT

SMALL BUSINESS SPOTLIGHT

We enhanced our outreach and services to the local business community in 2015 through the launch of the Small Business Spotlight program. Small Business Spotlight featured a Downtown merchant each week in the Market Square Farmers Market over an 18 week period, a strategy providing them with the opportunity to expose their businesses to new audiences and capitalize on lunchtime sales. In the Know, our e-newsletter designed to inform the Downtown business community about construction projects, important events, and business opportunities, was distributed 28 times in 2015.

During the 2015 Holiday Season we produced a new shopping guide highlighting the more than 150 Downtown retailers and distributed more than 14,000 copies at locations throughout Downtown. We provided additional support to Downtown retailers through a Facebook advertising campaign that reached nearly 40,000 people. For the second year, we participated in Small Business Saturday, an outreach and awareness campaign encouraging consumers to shop small and local. More than 30 Downtown retailers offered specials and discounts for which the PDP provided organization and promotional support.



APPROACH

BETABURGH

Introduce BetaBurgh, a program that will award grants to local entrepreneurs and small businesses to test and highlight innovative products while activating underutilized public space in the central business district.

PARIS TO PITTSBURGH

Working with the URA, the PDP's Paris to Pittsburgh program will seek to provide grants in targeted corridors including Wood Street, Smithfield Street and Liberty Avenue.

RESEARCH INITIATIVES

Conduct two research initiatives: a resident survey which will help us understand the trends and needs of Downtown residents; a pedestrian count and survey to help comprehend the trends and needs of all Downtown users.

STATE OF DOWNTOWN REPORT

Publish the fifth annual State of Downtown Pittsburgh report which will provide a picture of economic development trends across multiple sectors.

SMALL BUSINESSES

Continue to expand small business outreach while building upon the work of last year. The Holiday Shopping Guide will be reworked to include a dining component and made more comprehensive enabling the publication to be used year-round.

SUSTAINABLE RESTAURANTS

Seek to secure 12 restaurants to be recognized as a component of the Sustainable Pittsburgh Restaurant Program and allocate grants to support their efforts.

ENVISION DOWNTOWN

IN 2015 Mayor Peduto announced the creation of Envision Downtown, a public - private partnership between the Mayor's Office and the Pittsburgh Downtown Partnership that was formed to accelerate Downtown's economic growth and competitiveness. Envision's mission is to advance mobility and livability in Pittsburgh's central neighborhoods by making it safer, more convenient to get to, through and around, and more attractive for all users. The initiative leverages a 23 member team of committed civic leaders and a robust data development program to implement a series of short-term infrastructure projects with the goal of informing longer-term transformative changes to the City's mobility network.

Envision set to work quickly, identifying several key projects that align with the strategy and created a data blog to publicly share information and research that is informing our decision-making with an emphasis on issues of safety and accessibility in Downtown. This research has included pedestrian safety, transit ridership, parking supply, public space documentation, and bike lane usage, among others.



BUS STOPS

The bus stop located at Smithfield Street and Sixth Avenue is the busiest stop in the central business district servicing more than 6,000 riders daily. This influx of people has made for a juggernaut along the sidewalk where transit riders wait for multiple bus lines along Smithfield Street. Envision developed a plan that included widening the sidewalk at the bus stop and providing amenities for transit users including a shelter and lean bar, providing more room for people to navigate the busy sidewalk and to queue for their bus. Envision spent time examining pedestrian safety issues at the intersection of Liberty Avenue, Stanwix Street and Forbes Avenue. This pivotal entrance to Downtown Pittsburgh presents a variety of challenges to pedestrians, motorists and bikers. With the assistance of AARP, Envision hosted a community-focused design charrette that produced a safety plan for this area and is working with the City of Pittsburgh and stakeholders to implement these improvements.



DOWNTOWN FOR ALL

Envision Downtown also began working in concert with partners representing individuals with visual, hearing, physical and other disabilities to identify barriers to a safe and enjoyable Downtown experience



SMITHFIELD STREET

Continue the work begun along Smithfield Street and installation of enhancements along Strawberry Way, the busiest pedestrian thoroughfare in Downtown. Features will include new pedestrian plazas that will incorporate seating and plants, public art elements and other improvements.

PARKING WAYFINDING SYSTEM

Implement a Dynamic Parking Garage Wayfinding system that will provide drivers with real-time information regarding availability of parking spots in and around the Cultural district. The system will direct drivers to the nearest available garage and inform them when a garage is at capacity in an effort to reduce congestion when drivers are looking for available space.

INTERSECTION IMPROVEMENTS

Undertake several intersection improvements projects as a direct result of the pedestrian safety plans developed for Liberty Avenue, Stanwix Street and Forbes Avenue intersections.

for everyone. These relationships will continue to influence project design and provide valuable feedback in ensuring Downtown is a neighborhood for all.

Keeping with Envision Downtown's commitment to data driven decision making, Gehl Studio was engaged to conduct a Public Space Public Life survey in fall 2015. This unique approach to understanding how Pittsburghers use Downtown helps to establish a quantitative baseline of activity in the Golden Triangle and will directly inform Envision Downtown's work in 2016.

PUBLIC SPACE PUBLIC LIFE SURVEY

Conduct an additional Public Space Public Life Survey with consultants from prestigious Gehl Design Studios. The survey will document how Pittsburghers are using public space in Downtown and will allow for the appropriate prioritization of unique pilot projects to further improve the Downtown experience.

INNOVATIVE TECHNOLOGY PARTNERSHIPS

Continue to leverage innovative technology partnerships utilizing the local expertise rooted in Western Pennsylvania including initiatives with Deeplocal, PathVu and Traffic 21.

PUBLIC REALM ACTION PLAN

Implement three recommended Public Realm Action Plan Pilots developed by Gehl Studio. Pilot projects will focus on mobility infrastructure and accessibility improvements, activating parking lot edges, and sidewalk improvements. All three pilots will be emblematic of Envision Downtown's rapid deployment prototype projects.

14,482,400 ft² of Open Space in Downtown Pittsburgh



SPECIAL EVENTS

In 2015, the PDP advanced its strategy of producing activities and events in unique locations, particularly on nights and weekends, to ensure a vibrant Downtown. We programed more than 200 days of activities ranging from one-time pop up events, to our always popular Market Square Farmers Market, and even a new supersized event. Downtown was lively, fun and best of all filled with people experiencing our urban center in new and exciting ways.

200+

DAYS OF
ACTIVITIES



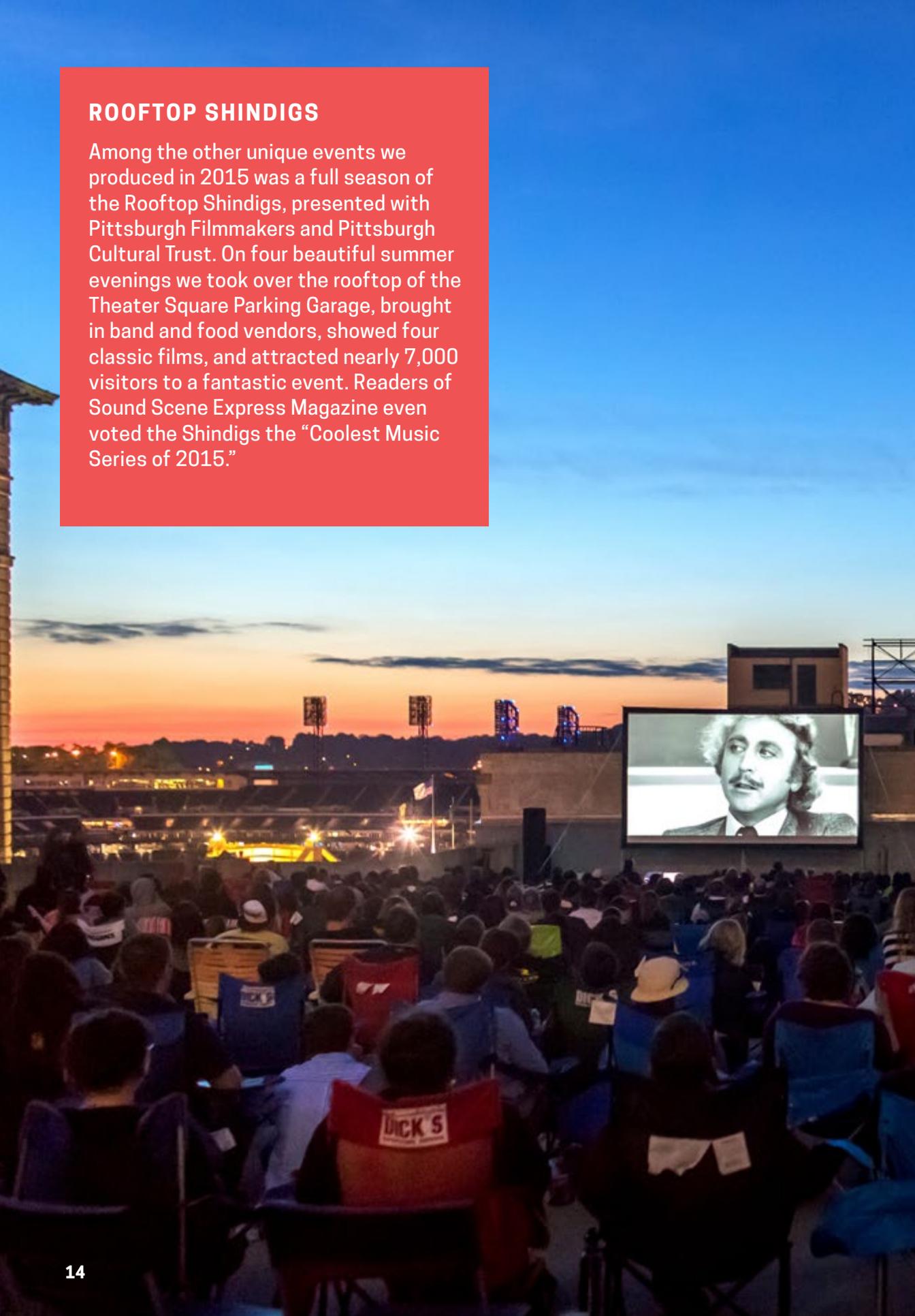
PICKLESBURGH

In July, we launched a new culinary festival that became an immediate Downtown sensation, garnering attention from national media including Good Morning America and The Today Show. Picklesburgh celebrated Pittsburgh's unique pickle heritage, as well as our innovative culinary scene. The highlight of the festival for many visitors was taking a selfie with the 35-foot inflatable Heinz pickle balloon that floated over the Rachel Carson Bridge for the two-day event. More than 75,000 visitors enjoyed pickled delicacies, live entertainment, pickling demonstrations, and even a pickle juice drinking contest!



ROOFTOP SHINDIGS

Among the other unique events we produced in 2015 was a full season of the Rooftop Shindigs, presented with Pittsburgh Filmmakers and Pittsburgh Cultural Trust. On four beautiful summer evenings we took over the rooftop of the Theater Square Parking Garage, brought in band and food vendors, showed four classic films, and attracted nearly 7,000 visitors to a fantastic event. Readers of Sound Scene Express Magazine even voted the Shindigs the “Coolest Music Series of 2015.”



SPECIAL EVENTS

MARKET SQUARE

Market Square continues to be a central focus of pulsating activity in Downtown. Our weekly Farmers Market entered its 11th year as a diverse, successful market showcasing not only high-quality produce but artisan, small batch foods, and lively entertainment. Market Square is also home to a wide range of events throughout the year including Yoga in the Square, a free Sunday morning yoga practice that is frequented by more than 300 enthusiastic yogis weekly. Dancing in the Square provides after-work opportunities to learn a new dance and engage with other dancers in a beautiful environment on Friday evenings in June. KidsPlay brings families and children from local daycares into the Square on Tuesday mornings for active, educational and fun experiences with many local partners. We also bring regular pop up Fashion Markets, as well as our super-sized games to Market Square for Project Pop Up: Play.



PUBLIC ART

The Market Square Public Art program produced its second installation in the early winter months of 2015. This joint program with the City of Pittsburgh was developed to enliven Market Square during the quietest months of the year, providing an opportunity for visitors to experience the art and also patronize local businesses. A Winter Landscape Cradling Bits of Sparkle by international Artist Jennifer Wen Ma, created a beautiful forest in the midst of Market Square. All live trees and plant life were painted black with Chinese ink, which produced a beautiful contrast when the weather changed and the plant life began to develop new, green spouts and flowers. The transformative nature of the installation gave people an excellent reason to visit the artwork multiple times during the two months it resided in Market Square. To supplement the public art installations, we were pleased to be able to refurbish a beautiful, existing piece of public art located on Market Street in Market Square. Diamond Diamonds created by local artist Carin Mincemoyer is once again lighting up the entrance to the Square in a beautiful fashion.

LIGHT UP NIGHT®

In November, Light Up Night® was gifted perfect weather and resulted in one of the largest crowds in recent memory to kick off a spectacular Holiday Season. With the closing of Downtown Macy's in the summer, we knew preserving the much-loved Holiday Window tradition was imperative. Working with a variety of local arts organizations, and preserving several of Macy's traditional Pittsburgh-themed windows, we unveiled twelve gorgeous windows. Of course the party continued throughout Downtown with nine tree lightings and ceremonies and five stages of live music, including the Clemente Bridge Party with the spectacular fireworks finale.

PEOPLES GAS HOLIDAY MARKET™

The Peoples Gas Holiday Market™ sprang to life in Market Square for more than 30 beautiful, unseasonably warm days at the end of 2015. We continued to diversify the products offered at the market, focusing on handmade items from all corners of the globe. We also attracted a toy vendor for the first time, which filled a much requested niche. Families streamed to Downtown to enjoy not only the Holiday Market but many of the other holiday hot spots around Downtown; free-horse drawn carriage rides on weekends, the Holly Trolley which transports thousands throughout the season to Downtown locations, and family friendly arts, crafts and activities at several locations. Our Holiday KidsPlay, offered every weekend of the Holiday Season, provided families with even more opportunities to play, watch holiday films, create unique crafts, and even participate in holiday-themed improv at Arcade Comedy Theater.



SPECIAL EVENTS



APPROACH

MORE PROGRAMMING

Program Downtown Pittsburgh with exciting, innovative events and activities by growing our existing events to offer more opportunities for people to experience Downtown in surprising ways.

Re:NEW FESTIVAL

This fall we will undertake an ambitious, new month-long festival that will be a celebration of creative reuse, transformation and sustainability. Produced with a host of partner organizations, programming will include art, music, performances, workshops, films, expos, talks, tours and markets centered in Downtown with extensions throughout the city. The festival will also include the U.S. premiere of Drap-Art, the international festival of recycled art from Barcelona.

MARKET SQUARE ACTIVATION

Work to enhance and increase programming in Market Square, particularly on weekday afternoons, with activities that will continue the vibrancy experienced during the lunchtime hours.



TRANSPORTATION

IN 2015, the PDP worked to advance transportation initiatives that improved accessibility, safety and access for all users of Downtown Pittsburgh.

BIKE LANES

With the installation of the protected bike lanes along Penn Avenue in late 2014, we are acknowledging that biking has become a true commuter option for many Downtown workers. Throughout the past year, the PDP has performed stakeholder outreach to gauge interest in extending the bike lanes from the Great Allegheny Passage to the Point, as well as extending the existing Penn Avenue bike lane through Gateway Center.

DATA

Compiling data about how people move from place to place in Downtown Pittsburgh is vital to plan for future improvements and to ensure that Pittsburghers have access to an excellent, safe, multi-modal transportation system. To this end, three bicycle counters were installed along the Penn Avenue bike lanes supplying real time data about usage which was made available online within 24 hours of gathering. We also assessed Downtown intersections, determining which are the most dangerous, to inform future work piloted in conjunction with Envision Downtown. Lastly, in an effort to better understand pedestrian flow and assist in the leasing of ground floor space, we performed pedestrian counts in several North Shore locations at the request of the Sports and Exhibition Authority.



OPEN STREETS

Along with many community stakeholders, and led by Bike Pittsburgh, the PDP helped to organize three successful Open Streets events held during the summer months. Three city neighborhoods closed their streets to vehicles and opened them to bikers, skaters and pedestrians on Sunday mornings and encouraged participation in fun activities all along the route. More than 44,000 people of all ages enthusiastically participated.

WAYFINDING

Directing people from point A to point B still remains a challenging endeavor in Pittsburgh. The PDP, along with partners in several other neighborhoods, has undertaken a Wayfinding initiative which will ultimately provide clearer, distinct signage to help all who spend time in Pittsburgh find their way more easily to significant locations. In 2015, we moved into our second phase of this multi-year project which included the development of a complete Wayfinding strategy.

RAIL SERVICE

Expanding passenger rail service to Pittsburgh is an issue that the PDP has spent a significant amount of time on, lending our voice and skills to grass roots advocacy groups seeking to encourage additional trips of the Amtrak Pennsylvania line. Throughout 2015, we worked to solicit endorsements from local organizations and officials while advocating with PennDOT and state legislators for this increase of services.

The PDP served as a liaison to many Downtown businesses regarding construction projects, particularly along Forbes Avenue, providing information that would affect their day to day operations and informing them of street impacts.





APPROACH

SAFETY

Develop and implement a Downtown safety campaign focusing on dangerous intersections and seeking to reduce incidents particularly between pedestrians and cars. Implement the third phase of the Wayfinding initiative including development of location maps for both pedestrian and vehicular signs, as well as the preliminary design work for these signs.

WAYFINDING

Undertake fundraising for the fourth and final stage of the Wayfinding project.

RAIL SERVICE

Focus our strategy around advocating for the increase of passenger rail service on creating a corridor economic development plan that will engage towns along the route to effectively campaign for three daily train trips.

OPEN STREETS

Continue and expand the Open Streets program to new neighborhoods allowing Pittsburghers to experience other great sections of our city.

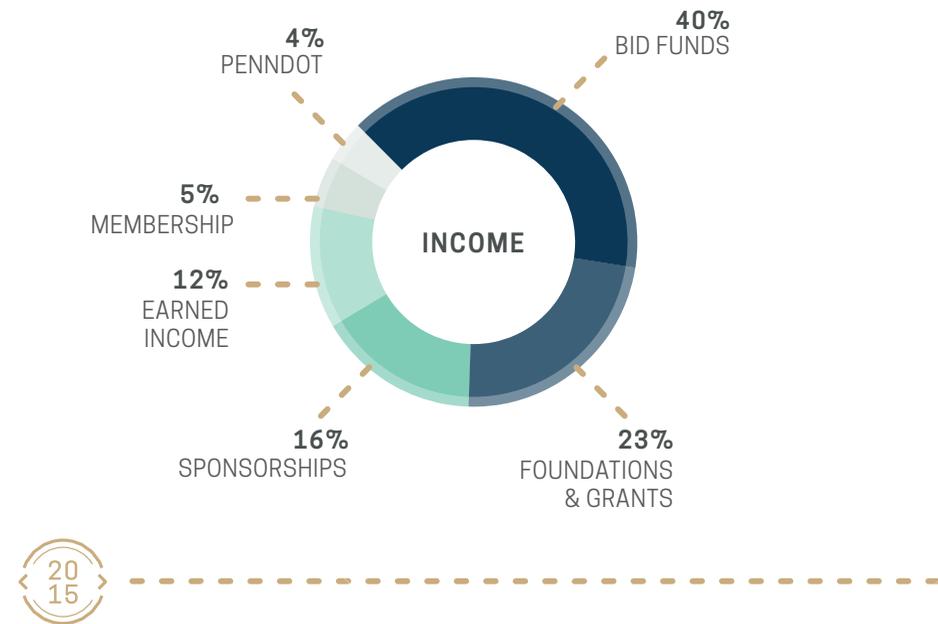


TRANSPORTATION

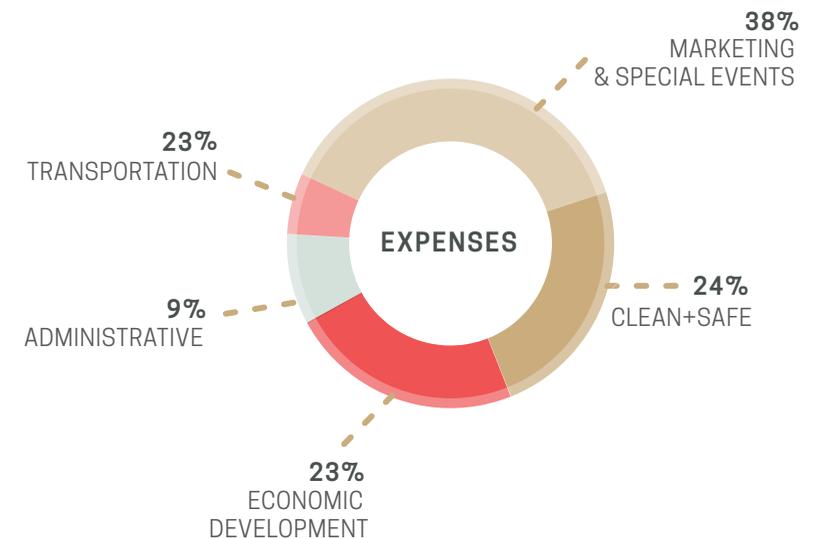
FUNDING

The PDP has six main funding sources to support its initiatives. First, as the management entity for Downtown’s Business Improvement District (BID), the PDP receives funding from assessments paid by Downtown property owners and operates in agreement with the City of Pittsburgh to manage BID activities. Second, it receives dues from voluntary members who commit to investing in the future of Downtown. Third, through the support of foundations for important project-specific activities. Fourth, through government grants; fifth through earnings from advertising, fees and sponsorships; and sixth through PennDOT.

2015 REVENUE



2015 EXPENSES



GRANT SUPPORT

ArtWorks program of the National Endowment for the Arts
Benter Foundation
BNY Mellon Foundation of Southwestern Pennsylvania
Colcom Foundation
The Heinz Endowments
Hillman Foundation
EQT Foundation
The Pittsburgh Foundation
Richard King Mellon Foundation
Sustainable Pittsburgh

SPONSOR SUPPORT

A519 Chocolate
ALCO Parking Corporation
All Occasions Party Rental
Allegheny County Airport Authority
Alzheimer's Association of Greater Pennsylvania
Baierl Automotive
BNY Mellon
BOMA Pittsburgh
CB Richard Ellis
Chemistry on behalf of UPMC
Chipotle Mexican Grille
City View Events DBA Pgh Riverhounds
Clearview Federal Credit Union
Cohen & Grigsby
Comcast Cable
Duquesne University Department of Athletics
First National Bank
Fuhrer Wholesale Company
Future POS, Inc.
Genius Productions, Inc.
Greater Pittsburgh Joint and Muscle Center
Greater Pittsburgh Arts Council
Green Mountain Energy, Inc.
Gutter Helmet Systems, Inc.
Heinz Brands
Highmark
Highwoods Properties
HFF, L.P.

Huntington Bank
Jenkins Empire Associates
Keystone Basement Systems
KPMG, LLC
Larrimor's
Leech Tishman
Legacy Remodeling, Inc.
MARC USA
MetLife Tri State Partners
Mid-Atlantic Waterproofing
Millcraft Investments
Naval Recruiting District, Pittsburgh
Northwest Bank, Pittsburgh
One Oxford Centre
Peoples Natural Gas, LLC
Pittsburgh Cultural Trust
Pitt Ohio
Pittsburgh Post-Gazette
Pittsburgh Winery
Point Park University
Port Authority of Allegheny County
Renewal by Andersen
Sazerac Company
Spoonwood Brewing Company
Steel City Media
Swisher Sweet Cigars
Tailored Marketing
The Pennsylvania Cyber Charter School
Trib Total Media
Tribune Review
Union Trust Building
UMPC
Ventasia DBA Social Butterfly Magazine
Wells Fargo Advisors, Pittsburgh
Whirl Magazine
Whole Foods, Pittsburgh
Winthrop Management
WYEP
Zambelli
Zero Fossil

MEMBERSHIP

RENAISSANCE LEADER

Acusis, LLC
ALCO Parking Corporation
aspStation, Inc.
Highmark
The Huntington National Bank
Peoples Natural Gas Co., LLC
Point Park University
UPMC

DOWNTOWN VISIONARY

Art Institute of Pittsburgh
BNY Mellon
CBRE, Inc.
The Davis Companies
Dollar Bank
First Niagara Bank
Guardian Storage Solutions
Leech Tishman Fuscaldo & Lampl, LLC
Northwest Bank
Northwestern Mutual (Financial Network)
Public Parking Authority of Pittsburgh

DOWNTOWN CHAMPION

Buchanan Ingersoll & Rooney, PC
Cohen & Grigsby, P.C.
Duquesne Light Company
Duquesne University
EQT Foundation
Highwoods Properties, Inc.
Ogletree, Deakins, Nash, Smoak & Stewart, P.C.
Oxford Development Company
The Pennsylvanian
PPG
Rugby Realty Company, Inc.
University of Pittsburgh
Winthrop Management, LP
Yellow Cab Company

DOWNTOWN PATRON

AstorinoCannon Design
BDO USA, LLP
Carnegie Mellon University
The Duquesne Club
Eat'n Park Hospitality Group Inc.
Fairmont Pittsburgh
Federated Investors, Inc.
Forest City Management, Inc.
Frank B. Fuhrer Wholesale Co.
Future POS, Inc.
The Gateway Clipper Fleet
Gateway Financial Group, Inc.
Henderson Brothers, Inc.
Hertz Gateway Center
HFF, L.P.
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