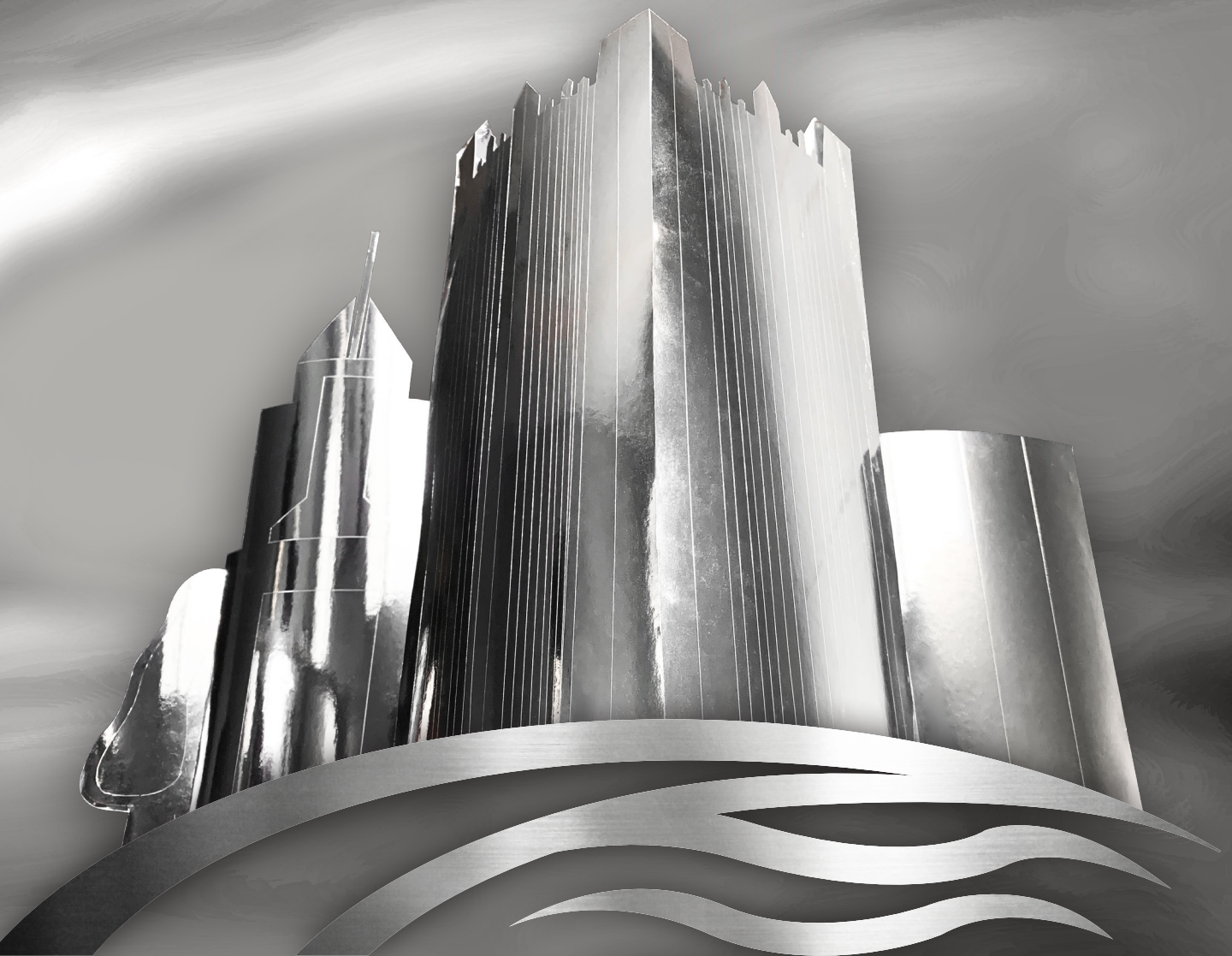




PITTSBURGH  
DOWNTOWN  
PARTNERSHIP

FOSTERING ECONOMIC  
GROWTH & VITALITY IN  
DOWNTOWN PITTSBURGH

# 2018 ANNUAL REPORT







You may notice just the slightest silver metallic sheen to this report and that is entirely by design. Twenty-five years ago, the Pittsburgh Downtown Partnership was formed by business owners and community leaders who had a passion for Downtown. They loved this neighborhood and knew that it could become a dynamic destination for visitors, employers, workers, and developers alike. A place where people would want to live, where they would experience culture, art, sports and recreation, and appreciate amazing food and drink like nowhere else in Pittsburgh. A spot where a small business could grow and thrive, and where an innovative start-up could take root right next door to a Fortune 500 company.

To ensure this vision came to fruition, these leaders established the PDP. Initially, our services were small, but important. We worked to ensure that Downtown was clean and safe, and we still do today. Just as the city has evolved, so has the PDP. We produce more programming than ever before, ensuring Downtown is vibrant and exciting not just during the regular work hours but on nights and weekends. We advocate for excellent transit options with safe and accessible routes for all and have expanded our work to look at the neighborhood around us and consider how we can provide the best, most beautiful and interesting experiences for everyone coming to Downtown. We continue to shout from the rooftop, not to mention every social media platform available, all of the news about Downtown!

So, as we celebrate our Silver Anniversary, we decided not to spend too much time looking back. That's not really our speed anyway. We want to be always shepherding our beautiful, resilient Downtown towards the next great thing, the next wonderful partner, the next transformative business, and the next incredible crowd-pleasing event.

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THANK YOU TO EACH PARTNER,  
SUPPORTER, AND STAKEHOLDER.

*You've helped us grow and you motivate us to be  
constantly looking ahead and moving forward.*

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# CLEAN & SAFE

The men and women of our Clean Team are the most visible aspect of the work of the PDP. Their dedication to ensuring that Downtown remains clean and inviting is at the heart of our mission. Far beyond removing trash and sweeping sidewalks, our Clean Team members are an important part of the fabric of Downtown. They have developed relationships with business owners, provide trusted assistance to visitors, and support our extensive programming efforts with valuable behind-the-scenes help. Among the best emails that we receive are those from people who are in Downtown daily, as well as out-of-town visitors who continually praise the good work of the Clean Team.

“

*I recently had a week-long visit to Pittsburgh for business purposes. I stayed in the Downtown area near the Strip.*

**I, ALONG WITH MY COMPANIONS, WERE IMPRESSED WITH THE CLEANLINESS OF THE STREETS AND SIDEWALKS.**

*I noticed Julius picking up litter from the sidewalks. We had a nice chat about the efforts of the PDP to maintain the cleanliness of the city. He was very enthusiastic about his work as an ambassador for the city! Thank you for your hard work in making Pittsburgh a destination, and a place I would visit again, as well as recommend to others!*

— Christine B.

”

Support from the business community allowed the PDP to enhance our services in 2018. In the summer, Duquesne Light gifted the Clean Team an electric John Deere Gator. This vehicle is extraordinarily helpful during busy event days and during our larger events, as it allows our team to move nimbly and provide services quickly. Additionally, we are thrilled that it is an Electric Vehicle, further affirming our commitment to sustainability.



**883,040**  
**LBS OF TRASH REMOVED**



**1,694** **LBS OF CIGARETTE BUTTS RECYCLED**  
3M cigarette butts recycled since 2016.

**7,764** **SITES OF GRAFFITI REMOVED**

**6,594** **INSTANCES OF HOSPITALITY ASSISTANCE**

**3,142** **VOLUNTEERS WELCOMED**

**11,640** **VOLUNTEER HOURS COMPLETED**



In 2018, we continued our partnership with Renewal Inc., hiring men who are transitioning out of correctional facilities to receive workforce experience. This team power-washed sidewalks on a nightly basis and larger teams of Renewal program participants volunteered to clean-up several Downtown alleyways throughout the year.

Our Street Team works tirelessly to connect the most vulnerable people in Downtown to needed services

and support. Working with a strong network of homeless service providers and City of Pittsburgh and Allegheny County staff, as well as staff from the churches of the Downtown Ministerium, our Street Team members develop relationships with individuals experiencing homelessness and others in need. Our goal is to be a resource for any individual in Downtown who is experiencing a crisis or has unmet needs. Throughout the year, Street Team members connect with service providers at monthly meetings to discuss delivery of the best support practices available. Throughout 2018, we continued our “Asking for Change” campaign which was created to encourage people to think about their interactions with those in need and to provide a secure outlet for people to contribute financially to the Downtown Ministerium’s outreach work.

In 2018, we also developed, in collaboration with the Pittsburgh Cultural Trust and Bureau of Police, Zone 2, the new quarterly Downtown Pittsburgh Clean + Safe Community Forum. This meeting is open to all Downtown stakeholders and provides a direct line of communication between the businesses, residents, community organizations, and public safety and support services providers.

We worked with community partners to examine ways that youth can be positively engaged in the life of Downtown. In May, we co-sponsored the Month Without Violence Kick-off Campaign with more than 100 teens signing an anti-violence pledge. We also worked with the US Attorney’s Office on a series of meetings with service providers from around the city to discuss ways in which we can ensure that youth are safe and respected in Downtown. We have been pleased to see the Port Authority Police and Pittsburgh Bureau of Police are continuing to work with Group Violence Intervention and Mad Dads to conduct outreach to teens in Downtown.

For a bit of fun, and thanks to the PDP’s support of the Cultural District Substation and reintroduction of the City of Pittsburgh Bureau of Police mounted police division, we were given the opportunity to name one of the newest members of the force. We held the #HorseWithNoName contest and received nearly 750 suggestions. The public voted for the ultimate winner and we are happy to see Lord Stanley patrolling the streets of Downtown during busy events.



## IN 2019 WE WILL:

- Continue to work with the Mayor’s Office, the Department of Human Services, the Bureau of Police, and service providers, to find ways to support individuals who chronically engage Emergency Medical Services, to determine how their needs might be better met
- Work with Youth Places and the Downtown schools to engage students and determine how students could more effectively transition from local high schools to workforce development/readiness programs and determine what, if any, services are needed
- Support existing and advocate for additional homeless service providers to conduct outreach to at-risk communities and ensure that the PDP Clean and Safe Teams are aware of all resources available and are actively referring to those services
- Conduct a customer satisfaction survey of property and business owners on clean and safe services provided in the Business Improvement District (BID)
- Engage workforce development programs as appropriate to increase the impact of BID investments in district services, much like our current power washing program

# ECONOMIC DEVELOPMENT

Supporting the Downtown business ecosystem is a multifaceted and fascinating part of the work we undertake. We conduct and gather research to help stakeholders and stakeholders-to-be make informed decisions. We create fun events that encourage shopping at Downtown retailers and we incentivize property enhancements through grant programs.

Our research continues to provide and analyze detailed information about economic sectors in Downtown. In the first quarter of the year, we conducted a Downtown Residential survey to better understand the individuals that call Downtown home, gauge their needs and preferences, and convey that information to developers and retailers to encourage and support future investment.



**58,000**  
DOWNLOADS  
OF STATE OF  
DOWNTOWN  
PITTSBURGH  
REPORT

In May, we released our 8th edition of the State of Downtown Pittsburgh Report. Highly sought after and widely read, this report continues to serve as a barometer of the overall economic health of Downtown. The research readily informs the real estate community with data and statistical needs in support of Downtown business investment decisions. In the second half of 2018, we launched a new quarterly e-newsletter, Downtown Developments. This new communication tool allows us to more frequently share updated market data with interested parties.

Collaborating with our Marketing team, we engaged the brokerage community and leaned on their expertise to develop tactics we can use for tenant attraction and retention. We are especially interested in a campaign focused on enticing tech and creative companies who are looking to establish a presence or expand their locations to consider our Downtown. Bringing together marketing, development, and the brokerage communities has helped to develop a promotional campaign and a versatile brokerage toolkit that can speak to a wide variety of audiences. The brokerage toolkit will be updated regularly to support their efforts to promote Downtown and ensure it remains a premiere destination for businesses growing in our region.

In 2018, we dove head first into the Downtown retail scene and opened PG&H, a retail showroom that focuses on design-forward, high quality, and locally produced homegoods. The project, in collaboration with Monmade and the Richard King Mellon Foundation, features beautiful, unique products from more than 40 local makers. Products available at PG&H include everything from tableware to custom wallpaper, couches to cabinetry, vases to pendant lights, and a wide variety of items in between. More than just a retail store, PG&H is a space where makers can give demonstrations and where local producers can meet with customers looking for a custom designed piece. This setting also provides a venue to host events showcasing vendors and makers while creating educational opportunities. Additionally, PG&H is home to the second outpost of Redhawk Coffee, known for their locally roasted beans, latte art, and crave-worthy cold brew. This effort not only supports a more vibrant maker scene in the region, it is providing direct insight on the shoppers patronizing Downtown which will influence our work for years to come.

We had a blast this year planning events that place the spotlight on our vibrant retail scene and hosting three specialty shopping events. In July, we had Good Taste Thursday, where eight retailers were paired with local wineries, breweries, and distillers

for a fun happy hour of shopping and sampling. In November, we served as the Neighborhood Champion for an enjoyable (albeit rainy) Small Business Saturday, where 30 businesses participated in a shopping passport program that was distributed to hundreds of shoppers. And, in December, we teamed up with Yelp! Pittsburgh for Shop and Sip, an event that matched retailers with Downtown eateries and sweets and spirits purveyors in celebration and recognition of local makers. These events brought hundreds of people to Downtown and introduced an impressive array of options to new audiences.

During the Holiday season, we assisted two local fashion entrepreneurs (Vintage Valet and Magnolia on Main) in a highly successful retail pop-up, right outside of Market Square. We also partnered with three creative holiday pop-up bars to promote business on Mondays and Tuesdays through a special passport contest.

We provided opportunities for more than 20 small businesses to engage with new audiences. Our Market Square Farmers Market Shop Downtown Spotlight Program hosted nine Downtown retailers who had the opportunity to engage with more than 5,000 attendees at the Market each week. We also continued to host our monthly Shop Downtown segment on KDKA's PTL where a different retailer was invited each month to highlight their retail offerings on the show. Retailers have shared that both options have been a valuable tool to reach new audiences.

Our Paris to Pittsburgh Sidewalk Activation and Façade Restoration programs continue to be a valuable incentive for business and property owners seeking to make investments in their exteriors. In 2018, seven grants were approved, adding to the overall street-level vibrancy of our Downtown neighborhood.



## IN 2019 WE WILL:

- Support the launch of a Downtown business attraction campaign and work with property owners and the brokerage community to integrate their needs in a unique tool kit and to utilize data aggregation in future efforts
- Grow the impact of PG&H in support of the regional maker community and the Downtown retail ecosystem through more events, partnerships, integrated marketing, and promotion
- Support the redevelopment of the Roberts Building and the Skinny Building as the URA's community partner through the RFP process
- Continue to engage the City, URA, and Housing Authority in discussions regarding the creation of a parklet in the Firstside community and begin to engage Firstside residents and businesses in programming opportunities and activations in this burgeoning area in the Golden Triangle

**21 DOWNTOWN RETAILERS HIGHLIGHTED**  
through Shop Downtown Pittsburgh Today  
Live segments and Farmers Market Spotlight

**40+ LOCAL MAKERS  
REPRESENTED IN PG&H**

**30+ RETAILERS PARTICIPATED IN  
SMALL BUSINESS SATURDAY**

**\$145,000 IN PARIS TO PITTSBURGH  
GRANTS AWARDED**  
supporting 2 retailers and 5 restaurants



# MOBILITY, STREETSCAPE, & PLACEMAKING

When anyone, whether a visitor, resident, or worker walks in Downtown, our goal is to ensure them a pleasant experience. We want to create streets and streetscapes that are inviting, safe, and prioritize the needs of pedestrians. We want to transform spaces that might be described as uninspired through the creative use of light and art. And we commend our partners – the Port Authority, BikePGH, Healthy Ride, and CommuteInfo, among many others, for their work to provide and promote excellent multi-modal travel options. To accomplish this, we focused on three key areas in 2018.

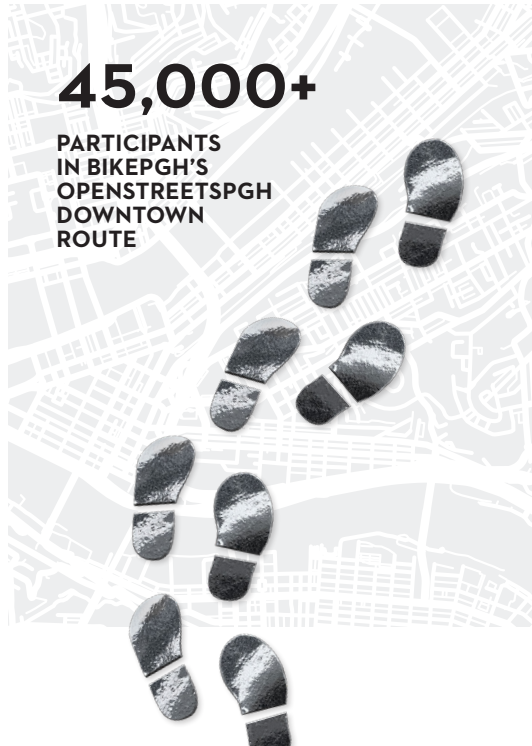
In the realm of strategy and planning, we continued efforts to advocate to PennDOT for increased passenger rail service to Western Pennsylvania and county planners, and by participating in the state-wide Transportation Advisory Commission that is developing the Intercity Passenger Rail update.

We also joined the Keystone Transportation Funding Coalition to educate state legislature incumbents, candidates, and PennDOT leadership on the topic of how important continued and increased transportation funding is to our region.



We supported the City of Pittsburgh's Department of Mobility and Infrastructure by contracting with Ford Smart Mobility to explore innovative solutions to transportation problems throughout the City of Pittsburgh via the City of Tomorrow Challenge. This project awarded \$100,000 to three unique pilot projects that will be deployed in Pittsburgh in the near future.

For Envision Downtown, we completed a retrospective review which analyzed previous projects, interviewed stakeholders, and created a framework for the next three years of projects and advocacy efforts to support a mobility network that will further the growth and development of Downtown and the surrounding communities.



In our efforts to beautify unique spots in Downtown, we deployed several new public art installations:

## 1. GARRISON CANAL *Andrea Poli*

New Mexico-based environmental artist Andrea Poli repurposed the lighting elements from *Energy Flow*, her very popular installation which graced the Rachel Carson Bridge as part of the City's Bicentennial celebrations. Located above Garrison Place, the art transforms the alleyway into an imaginary future world of big data. Visitors to the Canal swim below a wave of thousands of shimmering lights that animate Downtown.

## 2. WHO GETS THE MOST FRUIT? *Julie Malis*

After two years of traffic and weather, it was time to refresh the street mural in Strawberry Way and we engaged Pittsburgh-based artist Julie Malis who installed *Who Gets the Most Fruit?* This playful mural invites the public to interact with pathways, inspired by the classic childhood game "the floor is lava," the artwork encourages playful interaction with the fruit shapes and meandering pathways.

## 3. OTHER SIDE OF THE WORLD *Ball-Nogues Studio*

We also welcomed *Other Side of the World*, a new work by internationally renowned Ball-Nogues Studio from Los Angeles, California, as part of the Market Square Public Art program. This work was an abstract representation of Amsterdam Island, the most distant, nearly-opposite landmass from Pittsburgh and was a playful, vibrant, and physically accessible version of Amsterdam Island that invited participants into a warm, educational, and immersive experience.



## MOBILITY, STREETScape, & PLACEMAKING CONTINUED

In our work to advocate for streets and sidewalks that prioritize pedestrians, transit riders, and cyclists, we were pleased to continue to advance the multi-year and multi-community Pedestrian Wayfinding initiative as a lead partner on the Wayfinding Advisory Committee. In 2018, we continued to solicit community and stakeholder feedback on the project and engaged the city's Art Commission through an iterative review process that lead to final approval for the designs of the kiosks and wayfinding system.



**256,308** TOTAL BIKE TRIPS  
ALONG THE PENN  
AVE BIKE LANE

from April to November



**19** TOTAL HEALTHY  
RIDE STATIONS

in Downtown  
increased from 9

We worked to improve biking infrastructure in Downtown, serving as liaison between stakeholders and the City during the installation of bike facilities along Third Avenue during phase one of the Greater Allegheny Passage (GAP) to the Point. We worked with Healthy Ride and property owners to more than double the number of stations located in the Golden Triangle from 9 to 19. We also served on the Open Streets planning committee and were pleased to see large numbers of people biking, skating, walking, and using our streets in healthy, fun ways on several Sunday mornings.



In our efforts to deploy or support interventions that ensure Downtown is welcoming, interesting, and accessible, we undertook several Public Realm Enhancements. A series of pilot projects were introduced as part of Life on Liberty to provide pedestrian and transit amenities along the 900 block of Liberty Avenue. These improvements included the addition of two temporary features – a bus only lane and a large-scale streetscape installation that incorporated lighting, planters, street graphics, and a sidewalk extension at a busy bus stop. We conducted a variety of surveys about the project and continue to make adjustments based on feedback.

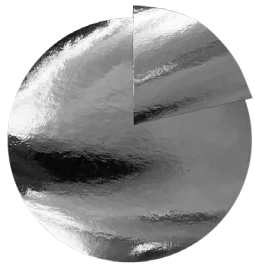


## IN 2019 WE WILL:

- Provide leadership towards a clear vision and plan for the future of Downtown mobility by more effectively coordinating with core stakeholders through several new committees:
  1. *Mobility Advisory Committee*  
Comprised of property owners, business leaders, employers, and residents
  2. *Interagency Task Force*  
Including public sector partners from the City of Pittsburgh, Pittsburgh Parking Authority, Port Authority of Allegheny County, PennDOT, and Southwestern Pennsylvania Commission
  3. *Downtown Working Group*  
Working with community representatives and advocacy groups
- Advocate for projects and policies for our streets and sidewalks that prioritize pedestrians, transit riders, and cyclists, and improve the quality of Downtown environment and infrastructure, including finalizing a sign location and construction plan for the Pedestrian Wayfinding Project
- Initiate a comprehensive Downtown Pittsburgh Mobility Plan that identifies goals and guiding principles as well as specific recommendations to mitigate congestion, improve bus circulation, and enhance the pedestrian and cyclist experience
- Support and commission temporary and permanent public art pieces in Downtown that activate public space and curate a compelling experience for patrons of Downtown



# EVENTS



**23%**  
**INCREASE IN**  
**MARKET SQUARE**  
**PROGRAMMING**  
368 PROGRAMS

Once again in 2018, we focused on providing experiences, events, and opportunities that enliven and highlight our beautiful Downtown and contribute to the vitality of the neighborhood shared by everyone in the region.

We continued to invest significant resources in programming Market Square which, as we view it, is the literal heartbeat of Downtown. By expanding Thursday's popular Farmers Market, we tripled the spaces dedicated to rotating vendors and increased the diversity of products offered week-to-week. To no-one's surprise, these changes were very well received by both patrons and vendors. We also continued our expanded activations of KidsPlay, Yoga in the Square, and Move it Mondays, as well as increasing the frequency of Fashion Markets and Dancing in the Square, our very popular foot-tapping, happy hour programming.

In our second season of weekly Saturday Night Markets held in Market Square, we extended the season's duration to run from mid-May through the end of October. This continued to create a vibrant weekend

scene that was well attended by both locals and visitors to our City. In particular, we expanded the live music offerings into a 25 week series of diverse musical performances as a component of our Downtown Sound music initiative during which we presented more than 75 performers from across the musical spectrum. This was made possible by collaborations with well-respected, seriously rocking, community partners including Boom Concepts, WYEP-FM, Deutschtown Music Festival, Manchester Craftsmen's Guild, Mr. Smalls, Liveburgh, and Blues Society of Western PA.

Picklesburgh's unique blend of quirky hometown roots and culinary creativity continues to draw record-breaking crowds, generate massive social media activity, and attract local, national, and even international press coverage (including being highlighted as one of the most interesting global food festivals in UK's Waitrose Grocery Store's upscale foodie magazine). For its fourth edition, we expanded the festival to three days, providing more time for more people to visit and experience pickle paradise. Among the most exciting new offerings made specifically for Picklesburgh were

pickle beers from respected breweries Southern Tier and Great Lakes, both of which sold out on the Festival's first day! We also collaborated with our good friends at Wigle Whiskey who developed a Picklesburgh branded spirit, known as Eau de Pickle. This was not only a much sought after, sampled, and purchased product at the festival, it was also recently honored with a national Innovation Award from the American Craft Spirits Association.

Along with our collaborative partners, WYEP-FM and the City of Pittsburgh, we completed the second phase of the Pittsburgh Music Ecosystem Project, a city-wide initiative with goals of identifying opportunities, barriers, and requirements to better nurture musicians, support venues, and protect the needs of residents and communities. Following a ten-month process of engaging stakeholders representing all aspects of the music scene, the Sound Music Cities Report was released. The report provides recommendations in five key areas: Leadership Development, Career Development, Regulatory Reform, Industry Development, and Audience Development.





EVENTS CONTINUED

The release generated robust conversation in the music community and identifies several areas where we hope to provide support and assistance in growing the scene not only in Downtown but assisting in overcoming barriers that face the region.



**216**  
LIVE MUSIC  
PERFORMANCES  
PRESENTED  
BY PDP

The most notable addition to the Holiday Season was an expansion of PDP’s long running Holiday KidsPlay program in collaboration with Fred Rogers Productions. This high profile family programming was located inside two large tents with a playful façade located in the Heinz Hall Courtyard, attracting more than 6,000 visitors. Launched to celebrate the 50th Anniversary of Mister Rogers’ Neighborhood, programming was themed around Pittsburgh’s first family of children’s television. We truly kept it in the neighborhood by partnering with Carnegie Science Center, Children’s Museum of Pittsburgh, the Heinz History Center, and WQED-TV to provide free children’s activities. We extended the run of Holiday Kidsplay through New Year’s Eve and even included it as part of the programming for the Pittsburgh Cultural Trust’s First Night celebration.

Comcast Light Up Night® ushered in another glittering holiday season in Downtown. We again transformed Ft. Duquesne Blvd into a festive pedestrian promenade with food vendors and two main stages, anchored by the Xfinity Experience, where visitors could check out innovative, interactive experiences. Highmark presented a new, dazzling laser show as part of their tree lighting ceremony, and we welcomed Bank of America as new sponsors of the Rockin’ Blues Stage. Many thanks to the more than 30 sponsors that make this event such a magical experience for our community.

The Peoples Gas Holiday Market™ transformed Market Square for another spectacular season. In keeping with what seems to be a 2018 theme, we extended the hours of the market on weekends. Peoples Gas also provided an exciting new amenity, a solar powered fuel charging cell where visitors could make sure their phones were at full capacity. Once again, Santa’s House raised nearly \$60,000 to support the Greater Pittsburgh Community Food Bank, helping our neighbors in need throughout the year.



**400%**  
INCREASE  
IN HOLIDAY  
KIDSPLAY  
VISITORS  
6,000+ VISITORS

**1,000,000+** PEOPLE  
ENGAGED

in PDP programming

IN 2019 WE WILL:

- Build on the Move-It-Monday program to launch a new weekly Health and Wellness Fair
- Seek to collaborate on new programming that welcomes and highlights Pittsburgh’s immigrant communities and provides a platform to support issues important to new Pittsburghers
- Actively solicit a broader range and diversity of merchandise from local farmers, makers, and artisans
- Expand efforts to utilize our events as a platform to highlight diverse local music in partnership with a range of community music presenters
- Develop the footprint of Picklesburgh to better accommodate the event’s growing popularity, cultivate its increasing value as a draw to bring both regional visitors and tourists into Downtown, and build local, regional, and international visibility
- Continue to develop programming for Kidsplay, including building on the inaugural season of holiday partnership with Fred Rogers Company
- Execute ongoing tracking of musical performances across Downtown to establish a baseline for measuring growth and to help promote Downtown as a key, and supportive, neighborhood for the local music scene
- Endeavor to establish a grant program to support infrastructure investments for regular musical programming
- Lend our support to and actively participate in measures led by the City of Pittsburgh to reform the music regulatory environment as an extension of the Music Ecosystem Initiative





# MARKETING

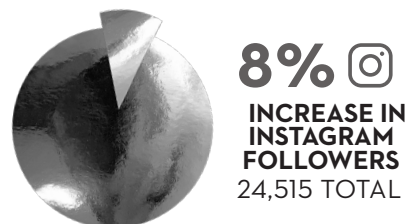
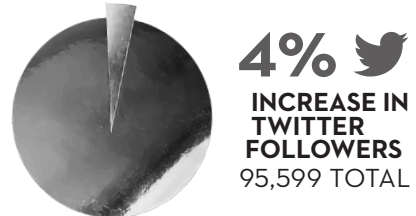
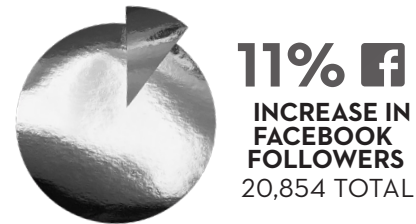


Throughout 2018, we told the story of the work of the PDP and the evolution of Downtown. We took advantage of the vast reach of our digital platform to create opportunities for stakeholders to have a voice in issues that concern our neighborhood. We promoted the openings of new Downtown businesses. We undertook surveys to learn more about what our stakeholders expect in everything from bike lanes to public transit. We live streamed Pickle Juice Drinking Contests, the holiday market, and more. We shared our gorgeous, vibrant neighborhood through the lens of photos and hashtags on Instagram. Our digital presence allows us to actively engage our stakeholders in a timely fashion. Sometimes serious, sometimes silly, but always relevant to our shared Downtown.

We also began to look at how Downtown is perceived by those on the inside and out. We convened a Strategic Communications Committee comprised of marketing and communications professionals from major Downtown corporations, government, and economic development entities. It quickly became clear to this committee that our greatest impact could be had by examining and developing a plan to attract new businesses into Downtown, and in particular one sector that has been reluctant to locate in Downtown: tech. Gatesman Creative Agency was represented on the committee and was uniquely situated to develop this new campaign, as they moved to Downtown in the Spring of 2018.

During the second half of the year, we worked with Gatesman to dig into the issues that are driving tech to other locales and with the brokerage community to understand subtleties of the market and the opportunities that exist for new companies to call Downtown home. We all worked together to develop and refine a message and tools that we believe in 2019 will show off our unparalleled assets.

## SOCIAL MEDIA @DOWNTOWNPITT



“

*My company implements large-scale events for a wide variety of Downtown businesses and organizations.*

UTILIZING THE PDP'S MARKETING ASSETS HAS HELPED US TO ELEVATE THE VISIBILITY OF OUR EVENTS AND ULTIMATELY DRIVE TICKET SALES AND ATTENDANCE.

*We continually appreciate their willingness to show support through fun contests and the sharing of our content.*

— Ronda Zegarelli, Owner Acrobatique Creative

”



**159,387** STAKEHOLDERS  
ENGAGED WEEKLY  
via social media.

## IN 2019 WE WILL:

- Launch a multi-faceted campaign designed to promote the Central Business District to new businesses; it will include print, digital, and outdoor branding strategies in support of the Downtown Office Market
- Develop a formal marketing and communications committee to provide insight and feedback on our overall marketing and communications strategies
- Update all e-newsletters with new templates to improve readability and engagement, with the intention of increasing overall readership
- Refine our social media strategy to more effectively tell the PDP's and Downtown's stories and create platforms to create and share our own content





# MEMBERSHIP

“

The assistance provided by the PPD has been instrumental in our redevelopment efforts of the Union Trust Building. This has allowed us to recruit new tenants and several new restaurants to this historic Downtown landmark.

THEIR RESEARCH, DATA COLLECTION, & EXPERTISE HELP US TO MAKE A COMPELLING CASE FOR INVESTING IN DOWNTOWN.

– Christopher Lasky, Vice President of Development  
The Davis Companies

”

In 2018, we continued to improve and increase the ways in which we interact with our members while providing more opportunities for members to connect with one another. We hosted more member events than ever before. These included a happy hour where several local makers were invited to share their goods and their unique

perspective on small scale manufacturing in our region, our annual tailgate and Pirates game, and a special evening reception under Garrison Canal, one of the PDP’s most beautiful new public art installations.

We focused on keeping members informed through *Membership Matters*, our monthly member e-newsletter. Now in its second year of distribution, the publication provided timely content about issues impacting Downtown and shared special member-to-member discounts and offers.

 9 MEMBER EVENTS

 16 NEW MEMBERS

 8 MEMBER E-NEWSLETTERS

## IN 2019 WE WILL:

- Create and implement a new membership program designed specifically for restaurants with a goal of recruiting more restaurants as members
- Develop new member benefits, with a specific focus on encouraging member to member benefits and connections
- Increase membership engagement through events and more timely communication
- Increase recruitment efforts of specific stakeholder segments including hotels, legal and accounting firms, and large property owners and management companies



# MEMBER LIST



RENAISSANCE LEADER	DOWNTOWN CHAMPION CONTINUED	DOWNTOWN PATRON CONTINUED
Acusis, LLC ALCO Parking Corporation Comcast Highmark Huntington National Bank Peoples Natural Gas Pittsburgh Post-Gazette Point Park University UPMC	Pittsburgh Transportation Group PPG Rugby Realty Company, Inc. University of Pittsburgh Winthrop Management	Pittsburgh Hispanic Development Corp. Pittsburgh History & Landmarks Foundation Pittsburgh Irish Festival Pittsburgh Magazine Renewal, Inc. Rivers Club Stantec Consulting Strada Strategic Investment Fund Toshiba Business/Organization Solutions of Western Pennsylvania Underwriters Brokerage Service Union Standard Urban Redevelopment Authority of Pittsburgh Whirl Publishing WordWrite WTAE-TV
	DOWNTOWN PATRON	AAA East Central Allegheny County Airport Authority Allegheny County Bar Association Auberle Beynon & Co. Blush Gentlemen's Club Boutique la Passerelle The Carlton Restaurant Carrie S. Holstead Real Estate Consultants, Inc. The Challenge Program, Inc. Courtyard Pittsburgh Downtown Cowden Associates, Inc. David L. Lawrence Convention Center DoubleTree by Hilton Hotel & Suites Pittsburgh Downtown Drury Plaza Hotel Pittsburgh Downtown
DOWNTOWN VISIONARY	AlphaGraphics American Cancer Society Aspirant BRUNNER Burns Scalo Brokerage, LLC Carnegie Mellon University Chesley Brown International City Works Eatery & Pour House Eat'n Park Hospitality Group Inc. Emmanuel Fine Art Photography Equiventure Capital, LLC EVEN Hotel Pittsburgh Fairmont Pittsburgh Federated Investors, Inc. Fogo de Chao Brazilian Steakhouse Forest City Management Frank B. Fuhrer Wholesale Company Gateway Clipper Fleet Grant Street Associates, Inc. Henderson Brothers, Inc. Hertz Gateway Center Hotel Monaco - Pittsburgh Industrious Pittsburgh InterContinental Hotels Group Interpark LLC JLL Lincoln Property Company Mascaro Construction Michael Baker International Moe's Southwest Grill Pietragallo Gordon Alfano Bosick & Raspanti, LLP Pittsburgh Business Times	
DOWNTOWN CHAMPION	Allied Universal Art Institute of Pittsburgh Buchanan Ingersoll & Rooney CBRE, Inc. Cohen & Grigsby Duquesne Light Company Duquesne University First Commonwealth Bank Highwoods Properties, Inc. Millcraft Oxford Development Company Pittsburgh City Paper Pittsburgh Penguins Pittsburgh Pirates	



MEMBER LIST CONTINUED

DOWNTOWN ADVOCATE CONTINUED	DOWNTOWN ADVOCATE CONTINUED	DOWNTOWN NEIGHBOR
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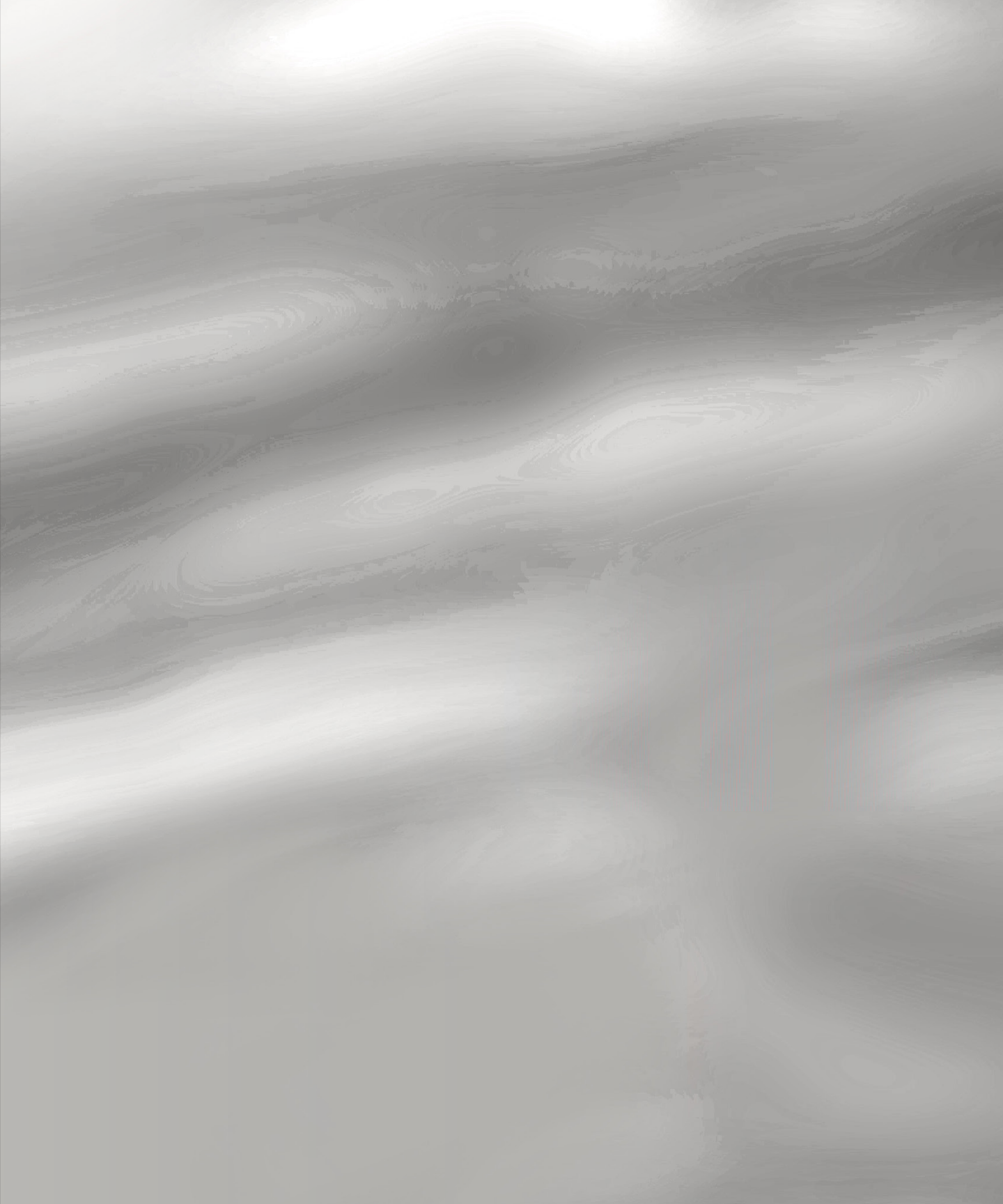
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