



## **FOR IMMEDIATE RELEASE**

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### **PITTSBURGH DOWNTOWN PARTNERSHIP HOSTS 2019 ANNUAL MEETING**

- **Shared 2018 Success and Set 2019 Agenda**
- **Fred Rogers Productions and Duquesne Light Executive Ashlee Yingling Wallace Honored with Golden Triangle Awards**
- **Artist Alisha Wormsley announced 2019 Market Square Public Art Installation**
- **10 New Board Members Elected**

**Downtown Pittsburgh, PA** – Today, the Pittsburgh Downtown Partnership hosted their 25<sup>th</sup> Annual Meeting at the Pittsburgh Playhouse at Point Park University. At the meeting, the organization shared the progress they made in 2018 and laid out their agenda of work for 2019. The PDP's work falls into five main areas of service: providing supplemental clean and safe services, enhancing mobility and the public realm of Downtown, encouraging economic investment that supports the growth of this vibrant neighborhood, producing events that activate Downtown, and the marketing of all events and businesses that make Downtown such a vibrant place.

#### **Clean and Safe**

- 2018 accomplishments include: the removal of almost 900,000 lbs of trash from Downtown, recycling of the 3 millionth cigarette butt (since fall of 2016), and providing nearly 7,000 instances of hospitality assistance. Additionally, the Street Team worked tirelessly to connect the most vulnerable people in Downtown to a strong network of homeless service providers, city and county staff, and the Downtown Ministerium.
- 2019 plans include: developing a better understanding of ways in which we can support the over 3,000 middle and high school students coming to and through Downtown, conducting a customer satisfaction survey on clean and safe services in the Business Improvement District, and working with homeless service organizations, the county and city to determine how current models can shift to best meet the needs of those experiencing homelessness and substance abuse problems.

#### **Economic Development**

- 2018 accomplishments include: providing unique research and analysis to Downtown stakeholders, supporting the local retail community with a wide variety of programming and promotional opportunities, opening our own retail outlet, PG&H, to support Southwestern PA makers, and providing \$145,000 in façade improvement grants.
- 2019 plans include: the launch of a Downtown Business Attraction campaign (see below), supporting the continued development of Firstside through stakeholder engagement, programming and public space activation.

#### **Mobility, Streetscape, Placemaking**

- 2018 accomplishments include: providing pedestrian and transit amenities along the 900 block of Liberty Avenue, installing 3 new public art installations in Downtown, advocating for improved biking infrastructure, particularly along Third Avenue, and increasing the number of Healthy Ride Stations in Downtown.
- 2019 plans include: developing several new stakeholder committees to plan for the future of Downtown mobility and initiate a comprehensive Downtown mobility plan, develop temporary and permanent placemaking efforts that support active streets and Downtown businesses.

## Events

- 2018 accomplishments include: increasing Market Square programming by 23%, totaling 368 programs and events, developing a new Holiday KidsPlay partnership with Fred Rogers Productions which resulted in a 400% increase in visitors during the season, presenting 216 musical performances, and engaging more than 1,000,000 people in our programming.
- 2019 plans include: expanding the overall Picklesburgh footprint, collaborating on programming that highlights Pittsburgh's immigrant communities, develop a tracking system of all musical performances in Greater Downtown to develop baseline numbers, and launching a new weekly Health and Wellness Fair in Market Square.

## Marketing

- 2018 accomplishments include: tasked new Strategic Communications Committee with examining a variety of Downtown perception challenges and undertook development of a new Downtown branding campaign, continued to grow social media platforms engaging 159,387 followers via social media channels.
- 2019 plans include: the launch of long-term branding campaign, updating e-newsletters to provide ease of use and increasing overall readership, authoring more original stories to be shared via social media platforms.

Full details about 2018 accomplishments and 2019 plans can be found online in the [PDP's 2018 Annual Report](#).

### **New Downtown Branding and Marketing Campaign (a full press release & examples will be issued following the Annual Meeting)**

At the meeting, the PDP introduced a new Downtown branding and marketing campaign aimed to attract and welcome new businesses into Downtown. The campaign seeks to target start-ups, tech, and creative companies to consider Downtown as the perfect place for their business to call home. Additionally, the campaign includes a toolkit for the real estate brokerage community that provides a variety of testimonials, infographics, and details and facts businesses need when considering a new location.

### **Pittsburgh-based artist Alisha Wormsley and Ricardo lamurri Robinson present *Streaming Space* as 2019 Market Square Public Art Program**

*Streaming Space*, a collaborative work by Pittsburgh-based artists Alisha B. Wormsley and Ricardo lamuuri Robinson, was announced today as the 2019 commission for the Market Square Public Art program. The installation transforms Market Square into a space for video, performance, and sound that encourages healing and reflection. *Streaming Space* features a 24-foot-tall truss pyramid with mounted LED screens that project meditative video montages of nature and space, and show vintage jazz concerts and films, as well as highlighting the work of local futurist art. The project includes recordings to create a unique soundscape for the environment surrounding the piece. The PDP is pleased to welcome this piece in April 2019 as a continuation of our work to make Downtown a creative place that showcases these exceptional artists.

### **Golden Triangle Awards**

Downtown is successful because of the people and companies that invest considerable time and resources in creating a place that welcomes all and provides opportunities that everyone can enjoy. The PDP's Annual Golden Triangle Awards acknowledge individuals and companies that go above and beyond to help the PDP meet its mission.

This year's Partnership Award was presented to **Fred Rogers Productions**. It's no surprise that a company created on the ethos of being a good neighbor is supporting Downtown. In 2018, the PDP engaged Fred Rogers Productions in a partnership to grow their Holiday KidsPlay programming. The PDP sought to create a more impactful experience and knew that Pittsburgh's first family of children's programming would make for excellent partners. Fortunately, Fred Rogers Productions agreed and engaged additional community partners to assist with programming. Every Saturday and Sunday throughout the Holiday Season, along with the entire week between Christmas and New Year's Eve, in the Heinz Hall Courtyard, thousands of visitors enjoyed, free, hands-on, family-friendly activities featuring well-loved Fred Rogers Productions characters. This high-profile partnership with Fred Rogers Productions saw attendance at Holiday KidsPlay increase by 400%, bringing in more than 6,000 total visitors.

The Herb Burger Award is presented annually to a Board Member who provides extraordinary service to the PDP and is selected by the current chair of the Board, Lucas Piatt. The 2019 Award was presented today to **Ashlee Yingling Wallace**, Marketing and Communications Team Lead at Duquesne Light Company. Although Ms. Yingling Wallace has only been an official board member for

2 years, her impact on the organization began several years prior to joining the board, when she started as an incredibly engaged volunteer. In subsequent years, she been an integral liaison, ensuring multiple public art installations occurred with the support of a variety of Duquesne Light Departments. Ashlee is also an active member of the Strategic Communications Committee and provided valuable knowledge in the development of the new Downtown Marketing campaign.

### **New Board Members Elected, Board Members Depart**

Nine new members were elected to a three year term to the board of directors of the PDP, expiring in 2022. The new members are:

Kevin Acklin – Pittsburgh Penguins  
Shannon Baker – Gatesman  
Bryan Brantley – McGuire Woods  
Rev. Brian Evans – First Evangelical Lutheran Church  
Adele Morelli – Boutique la Passerelle and Downtown Resident  
Larry Walsh – Rugby Realty  
Dara Ware Allen – City Charter High School  
Andrew Wisniewski – Highwoods Properties  
Robert Wolfinger – MW Hospitality

Additionally, Ed Manko, representing BOMA Pittsburgh, was appointed to the board.

The PDP also thanked several board members who completed their service to the organization. Michael Brunner, President of Brunner, the Reverend Tom Hall, pastor at First Presbyterian Church of Pittsburgh, and Aaron Stauber, President of Rugby Realty.

### **About the Pittsburgh Downtown Partnership**

*Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations and residents who provide energy, vision and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP's strategic initiatives include clean and safe services, transportation, and economic development and advocacy. For more information, visit [www.DowntownPittsburgh.com](http://www.DowntownPittsburgh.com), follow us on Twitter at <http://twitter.com/downtownpitt> and "like" us on Facebook.*

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