



PITTSBURGH  
DOWNTOWN  
PARTNERSHIP

**20  
19**

ANNUAL  
REPORT



### **The Pittsburgh Downtown Partnership**

is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, and residents who provide energy, vision, and advocacy for Downtown Pittsburgh. Our strategic initiatives include clean and safe services, transportation, and economic development and advocacy to enhance the Downtown neighborhood.

# A LOOK BACK

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Hindsight may be 20/20 but, as we look back upon 2019, the Pittsburgh Downtown Partnership can say with confidence that we kept our eye on the future—while simultaneously addressing a multitude of important demands of the day. This was a balancing act of keeping our heads firmly grounded in reality while looking forward with big ideas. It entailed everything from long-term planning for better ways in which to get around Downtown, to exploring innovative approaches that encourage Downtown business development, and taking action to tackle critical issues around public safety and health.

To be successful, we know these issues must be addressed head on. We remain encouraged by the progress we've seen in 2019 through community involvement and are heartened by the hands-on engagement of our members and Board of Directors, civic leaders, and community partners.

Challenges aside, Pittsburgh already has so many incredible assets of which to be proud. Last year, the view from Mt. Washington was dubbed one of the most Instagram-worthy views in the nation by TripAdvisor readers. WalletHub said Pittsburgh is one of the best

cities for jobs. Walk Score® deemed Downtown as the most walkable neighborhood in Pittsburgh as well as having the best public transit access. Looking forward, we are confident that Downtown's momentum will continue.

**AFTER ALL, OVER THE LAST DECADE,  
DOWNTOWN EXPERIENCED A 31 PERCENT  
GROWTH IN RESIDENTIAL POPULATION,  
A TREND THAT WILL PROJECT UPWARDS  
WITH THE OPENING OF HUNDREDS OF NEW  
UNITS OVER THE NEXT SEVERAL YEARS.**

Downtown Pittsburgh has been and continues to be re-imagined. The momentum is real. And, to ensure a vibrant, successful Downtown, we will continue to stay mission focused: fostering economic growth and vitality here in the heart of the city. ■

# CLEAN & SAFE

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Proactively working to make Downtown Pittsburgh a cleaner, safer, and more inviting place to be is one of the most important functions that we work hard at every day. We don't do this in a vacuum, of course; it takes a multitude of hardworking people, vested businesses, important government agencies, key safety officials, and compassionate charitable organizations to make this happen.

Standing out in their bright yellow and black uniforms, our Clean Team members are stand outs in their own right. They are making Downtown look better, brighter, and most certainly cleaner.

## CONSIDER THIS:

**LAST YEAR, THE CLEAN TEAM REMOVED**

**THE EQUIVALENT OF A GRAND PIANO**

**IN CIGARETTE BUTTS ALONE.**

Thanks to enhanced Clean Team services with modified routes and cleaning routines, the overall cleanliness of Downtown in 2019 was noticeably improved during morning

and evening rush hours by placing Clean Team members along the busiest bus routes and key thoroughfares.

Our volunteer program supplements Clean Team activities with impactful clean-up projects and key detail tasks. We're grateful for the corporations, organizations, and individuals who volunteer their time to help us keep the riverfront parks, trails, and green spaces looking good.

**3,240**

**VOLUNTEERS ENGAGED**

**14,282**

**VOLUNTEER HOURS COMPLETED**

**(23% INCREASE OVER 2018)**

With graffiti removed and fixtures like light poles and bollards repainted and refreshed, Downtown Pittsburgh continues to look and feel inviting. Through a contract with Renewal, Inc.—a Downtown nonprofit that helps people in the criminal justice system return to society as responsible





**983,690 lbs.**

**OF TRASH REMOVED**  
(11% INCREASE OVER 2018)

**1,202 lbs.**

**OF CIGARETTE  
BUTTS RECYCLED**

**5,021**

**SITES OF  
GRAFFITI REMOVED**

**5,467**

**INTERACTIONS OF  
HOSPITALITY ASSISTANCE**

citizens—we power washed our way through city sidewalks, key alleyways, and Market Square five nights a week.

Our Park Ambassadors are a welcoming presence in Market Square. They provide information to tourists, enforce the “No Smoking” city ordinance, and help facilitate all weekly Market Square activities. Last year, Park Ambassadors staffed Market Square for a total of 1,470 hours.

## EXPANDED CLEAN-UP RESULTS

Through contracts with the City of Pittsburgh and Project Clean Sweep, our Clean Team spruced up the South Side and Strip District in 2019 resulting in:

**152,971 lbs.**

**OF TRASH PICKED UP**

**932**

**SITES OF GRAFFITI/STICKERS REMOVED**

**442**

**BLOCK FACES WEEDED**



## OUTREACH IMPACTS

We’re serious about safety and 2019 marked a year of unprecedented outreach and positive inroad into this critical realm. The first full year of quarterly Downtown Clean and Safe Community Forums, in partnership with the Pittsburgh Cultural Trust, provided hundreds of stakeholders with an opportunity to hear directly from public safety officials about efforts that are effectively addressing public safety concerns to make certain Downtown remains a vibrant destination.



**3,844**

**PANHANDLING INTERACTIONS**

**1,305**

**HOMELESS SUPPORT  
SERVICES INITIATED**

**58**

**PEOPLE ASSISTED  
INTO HOUSING**

We advocated for a more visible police presence on the street to ensure Downtown continues to be a welcoming and safe community. Over the year, we convened stakeholders as part of the Downtown Safety Coalition, a partnership of law enforcement officials, Downtown schools, and government—enhancing the relationships between students and police officers while providing opportunities for growth and development of students in Downtown.

These efforts have resulted in a more consistent police presence, relationships developing with

police and stakeholders, and the promise of a more comprehensive delivery model for those in need of social services. By bringing everyone to the table, we are proactively engaged in ways to work together to support a safe community for everyone living in, working in, and visiting Downtown.

Our Outreach Team exemplifies a shared commitment to assist people who are the most vulnerable. While advocating for the expansion of mental health services and more effective case management for those dealing with hardships in Downtown, we continued daily efforts to engage individuals experiencing homelessness, panhandling, or in need of supportive services. To establish relationships, the Outreach Team provided helpful items such as toiletries, socks, and hand warmers. The goal is to build the trust needed to support these individuals and help connect them with appropriate services to get them off the street. ■

# EVENTS & ACTIVATIONS

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Whether it's a one-time pop-up event or weekly series, public art installation or live music, we remain committed to enlivening Downtown for residents, visitors, and workers alike. Last year was an exceptional year with bigger, better, and even more lively programming.

Activations in 2019 included Night Markets in Market Square that featured upwards of 170 artisans and 12 community music partners, Summer KidsPlay, Pop Up Fashion Markets, and new Health & Wellness Fairs. Yoga in the Square expanded to Wednesdays after work, as well as Sunday mornings.

## 170

**ARTISANS FEATURED IN  
WEEKLY NIGHT MARKETS**

Dancing in the Square offered free weekly outdoor dance classes featuring new styles each month. The popular Market Square Farmers Market remained a seasonal staple that showcased more than 50 local farmers and vendors.

The 59th Annual Comcast Light Up Night® wintertime celebration again served as the kickoff to the holiday season featuring headliner Adam Lambert on the Comcast Main Stage. We celebrated the music of Fred Rogers at the EQT Jazzmaster Stage, which included a special appearance by kids' favorite Daniel Tiger. The Xfinity Experience on the Roberto Clemente Bridge offered up free hot cocoa and holiday card photos. We transformed Fort Duquesne Boulevard into a pedestrian promenade with festive lighting and picnic tables. And it ended with a bang, thanks to the BNY Mellon Fireworks Finale.

In collaboration with many community partners, Holiday KidsPlay at Heinz Hall Courtyard was a hit for the second year. New in 2019, we featured appearances by costumed characters from Fred Rogers Productions. Attendance surpassed last year, with 7,000 visitors, and a peak daily attendance of nearly 1,000.

Despite a shortened holiday shopping season, vendors at the Peoples Gas Holiday Market™ reported sales as strong as or stronger than the previous year. Special programming was expanded and included a full day visit from NBC Sports' Sunday Night Football bus and pep





**2,380**

HOURS OF  
PROGRAMMING

**356**

EVENTS, ACTIVATIONS,  
AND PROGRAMS

**10,000**

ATTENDED  
KIDSPLAY EVENTS

**238**

MUSICAL  
PERFORMANCES





rallies from finalists competing during the NCAA Volleyball Championships. We also expanded Holiday Karaoke to include a popular weekend open mic and the \$1,000 Karaoke Championship.

**5,645**

SANTA PHOTOS TAKEN

**\$60,000**

GENERATED BY SANTA'S HOUSE  
FOR THE GREATER PITTSBURGH  
COMMUNITY FOOD BANK

In an effort to further enliven Downtown during the heavily visited period between the Christmas holiday and New Year's Eve, the chalets at Market Square were programmed for the first time. A variety of local handcrafted work was available for sale through a partnership with Handmade Arcade, a pioneer in Pittsburgh's maker movement. This measure proved so successful from both merchant and visitor perspective that there is a commitment for a return engagement.

## **PUBLIC ART IN PUBLIC "STREAMING SPACE"**

For the last several years, the Market Square Public Art program, in partnership with the City of Pittsburgh Public Art and Civic Design Division, commissioned inspiring work by artists from around the globe.

**\$152,000**

INVESTED IN ART AND ARTISTS

Installations in 2019 were designed by Pittsburgh-based artists Ricardo Iamuri Robinson and Alisha B. Wormsley.

**"STREAMING SPACE," A 24-FOOT TALL PYRAMID**

**WITH MOUNTED LED SCREENS, TRANSFORMED**

**MARKET SQUARE FOR ONE MONTH INTO A SPACE**

**FOR VIDEO, PERFORMANCE, AND SOUND THAT**

**ENCOURAGED HEALING AND REFLECTION.**

Inspired by Afrofuturism and Black utopian ideals, the installation featured video montages of nature and space, along with vintage jazz concerts and films. We partnered

with the Office of Public Art and Flyspace Productions for installation and on-site interpretation, artists talks, panel discussions, and other activities surrounding the exhibit.

## WELCOME “WORLD SQUARE”

We teamed up with Welcoming Pittsburgh, an immigrant newcomer initiative launched by Mayor Peduto, to pilot World Square, a platform to celebrate and promote our local international communities. The effort encourages immigrant entrepreneurs to leverage the visibility of Market Square to highlight their goods and services and their native cultures in the heart of the city.

38

VENDORS

23

NATIONALITIES

With 38 vendors representing 23 different nationalities, this series of three markets held in September became a successful showcase for businesses, artists, makers, performers, and food purveyors from across various international and newcomer communities.

## PICKLESBURGH #1 IN THE USA!

Picklesburgh was voted as the No. 1 “Best Specialty Food Festival” in America in a *USA Today* poll. Picklesburgh, which celebrated its fifth year last July as a quirky culinary and cultural celebration, was also recognized as a “Signature Event” of the Commonwealth by the Pennsylvania Tourism Office.



The growth of the festival has been nothing short of dill-lightful. To better accommodate what turned out to be record crowds, we doubled the footprint of the festival and expanded beyond the Roberto Clemente Bridge. This allowed for more vendors with larger booths to provide better access to a wider range of creative and handcrafted pickle products. New seating areas made it easier to enjoy the diverse selection of ready-to-eat and cocktail offerings from some of the most respected local restaurants, as well as pickle purveyors from as far away as New York City. All told, more than 50 vendors sold a plethora of merchandise—from pickle funnel cake to pickled moonshine—to enthusiastic fans of all things pickled. ■





DWN  
TWN  
PGH  
Everything  
points you  
here.

HEINZ

COCKTAILS

W  
A

H

LANDMARK

# ECONOMIC DEVELOPMENT

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In 2019, we issued the eighth edition of the *State of Downtown Pittsburgh* where we reported 31 projects under construction valued at \$1.2 billion. This vital report provided a comprehensive, in-depth analysis, and enabled us to benchmark Downtown's progress, both year over year and compared to peer cities.

We found several noteworthy trends emerging—such as Downtown property owners making large tenant amenity upgrades to attract business, and found small businesses are making a noticeable impact, just as new restaurants continue to bolster the retail environment in Downtown. This report provides developers as well as potential and existing business owners with insights into the Downtown economy via key indicators in the commercial and residential markets, hospitality, and transportation sectors.

This information helped us move forward by focusing resources to support the changing Downtown landscape. To better aggregate and report the continued investment throughout Downtown, we continued our quarterly “Downtown Development” newsletter and supported

the real estate community with data and statistics they need to make prudent business investment decisions.

Our Paris to Pittsburgh Sidewalk Activation and Façade Restoration programs encouraged outdoor dining, while spurring full building façade renovations in locations throughout Downtown. We awarded eight grants totaling \$188,120 that supported \$1.6 million in total project costs. This grant program assists property and business owners with exterior improvements to enhance the public realm. In addition, we approved four grants through the Sustainable Pittsburgh Restaurants program totaling \$28,000.

PG&H, which opened in late 2018, is a retail store that features hand-crafted items made by more than 40 talented local and regional makers, while supporting the retail ecosystem of Downtown. The project supports Bridgeway Capital's Craft Business Accelerator by providing makers with access to the Downtown retail market and valued insights from shoppers to hone their skills to meet the needs of today's market. PG&H is home to pop-up jewelry shows, art openings, and seconds' sales, and serves as a unique venue to bring makers together



**400**

**ATTENDEES AT THE  
FIRST-EVER DOWNTOWN  
TECH CRAWL EVENT**

**\$216,120**

**IN GRANTS AWARDED TO  
DOWNTOWN BUSINESSES**

**54,040**

**DOWNLOADS OF 2019  
STATE OF DOWNTOWN  
PITTSBURGH  
(1,000 DISTRIBUTED)**

**8,000**

**VIEWS OF HOLIDAY  
SHOPPING MAP  
(500% INCREASE OVER 2018)**



This could be your  
weeknight wind-down.



Everything points you *here.*  
[dwnwnpggh.com](http://dwnwnpggh.com)

This could be your  
post-work anthem.



Everything points you *here.*  
[dwnwnpggh.com](http://dwnwnpggh.com)



to learn new skills to grow their business. This project continues to show a demand for the design-forward, high-quality, locally produced goods that it offers, and the continued development of the retail economy of Downtown.

2019 marked the official recognition of the PDP by the City of Pittsburgh as a “Registered Community Organization.” While the name may sound like jargon, its importance is not. This new recognition, afforded to organizations proven to be transparent and inclusive, means that the PDP now has a formal role in the land use, real estate development, and neighborhood planning process of the City of Pittsburgh for the Central Business District.

## ATTRACTING BUSINESS

Launched in spring 2019, the “Everything Points You Here” campaign targeted executives in the tech and creative sectors in order to showcase Downtown as the ideal neighborhood for business growth and development. As part of this initiative, the first-ever Tech Crawl event showcased Downtown’s burgeoning tech and creative scene to 400 attendees—from CEOs and managers, to coders, IT pros, and creatives. This event was held in partnership with Build412 Tech, which used this successful event as the template for the “Tech Crawl” series set to expand in 2020.

“Everything Points You Here” appeared on Downtown street pole banners and other outdoor signage, creating a sense of place upon arrival. Another aspect to the campaign involved a series of targeted advertisements and editorials strategically placed in industry-specific publications to highlight the positive growth, development news, and commercial real estate opportunities available in Downtown. In addition, an online broker toolkit was developed, providing the brokerage community with information on transportation, living and working spaces, and insight into the growing Downtown economy.

**FOR THE FIRST TIME, WE LAUNCHED A LINKEDIN  
STRATEGY THAT INCREASED OUR AUDIENCE  
BY MORE THAN 70 PERCENT AND SHOWCASED  
DOWNTOWN TO A TARGETED MARKET OF  
DECISION MAKERS THROUGHOUT THE REGION.**

# MOBILITY, STREETSCAPE, & PLACEMAKING

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In 2019, we kicked off a process to create a comprehensive plan of how streets can more efficiently meet the demands of all of Downtown's mobility needs.

In December, we announced the Downtown Pittsburgh Mobility Plan—a joint effort with the City of Pittsburgh's Departments of Mobility and Infrastructure and City Planning, the Port Authority of Allegheny County, and the Southwestern Pennsylvania Commission. Its goal is to analyze data and collect public input to identify issues with our current system and prioritize opportunities to improve the experience for all users.

**\$1 MILLION**  
**IN GRANT FUNDING**  
**FOR THE MOBILITY PLAN**  
**FROM THE HENRY L. HILLMAN**  
**FOUNDATION**

The group recently selected a multi-organizational consultant team who together bring a mix of national and local expertise. The Mobility Plan is funded by a

\$1 million grant from the Henry L. Hillman Foundation in service to its mission of improving the quality of life in Pittsburgh and southwestern Pennsylvania.

A new "Downtown Advisory Group," comprised of property owners, business leaders, employers, residents, neighborhood associations, advocacy groups, and public officials, along with robust public engagement, will guide the final plan to improve how people get around Downtown and experience the public realm.

With the goal of ensuring a great pedestrian experience, we led the Forbes Avenue streetscape project which included the development of a corridor vision plan with input from stakeholders. As a result, the URA and City of Pittsburgh installed two sidewalk extensions to allow for more café seating and a plan to add street trees and other amenities that will expand the energy and vibrancy of Market Square to restaurants along Forbes Avenue. ■



**34 MILLION+**

**TRANSIT TRIPS  
DOWNTOWN**

**259,733**

**BIKE TRIPS ALONG  
PENN AVE BIKE LANE  
(APRIL - NOVEMBER)**

**22,000+**

**HEALTHY RIDE TRIPS  
DOWNTOWN  
(13% INCREASE FROM 2018)**

**82,500+**

**DOWNTOWN MADE EASY  
GUIDES DISTRIBUTED AND  
DOWNLOADED**

# MARKETING

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We garnered local, national, and international media attention by showing Downtown as a vibrant, energetic, and vital neighborhood in the city and region. Our initiatives were featured on Good Morning America, Yahoo News, ABC Nightly News, and Thrillist, among others. One promotion of note: We partnered with UPMC Magee-Womens Hospital to welcome some of the hospital's newest Pittsburghers in nurse-knitted "pickle onesies" in advance of Picklesburgh, the annual celebration of all things pickled. This special "dill-livery" spurred national and international attention.

Other media placements continued year-round, showcasing everything from our efforts at World Square to the launch of Downtown Pittsburgh's Mobility Plan, the 59<sup>th</sup> Annual Comcast Light Up Night®, the Peoples Gas Holiday Market™, and more.

We flexed our marketing muscle by focusing on small business. We expanded efforts to promote Downtown shopping through a 12-page Holiday Guide inserted into the *Pittsburgh Post-Gazette's* Thanksgiving edition. In addition to showcasing 27 small businesses, the insert detailed holiday activities occurring in Downtown.

PHOTO: ANNA WOLF



We welcomed new restaurant members into a pilot program in the form of a social media takeover. By creating fun, customized content, we highlighted what makes them unique to our already-established social media audience. We then wrapped up 2019 with the launch of a "Small Business Spotlight" feature on our website and social media, highlighting small businesses and telling their stories about what makes Downtown special.

We implemented a refreshed Instagram strategy that highlights user generated content, specifically from people



who work in, live in, and visit Downtown regularly. By working with photographers, residents, and visitors who shared their images, we saw dramatic results: 32 percent increase in our followers from last year and a whopping 400 percent increase in daily impressions over 2018.

In 2019, we conducted surveys and workshops through the newly formed Strategic Communications Committee to qualify and quantify actual perception issues that Downtown faces. One of these efforts—the Downtown Experience Survey—found that nearly one-third of the respondents rated Downtown Pittsburgh much cleaner than other commercial areas of the city and 91 percent indicated that Market Square is a positive part of the Downtown experience. ■

## GETTING SOCIAL @DOWNTOWNPITT



**97,692 TWITTER FOLLOWERS**



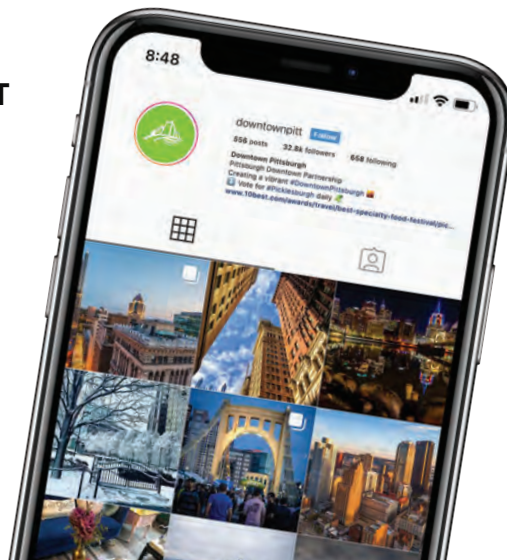
**32,560 INSTAGRAM FOLLOWERS**  
(32% INCREASE OVER 2018)



**27,701 FACEBOOK FOLLOWERS**



**3,071 LINKEDIN FOLLOWERS**  
(73% INCREASE OVER 2018)



# 1.3 MILLION

WEBSITE PAGEVIEWS

# 564,000

WEBSITE VISITORS

# 400%

INCREASE IN AVERAGE  
DAILY INSTAGRAM  
IMPRESSIONS  
(OVER 2018)

# 19,238

E-NEWSLETTER  
SUBSCRIBERS

# MEMBERSHIP

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Much of our work is supported by our members who enjoy opportunities to learn about new businesses and developments and explore fun things to do in Downtown while interacting with interesting people. And, at the same time, they're contributing to our overall mission. We appreciate the support of these member organizations and individuals as we continue to do all that we can in making Downtown Pittsburgh a better place to live, work, and visit.

**THROUGHOUT 2019, WE LOOKED  
FOR WAYS TO PROVIDE MORE VALUE  
AND NEW OPPORTUNITIES FOR  
INTERACTIONS AMONG OUR MEMBERS.**

Our events drew increased participation as we worked to develop creative ways to allow our members to network and learn about new and existing Downtown assets.

Among the most interesting events held in 2019 were the Bike & Brew celebration, a Healthy Ride bike tour along Three Rivers Heritage Trail followed by drinks, and a

floating happy hour aboard Rivers of Steel Explorer before a Pittsburgh Pirates' game. We also had a "first look" at Eighth and Penn, the new Downtown housing project that showcased rooftop amenities along with tours of living spaces. We held maker demonstrations at PG&H, Downtown's retail showroom of design-forward locally produced home goods, and enjoyed tours of themed luxury suites in the historic Renaissance Pittsburgh Hotel.

We continued to build our membership base by creating a new restaurant membership program, which attracted six new restaurant members last year.

Additionally, we created a new "Member-to-Member" benefit program that offers everything from discounted hotel stays and theater subscriptions to business services and two-for-one offers on recreational amenities. This benefits program is just one more way to connect our membership base. ■



**31**

**NEW MEMBERS**

(94% INCREASE OVER 2018)

**220**

**TOTAL MEMBERS**

**12**

**“MEMBER-TO-MEMBER”  
BENEFITS OFFERED**

(AS PART OF OUR NEW  
BENEFITS PROGRAM)

**9**

**MEMBER EVENTS**

# MOVING FORWARD: 2020 PRIORITIES

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## CLEAN & SAFE

- Improve structure and provide stronger support for Outreach Team by seeking out educational opportunities, such as motivational interviewing and personal safety.
- Educate Outreach Team members on the challenges of mental health system/substance abuse and maintain support systems for collaboration, insight, and solutions for better outcomes.
- Use innovative ways to boost Clean Team ambassador visibility while enhancing productivity and efficiency.
- Continue efforts to increase the impact of the Downtown Safety Coalition to support school-aged children in Downtown.
- Develop initiatives aimed to decrease public safety concerns, particularly at night, supporting the continued growth in patronage of restaurants and entertainment venues throughout Downtown.





PHOTO: TEAKE ZUIDEMA

## EVENTS & ACTIVATIONS

- Explore programming options in new Downtown locations, build on successful franchises, and develop new programming concepts to enliven spaces on weekdays, nights, and weekends.
- Produce new high-profile and engaging activities for the 60<sup>th</sup> anniversary of Light Up Night®.
- Expand and improve World Square in collaboration with community partners and Mayor's "Welcoming Pittsburgh" initiative to support regional immigrant entrepreneurs.
- Continue to refine and reinvent Picklesburgh to better accommodate the strong crowds, capitalize off of the visibility the event generates, and strengthen impact on Downtown community.

## ECONOMIC DEVELOPMENT

- Establish, launch, and promote a business attraction grant program to recruit new businesses to the Golden Triangle.
- Engage existing retailers and property owners in marketing, events, and placemaking efforts that support existing businesses while recruiting new retail ventures.
- Establish a vision for underutilized Downtown real estate by identifying properties that can serve as models for redevelopment opportunities.
- Grow PG&H's impact by introducing new ways to support business development goals of maker businesses.
- Lead public art and green space initiatives including the rethinking of Fort Duquesne Boulevard as a pedestrian-first thoroughfare, development of 412 Boulevard of the Allies Parklet, and enhancement of the Maddock Place alley in the Cultural District for a more vibrant Downtown.
- Continue to convene Wood Street corridor stakeholders to create initiatives that support existing restaurants and retailers, improve quality of life, and engage police and public health organizations to support individuals in need.



## MOBILITY

- Create a clear vision for the future of transportation and open space in Downtown that garners widespread support for new projects.
- Pursue better connectivity and walkability between Downtown and adjacent neighborhoods of the Strip District, North Shore, Lower Hill, and Uptown.
- Mitigate impacts of construction projects by convening a “Construction Task Force” to capture details and disseminate information on alternative travel options.
- Provide employers with resources on commuter benefits programs that prioritize public transit, car/vanpool, cycling, and telework options.
- Advance the quality of the public realm by identifying needs and advocating for improved roadway paving, sidewalk quality, lighting, crosswalks, and streetscape amenities.
- Continue advocating for dedicated bus lanes, additional bus stop amenities, and a connected bike network, and improve experiences for pedestrians, transit riders, and cyclists by leading the Forbes Avenue streetscape project and pedestrian wayfinding project.

## MARKETING & COMMUNICATIONS

- Craft a strategy that works to better tell the stories of Downtown using businesses, employees, residents, and visitors.
- Launch phase two of the “Everything Points You Here” campaign focused on Downtown as the premier city location for tech and creative businesses.
- Develop a Downtown messaging toolkit that addresses common questions about the neighborhood such as shopping, parking, and dining, and work with partners to communicate the unique strengths of the neighborhood.
- Support small businesses through the creation of workshops and networking opportunities to maximize messaging on social media and online, creating a strong digital presence for the Downtown community.
- Update communications strategy to more effectively share the stories and successes of the work of the organization through social media, e-communication, and traditional media.



## MEMBERSHIP

- Re-evaluate membership benefits to further ensure the growth and development of supporters.
- Increase membership engagement through bi-monthly events and monthly membership e-newsletter.
- Increase recruitment efforts of specific stakeholder segments, including street-level businesses, financial services, legal and accounting firms, and large corporate tenants. ■

# MEMBER LIST

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## RENAISSANCE LEADER

Acusis, LLC  
ALCO Parking Corporation  
Comcast  
Highmark  
Huntington National Bank  
Peoples Natural Gas  
Pittsburgh Post-Gazette  
Point Park University  
UPMC

## DOWNTOWN VISIONARY

BNY Mellon  
The Davis Companies  
Dollar Bank  
Gatesman Creative Agency  
Guardian Storage Solutions  
Janney Montgomery Scott  
KeyBank  
Northwest Bank  
PITT OHIO  
Pittsburgh Parking Authority  
Shorenstein Realty Services

## DOWNTOWN CHAMPIONS

Allied Universal  
Buchanan Ingersoll & Rooney  
Carmeuse  
CBRE, Inc.  
Dentons Cohen & Grigsby  
Duquesne Light Company  
Duquesne University  
First Commonwealth Bank  
F.N.B. Corporation  
Highwoods Properties, Inc.  
Millcraft  
Olson Zaltman  
Oxford Development Company  
Pittsburgh City Paper  
Pittsburgh Penguins  
Pittsburgh Pirates  
Pittsburgh Transportation Group  
PPG  
Renaissance Pittsburgh Hotel  
Rugby Realty Company, Inc.  
University of Pittsburgh  
Winthrop Management

## DOWNTOWN PATRON

All Occasions Party Rental and Marbella  
Event Furniture & Decor  
AlphaGraphics  
ALTUS-HPO  
American Cancer Society  
Auberle  
Brookfield Properties  
BRUNNER  
Burns Scalo Brokerage, LLC  
Carnegie Mellon University  
Chesley Brown International  
City Works Eatery & Pour House  
Eat'n Park Hospitality Group Inc.  
EVEN Hotel Pittsburgh  
Fairfield Marriott Pittsburgh Downtown  
Fairmont Pittsburgh  
Federated Hermes Inc.  
Fogo de Chao Brazilian Steakhouse  
Frank B. Fuhrer Wholesale Company  
Gateway Clipper Fleet  
GNC  
Henderson Brothers, Inc.  
Hertz Gateway Center  
Hotel Monaco - Pittsburgh  
Industrious Pittsburgh  
InterContinental Hotels Group



Interpark LLC  
 JLL  
 Kossman Development Company  
 La Prima Espresso Company  
 Mascaro Construction  
 Michael Baker International  
 Moe's Southwest Grill  
 National Flag Foundation  
 Penn Brewery First Ave. Taproom & Kitchen  
 Pietragallo Gordon Alfano  
   Bosick & Raspanti, LLP  
 Pittsburgh Business Times  
 Pittsburgh Hispanic Development Corp.  
 Pittsburgh History & Landmarks Foundation  
 Pittsburgh Irish Festival  
 Pittsburgh Jewelry District  
 Pittsburgh Magazine  
 Renewal, Inc.  
 Richard DeShantz Restaurant Group  
 Rivers Club  
 Sienna Mercato  
 Sienna on the Square  
 Stantec Consulting  
 Strada  
 Strategic Investment Fund  
 Toshiba Business/Organization  
   Solutions of Western Pennsylvania  
 Underwriters Brokerage Service  
 Union Standard Restaurant

Urban Redevelopment Authority of Pittsburgh  
 WordWrite  
 WTAE-TV  
 Yuzu Kitchen

### **DOWNTOWN ADVOCATE**

306 Forbes Brow Bar & Boutique  
 AAA East Central  
 AC Hotel Pittsburgh Downtown  
 Allegheny County Airport Authority  
 Allegheny County Bar Association  
 Assured Partners of PA, LLC  
 Beynon & Co.  
 Boutique la Passerelle  
 The Buncher Company  
 Cardamone's Salon  
 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  
 Distrikt Hotel Pittsburgh  
 DoubleTree by Hilton Hotel & Suites  
   Pittsburgh Downtown  
 Drury Plaza Hotel Pittsburgh Downtown  
 Ellie Hall Leadership Development  
   Executive Coach  
 Elmhurst Group

Embassy Suites by Hilton Pittsburgh-Downtown  
 First Lutheran Church  
 First Presbyterian Church  
 Fresh Nostalgia  
 Gateway Outdoor Advertising  
 Gateway Towers Condominium Association  
 Grant Street Associates, Inc.  
 The Great Escape Room Pittsburgh  
 Green Building Alliance  
 GTN Law  
 Hanna Langholz Wilson Ellis  
 HDR, Inc.  
 Hefren-Tillotson, Inc.  
 Heinz Healey's Gentlemen's Apparel  
 Herbein + Company, Inc.  
 HFF L.P.  
 Houston Harbaugh, P.C.  
 Howl at the Moon Pittsburgh  
 Intertech  
 Larrimor's  
 Luxe Home & Design  
 M&J Wilkow Ltd.  
 Maher Duessel  
 McCaffery Interests, Inc.  
 The Milk Shake Factory  
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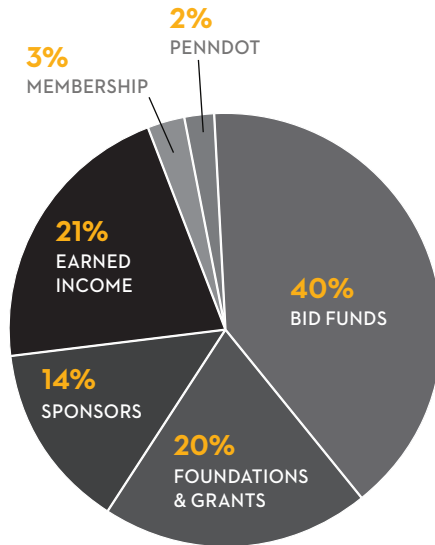
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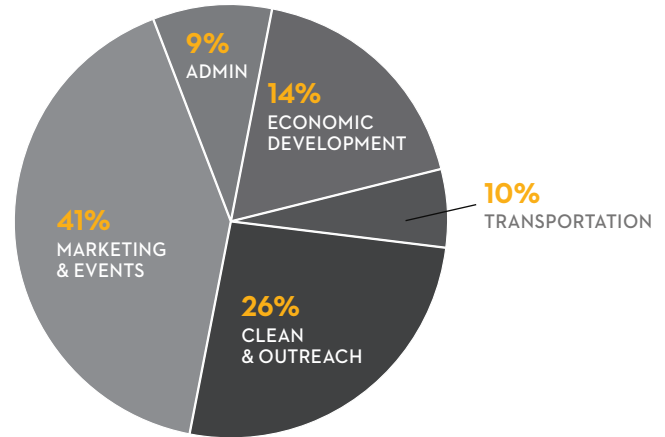
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**\$5.6 MILLION**

**REVENUE**



**\$5.3 MILLION**

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