

RE



PITTSBURGH  
DOWNTOWN  
PARTNERSHIP

2020 Annual Report

# IMAGINING

Our Vital  
Downtown





# PITTSBURGH DOWNTOWN PARTNERSHIP

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. Our strategic initiatives include clean and outreach services, transportation, economic development, and advocacy to enhance the Downtown experience for residents, workers, and visitors alike.



# 2020 YEAR IN REVIEW

2020 was a historic year of epic proportions. The unprecedented international impacts of COVID-19 transpiring simultaneously as our nation protested for racial justice made for a year like no other. It seemed everyone, everywhere had to reconsider everything, and they did.

The Pittsburgh Downtown Partnership (PDP) was no exception. In the wake of the ongoing pandemic, practically everything the PDP had previously planned and organized for the year needed to be redefined, re-examined, remade, and re-imagined.

This meant changing the way we envisioned and subsequently engaged in supporting the Downtown neighborhood we have served since 1997. An unparalleled immediate shift—moving from a city center built to serve 117,000 people a day to a place now hosting a little more than 10 percent of that—meant scrutinizing everything, realigning to create initiatives and programs never before imagined, and expediting them in a way that would make a difference. While famous traditions like Light Up Night® required cancellation for public health reasons, new projects emerged that allowed opportunities for a more diverse and inclusive Pittsburgh.

A challenging new reality, one of continuous realignment, became the standard, whether it required updating public health and safety guidelines or evolving regulations for businesses. Conversely, the daily uncertainty also inspired an array of creative responses that retained their positive impact well in 2021.

The PDP is grateful to all who banded together during this uncommon year, whether it was providing expertise, funding, approvals, hands-on assistance, or organizational cooperation to pave the way for so many ambitious projects. We'd like to thank our elected officials, the generous foundation community, and the businesses and property owners that continue to invest in our work. The myriad of collaborators who contributed greatly in so many ways make our work a true partnership. Unrelenting determination and strength ensured that our efforts together in support of our Downtown community were invaluable.

While uncertainty may indeed have been a central theme in 2020 for many, there is no denying the certainty of Downtown's resiliency. For the PDP, this means staying committed to the opportunities that lie ahead as we reforge Downtown and reemerge as a vital and connected urban center. We ask that you continue supporting this wonderful neighborhood with assurance that, together, we will create a stronger, more vibrant, and more welcoming Downtown neighborhood for all!

# REMEMBERING

## PDP's Response to the Pandemic in 2020

COVID-19's impact on Downtown was the focus of most of the PDP's initiatives in 2020. Here's a look back at how the PDP responded to the crisis throughout the year.

**March 6**

Governor Wolf signs COVID-19 disaster declaration

**March 12** ▶

State implements social distancing measures in Allegheny County

**PDP announces digital Annual Meeting in place of in-person event**

**March 13**

COVID-19 declared a National Emergency

**March 15**

City bans all gatherings of 50 or more people

**March 16** ▶

State orders all restaurants and bars to close dine-in facilities for 14 days; carry-out, delivery, and drive-through service continue

**PDP closes offices and staff work from home**

**March 17**

**PDP introduces COVID-19 Response Hub online—a one-stop resource and information center**

**March 19** ▶

State orders closure of all non-essential businesses

**March 23** ▶

State issues stay-at-home order for Allegheny County

**March 25**

**PDP Clean Team resume work, beginning a year-long deep cleaning of Downtown**

**April 3**

State recommends all citizens wear masks in public



**April 16**

**PDP launches Gift Card Give Back program in support of small businesses**

**April 30**

**PG&H launches online store to support Pittsburgh makers and artists**

**May 4**

**reOpen PGH Task Force launched to develop safer business operation protocols**

**May 15**

Allegheny County moves to Yellow phase; retail is allowed and restaurants may continue takeout and delivery

**PDP Outreach Team resumes field services**

**May 17**

**Sixteenth season of Farmers Market opens on a different day and location for increased safety**

**May 21**

Governor Wolf signs new "Cocktails-to-Go" law

**May 22**

**PDP introduces Health & Safety Communications Toolkit providing signage and graphics for businesses and city neighborhoods**



**June 5**

County enters Green Phase. Restaurants and bars resume in-person dining with limited capacity, and salons, barbershops, and gyms allowed to reopen

**June 22**

**PDP announces plans to reconfigure Downtown streets allowing expanded outdoor operations for restaurants and bars**

**PDP's Gift Card Give Back program relaunches**

**June 30**

County implements ban on alcohol sales at bars and restaurants

**July 1** ▶

Statewide mandate of face mask use in all public spaces

**July 3**

County halts indoor dine-in services; bars and restaurants close

**July 10**

**Downtown restaurants begin expanded outdoor dining operations with PDP support**

**July 15** ▶

State announces new restrictions due to rise in cases; restaurants limited to 25% capacity for indoor dining, alcohol served only when purchased with meal, telework recommended, indoor gatherings limited to 25

**July 16**

**Market Square Farmers Market reopens in reconfigured Market Square featuring the first live music since pandemic began; PDP Park Ambassadors welcome guests 7 days/week**



**July 30–August 1**  
**"Taste of Picklesburgh" restaurant promotion launches in light of canceled Picklesburgh**

**August 5**

**Yoga in the Square returns with two weekly editions**

**August 24**

**Artist Jayla Patton (below) creates giant pavement artwork "Colorful Growth/Soft Waves" marking the first of several temporary public art pieces commissioned by PDP as part of its REFORGE Downtown initiative**







**September 12**  
*PDP creates unique shopping experience called “Shopopoly” to support the Downtown small business retail community*

**September 20**  
*PDP’s 2020 State of Downtown Residential report offers insight into pandemic effect on Downtown market*

**September 21** ▶  
 State allows restaurants to increase to 50% capacity for indoor dining after completing self-certification

**October 1**  
*PDP announces Paris to Pittsburgh Winterization Grant Program for restaurants*

**October 6**  
*PDP’s public art commission “New Space Spheres”, curated by Janel Young, is installed, offering colorful safety reminders to Downtown audiences*

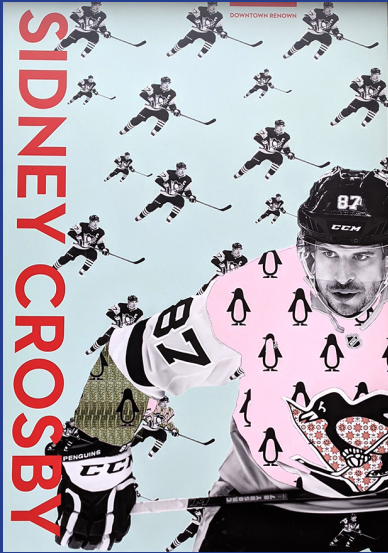
**October 10**  
*Stakeholder ‘visioning’ tours of Smithfield street begin*

**October 13**  
*PDP works collaboratively with parking garage owners to offer \$3 night and weekend parking in Downtown, and special weekday promotion*

**October 15–25**  
*PDP partners with Pittsburgh City Paper on first-ever Downtown Cocktail Trail*

**October 17**  
*Shopopoly returns for the second time to Downtown*

**October 20**  
*PDP, in collaboration with the Western Pennsylvania Sports Museum, introduces “Downtown Renown” (below) art installation by Gavin Benjamin, celebrating 14 Pittsburgh sports icons*



**October 23**  
*PDP announces cancellation of 60th Anniversary of Light Up Night® due to pandemic; and announces Peoples Gas Holiday Market will continue in a safely reconfigured way; Santa Zoom: Live from the North Pole, powered by Xfinity, also introduced*

**November 15**  
*Shelter Support Initiative, part of PDP’s Restaurant Recovery efforts begin providing meals from three Downtown restaurants to support Men’s Winter Shelter*

**November 23** ▶  
 Pennsylvania announces a stay-at-home advisory as COVID-19 cases see resurgence

**November 25**  
*The Heinz pickle balloon, an icon of the PDP’s Picklesburgh festival and remodeled to look like a holiday ornament, pops*

*Holiday projections begin in support of outdoor dining locations, thanks to BNY Mellon*



**November 27, Black Friday**  
*The 9th Annual Peoples Gas Holiday Market opens with traditions safely modified and new attractions*

*The Black Market Holiday Edition, curated by Shayla Hawkins, opens for two weekends with Small Mall and the Pop-Up on Fifth offering season-long shopping experiences*

*Santa Zoom visitors have choice of Black or White Santa visit*

*Holiday KidsPlay opens in the Heinz Hall Courtyard*

**November 28**  
*Shopopoly returns for Small Business Saturday*



**December 1–31**  
*Cocktail Trail returns with a winter theme in partnership with City Paper*

**December 5–6**  
*“Merry Market” pop-up opens on Penn Avenue*

**December 10** ▶  
 State announces new restrictions enforced from Dec. 12 until Jan. 4, 2021; restaurant indoor dining prohibited, outdoor dining at 50% capacity, indoor gatherings limited to 10 people, outdoors to 50

**December 11**  
*PDP closes Peoples Gas Holiday Market and Santa Zoom experience due to state-mandated restrictions on gatherings and rise in COVID-19 cases*

**December 14**  
*PDP launches new online shopping directory for Peoples Gas Holiday Market, extending vendor opportunities for continued sales*

*Downtown Community Takeout Initiative starts, further expanding on PDP’s Restaurant Recovery efforts*

▶ statewide action







# RESPONDING

Communicating  
During COVID-19

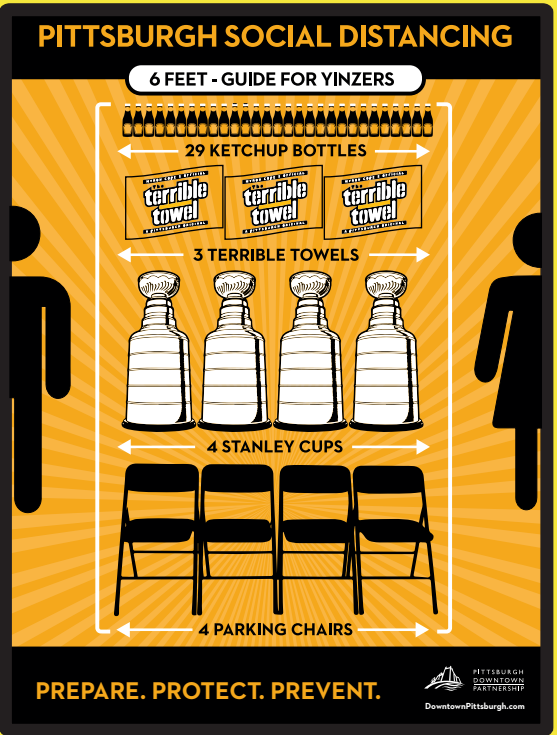
ABOVE: Theaters went dark, but the Cultural Trust and businesses throughout the neighborhood shared messages of hope on marquees and store windows.

As news of the pandemic unfolded early last year, businesses, residents, and neighborhood stakeholders quickly tried to figure out the best response to such uncertain times. The health and safety of the Downtown Pittsburgh community remained the top priority for everyone at the Pittsburgh Downtown Partnership. The PDP team continually monitored recommendations and updates from government officials as the COVID-19 outbreak advanced, and shared timely updates and communications both online and in person throughout the year.



Staff rallied virtually, quickly developing and implementing an array of strategies and creative responses to help mitigate the impact on Downtown. Within days of the shutdown, the PDP launched an online COVID Response Hub—a one-stop resource and information center for businesses and consumers alike. Initially featuring up-to-date information on Downtown restaurants offering takeout and delivery, and, later, links for business owners looking for critical support programs, loans, and the latest health guidelines, these resources became some of the PDP’s most visited web pages in 2020, surpassing 50,000 page visits throughout the year.

In the physical space, the PDP team expedited a safety communications strategy and “Pittsburgh-centric” messaging platform to educate the community in a friendly and approachable way about their visits to Downtown. The Health & Safety Communications Toolkit featured free downloadable graphics, signs, and key messages to prevent the spread and build safety awareness. These were widely adopted by the Building Owners & Managers Association of Pittsburgh, The Port Authority, and other neighboring districts and organizations as a way to normalize safety practices. Clean Team members delivered signage and floor graphics to Downtown businesses providing a consistent application of messaging and increased awareness of safe practices. Graphics for bus shelters, trash cans, window decals, and stenciled and adhesive floor messaging were created, along with handouts, and all reinforced through social media channels which provided a foundation of safety information that remains in use today.



Safety signage provided friendly reminders for Pittsburghers to do their part in stopping the spread.



“Prepare, protect, prevent” signage places safety first message in Market Square.



# RE INVIGOR ATING

New Programs  
Make a Difference



Artist Janel Young—curator of the New Space Spheres project—poses in front of her *Black Girl Magic “Masked”* mural on 6th Street in Downtown.

*Read more about public art initiatives on p. 11.*





Supporting Small Business

The immediate and devastating impact on small business due to the pandemic was profound. From closures and a drastically reduced commuter base, it was critical that the PDP move quickly in response. [As one indicator, utilization rates in Pittsburgh Parking Authority garages fell to 16 percent capacity in April 2020]. Internal focus groups were charged with finding ways to support economic vitality in Downtown through brainstorming, research, and analysis, and then develop and execute programs to reinvigorate the small business community—and all at an unprecedented speed.

The Gift Card Give Back was one of the first such initiatives. When launched in April, as stay-at-home mandates were first imposed, this highly successful initiative provided a safe and easy way for customers to show their support to more than 100 local shops and restaurants. With multiple funding partners, the program offered incentives for shoppers to purchase gift cards from participating small businesses and support the retail community.

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**Gift Card Give Back initiatives generated over \$300,000 in direct economic impact to support restaurants, retailers, boutiques, salons, fitness centers, artisans, makers, and craftspeople.**

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The highly effective Gift Card Give Back initiative was later relaunched to support Pittsburgh’s vibrant maker community. The PDP happily shared the development and implementation with several other cities including a counterpart organization in Columbus, Ohio, which achieved similar economic impact in one of its own neighborhoods.





**Restaurant employees keep busy preparing weekly meals for the Downtown Community Takeout.**



**Volunteers make pick-ups weekly to make deliveries to those in need.**

## Restaurant Recovery Initiatives

The PDP refocused efforts to address the myriad of challenges faced by so many businesses and people in 2020. With a goal of helping Downtown restaurants survive the pandemic while simultaneously aiding those experiencing food insecurity, the PDP both supported and developed highly impactful initiatives.

The emergence of two significant challenges resulted in a powerful solution to both: we can help feed our hungry community by utilizing restaurants that are ready and able to work. The Downtown Community Takeout and the Shelter Support Initiative have accomplished this by providing economic support for many in the Downtown restaurant community, while also providing food to individuals and families in need.

### Downtown Community Takeout

An important component of the Restaurant Recovery Initiative is the Downtown Community Takeout, in partnership with 412 Food Rescue. Developed earlier in 2020 by 412 Food Rescue to support regional restaurants during the Red Phase of COVID-19 restrictions, the program relaunched in December with a focus on Downtown thanks to the support of the Richard King Mellon Foundation, the City of Pittsburgh, an anonymous donor, and private donations.

The Downtown Community Takeout initiative works like this:

1. The PDP purchases meals from Downtown restaurants
2. Restaurants remain open, and keep their teams employed to prepare meals
3. 412 Food Rescue volunteers deliver meals five days a week to those in need

In early 2021, the PDP expanded the program, purchasing more than 3,000 meals per week from 19 Downtown restaurants. By the end of May 2021, over 62,000 meals will have been delivered to Pittsburgh's food insecure population by 412 Food Rescue volunteers.







Photo credit: The Speckled Egg/Instagram

The team from The Speckled Egg have been preparing 150 meals every Thursday as part of the Downtown Community Takeout.

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**“It feels really good to be able to keep working and feed people a hot meal.”**

—Jacqueline and Nate Schoedel, Owners, The Speckled Egg

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**Shelter Support Initiative**

The Shelter Support Initiative, funded with support from the R.K. Mellon Foundation and an anonymous donor, provides meals from three Downtown restaurants to help feed those staying at the Men’s Winter Shelter in the Smithfield United Church of Christ. For years, the cold weather shelter has been a critical resource for individuals experiencing homelessness in Downtown, providing low barrier access to a safe bed, food, and supportive services.





**Reconfigured Streets Expand Outdoor Dining**

The PDP spearheaded efforts to rework Downtown streets allowing 24 restaurants and bars to expand their outdoor dining opportunities in locations throughout the Golden Triangle. This created unique dining destinations and reinvented streetscapes in the heart of the city. It also enabled businesses to stay open while more effectively addressing safety requirements, occupancy restrictions, and best practices to reduce the spread of COVID-19.

The redesign required extensive conversations with business and property owners, residents, and public agencies. The final street modifications—which are still in place today—were a result of collaborative efforts by the PDP, the Mayor’s Office, the Department of Mobility and Infrastructure, Pittsburgh Public Safety, local engineering firms Michael Baker International and Traffic Planning and Design, the Allegheny County Port Authority, and the Pittsburgh Parking Authority. The Richard King Mellon Foundation provided a grant to help fund the project, with additional funding provided by PNC Bank.

The reconfigured streets include:

- 6th Street between Penn Avenue and Ft. Duquesne Boulevard
- Strawberry Way between Smithfield and Grant Streets
- Penn Ave between 9th and 10th Streets
- Market Square

While this repurposing of streets was in direct response to the pandemic, it has paved the way for the PDP to be more ambitious and creative in the future. Surveys indicate that both stakeholders and the public love the results of the safer, more engaging “streeteries.”

Without a commercial kitchen, the shelter historically struggled to provide meals, so the engagement with Downtown restaurants to fulfill the food requirement was an ideal way to address both challenges head-on. Through the Shelter Support Initiative, 11,250 meals were provided to shelter residents this season, while also providing a much needed sales boost to three Downtown restaurants.

**Winterization Grant Program**

In another effort to boost restaurant business Downtown, the PDP announced its Winterization Grant Program in October. This program was aimed at extending the outdoor dining season, a method of enjoying restaurants that had seen success in the summer as a more COVID safe experience. In 2020, the PDP funded 19 projects, totaling more than \$50,000 in support of equipment that would sustain outdoor dining opportunities during cold weather. In addition, the Retail Sidewalk Sales Grant Program, in partnership with the Urban Redevelopment Authority, helped nine Downtown businesses with mini grants to purchase glass barriers, shields, and portable sales equipment to keep patrons safe while keeping business open.

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**“We know customers feel much more comfortable and enjoy being in outdoor spaces right now, so we’re excited to have the room to make that happen.”**

—David Priselac, owner, Market Street Grocery and Emerson’s

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**Purchasing domes, heaters, and more helped restaurants extend the outdoor dining season.**

Photo credit: takó/Instagram





## Multi-Faceted Approach to Re-Energizing the Neighborhood

Public art exhibits. Fun shopping crawls. Reimagined holiday happenings. These were just some of the creative components integral to the “REFORGE Downtown” initiative, introduced in Spring 2020. This multi-faceted approach to safely re-energizing the neighborhood was an open invitation for people to revisit, re-engage and re-experience Downtown through unique events, activations, and programs of the PDP.

“Shopopoly,” an initiative of REFORGE Downtown, was aimed at enticing shoppers to visit Downtown retailers. Customers collected game card stamps at dozens of participating stores, and were then entered to win thousands of dollars in prizes. The initiative received extensive media coverage, and provided a safe and unique way for shoppers to rediscover Downtown while supporting small businesses.

The first Shopopoly event was held in mid-September with retailers noting they experienced their best day of sales since Christmas 2019 with shoppers from over 44 zip codes participating. The program ran again in the subsequent two months, ending on Small Business Saturday as part of the kick-off to the holiday shopping season.

## Supporting Local Artists While Enlivening Our Streets

Public art played a pivotal role in 2020. Given social distancing requirements, it presented opportunities to be impactful and create vibrancy while maintaining public safety. Three public art projects by Black artists were commissioned by the PDP as part of the REFORGE Downtown initiative. These large-scale public artworks reinvigorated the new outdoor dining and sidewalk expansion spaces, and provided safe creative experiences for residents and visitors while Downtown.

The first artwork “Colorful Growth/Soft Waves,” by artist Jayla Patton, provided a 3,500-sq.-ft. street mural along the 900 block of Penn Avenue. Borne out of discussions with stakeholders along the block, the installation created a colorful backdrop while encouraging dialogue about the value of public art within the community.

“New Space Spheres,” curated by contributing artist Janel Young, showcased five Pittsburgh artists who created colorful art with a message. The images promoted physical distancing, and brought attention to the requirements of a ‘new normal’ that prioritizes safety. The 10 spherical art pieces of varying size and messaging were installed on business windows and floors, street pavements, and bus shelters throughout the Golden Triangle.

A third installation, aptly titled “Downtown Renown,” was developed in partnership with the Western Pennsylvania Sports Museum. It featured the work of critically acclaimed artist, Gavin Benjamin, whose unique digital montage style created artworks that brought the stories of 14 famous Pittsburgh sports icons to life. The installation transformed ground-floor store and business windows around the neighborhood and was well-received by a city known for its sporting heritage.

With social distancing requirements in place, all of these public art installations provided opportunities to safely engage people returning to Downtown.



Shopopoly visitors explore the Pop-Up on Fifth, a holiday retail experience highlighting Black- and women-owned businesses.

**90%** of Shopopoly participants said they had a more or much more favorable view of shopping Downtown after the experience



“New Space Spheres” line the Granite Building in addition to Downtown sidewalks and windows.



Portrait of Roberto Clemente by artist Gavin Benjamin.



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“This project is a wonderful example of the meaningful work that can be done when the **private and public sectors work quickly together** to make a difference.”

—Sam Reiman, Director, Richard King Mellon Foundation

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#### WORTH NOTING

- The PDP worked collaboratively with numerous garage owners to provide a reduced parking rate incentive for shoppers, diners, and visitors to spend their evenings Downtown. For the last three months of 2020, 10 parking garages offered a \$3 flat rate after 4 p.m. and on weekends.
- The Fall and Winter Cocktail Trails supported 22 restaurants and encouraged people to try seasonal cocktails and food pairings in a socially distanced extended promotion, in partnership with *Pittsburgh City Paper*.

In total, 24 restaurants and bars were able to utilize expanded outdoor eating areas around Downtown.







A couple enjoys outdoor dining in the newly configured streetscape.



## BY THE NUMBERS

- \* **11,250** meals from 3 Downtown restaurants to support the Shelter Support Initiative
- \* **62,000** meals in total will be delivered by 412 Food Rescue volunteers as part of Downtown Community Takeout Initiative
- \* **19** projects completed [funded and assisted by the PDP] totaling more than \$50,000 in support of outdoor dining during cold weather



# RE INVENT ING

**Safer Events to  
Engage Our Community**

Safe social distancing helped to make the Market Square Farmers Market a welcoming attraction.



The scale of disruption to many beloved Downtown events caused by the pandemic was unprecedented. For the PDP team, reimagining, and reinventing many Downtown traditions was vital to ensuring that people could be welcomed back safely. Throughout the year, difficult decisions had to be made, but the PDP remained steadfast in its mission to enliven Downtown while also protecting the health and welfare of the community.

The challenges for creating safe, inviting events in 2020 were many:

- How to create inviting experiences where people felt safety was prioritized?
- How to create programming that would succeed and best serve the neighborhood businesses given the massive decline in Downtown visitation?
- How to successfully deliver programming and activations in the midst of evolving COVID-19 guidance, protocols, and restrictions?

Yet, many events did happen Downtown in 2020—in many cases completely reinvented, but bringing with them a welcomed degree of normalcy as people slowly returned to the neighborhood. Event planning required new strategies to create activities that would appeal to volumes of people, but not create crowd density that would be counter to Health Department guidance. Outdoor activities were made safer, but still demanded flexibility to react to variable conditions and changing best practices. With health and safety as a priority, contingency plans were proactively integrated into all planning.





Downtown residents and workers alike welcomed the return of the 16th annual Market Square Farmers Market.

### Farmers Markets Redux & Market Square Reactivation

The opening of the first Downtown Farmers Market, on schedule in mid-May, illustrates the flexibility and determination that was a hallmark of 2020. Deemed an essential service, the market started its 16th season on a new day and location near the Convention Center. The PDP, in collaboration with the County and a local Farmers Market Manager Forum, worked diligently to implement best practices and public health guidelines that ensured a continued revenue source for area farmers, and an opportunity for appreciative customers to shop in a setting that the Allegheny County Health Department called “exceptionally safe.”

In June, Downtowners were thrilled to see the Farmers Market return to Market Square in a safely reconfigured footprint that encouraged social distancing. Recognized as a milestone on the return to normalcy, it also marked a return of live music to Downtown. PDP Park Ambassadors were redeployed seven days a week, along with the return of giant games and twice weekly Happy Hour local music performances. Downtown visitors and residents also had a chance to de-stress with the return of a socially-distant version of Yoga in the Square.

Having such engaging outdoor activities in the middle of Downtown provided welcome relief from highly challenging times and a memorable and safe experience for those who participated.



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**2020 started off with some good news when Picklesburgh was again voted the #1 Specialty Food Festival in the country. It was canceled, along with every other major event in Pittsburgh, but its spirit lived on when local restaurants joined together to offer a “Taste of Picklesburgh.” For one summer weekend, city-dwellers could enjoy pickle-themed food and beverages while receiving free Heinz Pickle Pins.**

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Visitors browse a socially-distanced, but still jolly, Peoples Gas Holiday Market.



Santa Zooms into Market Square, live from the North Pole.



Light displays and winter projections made Downtown sparkle.



## Holiday Happenings That (Mostly) Happened

The holidays are always an important time for retailers and restaurants, and the PDP recognized that it would be critical in 2020. The emotional toll of the holidays would also have increased significance given the impacts of the pandemic. A pivot was again needed to prioritize health and safety and a reimagined Downtown holiday experience.

The reinvention of the Downtown Holiday season began in spring with the Santa House experience, the first tradition to be reconsidered. In-person visits would not be possible, so the PDP commissioned the development of a virtual 'Santa Zoom' experience from Xfinity as a safe alternative. The magic of a visit to Santa was reimagined as a live conversation from the North Pole, which made the conversations with the jolly old elf possible.

The pandemic required the cancellation of what would have been, the 60th anniversary of Light Up Night®, but the PDP still delivered festive experiences and a reconfigured Peoples Gas Holiday Market™—the only major event to be approved by the City.

The holiday reinvention continued with grand plans to convert Picklesburgh's giant Heinz Pickle Balloon into the World's Largest Pickle Ornament. Sadly, the pickle plans had to be canned after an unfortunate rip during installation. Its demise provoked a media storm and provided a humorous metaphor for the year that was 2020.

In addition to the skating rink, Crèche, and lighting of all the major Christmas trees, family fun included a reinvented Holiday KidsPlay, presented by Highmark, in partnership with Fred Rogers Productions. This collaboration was reconsidered as a socially distant Selfie Garden in Heinz Hall Courtyard featuring an array of colorful backdrops and standees of popular characters from beloved children's shows.

Further festivities occurred in expanded outdoor dining districts that implemented Holiday Wonderland lighting, thanks to BNY Mellon. Larger-than-life falling snowflakes, swirling candy canes, and other holiday graphics were projected on building facades that extended for several blocks, while live music and pop-up vendors added new experiences along Penn Avenue.



Installation begins on what was to be the World's Largest Pickle Ornament...



An unfortunate dill-flation result.





# RE DEFIN ING

**Creating a More  
Diverse and  
Inclusive Pittsburgh**

ABOVE: musician Elias Khouri performs as part of an activation of Downtown streets. Through programming, the PDP has committed to use its platform to highlight artists of color from diverse backgrounds.

**While Downtown Pittsburgh** changed in many ways over the last decade or so, systemic racism, a lack of diversity, and barriers to inclusion remain issues that the PDP and City must continue to address if we are to create a vibrant urban center for all. To prioritize this work in 2020, the PDP formed a committee of business and community leaders to engage in productive collaborative sessions and develop initiatives that promote a more inclusive Downtown.



These efforts build upon the PDP’s legacy of creating meaningful spaces and opportunities for the entire community, through markets that highlight local businesses, public art that showcases a diverse array of artists, to specialty events and more. Ensuring equity in our Downtown is critical to creating a vibrant City that thrives in the 21st Century. This work will not be a panacea, but it will make an impact in meaningful ways for the organizations and individuals that the PDP serves through a more welcoming community.

The PDP will continue to call on our public and private partners to join in advocating inclusivity, diversity, and equitable treatment of all people. We must engage our community and encourage conversations that move us beyond racism and discrimination. We must listen and respond to those who have suffered from systemic racism, and work diligently toward policy solutions that reforge our values and build a more unified community.

While just a start, here are some of the actions the PDP has taken in 2020 toward a more diverse and inclusive Pittsburgh:

- Created an active Anti-Racism and Inclusion Committee to drive organization goals and decisions
- Held a “21-Day Racial Equity Challenge” for board and staff to learn more about racial inequity from all perspectives
- Committed to featuring diverse performers, with 50 percent of all musical programming showcasing entertainers of color
- Implemented an option for young children and families to visit with either a Black Santa or a White Santa
- Welcomed entrepreneurs for The Black Market, a holiday pop-up market showcasing dozens of Black-owned businesses
- Commissioned Black artists for numerous public art offerings throughout the year
- Extended support of the U.S. Census outreach to ensure everyone is counted by providing space at key events in Market Square and at high-traffic downtown corridors
- Engaged an Equity Working Group for the Downtown Mobility Plan to gain further insight into community impacts

The PDP remains committed to highlighting the diversity of this region as we stand together for a brighter, more equitable future with a Downtown that is truly for all.



Arthur Moates, former Pittsburgh Steeler, helped kick off *Santa Zoom: Live from the North Pole*.



The option to choose a Black or White Santa made for a more welcoming Downtown holiday activation.



# RE FRESH ING

Keeping  
Downtown  
Clean & Safe



The Clean Team never stopped working throughout 2020, making Downtown cleaner and brighter, and more safe and welcoming.



Throughout 2020, the PDP’s Clean Team was more essential than ever with ongoing efforts maintaining the safety of Downtown by conducting regular deep cleanings ensuring a welcoming, safe environment. The team took pride in their consistent efforts to clean Downtown streets, as businesses began gradual reopening throughout the year.

Of course, there were necessary changes to safety protocols. Gloves and PPE were required to limit public and personal exposure, and ensure our team remained safe. The Clean Team augmented efforts through the use of a new sanitization fogger for deep cleaning of high-touch areas such as Market Square outdoor seating, bus shelter benches, and public trash cans to further enhance safety protocols. These critical tasks are not easy, so we are grateful and proud of their persistence in making Downtown a more inviting and welcoming place.

In 2020, all Downtown Clean and Safe Community Meetings were held virtually to maintain safety while still providing stakeholders opportunities to voice public safety concerns.

Working with other social service agencies, our Outreach Team continued to be an invaluable asset as it provided critical support to those in need. The team offered connections to mental health services, assisted in securing housing and provided hygiene kits and coats to help ensure the safety and well-being of those in need.



Even with new safety protocols and social distancing in place, the Clean & Outreach Teams still completed 3,458 volunteer hours cleaning up Downtown with residents, organizations, and businesses.

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## BY THE NUMBERS

\* **712,536 lbs.**  
**of trash removed**

\* **3,695 graffiti**  
**tags removed**

\* **1,243 panhandling**  
**interactions**

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# RE CONNECT ING

Mobility Plan  
Moves Forward



2020 was a year of re-examining how to physically reconnect many key facets of Downtown life in a new, safe way.



Since late 2019, the PDP has led the development of the Downtown Pittsburgh Mobility Plan, aimed at establishing a vision, framework, and action blueprint to improve Downtown’s transportation network and public realm over the next decade and beyond.

The Plan is guided by a management team comprised of the PDP, City of Pittsburgh’s Departments of Mobility & Infrastructure and City Planning, the Port Authority of Allegheny County, and the Southwestern Pennsylvania Commission. Expert consultants were contracted to perform an extensive analysis of data, previous studies, demographics, current conditions, future development, and peer city benchmarking to inform recommendations. Feedback from the public and the neighborhood’s stakeholders was integral to the Plan’s creation. Valuable surveys were created that aggregated thousands of comments, and the Downtown Advisory Group that represents 70+ stakeholder groups met four times in 2020 to provide counsel on key deliverables.

The final Plan will include a summary of issues and opportunities, specific guiding principles and goals, and a street management framework that informs all high-impact projects selected as priority areas. A draft of the Plan released in spring of 2021 will provide an opportunity to provide feedback on all proposed projects, such as the implementation of a pedestrian wayfinding system, the addition of bus shelters, riverfront activations, and the reconnection of Downtown with neighboring communities.

## BY THE NUMBERS

- \* **Mobility Plan:** 1,898 survey responses received; 72 stakeholders in the Downtown Advisory Group, and 16 members in the Equity Working Group
- \* **Street Reconfigurations:** 72 businesses directly impacted, including 24 restaurants with curbside dining



### Smithfield Street Vision

Smithfield Street is a vital connector in Downtown and serves as a significant pedestrian, transit, and retail corridor with an emerging residential population and an array of transformational development projects in the pipeline. In fall 2020, the PDP began work to engage businesses and property owners along the corridor to craft a long-term vision for Smithfield Street. This work will be used to guide improvements, help solicit funding, and allow prioritization and coordination with public agencies and private businesses to create a street that meets the dynamic needs of Downtown while also acknowledging the street’s legacy as a prominent retail destination.



The City will totally reconstruct Smithfield Street between Sixth Avenue and Forbes Avenue— involving new lights, sidewalks, trees, bus shelters, and roadway— with construction slated for early 2023. The PDP has completed initial visioning for this corridor with the input from many stakeholders. Throughout 2021, the PDP will work with the City and the community to solicit input on design ideas, such as wider sidewalks, integration of green infrastructure, pedestrian-friendly lighting, enhanced bus shelters, and more.





## GETTING SOCIAL

Throughout 2020, the PDP maintained relevance, and even expanded reach, during a time when Downtown experienced a drastically reduced commuter base with no major events taking place.

\* **22%** increase in Instagram followers

\* **66%** increase in LinkedIn followers

\* **76,000+** views for “Wonder and Light” Downtown holiday video

\* **2** Facebook groups launched to connect Downtown restaurateurs and business owners

## NOTABLE IN 2020

- The PDP awarded five Paris to Pittsburgh Sidewalk Activation and Façade Restoration program grants in 2020 totaling more than \$150,000 that supported nearly \$800,000 in total investment
- Released in September, the 2020 State of Downtown Residential Report noted that Downtown area’s population has grown by more than 4,387 residents in the past 10 years, representing a 36% increase in the residential population reaching an estimated 16,490 residents as of Q2 2020
- PDP hosted eight Downtown Development Activities Meetings, involving developer and stakeholder connections in the community
- In April, PG&H—a collaborative project of the PDP, and Bridgeway Capital’s Creative Business Accelerator, featuring locally-made and designed products—launched its online store
- The PDP became a community partner and supported the U.S. Census outreach effort
- In wake of pandemic, the PDP offered all existing restaurants, retailers, hotels, and arts members free membership for a year
- PDP moved its offices in December 2020 to The Bank Tower, 307 Fourth Avenue

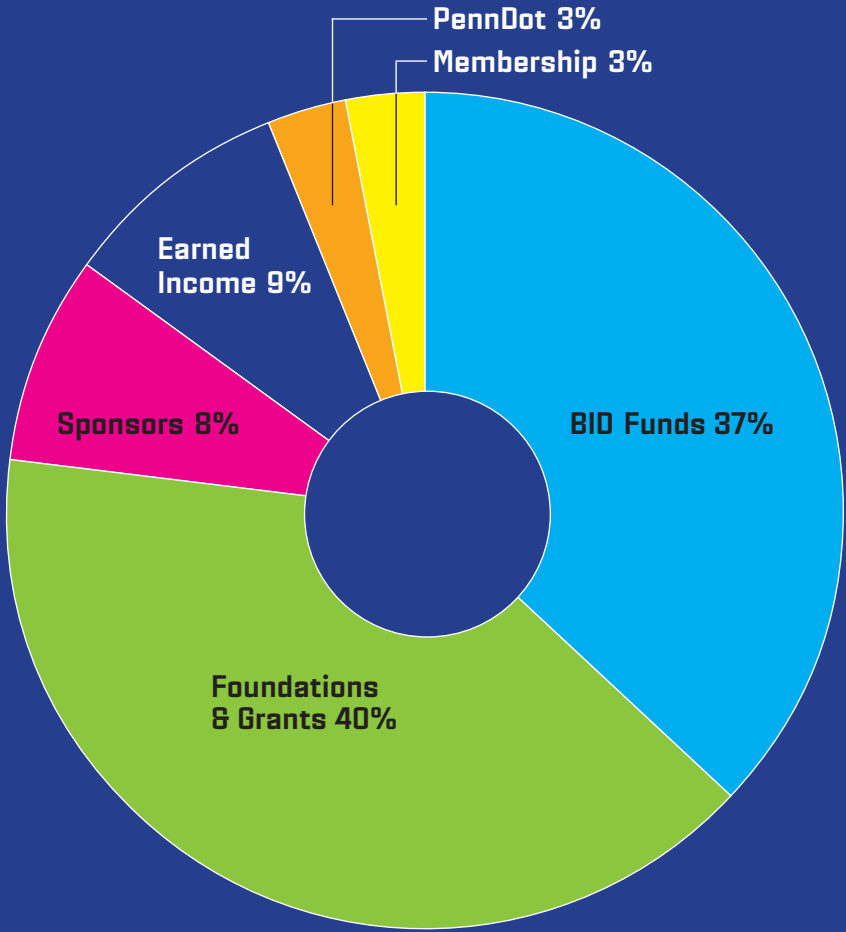
## AWARDS & RECOGNITION

- The International Downtown Association recognized the PDP with its highest honor, the Downtown Achievement Pinnacle Award, recognizing creative and inspiring innovations in urban place management, for the Downtown Activation and Public Art Initiative
- The PDP received two In-house Design Awards from Graphic Design USA for the COVID-19 Safety Communications campaign and the Gift Card Give Back initiative
- The Peoples Gas Holiday Market was named the #1 Holiday Market in the United States by *USA Today’s* 10Best
- Picklesburgh also received USA Today accolades, voted the #1 Best Specialty Food Festival in America for the second year in a row
- The PDP was awarded a Patriot Award, given by the National Guard and Secretary of Defense, in acknowledgment of sacrifices made by employers dedicated to supporting a staffer enlisted in the National Guard
- Caitlin Fadgen, Senior Manager of Economic Development, was selected by the International Downtown Association to take part in the 2020 Emerging Leaders Fellowship

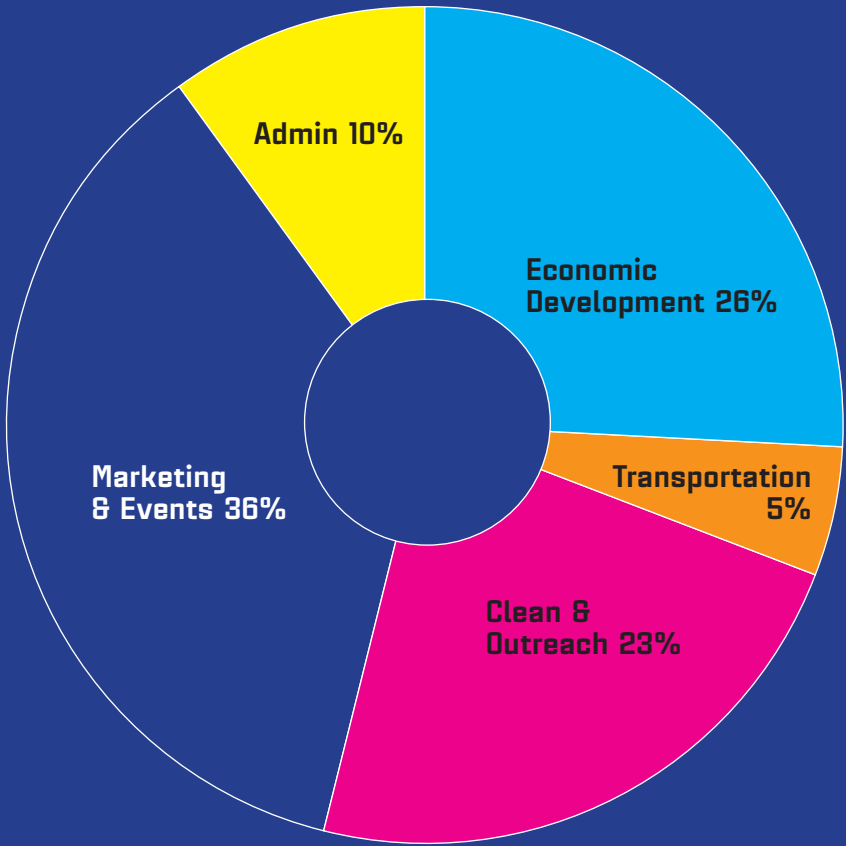


# 2020 REVENUE & EXPENSES

## Income



## Expenses





# LOOKING FORWARD: 2021 GOALS

## PDP ORGANIZATIONAL TENETS | REALIGN

- Increase the utilization of minority and women-owned businesses by 50 percent to ensure we are providing more businesses with access, supporting our work and the missions of the organization.
- Continue to attract a more diverse staff and board leaders to ensure we are working to create the Pittsburgh we want, not just representing our current demographics.

## EVENTS | RE-ENERGIZE

- Build on 2020's experiences by successfully presenting COVID-19-safe programming and diverse expanded events that create vibrancy while encouraging people back to Downtown.
- Energize Market Square with a full season of weekly programming including the Farmers Market, Yoga in the Square, live music, and the return of the Saturday Night Market.
- Produce programming that supports restaurants and the expanded outdoor dining districts.
- Engage with community partners, both in Downtown and across the region, to collaborate on programming and provide them with access to Downtown patrons.
- Present a diverse range of community programming in the new Fort Duquesne Boulevard pop-up park, as well as other pop-up venues that provide opportunities for activations in support of priority locations and larger strategies.
- With an operating assumption that COVID-19 guidance will permit a return to a more typical holiday celebration, will refresh Light Up Night to mark its 60th anniversary and explore options to expand holiday attractions into more locations around Downtown.

## ECONOMIC & BUSINESS DEVELOPMENT | REBUILD

- Realign the DWNTWN Business Attraction Campaign with a focus on talent and business acquisition as the neighborhood rebounds from pandemic restrictions.
- Track Downtown reactivation metrics including office building occupancy, parking garage utilization, bus ridership, and visitor information to inform stakeholders on the progress of reactivating Downtown.
- Recruit more minority-owned businesses for both short-term and long-term opportunities.
- Develop a post-pandemic Restaurant Recruitment Program for Downtown Pittsburgh through implementation of a collaborative framework between local property owners, the commercial real estate community, and public officials.
- Provide new opportunities to market and promote unique real estate opportunities in Downtown.
- Release the 2021 State of Downtown Pittsburgh report to recap market data and trends seen throughout 2020, informing the real-estate and investment community on the economic outlook for Downtown in 2021 and beyond.
- Develop and implement impactful programs to help small businesses both economically survive the pandemic and regain momentum; plan programming that multiplies PDP investment by engaging new and existing customers through earned and paid media and innovative campaigns.
- Manage and promote the Downtown Community Takeout program in partnership with 412 Food Rescue to purchase over 50,000 meals from Downtown restaurants and tackle food insecurity.

## MOBILITY & STREETSCAPES | RE-EXAMINE

- Release the Downtown Pittsburgh Mobility Plan in spring 2021 that outlines a series of ambitious projects that will guide transportation and public realm decisions for the next decade; engage the community in a discussion of the projects and begin prioritizing projects for implementation and further consideration.
- Build upon the successful outdoor and on-street dining areas by incorporating public art, greening efforts, sidewalk amenities, and lighting to make our streets better for commerce and pedestrians. Focus corridors include: Fort Duquesne Boulevard, Market Square, and sections of 6th Street, Strawberry Way, and Penn Avenue.
- Release a new vision for Smithfield Street that informs the City of Pittsburgh capital planning process to reconstruct the street, determine how sidewalk designs, trees, bus shelters, and roadway configuration support the revitalization of this corridor and ensure it once again becomes a premier destination in Downtown.
- Prepare for the Downtown to Oakland Bus Rapid Transit project and explore updates to the bus network that provides enhanced amenities for bus riders and improved traffic flow at peak periods.



MEMBERSHIP & ENGAGEMENT | REGROUP

- Leverage the relationships that have been established with the restaurant and retail community to further enhance communications and engagement to create new programs to support current members and attract new businesses.
- Continue to enhance the Membership Matters newsletter and social media channels to inform and engage current and new members and provide opportunities to promote member businesses.
- Re-engage members in creative ways to expedite Downtown’s recovery post-pandemic; explore implementation of outdoor member events that comply with safety protocols, as well as offer member discounts and other incentives to encourage Downtown small businesses patronage.

CLEAN & SAFE | REFRESH

- Continue efforts to disinfect high-touch surfaces throughout Downtown in an effort to safely welcome workers and visitors back to the Golden Triangle.
- Increase volunteer hours to 10,000+ annually, bringing the program back to pre-pandemic levels and revamp our volunteer sign-up process with Pittsburgh Cares.
- Establish a pilot Workforce Development Program to support training programs that help individuals gain experience and improve skills as they enter the workforce.
- Further integrate the work of our Outreach Team with the Allegheny Health Network’s Program for Homeless and Urban Poverty Medicine to ensure individuals experiencing homelessness are well supported.

MARKETING & COMMUNICATIONS | REACH OUT

- Realign the strategic marketing plan for Downtown reactivation and re-engagement of the returning workforce, residents, and visitors, while continuing to build confidence in health and safety.
- Continue providing valuable, informative resources and assets about Downtown to a diverse audience, locally, regionally, and nationally.
- Provide creative ideation, development, and delivery of initiatives that showcase and support Downtown businesses and increase overall visitor awareness.
- Advocate for, and support, public art installations with a sustained focus on the contributions of Black and minority artists in collaboration with like-minded partners.
- Utilize social media and other platforms to support and advance small businesses and increase market awareness with focus on inclusion and advancement of minority owned businesses.
- Reestablish a Strategic Communications Committee to aid in the ongoing definition and execution of our efforts; advance our growing “Reforge Downtown” platform and develop an array of integrated marketing tools that express the unique value of Downtown in creative and innovative ways.
- Continue to evolve the delivery of content through updated newsletter formats, social platforms, and an updated website in 2021, to ensure improved usability through consistent, engaging, and accessible communications.



Market Square reactivations will lead to a bright, vibrant, and active Downtown in the year ahead.



Look for expanded outdoor dining opportunities that are here to stay.



MEMBERS

RENAISSANCE LEADER

Acusis, LLC  
ALCO Parking Corporation  
Avenue Four Analytics  
Comcast  
Highmark  
Peoples Natural Gas  
Pittsburgh Post-Gazette  
Point Park University  
UPMC

DOWNTOWN VISIONARY

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AlphaGraphics  
ALTUS-HPO  
American Cancer Society  
Auberle  
Brookfield Properties  
BRUNNER  
Carnegie Mellon University  
Chesley Brown International  
City Wide of Pittsburgh  
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 Chão 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  
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Moe’s Southwest Grill  
National Flag Foundation  
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Pittsburgh Business Times  
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Renewal, Inc.  
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Our members live, work, and play Downtown while supporting our mission to create an atmosphere where businesses grow. Learn more about joining us at [www.downtownpittsburgh.com](http://www.downtownpittsburgh.com).

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