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PITTSBURGH DOWNTOWN PARTNERSHIP HOSTS 2021 ANNUAL MEETING

- SHARED 2020 SUCCESSES AND UPCOMING PLANS FOR 2021
- ANNOUNCED ALLEGHENY OVERLOOK, SMITHFIELD STREET RECONFIGURATION, RECOMMITMENT TO PUBLIC ART
 - FARMERS MARKET, YOGA IN THE SQUARE, LIVE MUSIC, NIGHT MARKET, AND LIGHT UP NIGHT TO RETURN
 - NEW BOARD MEMBERS ELECTED

Downtown Pittsburgh, PA – Today, the Pittsburgh Downtown Partnership delivered their 2021 Annual Meeting online. At the meeting, the organization shared efforts from 2020 and laid out a variety of new projects and plans for 2021.

Significant highlights of the year ahead include a new pop-up park called the ‘Allegheny Overlook,’ which will be opened along the Allegheny River on Fort Duquesne Boulevard. The park is expected to launch in June 2021, and will offer riverfront views, food, drinks, art, and music. More details about this new attraction are expected in the coming weeks.

Also announced was the creation of a new vision for Smithfield Street as a premier Downtown destination, as was continued expansion and beautification of outdoor dining experiences in Market Square, along 6th Street, Strawberry Way, and Penn Avenue.

Support of minority-owned businesses to create a more vibrant and inclusive community, and a recommitment to implementation of public art, were also core components of the PDP’s upcoming agenda for 2021.

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

2020 accomplishments include: An unflinching commitment to cleaning streets around the Golden Triangle and providing enhanced services like wiping down benches and bus shelters and deep cleaning high-touch areas. Providing critical support to those in need, via the Outreach Team, who offered important connections to mental health services, assisted in securing housing, and provided hygiene kits and coats that ensured ongoing safety and well-being.

2021 plans include: Continuing efforts to maintain a safe environment for workers and visitors returning to the Golden Triangle. A reignited volunteer program that returns to pre-pandemic levels of 10,000-plus hours. A pilot Workforce Development Program to help individuals gain work experience and skills as they enter the workforce. Integrated Outreach Team efforts, with the Allegheny Health Network’s Program for Homeless and Urban Poverty Medicine, to ensure that individuals experiencing homelessness are well supported.

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Economic Development

2020 accomplishments include: The launch of an online COVID Response Hub resource and information center. The highly successful Gift Card Give Back which generated over \$300,000 in direct economic impact to support restaurants, retailers, salons, artisans, and more. Shopopoly, which enticed shoppers to engage with retailers via a Downtown version of Monopoly. Collaboration with Downtown parking garage owners, led by Merrill Stabile at ALCO Parking, to offer reduced parking rates for shoppers, diners, and visitors, and encourage Downtown activity. Restaurant recovery initiatives that supported Downtown restaurants and aided those experiencing food insecurity such as The Downtown Community Takeout program, in partnership with 412 Food Rescue, purchasing 3,500 meals per week from Downtown restaurants, and the Shelter Support Initiative, providing over 9,000 meals to the Men's Winter Shelter on Smithfield Street.

2021 plans include: Realignment of our DWNTWN Business Attraction Campaign focused on talent and business acquisition and supporting the full recovery of Downtown. Regular delivery of Downtown reactivation metrics to better understand the return of office workers and visitors. A Restaurant Recruitment Program to build a collaborative framework that supports the recruitment and retention of the region's best culinary attractions. Continuation of the Downtown Community Takeout program, in partnership with 412 Food Rescue, to purchase over 75,000 meals from Downtown restaurants and continue to address the issue of food insecurity.

Leadership & Inclusion

2020 accomplishments include: Election of a diverse board of directors to better reflect Downtown community and encourage diverse opinion and perspective. Formed Anti-Racism and Inclusion Committee to improve understanding of systemic racism and a lack of diversity, and implement actions that result in more inclusive Downtown. Over 50 percent of all musical programming showcased entertainers of color. The Black Market, courtesy of Shayla Hawkins Events, welcomed enthusiastic entrepreneurs in a new holiday pop-up showcasing goods from dozens of Black-owned businesses. Black Santa or White Santa options provided at Santa Zoom experience. Three Black artists commissioned for vibrant public art offerings; Jayla Patton's artwork, 'Colorful Growth, Soft Waves', 'New Space Spheres,' curated by Janel Young, and 'Downtown Renown' featured the work of artist Gavin Benjamin.

2021 plans include: Commitment to further increasing the diversity of our vendors and suppliers from 37% to 50%. Proactive commitment to attracting a more diverse staff and board leaders. Efforts to attract more minority owned businesses to Downtown through incentives and active outreach.

Mobility, Streetscape, Placemaking

2020 accomplishments include: Spearheaded efforts to rework several Downtown streets which enabled 24 restaurants and bars to expand into outdoor spaces and stay open as restrictions on indoor gatherings increased. Engaged stakeholders in the creation of the Downtown Pittsburgh Mobility Plan, first introduced in late 2019, for planned publication this Spring.

2021 plans include: Release of the Downtown Pittsburgh Mobility Plan outlining a series of projects to guide transportation and public realm decisions for the next decade and allow for community engagement. Build upon the successful outdoor and on-street dining areas to include greening efforts and sidewalk amenities along Fort Duquesne Boulevard, Market Square, and sections of 6th Street, Strawberry Way, and Penn Avenue. Smithfield Street planning continues for corridor reconstruction, sidewalk designs, trees, bus shelters, and roadway configurations that support revitalization. Preparation and planning for the Downtown to Oakland Bus Rapid Transit project.

Events & Marketing

2020 accomplishments include: Reimagined and reinvented Downtown traditions to ensure health and safety. Downtown Health & Safety Communications Toolkit developed to help normalize safety protocols and build awareness. Downtown Farmers Market opened 16th season mid-May on a new day and location to ensure shopper safety, and returned to traditional location in June with Park ambassadors deployed. Socially distant Yoga in the Square activated. Downtown Holiday Season reimagined and socially distant Peoples Gas Holiday Market returned. Virtual experience, 'Santa Zoom' powered by Xfinity, delivered safe Santa visits while still raising funds for the Pittsburgh Food Bank. Holiday Kidsplay 'Selfie Garden' and Holiday Wonderland lighting from BNY Mellon added vibrancy to outdoor dining along Penn Avenue throughout the season. World's Largest Pickle Ornament burst during installation. Holiday Market and other attractions still created a safe, well-received, and well attended Downtown holiday season.

2021 plans include: Re-engagement of the returning workforce, residents, and visitors, and continuing to showcase Downtown while maintaining confidence in health and safety. Membership will focus on discounts and other incentives to encourage small businesses patronage. Development of new impactful programs that help small businesses will continue. Strategic Communications Committee relaunched to advance "Reforge Downtown". Reenergize Market Square with a full season of weekly programming that will include; Farmers Market, Yoga in the Square, live music, and the return of the Saturday Night Market, as well as entertainment in expanded outdoor dining areas. Allegheny Overlook will provide community programming and a pop-up park at Fort Duquesne Boulevard. Return of 60th annual Light Up Night.

Full details about 2020 accomplishments and 2021 plans can be found online in the PDP's 2021 Annual Report.

New Board Members Elected, Board Members Depart

Twelve new members were elected to a three year term on the board of directors of the PDP, expiring in 2024. The new members are:

- Jessica Albert – Leech Tishman
- Natalie Bencivenga - Journalist, Media Personality and Digital Media Consultant
- Amy Broadhurst – CBRE Inc.
- Ramona Cain – Winthrop Management
- Brian DeBock – InterPark LLC
- David Fisfis – Duquesne Light
- Sabrina Saunders Mosby – Vibrant Pittsburgh
- Sarah Meehan Parker – AlphaGraphics
- Mike Mitchum – Primanti Brothers
- Peter Quintanilla – Michael Baker International
- Jimmy Sacco – Pittsburgh Steelers
- Gina Winstead– Women In Tech

Kevin Wade from PNC will be joining the Executive Committee as Secretary, with Andy Wisniewski as Vice Chair, and Craig Stambaugh continuing as Treasurer. Lucas Piatt, of Millcraft Investments and Piatt Sothebys, was re-elected as Board Chair for an additional one-year term.

The PDP also thanked several board members who completed their service to the organization.

- Rich Beynon – Beynon & Company
- Jim Blue – Rootstock Wealth Advisors
- David Case – PMI
- Gerry Dudley – CBRE, Inc.
- Tom Harrington – Winthrop Management

- Grant Mason – Oxford Development
- Clare Meehan – AlphaGraphics
- Tom Michael – Larrimor’s
- Merrill Stabile – ALCO Parking

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, follow us on Twitter at <http://twitter.com/downtownpitt> and “like” us on Facebook.

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