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PITTSBURGH DOWNTOWN PARTNERSHIP HOSTS 2022 ANNUAL MEETING

- SHARED 2021 SUCCESSES AND UPCOMING PLANS FOR 2022
- MAYOR GAINNEY DETAILS 'NEW ERA' FOR DOWNTOWN WITH PUBLIC SAFETY CENTER
 - DETAILS OF EXPANDED PERMANENT OUTDOOR DINING SHARED
- CREATION OF NEW \$3 MILLION ENDOWMENT TO SUPPORT PUBLIC ARTS INITIATIVES ANNOUNCED
 - NEW BOARD MEMBERS ELECTED

Downtown Pittsburgh, PA – Today, the Pittsburgh Downtown Partnership (PDP) delivered their 2022 Annual Meeting to an in-person audience of close to 250 people. During the meeting held at Point Park University, the PDP shared highlights from 2021 and announced several new projects expected to have a significant impact on the Downtown neighborhood.

In a video address, Mayor Ed Gainey announced several new projects and collaborations to support Downtown's recovery and welcome people back to Downtown. He stated, "we are launching a new era for Downtown." The Mayor also shared that his administration is working to make sure everyone who lives, works, or visits Downtown feels safe. He noted "we are in the process of reimagining the way policing works Downtown and are working on converting the Cultural District substation into a Public Safety Center. The Public Safety Center will become a safe space where people can get information about services, find welcoming Downtown ambassadors, and become a community hub in the heart of our Downtown." The work is being supported by PNC Bank and the Pittsburgh Cultural Trust. "Providing a clean and safe environment is fundamental to the success of Downtown, particularly as we welcome workers back to the Golden Triangle" noted Andy Wisniewski, newly elected PDP board chair and Senior Vice President of Highwoods Properties.

OUTDOOR DINING ENHANCEMENTS

The PDP noted that all Downtowns need vibrant streets that are fun, functional, and filled with people to thrive. In response, the Mayor announced that a generous \$250,000 gift from the Benter Foundation to the PDP will help expand and make permanent the outdoor dining districts along Sixth Street in the Cultural District, with work already underway along Penn Avenue. This critical work will offer expanded outdoor dining for over 25 local restaurants, providing additional revenue opportunities and infusing new energy in the Cultural District. In addition to the outdoor dining improvements, a branding and marketing strategy is also being developed to elevate 6th Street, one of the most diverse dining destinations in the region, with access to authentic middle eastern, Italian, Argentinian, Latin, Mexican, Asian and American food, from over a dozen locally owned restaurants.

The PDP highlighted that people are now returning to Downtown in greater numbers, with daily activity surpassing 81,000 people as of the end of March. "This is the highest number that Downtown has seen since the pandemic began and represents nearly 58 percent of our pre-pandemic numbers", said Jeremy Waldrup, PDP President and CEO. He continued, "people are the most important component of Downtown and we are excited to welcome folks back to the heart of the city."

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NEW \$3 MILLION ENDOWMENT

The PDP also announced the creation of a new endowment called the “Uncommon & Curated Fund,” made possible with a \$3 million gift from an anonymous donor. The fund will support creative placemaking, events and public art throughout the Golden Triangle. It also allows greater opportunities for the PDP work with property and business owners to enliven their spaces and create a more interesting and engaging Downtown. “People We Love” – a recently opened art exhibit located at 320 Smithfield Street is the first installation created with funding from the Uncommon and Curated endowment. The free public exhibit is open through June 5.

Other upcoming art installations highlighted include a new street mural for Strawberry Way, from the artist collaborative featuring Shane Pilster and Max Gonzales—who are collaborating with students from CAPA to bring a vibrant artwork to this key pedestrian corridor. The Granite Building will also be transformed into new public artwork by local artist Curtis Reaves; a third will engage locally based but nationally known illustrator Josie Norton for the creation of a new banner and identity project for Market Square.

2021 KEY HIGHLIGHTS

The PDP deliver their work through four main areas of service: providing supplemental clean and safe services, championing projects that improve the quality of life and advance economic growth on city streets, producing events that activate Downtown, and the marketing of all events and businesses that make Downtown a vibrant place. The following metrics and details highlight the significant PDP efforts of 2021:

- Clean Team members removed 749,433 lbs. of trash and 3,075 graffiti tags
- Outreach Team had 1,210 panhandling interactions and 284 homeless support initiations
- Events Team programmed 1,300 hours of entertainment, with 394 musical performances
- 124,000 visitors to the Allegheny Overlook Pop-Up Park and 120 live performances
- Visitor numbers to Picklesburgh and Highmark Light Up Night exceeded 2019 (pre-pandemic)
- Downtown Pittsburgh EDGE Card discount program was distributed to 10,000 residents and returning workers
- Downtown Community Takeout Initiative supported 21 independent restaurants and provided 71,000 meals last year to individuals in need throughout Allegheny County.
- Secured \$1.4 million in funding for Pittsburgh Pedestrian Wayfinding Project
- Car Bazaar, launched in 2021, returned for 2022 welcoming thousands to open market every Saturday
- Restaurant Recovery Grant Program aided 37 independent restaurants by distributing \$300,000 total in grants

NEW BOARD MEMBERS ELECTED

The PDP also announced Andy Wisniewski of Highwoods Properties as new PDP Chair, Shannon Baker of Gatesman Agency as Vice Chair, Craig Stambaugh of UPMC continuing as Treasurer, and Larry Walsh of Rugby Realty as Secretary.

Four new members were elected to a three-year term on the board of directors of the PDP, expiring in 2025. The new members are:

- Lori Beretta – Senior Property Manager, Shorenstein
- Kate Gionta – Managing Director, KPMG
- Dr. Donald Green – President, Point Park University
- Tracey McCants Lewis – VP Human Resources and Deputy General Counsel, Pittsburgh Penguins

The 2022 Annual Report, including details about Pittsburgh Downtown Partnership’s 2021 accomplishments and 2022 plans can be found online at:

<https://downtownpittsburgh.com/about-pdp/annual-meetings/>

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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