

# 2021



PITTSBURGH  
DOWNTOWN  
PARTNERSHIP

## **PITTSBURGH DOWNTOWN PARTNERSHIP**

Annual Report





# WHO WE ARE

**The 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 outreach services, mobility, economic development and advocacy.**

## DEAR FRIENDS OF DOWNTOWN PITTSBURGH:

2021 saw the beginning of a return to Downtown, with the Pittsburgh Downtown Partnership encouraging and inspiring the community to reconnect to the heart of the city. From hosting beloved traditions like Highmark Light Up Night, supporting small businesses, or providing Clean & Outreach services, we are certainly proud of all that we accomplished. We're also grateful for the continued support of the many partners, government officials and key stakeholders that worked diligently to make Downtown a dynamic gathering place for the community.

For a prime example of this, look no further than the Allegheny Overlook, a Pop-Up Park we created on Fort Duquesne Boulevard. This beautiful riverfront park became a premier destination in 2021, drawing upwards of 124,000 people into the Golden Triangle between June and September. People of all ages reconnected with friends and family to enjoy live music, food, drink, and many fun games as they were welcomed back Downtown in a truly unique and exciting way.

We also reimagined our streetscapes to allow for more outdoor dining, art, and events, and continued to focus on supporting our small businesses. This brought energy back to the neighborhood, while maintaining our legacy of strengthening the Downtown economy.

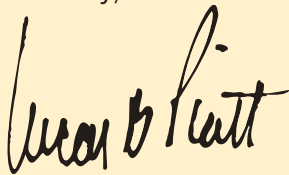
The slowed return of office workers—long considered a critical component of Downtown's identity—created new conversations about the future of Downtown, and ways in which we can creatively strengthen our commercial office market while also considering new uses for underutilized office spaces.

We continued work through our Restaurant Recovery Initiative, supporting those most affected by the pandemic, through a multi-faceted program made possible by the Richard King Mellon Foundation with additional support from the City and other contributors. Our partnership with 412 Food Rescue and local shelters created a lifeline of support to dozens of Downtown restaurants and people experiencing food insecurity. We're proud of these efforts, and of the resilient restaurants who continue to make Downtown such a desirable place to visit and explore.

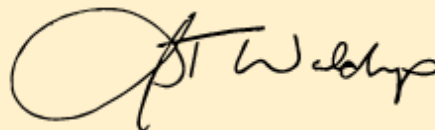
The ongoing support of the PDP by businesses and property owners in the Golden Triangle delivered another noteworthy achievement — Pittsburgh City Council's five-year renewal of the Downtown Business Improvement District (BID). In just one highlight of the BID's impact, it enabled our highly effective Clean Team to remove 375 tons of trash in 2021. We appreciate and recognize all those who continue to support the BID renewal, including the leadership and assistance of Councilman R. Daniel Lavelle, and BID Committee Chair Rich Beynon.

Downtown's recovery is undoubtedly underway and, in order to succeed, we will need to realign our expectation that things will return to exactly what they were in 2019. Let's celebrate the remarkable reset Downtown has undergone over the past two years, and continue efforts to ensure the Golden Triangle comes back a stronger, more resilient, more vibrant and exciting place to work, live, and play. We know the best is yet to come for Downtown and, while it happens, we hope you'll join us in celebrating that too.

Sincerely,



**Lucas Piatt**, Millcraft Investments  
Board Chair  
*Pittsburgh Downtown Partnership*



**Jeremy Waldrup**  
President and CEO  
*Pittsburgh Downtown Partnership*



**CLEAN  
& SAFE**



**DEDICATED**



**T**hroughout 2021, the vital work of the Clean & Outreach team ensured Downtown remained clean and welcoming for business owners, residents, visitors, and those returning to work. The dedicated team worked through challenging conditions, seven days a week, to continue their critical work on the front lines of all PDP initiatives.

Working collaboratively with local property owners and managers, merchants and partners including the Department of Public Works, Pittsburgh Public School District, the Pittsburgh Bureau of Police, Mayor's Office, Allegheny County Department of Human Services and the Port Authority Police, the Clean & Outreach team advanced relationships that maintained Downtown as the vibrant and evolving heart of the region.

**Volunteers from high schools, universities, churches, sports groups, and business associations, among others, contributed their time and effort to making Downtown a better place to live, work, and visit.**

With new leadership, a noticeable shift in the Clean & Safe Department culture created a more cohesive and focused team. Increased collaboration and communications between Clean Team Ambassadors and Outreach Ambassadors ensured effective, and more efficient, responses to critical street level issues.

A new series of Clean + Safe Community Forums, developed in partnership with the Pittsburgh Cultural Trust, provided regular gatherings that informed the community and created a platform to discuss pressing matters, while building community and partnerships to tackle complex issues around public health and safety.

The Downtown Safety Coalition expanded on its mission to keep students safe and engaged in the Central Business District, and was pleased to welcome 'YP Central YouthHub,' a new facility on Penn Avenue that offers students a safe space to visit, do homework, learn new skills, and hang out with friends. The facility further advances the available activities and engagement efforts for our youth.



PHOTO LEFT: **Highly recognizable in their yellow shirts, Clean Team members ensure Downtown streets remain clean and welcoming for the community.**



### CLEAN TEAM

The second year of the pandemic saw a significant uptick in Downtown. Clean Team Ambassadors removed tons of trash from sidewalks, emptied and cleaned trash cans and cigarette receptacles, pulled weeds, cleaned graffiti, and power washed sidewalks to proactively clean and maintain the Golden Triangle.

2021 also saw the start of community discussions around the need for more publicly accessible restrooms Downtown. Existing challenges, exacerbated by the pandemic and limited restroom access, resulted in a Porta-John Pilot Project. Initiated by the Allegheny County Department of Human Services, the successful installation along Strawberry Way continues to resonate, with active discussion about the need for more permanent and centrally located restrooms in the heart of the Golden Triangle.

Volunteer projects made a noticeable impact on the neighborhood with the Volunteer Program returning in 2021. Partnering with the Western Pennsylvania Conservancy, volunteers worked diligently over two weekends in May to plant flowers throughout Downtown. Other ongoing projects included parklet cleanups, painting projects, bike lane cleanups, and more. Volunteers from high schools, universities, churches, sports groups, and business associations, among others, contributed their time and effort to making Downtown a better place to live, work, and visit.

### CLEAN TEAM HIGHLIGHTS

- **Supplemented Events Department team by assisting with all activations** including cleaning areas before, during, and after events; supporting load-in efforts and ensuring all necessary supplies were in place.
- **Ambassadors provided a welcoming presence at both Market Square and the Allegheny Overlook**, with staff on-site seven days a week, totaling 2,800 service hours.
- **Refurbished Market Square outdoor dining tables and trash receptacles.**
- **Initiated “Monthly Service Focus”** to deliver emphasis on specific aspects of cleaning responsibilities, e.g., sweeping under trash cans, leaf clean-ups, and fixture painting.
- **Instituted monthly “Safety Talks”** with Ambassadors.
- **Removed snow and ice** on street curb cuts and in Market Square pathways.
- **Continued sanitizing public touch points** using pandemic-specific safety practices and protocols.
- In addition to Downtown, **supported cleaning services in South Side, Strip District, and East Ohio Street on the North Side.**

# 1,210

PANHANDLING  
INTERACTIONS

# 68

SUBSTANCE ABUSE  
ISSUES ASSISTED

# 284

HOMELESS SUPPORT  
SERVICES INITIATED





PHOTO ABOVE: The Clean and Outreach team are committed and diligent in their efforts to keep the city clean and welcoming.



## OUTREACH TEAM

The specially trained Outreach Team focused on addressing, managing, and engaging with individuals experiencing homelessness Downtown, and carefully addressing social circumstances and associated concerns of this vulnerable population.

In 2021, the needs for shelter, drug and alcohol counseling, and job assistance were considerable. Outreach Ambassadors often provided the first line of response when connecting individuals experiencing hardships to community resources that could provide them assistance.

Being “out there” on the street has always been key to actively engaging with those who need assistance. The Outreach Ambassadors focus on listening, learning, and understanding, to build relationships that enable these individuals to find the help they need.

The 2021 addition of Allegheny Health Network’s new Community Outreach Hub on Smithfield Street played a collaborative role in the Outreach Ambassadors’ efforts since both entities engage the same vulnerable population. Members of the two organizations communicated regularly and shared detailed information. These interactions facilitated an unprecedented proactive approach to ensuring community members were able to receive assistance at a time when their need had never been so great.







## OUTREACH HIGHLIGHTS

- Nearly 600 interactions and engagements with the unhoused and unsheltered community, connecting individuals experiencing homelessness to helpful resources while following up on their progress.
- Engaged in regular discussions with Allegheny Health Network's Outreach Program staff whose Community Outreach Hub opened at Mellon Square in July.
- Facilitated the Clean + Safe Community Forums, with the Pittsburgh Cultural Trust and participated in Downtown Safety Coalition meetings to explore strategies that support the thousands of students learning in Downtown, while also continuing monthly Clean & Safe Meetings and overseeing day to day services.
- Increased Outreach staff and created new "Outreach Specialist" position to provide a more comprehensive approach to service delivery efforts.

PHOTO ABOVE: Outreach Team members support individuals in need and collaborate with social service providers to connect individuals with a wide range of services.



# DISTRICT DEVELOPMENT



# RESILIENCE



**F**ormed in 2021 through the strategic merger of Economic Development and Mobility Departments, the PDP's new District Development Department was created to respond to the rapidly changing needs of Downtown by championing projects that improve the quality of life and advance economic growth and development.

District Development efforts include planning, public policy, economic development, mobility, public realm, and placemaking, with a foundational mission of securing public and private investments to advance projects that enhance Downtown livability, resiliency and sustainability.

In 2021, initial priorities for the Department included initiatives that supported ongoing restaurant recovery efforts—resulting in hundreds of thousands of dollars in aid to independently owned Downtown restaurants for expanded outdoor operations. In addition, the tracking, data collection, aggregation, and sharing of critical monthly Downtown reactivation metrics, including key indicators like office building occupancy, parking garage utilization, bus ridership, and visitor information, kept hundreds of key stakeholders updated on the rebounding economic health and vibrancy of Downtown.

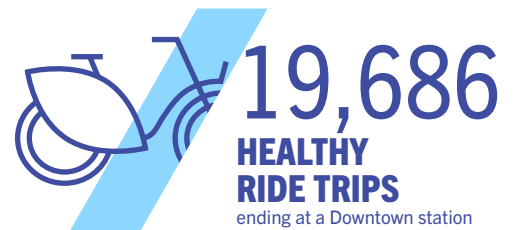
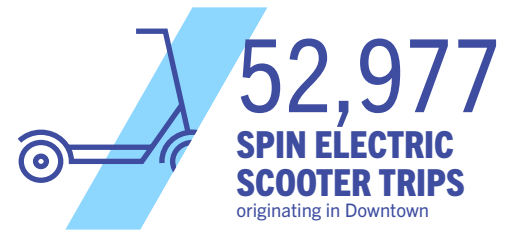
**The Downtown Reactivation Metrics Report was downloaded 2,800 times and distributed to 1,155 individuals with over 1,700 Interactive Recovery Dashboard views.**

### DOWNTOWN MOBILITY PLAN

Downtown Mobility Plan was created by the PDP in collaboration with the City of Pittsburgh's Departments of Mobility & Infrastructure and City Planning, the Port Authority of Allegheny County, and the Southwestern Pennsylvania Commission, with input from hundreds of Downtown stakeholders and thousands of regional residents. The Plan identified nine high impact priorities that are of significant importance to the continued vibrancy and competitiveness of Downtown.

Immediate priority projects include the redevelopment of Smithfield Street, implementation of a pedestrian wayfinding system, and revising the bus routing system in preparation for the Downtown to Oakland Bus Rapid Transit project. Concurrent high-priority projects include enhancements to the streetscape, improved outdoor dining districts, maintenance of sidewalks, and replacement of street trees.

PHOTO PREVIOUS PAGE: Artistic rendering of improved outdoor dining, pedestrian lighting, and green infrastructure along Smithfield Street.



A photograph of a young man and woman smiling and holding food at an outdoor festival. The man is wearing a black t-shirt and the woman is wearing a floral dress. They are standing on a purple-painted path with other people in the background.

# 800

**MILLION DOLLARS  
IN INVESTMENT**

for development projects  
underway in Golden Triangle

# 30

**RESTAURANTS OFFERED  
EXPANDED OUTDOOR  
DINING**

as a response to pandemic  
related restrictions

# 48%

**INCREASE IN DAILY  
ACTIVITY DOWNTOWN**

compared to 2020\*

PHOTO ABOVE: Activation of Downtown's waterfront areas  
created a unique and exciting outdoor space for experiencing  
live music, food, drink, and more in 2021.

\*Calculated using daily average Downtown visitor activity data from April-December  
2020 vs. same period in 2021. Source: Placer.ai



### PROJECTS & INITIATIVES

The following projects and initiatives represent the tangible efforts and results of the District Development team:

- **Released the comprehensive Downtown Mobility Plan** following a three-year process that involved multiple stakeholders and widespread community engagement.
- **Assisted in the creation of the highly popular Allegheny Overlook Pop-up Park** in summer 2021 as part of a larger strategy to activate Downtown's waterfront areas. Working with the City of Pittsburgh's Department of Mobility and Infrastructure, Allegheny County, Pittsburgh Water & Sewer Authority, Duquesne Light, Riverlife, Flyspace Productions, and the Office of Public Art, the team aligned to create and build the temporary park venue and modify travel routes. In addition to creating a vibrant 'must-visit' destination, the park inspired efforts for the future redevelopment of Allegheny Riverfront Park through ongoing conversations with our partners at Riverlife and the Pittsburgh Cultural Trust.
- **Published the 2021 State of Downtown Pittsburgh report**, which was downloaded over 2,800 times. The report featured detailed market data and trends, and was introduced as part of the PDP's "Looking Forward Series," a two-day virtual conference featuring 33 experts in six panel discussions, and several hundred participants.
- **Published the "Smithfield Reimagined Vision Plan"** to inform redevelopment and investments, with immediate focus on the \$9 million City of Pittsburgh project between Sixth and Forbes Avenue slated to begin in 2023.
- **Enhanced extended outdoor dining corridors on 6th St. and Penn Ave.** and contracted with the Western Pennsylvania Conservancy to install attractive new planters and plantings throughout the area.
- **Committed \$180,000 to support three new Downtown projects for the PDP's Paris to Pittsburgh façade and sidewalk improvement program.** The program offers financial support to development projects and retail businesses to enhance the public realm.
- **Hosted 7 Development Activities Meetings to outline 11 projects**, offering the Downtown community an opportunity for input at early stages of development. The projects represent an estimated \$30 million in Downtown investment.
- **Secured \$1.4 million in funding for the City of Pittsburgh** to implement the Pittsburgh Pedestrian Wayfinding Project in 2023.



PHOTO ABOVE: Expanded and enhanced outdoor dining areas were rapidly deployed on corridors at 6th Street and Penn Avenue to create safe and vibrant dining experiences.

## Downtown Mobility Plan

A people-first strategy for the Golden Triangle's future

**The PDP's new District Development Department was created to respond to the rapidly changing needs of Downtown by championing projects that improve the quality of life and advance economic growth and competitiveness.**





## **SUPPORTING INVESTMENT IN HISTORIC OFFICE PROPERTIES**

Recognizing the important role that the public sector must play to encourage the preservation of Downtown historic buildings, the PDP is working collaboratively with city, county, and state officials on initiatives to address vacant and underutilized office space, and accelerate their conversion to residential, with a focus on creating more affordable housing.

To advance these efforts, the PDP has solicited the input of local real estate development experts to better understand the housing market in Downtown—specifically the gaps that exist for market rate and workforce housing. In 2021, efforts began to create a new grant program to incentivize investments in Downtown historic office properties with a goal of raising significant funds for a program that supports the modernization and/or conversion of these types of buildings in the Golden Triangle. This program recognizes residential growth as a key component of Downtown’s recovery and in ensuring its continued advancement towards becoming a more resilient, diverse, and accessible city for all constituents.

PHOTO ABOVE: Historic Downtown buildings present modernization and conversion opportunities.



# EVENTS & ACTIVATIONS



# VIBRANCY





**T**he Events Department delivered a welcome sense of vibrancy and street-level activity that was felt on both an emotional and economic level in 2021. Utilizing experiences garnered from programming during the previous year of the pandemic, the Department focused on presenting activities and special events in safer, and more comfortable, environments with an emphasis on outdoor engagements.

Many long-standing Downtown traditions returned alongside several new entertainment initiatives, all designed to allow people to safely gather, shop, and enjoy cultural experiences once again—while also supporting local businesses.

### **ALLEGHENY OVERLOOK—A SPECIAL DOWNTOWN DESTINATION**

The Allegheny Overlook Pop-up Park on Fort Duquesne Boulevard, or ‘AO’ as it affectionately became known, was created to support the safe return of performing arts into Downtown while also welcoming residents, workers, and visitors back into the heart of the city.

With an attractive waterfront setting, the AO quickly became a summertime “go to” destination by offering visitors a mix of riverfront views, live music, performances, art, and recreational activities. The outdoor ambiance was made even more festive through artist Janel Young’s colorful sidewalk mural which served as a cheerful welcome, and was complemented by Brew Gentlemen’s beer garden, family favorite foods from the Good Eats Outdoor Food Truck, and Blue Sparrow’s global street foods served from a converted 1950’s Greyhound bus. All told, between June and September, over 124,000 people enjoyed this unique outdoor oasis.

The AO offered a wide array of programmed entertainment and performances six days a week to draw the community Downtown. By season end, the AO had hosted 40 special events, featuring everything from stand-up comedy and poetry, to work-out sessions and live theater, along with 121 live music acts—as well as providing a new location for the return of BNY Mellon’s JazzLive series, presented by the Pittsburgh Cultural Trust.

The collaborations provided support for local musicians and performers struggling during the pandemic, and an outdoor platform for thousands to enjoy their performances.



**“Having the chance to bring live, outdoor theater to Downtown on the Allegheny Overlook stage was a highlight of our year at Pittsburgh Public Theater.”**

Marya Sea Kaminski , Artistic Director, Pittsburgh Public Theater

PHOTO LEFT: Colorful streets, live music, and riverfront views coupled with tasty foods and drinks, created an exciting new outdoor experience for residents and visitors.



## EVENTS & ACTIVATIONS

### MARKET SQUARE

A lively assortment of programming in Market Square saw significant increased foot traffic throughout 2021, bringing a renewed sense of vitality back to the heart of the City.

- **The popular Farmers Market returned** for its 17th season in May offering goods from dozens of vendors, and local musicians performing each week on the PNC Bank Stage.
- **After a hiatus in 2020, the Saturday Night Market returned** featuring a rotating showcase of 100+ creative independent vendors, a number of whom reported their “best season ever.” The festival-like event also featured the popular Downtown Pittsburgh Sound Series of free weekly concerts on the Pittsburgh City Paper Stage.
- **Yoga In the Square restarted its popular, free, weekly classes** featuring Downtown yoga studios, with 40 sessions throughout the season providing some much-needed stress relief on Wednesday evenings and Sunday mornings.
- Through a collaboration with the Welcoming Pittsburgh initiative, **Market Square was again transformed into “WorldSquare”** showcasing businesses, artists, makers, performers, and food purveyors from Pittsburgh’s international communities.
- **Programming like Earth Day, Juneteenth and more, were facilitated and supported.**
- **Market Square Ambassador Program was relaunched** with dedicated staff providing information to visitors and assisting with events seven days a week.

### LIVE MUSIC REIGNITES DOWNTOWN

Live music—previously absent and notably missed—played a significant role in enhancing the Downtown experience in 2021, with the Events Department presenting nearly 400 musical performances. This amount nearly doubled the programming of pre-pandemic years, and far exceeded the number of live music events in any other city neighborhood. It’s worth noting that almost half of the 2021 musical performers were artists of color.

Regularly scheduled free outdoor performances included Happy Hour concerts on Tuesdays to support the Penn Avenue outdoor dining district, Market Square lunchtime performances presented by Dollar Bank with Happy Hour shows every Friday, and even more lunchtime music at the Market Square Farmers Market. Special performances at the Allegheny Overlook, along with several returning festivals, holiday activations, and weekly music series, all added to the exciting entertainment experiences that could be found in the Golden Triangle.



PHOTO ABOVE: An expanded footprint, and spectacular weather, returned crowds to pre-pandemic levels.

### RETURN OF PICKLESBURGH!

Twice voted the #1 Specialty Food Festival in the United States by USA Today, this signature event for the city celebrated a dill-ightful return in August. The expanded footprint—reaching beyond the Andy Warhol Bridge and onto Ft. Duquesne Boulevard and the AO—accommodated a crowd that returned to 2019 levels. The First National Bank Main Stage and new Showcase Stage were both filled with live local music all weekend, and all within an expanded space that enabled tens of thousands of festival goers to enjoy food, listen to music, and relish the energy of the one-of-a-kind, Downtown event.

### CAR BAZAAR

New in 2021, the PDP piloted the first ‘Car Bazaar’—a parking garage flea market complete with live music, hot food, and craft cocktails. With the support of InterPark, this innovative series drew thousands of shoppers to the heart of the city. The event provided much needed revenue for makers, artists, vintage dealers, and people offering second-hand or recycled items from their car’s trunk.





# 107

**SATURDAY NIGHT  
MARKET VENDORS**

# 250

**EVENTS, ACTIVATIONS  
& PROGRAMS**

# 425

**CAR BAZAAR  
VENDORS**

PHOTO ABOVE: 'World Square' showcased the culture and artistry from 13 of Pittsburgh's international communities.





### HOLIDAY HIGHLIGHTS

Highmark Light Up Night® and the Peoples Gas Holiday Market™, coupled with Holiday KidsPlay by Xfinity, The Black Market: Holiday Edition, and an array of other holiday fun, all proved huge successes upon their 2021 return.

The 60th celebration of the beloved Light Up Night tradition returned on a Saturday and was well received, enabling more families to enjoy the festivities with far less commuter traffic disruption. Ideal weather conditions and a community seeking safe opportunities to get outside pushed attendance slightly up from that of 2019. 26 musical acts performed, fireworks were bigger and better, and a BNY Mellon Fireworks Spectacular with supersized Zambelli Grand Finale closed out the evening.

A new holiday ‘Grand Opening’ kicked off festivities on the Friday before Light Up Night. This marked the official opening of many Downtown holiday favorites, including the Peoples Gas Holiday Market. With more vendors than ever before, the Market attracted strong crowds throughout a season which featured a new Merry Karaoke Team Tournament, and several other attractions unique to Downtown Pittsburgh.

To promote a more inclusive Downtown, Santa Zoom: Live from the North Pole, presented by BJ’s, again offered families a choice of interactions with a Black or White Santa while raising nearly \$40,000 for the Greater Pittsburgh Community Food Bank. The Holiday KidsPlay Selfie Garden, presented by Xfinity in partnership with Fred Rogers Productions, transformed the Heinz Hall Courtyard into a child’s television dreamland with Story Time and free book giveaways adding to the experience.



PHOTO ABOVE: Wonder and light could be found in abundance at the Holiday Market.



# MARKETING & COMMUNICATIONS



# CREATIVITY



Integral to all of the PDP's events, promotions, publications, programs, and presentations in 2021, the Marketing & Communications Department delivered expert support and unique strategies to compliment a broad array of internal and external needs. From press communications, award-winning advertising campaigns and identity development, comprehensive social media strategies, websites, brochures, direct mail, and data-driven infographics—the Marketing & Communications Department effectively ensures that Downtown Pittsburgh is promoted to the region and the world.

Throughout 2021, the Department informed and engaged the Downtown community, producing everything from custom signage, bi-weekly newsletters, and must-read reports, to creative promotional campaigns that further amplified the reach of PDP programs and initiatives.

The Department was also instrumental in the successful creation and execution of numerous campaigns that advanced Restaurant Recovery initiatives—critical work at a critical time. These included the “Spread the Love Campaign” to aid Downtown's hotels, restaurants, and retailers during the month of February, resulting in 56 percent occupancy over Valentine's Weekend (compared to typical 25 percent occupancy at that time), an extensive advertising campaign for Good Eats Outdoors to promote 25+ outdoor dining locations, and promotions for Good Eat\$ Downtown for discounted dining days, amongst others.

### The PDP's audience has grown across all platforms for the third consecutive year—a noteworthy metric in challenging times.

2021 marked a year of new and returning PDP initiatives to welcome people back to Downtown. For the Marketing & Communications Department, this required the development of innovative and effective marketing strategies that kept Downtown top of mind as the place to go for activities and events.

Among the new activations that required an extensive creative effort was the Allegheny Overlook, the popular pop-up park along Fort Duquesne Boulevard. Under the award-winning “AO” brand created by the Department, the new park required an integrated visual approach that utilized every marketing tool available to showcase what would become Pittsburgh's favorite gathering place.

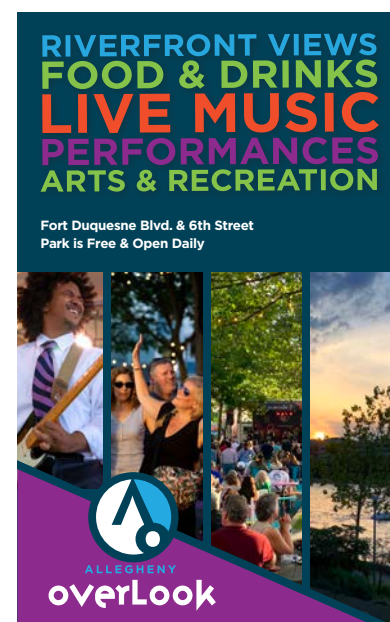
PHOTO PREVIOUS PAGE: The BNY Mellon stage at Fort Duquesne Blvd. showcases the new Light Up Night identity and associated stage graphics.



**102**  
NEWSLETTER  
ISSUES PUBLISHED



**19,366**  
NEWSLETTER  
SUBSCRIBERS





Other new initiatives in 2021 that required marketing support included a visual branding and campaign strategy for the Car Bazaar, a weekly parking garage flea market that ultimately attracted thousands to Downtown each Saturday in April. A new identity was developed by the team to commemorate the 60th Anniversary Celebration of Highmark Light Up Night—hailed as a success by small business owners, holiday vendors, and attendees alike. Additional strategies created by the marketing team helped to publicly introduce the Downtown Pittsburgh Mobility Plan, showcase small businesses through targeted promotions, and a new identity and materials to welcome the return of the Downtown Pittsburgh Sound, an initiative to bring more live music to the neighborhood.

In the wake of the ongoing pandemic, the team also assisted in numerous efforts throughout the year to help Downtown businesses. These initiatives included promoting the Downtown Community Takeout Program by highlighting restaurants and non-profits in a new content series, and also assisting with public relations efforts in the Restaurant Recovery Program, garnering extensive coverage from regional media.




PHOTO ABOVE: The 'Good Eats' theme was used in marketing campaigns throughout the spring and summer to encourage outdoor dining.









 **26,816**  
**NEW FACEBOOK FOLLOWERS**  
+10% increase

 **98,283**  
**NEW TWITTER FOLLOWERS**  
+0.05% increase

 **52,625**  
**NEW INSTAGRAM FOLLOWERS**  
+32% increase

 **7,131**  
**NEW LINKEDIN FOLLOWERS**  
+39% increase

## MARKETING HIGHLIGHTS

Highlights of the Department's strategic marketing, communications, and public relations initiatives in 2021 include:

- **Provided public relations and marketing execution across every department**, ensuring brand consistency in delivery and voice.
- **Promoted season-long Market Square activations**, including Farmers Market, Night Market, Yoga in the Square, World Square, and weekly concerts.
- **Actively promoted the return of Picklesburgh** through advertising, social media, web updates, public relations; improved the on-site experience through new signage, stage graphics, and other media oriented activities.
- **Managed all communications, promotional activities, public relations, and publication development for the 2021 Holiday Season**, including production of the 2021 Downtown Holiday & Light Up Night Guides; executed multi-faceted advertising campaign; designed signage, stage, and event-based graphics.
- **Supported numerous themed promotions**, including two Cocktail Trail collaborations with the Pittsburgh City Paper highlighting 17+ restaurants, and the Shopopoly Remix retail promotion involving 27 participating businesses.
- **Developed all marketing communications for the 2021 Annual Meeting**, including the nationally recognized Annual Report.
- **Refreshed the heavily distributed "Downtown Shopping Guide"** which also saw 5,000+ downloads.
- **Promoted Small Business Saturday** and developed the popular "Downtown Elf Hunt" with 22 local businesses participating.
- **Created a spotlight content series highlighting Black-owned businesses in Greater Downtown** in partnership with the African American Chamber of Commerce of Western Pennsylvania.
- **Partnered with local influencers to tap additional audiences**, including video featurettes from Chancellor Humphrey of "Keep Pittsburgh Dope."
- **Supported numerous public art installations** through signage, branding, public relations, and social media outreach.
- **Provided technical direction and execution for the 2021 State of Downtown Pittsburgh Report** online release and virtual panel discussions.

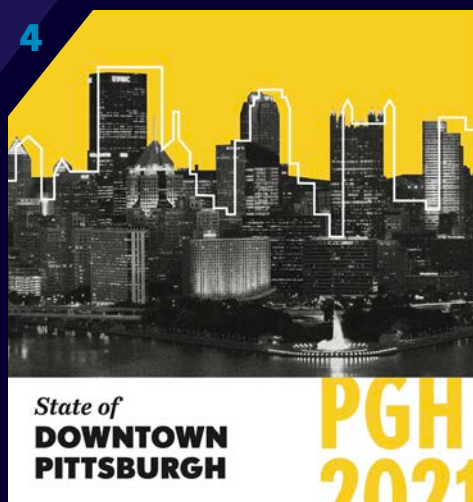


## THE DOWNTOWN PITTSBURGH EDGE

The PDP publicly rolled out the ‘Downtown Pittsburgh Edge’ program in late fall with a simple goal: re-energize and reconnect returning workers with the 40+ (and growing) participating Downtown businesses by providing special deals and incentives. Over 3,000 Edge cards were initially distributed to workers and residents in late 2021. In addition to good will, the additional foot traffic generated by the Edge cards also benefited restaurants, retailers, and other businesses participating in the program.

Recently expanded to include Downtown residents, faculty and staff of Duquesne and Point Park Universities, as well as over 5,000 returning BNY Mellon employees, the program has received extensive media exposure, and will see increased distribution and marketing efforts as employees continue to return Downtown.







# A YEAR IN REVIEW

## February

**Spread the Love Campaign Launched**  
*This multi-faceted promotion boosted traffic to Downtown's hospitality industry which resulted in nearly \$60,000 in impact to restaurants and retailers.*

## March

**Good Eat\$ Downtown Program Introduced**  
*New initiative supported Downtown restaurants by offering 25 percent off meals on Tuesdays and Wednesdays in March.*

## March

**Shelter Support Initiative Wrapped**  
*9,000 meals from three Downtown restaurants were provided to shelter residents daily from November 2020 through April 2021.*

## March 24

**PDP Hosted Virtual Annual Meeting**  
*PDP elected a diverse board of directors to better reflect the Downtown community.*

## April (Saturdays)

**[1] Car Bazaar Introduced**  
*Weekly parking garage flea market debuted.*

## May

**Downtown Community Takeout Concluded**  
*In partnership with 412 Food Rescue, the PDP purchased meals weekly from 21 Downtown restaurants, serving almost 71,000 meals to individuals experiencing food insecurity throughout Allegheny County.*

## May

**Outdoor Dining Districts Refreshed**  
*Updated with barriers, plantings, and public art.*

## May 2 – October 13

**Yoga in the Square Returned**  
*Pittsburgh's favorite free yoga series returned to Market Square.*

## May 11 – 12

**[4] 2021 State of Downtown Report & Virtual Conference**  
*Annual report provided detailed examination of the Downtown market. Coincided with a two-day virtual conference to envision the future of Downtown.*

## May 11

**Downtown Pittsburgh Mobility Plan Introduced**  
*The Plan establishes a vision, framework, and action blueprint to improve Downtown's transportation network and public realm over the next decade and beyond.*

## May 13 – October 28

**[7] Market Square Farmers Market Returned**  
*The weekly Market featured regionally grown produce, organic products, and small-batch foods from 24+ vendors.*

## June – October

**Good Eats Outdoors Campaign Launched**  
*This multi-faceted marketing program promoted outdoor dining options throughout the Golden Triangle.*

## June 1 – August 31

**[2] Penn Avenue Concert Series**  
*Delivered live music every Tuesday evening to support outdoor dining on Penn Avenue.*

## June 10 – September 12

**[5] Allegheny Overlook Pop-Up Park Debuted**  
*New riverfront park space offered outdoor recreation, food, beverages, and a steady stream of programming.*

## June 11 – 13

**[8] WorldSquare Returned**  
*Highlighted the diversity of the many international communities that call Pittsburgh home.*

## June 19 – October 30

**Saturday Night Market & Downtown Sound Series Returned**  
*Weekly market was relaunched featuring local vendors and a diverse showcase of music presented by community partners.*

## July

**District Development Department Created**  
*PDP created a new District Development department to accelerate investments into Downtown, and align mobility, public realm and economic development activities.*

## July 15

**Restaurant Recovery Grants Awarded**  
*Provided 37 Downtown eateries with funding for everything from hiring incentives to outdoor dining enhancements.*

## August 20 – 22

**[3] Picklesburgh Returned**  
*With a new location at the Andy Warhol Bridge and along Fort Duquesne Blvd., Picklesburgh crowds returned to pre-pandemic levels in its sixth year.*

## September 9 – 18

**Shopopoly Remix Returned**  
*This Downtown version of Monopoly enticed shoppers to collect stamps from 25+ shops and stores for a chance to win over \$4,000 in prizes.*

## October

**Public Toilet Pilot Launched**  
*The Clean Team began monitoring usage of a new public toilet installed along Strawberry Way in pilot project to help curb sanitary issues in this corridor.*

## October 31

**Downtown Halloween Cocktail Crawl**  
*Coinciding with a Halloween-themed Night Market in Market Square, the Crawl promoted Downtown restaurants in partnership with the Pittsburgh City Paper.*

## November 3

**PG&H Moved to New Location**  
*PG&H boutique relocated to Market Square.*

## November 3

**Downtown Pittsburgh EDGE Card Introduced**  
*Ongoing initiative offers returning workers and Downtown residents special discounts from 40+ participating neighborhood businesses.*

## November 15

**Outreach Services Prepared for Winter**  
*The Outreach Team connected individuals experiencing homelessness with health and human services, including the Downtown Emergency Shelter which opened Nov. 15.*

## November 19

**[9] Holiday Grand Opening Weekend Celebrations Took Place**  
*The Holiday Season in Downtown kicked off with a Merry Karaoke Team Tournament, the Peoples Gas Holiday Market, and World's Largest Pickle Ornament.*

## November 20

**[6] Highmark Light Up Night 60th Anniversary Celebrated**  
*Featured spectacular tree lightings, five stages with live music, craft foods, unique shopping and supersized fireworks.*

## November 27 – December 18

**Downtown Elf Hunt Promotion**  
*Retail promotion attracted hundreds of customers to visit, shop, and hunt for hidden elves at 22 locally-owned retailers.*

## December

**Smithfield Reimagined Vision & Survey Released**



# PANDEMIC RESPONSE

## PDP RESPONDS TO PANDEMIC WITH REVITALIZATION EFFORTS

As the pandemic entered its second year, the Pittsburgh Downtown Partnership delivered numerous initiatives to help mitigate its impact by supporting the small business community.

**The Shelter Support Initiative**, which began in 2020 and continued through mid-March 2021, provided 9,000 meals from three Downtown restaurants to shelter residents seven days a week.

The PDP launched a second round of **Winterization Grants** in January 2021 to help with outdoor dining efforts. Seven grants were awarded and, since launching the program in 2020, the PDP has funded 26 projects totaling over \$67,000 in support.

February saw the launch of “**Spread the Love**,” a multi-pronged marketing campaign to support Downtown’s hotels, restaurants, and retailers, inviting the region to a Downtown “Staycation.” The promotion helped hotel occupancy reach 56 percent over Valentine’s weekend, up from pandemic lows of 25 percent. In addition to the Staycation program, a \$20 valentine voucher was sent to every Downtown resident, thanking them for their continued support through the pandemic. Special thanks to VisitPITTSBURGH and the Pittsburgh Cultural Trust for their collaboration and support of this program.

Throughout March, the “**Good Eat\$ Downtown**” campaign offered a 25 percent discount incentive to Pittsburgh diners buying food and drink from participating Downtown restaurants on Tuesdays and Wednesdays. The 26 participating restaurants were subsequently reimbursed by the PDP. The “Good Eat\$” offer provided an extra boost to restaurants on typically slow days—with restaurants seeing a 50 percent increase in average sales during the promotion. A segment of the Pittsburgh Cultural Trust membership also received \$20 vouchers for redemption at participating restaurants throughout the month.

Concluding in May, the six-month **Downtown Community Takeout Initiative** supported 21 independent restaurants in the production of 2,475 meals a week for distribution to food insecure populations. The program was an expansion of 412 Food Rescue’s program that distributes meals to those in need. The PDP ultimately purchased over 71,000 meals which generated \$548,800 in economic impact for the local restaurant community.

Last summer, the **Restaurant Recovery Grant Program** awarded nearly \$300,000 in grants to Downtown restaurants. Thirty-seven independent restaurants received grants ranging in amounts from \$3,500 to \$17,000—with an average grant amount of \$8,000. Funds could be used in a variety of ways, including employee recruitment and hiring incentives, payroll, rent, physical improvements, marketing and advertising, outdoor dining enhancements, and online platform development. A special thank you to Downtown’s Herbein + Company, whose team provided timely and expert advice through the PDP to 10 Downtown restaurants as they worked to navigate Pennsylvania’s COVID-19 Hospitality Industry Recovery Program.

The launch of the **Allegheny Overlook** also marked the availability of three new outdoor workspaces along Fort Duquesne Boulevard, furnished with Knoll Furniture and designed by Workscape. The riverside locale provided a unique outdoor opportunity for individuals and businesses to hold collaborative team meetings, host an office lunch, or simply get out of the house to work in a safe and scenic location. Fifty-five individuals, groups, and organizations took advantage of the unique workspace.

In addition, the Momentum Advisory Collective (M.A.C.) was approved for a \$300,000 **Restaurant Revitalization Grant** to develop an innovative restaurant program for justice-involved youth. The program provides workforce and life skill training, alongside wraparound care services, to increase stability, employment, education, and overall well-being for youth in the Pittsburgh region. The PDP’s Restaurant Revitalization Grant is a coordinated partnership with the Richard King Mellon Foundation to support mission-driven organizations like M.A.C. Their non-profit restaurant, Café Momentum, is expected to open on Forbes Avenue near Market Square in 2022.

*On behalf of the Downtown community, we extend our sincere appreciation to the organizations and stakeholders who graciously helped to fund these programs, especially the Richard King Mellon Foundation, an anonymous donor, the City of Pittsburgh, and individual and corporate contributions. Also, many thanks to our partners, including 412 Food Rescue and numerous community organizations throughout Allegheny County that assisted in advancing these programs intent on revitalizing Downtown.*

# PUBLIC ART FLOURISHES

With a long history of advocacy for public art initiatives, the Pittsburgh Downtown Partnership continues to recognize the impact that art can play in the city's vitality, and its innate ability to attract and welcome people to the Golden Triangle. Throughout 2021, as part of the PDP's ongoing inclusivity and diversity initiatives, Black artists were commissioned to create imaginative and compelling public artworks that would both welcome the community, and complement other cultural events happening Downtown.

## “PLAYING THE COSMIC STRINGS”

This large-scale mural evokes the special relationship that music can create between the community and the orchestra. The work is that of Pittsburgh-born artist, Mikael Owunna, who was commissioned by the Pittsburgh Symphony Orchestra in partnership with the PDP. Owunna noted that the art also honors his West African heritage which celebrates music emanating from the vibrations of “infinite strings everywhere in creation.” The 67-foot-wide mural is positioned on the wall of Heinz Hall, which celebrated its 50th year as the home of the PSO in 2021.



## “PATHWAYS TO JOY”

Through a joint commission between the PDP and the Pittsburgh Cultural Trust, local artist Janel Young created a colorful uplifting street mural on Fort Duquesne Boulevard. The large-scale mural featured a colorful painted walkway that stretched from Stanwix Street to the Roberto Clemente Bridge, enriching the experience and atmosphere within the newly opened Allegheny Overlook Pop-Up Park. Ms. Young and the “Pathways to Joy” were also featured on the cover of City Paper’s “Newcomers Guide to Pittsburgh.”



PHOTO ABOVE: Powerful color and shape transformed roadways along Fort Duquesne Blvd. as Janel Young installed 'Pathways to Joy'.

## “DREAM WEAVERS OF DIVINE OPULENCE”

The PDP commissioned local artist Jayla Patton's artistic talents to create 11 watercolor paintings to brighten and bring a new message to store front windows and pavement along 6th Street. The paintings, conveying playful visuals of Black women and strawberries, were unveiled ahead of the Dollar Bank Three Rivers Arts Festival and enhanced the popular outdoor dining district all summer long.

## UNPRECEDENTED GRANT ENSURES THE FUTURE OF DOWNTOWN PUBLIC ART

Securing consistent implementation of public art in the neighborhood took a major leap forward last year as the PDP was awarded a \$3.15 million grant to create the “Uncommon and Curated Fund,” a strategy that ensures public art will continue to evolve and enhance the Downtown experience. With its positive community impact extending well into the future, this transformational grant will also help accelerate the role that public art plays in positioning Downtown as a consistent provider of interesting and accessible experiences. We are immensely grateful for this unprecedented opportunity.

*Many PDP commissioned artworks remain on display Downtown from 2020, including the Gavin Benjamin created sports icon series 'Downtown Renown' and the 'New Space Spheres,' created by Janel Young and five other artists that remain on the Granite Building at 6th Avenue.*



# PDP NOTEWORTHY

## ORGANIZATIONAL INITIATIVES

- The Business Improvement District (BID) Renewal legislation was signed into law for the fifth time for another five-year period. The BID renewal in 2021 was overwhelmingly supported and includes 100 blocks of the Central Business District.
- The PDP Governance Committee developed one of the largest and most diverse slates for the 2021 Board class. By continuing to diversify the board composition and introduce new leaders to the organization, the PDP remains committed to creating a more diverse and inclusive Downtown.
- To become a more inclusive organization that better represents the Pittsburgh community, the PDP also plans to expand the utilization of minority and/or women owned business from a robust 40% in 2021, to 45% in 2022. Senior staff will seek opportunities that allow for increased spending with minority owned businesses, which is currently only at 10% of total.

## REFORGING DOWNTOWN

- In partnership with the Pittsburgh Regional Alliance, the PDP formed the Downtown Working Group to bring elected officials and key public sector leaders together for discussions around four key areas: 1) Support and growth of the small business ecosystem; 2) Ensure Downtown economic advancement; 3) Improve public realm and transportation infrastructure; and 4) Enhance public safety and social service accessibility and visibility.
- PG&H moved into a new retail space at 489 Market Street in Market Square and the PDP collaborated with partner Bridgeway Capital to explore ways in which this store can impact the creative economy in Downtown Pittsburgh. Thank you to the Pittsburgh History and Landmarks Foundation for their assistance in opening in this new location.
- The PDP welcomed the Black Market: Holiday Edition back to Downtown Pittsburgh for three consecutive weekends. This Downtown pop-up retail market offered space for Black-owned businesses and was an exciting part of holiday shopping. We also partnered with makers participating in the “Origins” program, an initiative of Bridgeway Capital that provides technical assistance to Black-owned makers from around the region. Thanks to McKnight Realty for providing the space for this market.

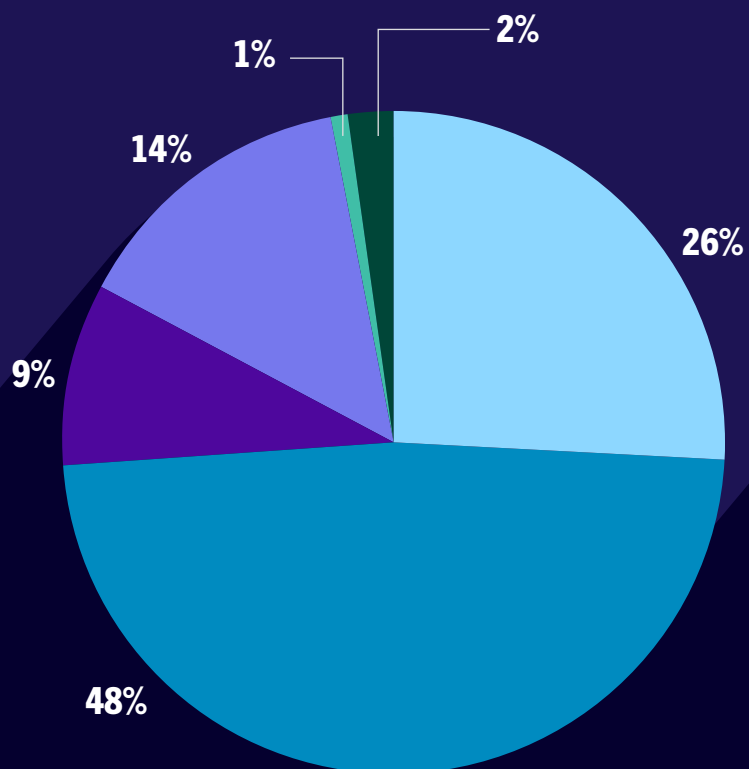


PHOTO ABOVE: PG&H, a retail store for Pittsburgh based artists and makers, moved to a new location at 489 Market Street.

## RECOGNITION

- The Allegheny Overlook Pop-up Park was named a finalist in the Urban Land Institute Pittsburgh's 8th Annual Placemaking Awards for Excellence ahead of their May 2022 award ceremony. The event recognizes outstanding projects and achievements in the city that are committed to the creation and celebration of “place.”
- The PDP received five In-house Design Awards from Graphic Design USA in 2021: The 2020 PDP Annual Report, “Reforge” advertising campaign, “Shopopoly” retail initiative, “Downtown Renown” public art installation, and “Allegheny Overlook” brand identity. Vice President of Marketing & Communication Richard Hooper was also recognized as a “leading socially responsible designer” for work contributing to the public good.
- Clean Team members who work on the South Side were honored with a City Council Proclamation. Friday, Oct. 1, 2021, was recognized as “Mike Walker and Artie Murphy Day in the City of Pittsburgh.” Over the past two years, these Ambassadors helped keep the South Side clean by picking up 353,000 lbs. of trash.
- Vice President of Finance and Administration, Cindy Day, retired after more than eight years of service at the PDP. She was named as CFO of the Year in 2017 by the Pittsburgh Business Times and noted she liked working for an organization that makes a difference. She certainly made a difference in her role at the PDP, and we wish her the best.

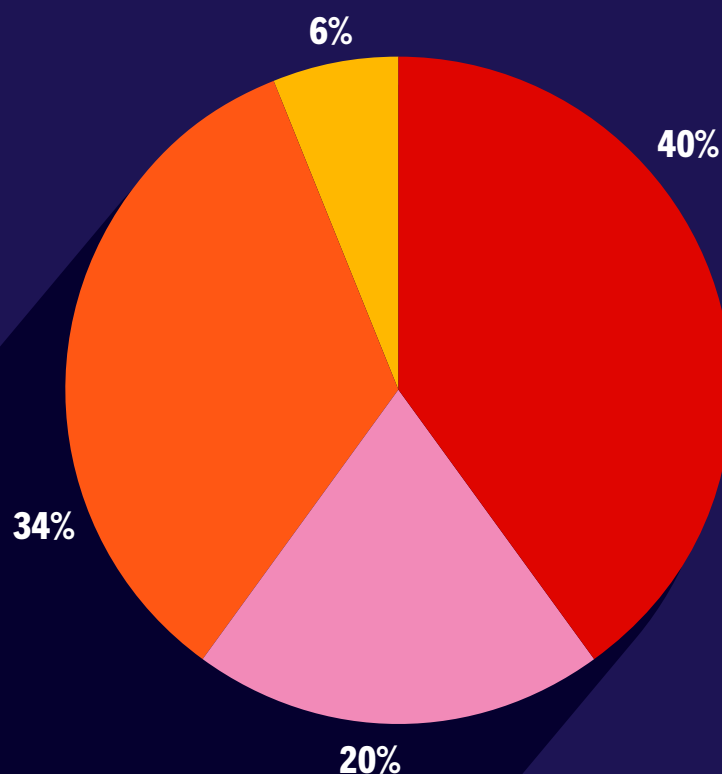
# PDP FINANCIALS



## REVENUE



**REVENUE: \$9,103,771**



## EXPENSES



**EXPENSES: \$7,236,360**



# 2022 GOALS

## EVOLVING DOWNTOWN



### ENHANCE PUBLIC SAFETY AND SOCIAL SERVICE ACCESSIBILITY

- Provide a consistent welcoming presence Downtown and deliver excellent service through our Clean Team.
- Expand collaboration with Allegheny Health Network, Allegheny County Department of Human Services, City of Pittsburgh Office of Community Health and Safety, and Pittsburgh Bureau of Police to support individuals in need, advocate for enhanced services, and improve the Downtown experience for all.
- Increase communication and engagement with Downtown stakeholders and the City of Pittsburgh to address public safety concerns.

### ENSURE FUTURE ECONOMIC GROWTH AND NEIGHBORHOOD TRANSFORMATION

- Proactively support and encourage return-to-work efforts.
- Advocate for incentives that foster investment and adaptive reuse of aging Downtown office buildings.
- Expand annual programming by executing 300+ activations, events, and seasonal attractions.
- Establish partnerships that ensure programming reflects the diversity of our region, supporting local minority artists and performers.
- Provide enhanced and informative user experiences online through new website and integrated data dashboards, and deliver exceptional community engagement across social platforms and newsletters.
- Highlight important activity and development trends through delivery of enhanced 'State of Downtown Pittsburgh' data, reports, events, and marketing.
- Host monthly meetings by serving as the designated Registered Community Organization by the City of Pittsburgh, and enable community feedback on new projects.



## **IMPROVE THE PUBLIC REALM AND TRANSPORTATION INFRASTRUCTURE**

- Establish permanent outdoor dining districts on 6th Street and Penn Avenue.
- Create vibrant and beautiful streets through exceptional urban design, public art, and activations.
- Pilot streetscape improvements on Smithfield Street in preparation of new retail openings and planned large-scale reconstruction project.
- Enhance alleyways by advocating for increased enforcement and maintenance of public infrastructure and streetscape assets, and by adding lighting, greening, and public art to improve the overall user experience.
- Advance capital projects from the Downtown Mobility Plan, including the Pittsburgh Pedestrian Wayfinding Project, Downtown Bus Routing and Infrastructure Plan, new sidewalk standards, and bike infrastructure improvements.

## **SUPPORT, GROW, AND DIVERSIFY THE SMALL BUSINESS ECOSYSTEM**

- Expand branding and marketing tools to elevate awareness of Downtown Pittsburgh, its districts and amenities.
- Develop partnerships and connect with the region's entrepreneurial assistance programs to attract minority and creative craft businesses to Downtown
- Leverage and expand the successful Paris to Pittsburgh Façade and Sidewalk Activation Grant Program to incentivize businesses to locate Downtown and decrease street-level vacancies on strategic corridors.
- Advocate for reinvestment and activation of Mellon Square retail storefronts, supporting new small businesses at this important location.
- Develop targeted retail and dining promotions that encourage engagement, awareness, and increased customer interactions.
- Expand informative stakeholder communications and welcome new businesses to the community.
- Offer marketing support/other opportunities to Downtown businesses via PDP platforms and programs.
- Increase the organization's contracting of minority and women-owned businesses, currently at 40% of all small purchase contracts.



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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 at [www.DowntownPittsburgh.com](http://www.DowntownPittsburgh.com)*



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*President and CEO*

Leah Baldwin  
*Vice President of Finance  
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Bruce Chan  
*Senior Director of  
Urban Design*

Jack Dougherty  
*Director of Special Events*

Caitlin Fadgen  
*Director of Economic  
Development Initiatives*

Lynda Fairbrother  
*Executive Assistant and  
Office Manager*

Colten Gill  
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Tori Gohn  
*Senior Manager of  
Special Events*

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*Director of  
Constituent Services*

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*Vice President of Marketing  
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*Vice President of Special  
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Kathryn Schlesinger  
*Mobility Project Manager*

Chris Watts  
*Vice President of District  
Development*

James Wimberly  
*Operations Manager,  
Clean and Safe Program*

## Marketing & Special Events Interns

Cassandra Hom  
*University of Pittsburgh*

Paige Moyer  
*Point Park University*

Melanie Schuler  
*Robert Morris University*

## PG&H

Samantha Stickle  
*Store Manager*

Nathan Brooks  
*Sales Associate*

Ashley McFarland  
*Sales Associate*

## Clean Team Management

Barrie Gregg  
*Operations Supervisor,  
Clean and Outreach Team*

Will Thomas  
*Operations Supervisor  
and Volunteer Program  
Coordinator*

## Clean Team

Nate Brown

John Butler

Richard Davis

Julius Denson

Clarence Gates

Jozo Grgic

Tiawan Harper

Ronald King

John Marshall

Carole Miller

Robert Minniefield

Artie Murphy

Ryan Norris

Curtis Pinkney

Robert Wagner

Mike Walker

Sam Williams

Brock Wilson

Gordon Young

## Outreach Team

Lesalle Thompson  
*Outreach Specialist*

Richard Dethlefs  
*Outreach Ambassador*

Kareem Maize  
*Outreach Ambassador*

*\*Staff as of March 2022*

# CREDITS

## Writing

Glover Writing  
Services, LLC

## Design

Wall-to-Wall Studios

## Photography

Renee Rosensteel  
*(unless otherwise noted)*

## Printing

Migliozzi Printing  
Services



PHOTO BELOW: In the heart of the city, Market Square provides a welcoming location for meeting, shopping, dining, and more.







**Pittsburgh Downtown Partnership**  
**The Bank Tower**  
**307 Fourth Avenue, Floor 2**  
**Pittsburgh, PA 15222**

DowntownPittsburgh.com  
412.566.4190

**@DOWNTOWNPITT**

