



Pittsburgh Downtown Partnership

Second Quarter Meeting of the Board of Directors

US Steel Tower, Conference Center, Floor 35

Wednesday, May 18, 2022, 12:00 PM

Meeting Minutes

Present

Jessica Albert, Shannon Baker, Lori Beretta, Ramona Cain, Brian DeBock, Josiah Gilliam, Kate Gionta, Don Green, Kenny Lyle, Tracey McCants Lewis, Kevin McMahon, Sarah Meehan Parker, Ed Page, Peter Quintanilla, Sabrina Saunders Mosby, Larry Walsh, Marisa Williams, Gina Winstead, and Andy Wisniewski.

Not Present

Natalie Bencivenga, Bryan Brantley, Amy Broadhurst, David Fisfis, Greg Flisram, Brian Evans, Kelsey Dowd for Rich Fitzgerald, Daniel Lavelle, Sarita Mallinger, Ed Manko, Mike Mitcham, Cheryl Moon-Sirianni, Adele Morelli, Dan Onorato or assigns, David Onorato, Lucas Piatt, Izzy Rudolph, Jimmie Sacco, Craig Stambaugh, Kevin Wade, Ashlee Wallace, Dara Ware Allen, and Jason Wrona.

Call to Order

The May 18, 2022, second quarter meeting of the Pittsburgh Downtown Partnership Board of was called to order at 12:00 p.m. by Any Wisniewski, PDP Board Chair.

Welcome and Minutes

Andy Wisniewski welcomed the Board, introduced new Directors, and asked for a motion to approve the December 14, 2021 PDP Board meeting minutes as presented; the motion made by Larry Walsh was seconded by Marisa Williams. All were in favor, the motion carried.

2022 1st Quarter Financial Statements

The 1st quarter 2022 financial statements were reviewed in detail with the finance committee. Leah Baldwin noted that the total cash balance of \$3.7 million consisted of \$1.78 million in unrestricted cash, \$1.58 million in temporarily restricted cash and \$339k in board reserved cash. The March 31st 2022 A/R balance consisted primarily of the 2nd portion of the Hillman Foundation grant of \$375,000 to be received in December 2022 and outstanding invoices for sponsorships and DPW receivable for Southside cleaning. The 2022 BID assessment receivable as of March 31st was \$863k. As of April 14, that balance was \$623k. Of the outstanding amount \$123k was mailed to the incorrect address and is being sent via fed-ex to PDP offices this week and \$184k is outstanding from the Steel Tower, Leah has been in communication with their accounting department regarding payment. The endowment balance on March 31st was \$2.9 million which is approximately \$100k less than the amount granted from McCune. The first quarter 2022 market fluctuations resulted in an unrealized loss of approximately \$170k and dividend and interest income of \$9,700. The March 31st A/P balance consisted primarily of the Block-by-Block invoices and Picklesburgh merchandise invoice. The net assets balance of \$6.265 million consisted of \$1.09 million

in net assets without donor restriction and \$2.17 million in net assets with donor restriction and \$3 million in permanently restricted net assets related to the Uncommon and Curated endowment.

The operations income statement was reviewed in detail. Income for the first three months was running \$100k over budget, primarily due to the timing of event sponsorships for Picklesburgh and Holiday market. Grant income was underbudget due to timing of the submission of PennDOT invoices. Leah noted that the PennDOT grant was budgeted for \$200,000 but due to transition in the pass-through agency it would be reduced to \$150,000 for FY 2022. Salaries typically allocated to the grant will be reallocated between administration and operations due to this reduction. Total operating expenses are \$127,000 under budget which is primarily due to the timing of the March BBB invoice which had not been received as of the date of the statements.

The Programs income statement was reviewed in detail. First quarter Program income is a loss due to the unrealized losses in the endowment. Income also included State of Downtown budgeted BID funding and PG&H retail sales. Shortly after quarter end the PDP received confirmation of a \$250,000 grant from the Benter Foundation to assist with the implementation of the 6th St and Penn Ave outdoor dining districts, this grant will be recognized in second quarter. First quarter program expenses included downtown infrastructure planning, Smithfield Street corridor work, PG&H consignment payouts and People We Love art exhibit expenses. For the first quarter, on the Program Statement of Activities, we are showing a loss of \$269k with \$17k of this loss due to the unrealized endowment losses and \$134k used from funds received in prior year grants.

Andy Wisniewski asked for a motion to approve the third quarter financials as presented; the motion made by Larry Walsh was seconded by Marisa Williams. All were in favor, the motion carried.

Pittsburgh Cultural Trust Summer Programming

Kevin McMahon announces retirement from Pittsburgh Cultural Trust. Kevin, Scott Schiller, and Brooks Robinson outlined summer programming and activations including introduction of a new City park, The Back Yard at 8th and Penn, to Downtown following the success of the Allegheny Overlook and to be home to TRAF and upcoming music festivals, music performances.

Downtown Reactivation Metrics

Caitlin Fadgen reviewed captured Downtown reactivation metrics through April including average daily resident, employee, and visitor activity by month and location. Overall, recovery numbers are encouraging; however, comparison with national trends indicates a lower local visitor recovery. Monthly office building occupancy, PPAP garage utilization, and bus ridership were reviewed. Visit www.DowntownPittsburgh.com/Reactivation-Metrics for regular updates to this data. Caitlin was congratulated on accepting a new position at JLL.

Program Updates

Clean & Outreach – BBB will focus on two priority points this summer. First, identify and assign clean team ambassadors to appropriate locations to respond to known and developing needs with attention to city asset maintenance, graffiti removal, and power-washing. Second, grow business outreach and engagement, as well as engagement with the homeless community, focusing on Smithfield Street/Strawberry Way outreach coordination and management, and enforcement protocols. Additionally, with the recent promotion of a team member to a supervisory position, the volunteer program is gaining momentum and developing critical partner relationships.

District Development – Priorities for 2022 focus on improvement of the public realm and transportation infrastructure by upgrading outdoor dining districts, deploying public art and activating alleyways, advocating for improved management of public assets, redevelopment of Smithfield Street, and the BRT and bus routing plan. Streetscape maintenance will replace street trees, paint hydrants, resurface streets, paint or repair light poles,

remove construction clutter, and manage trash. Smithfield Street redevelopment will be conducted in three phases projected to begin in summer 2023 and conclude in the fall of 2025.

Constituent Services – Participating businesses in the Edge card program is nearing 50 with 400 email subscribers receiving updating participant information as it comes available. Edge card distribution now at 17,407 including 1,500 to the Hertz Group, 2,000 to City of Pittsburgh employees, and 2,000 to County of Allegheny employees. Partner events are planned with BNY Mellon and the Allegheny Conference.

Events & Programming – Based on the success of Picklesburgh 2021 with crowds on par with 2019, the festival will take on a new, larger footprint for 2022. The pickle will move to the 9th Street Bridge and the festival area expand onto the Tenth Street Bypass to offer more road depth for vendor operations and pedestrian movement, a dramatic riverside panorama, and shaded areas under the three overpasses.

Pittsburgh Opens will draw crowds to Downtown on the third Thursday of every month through September with the next planned for tomorrow night, May 19, in PPG Plaza, and then June 16 at the DLLCC on the remodeled rooftop patio.

Holidays in 2022 will feature Light Up Night on Saturday, November 19 and the grand opening of the Holiday Market and the skating rink on Friday night. Changes planned for the Holiday Market include expected return to live visits with Santa and a new Santa House located outside of Market Square to accommodate the continued commitment to offering diverse Santa Claus experiences. Expanded family programming for 2022 will include the continued collaboration with Fred Rogers Productions as well as additional community partners to provide family focused activities.

Other Business

Upcoming Outreach and Engagement:

- Mayor Gainey’s Quarterly Business Leader Forum begins mid-June
- Foundation leadership meeting in partnership with the Pittsburgh Foundation, mid-June
- Downtown Working Group, July 12
- Clean + Safe Community Forum with Pittsburgh Cultural Trust and Mayor’s Office, August 10
- Pittsburgh Opens: May 19, June 16, July 21, August 18, September 15

Adjournment:

The meeting adjourned at 1:25 p.m.

Andy Wisniewski, Board Chair

May 18, 2022
Date