



Pittsburgh Downtown Partnership

Third Quarter Meeting of the Board of Directors

One Oxford Centre, Floor 2 Conference Center

Thursday, September 15, 2022, 12:00 PM

Meeting Minutes

Attending

Aerion Abney, Jessica Albert, Lori Beretta, Bryan Brantley, Ramona Cain, Kelsey Dowd for Rich Fitzgerald, Brian Evans, Josiah Gilliam, Kate Gionta, Don Green, Kenny Lyle, Tracey McCants Lewis, Sarah Meehan Parker, Mike Mitcham, Ed Page, Peter Quintanilla, Izzy Rudolph, Kevin Wade, Larry Walsh, Dara Ware Allen, Marisa Williams, Gina Winstead, and Andy Wisniewski.

Not Attending

Shannon Baker, Natalie Bencivenga, Amy Broadhurst, Brian DeBock, David Fisfis, Greg Flisram, Daniel Lavelle, Sarita Mallinger, Kevin McMahon, Cheryl Moon-Sirianni, Adele Morelli, Dan Onorato or assigns, David Onorato, Lucas Piatt, Jimmie Sacco, Sabrina Saunders Mosby, Craig Stambaugh, Ashlee Wallace, and Jason Wrona.

Call to Order and Minutes Approval

Andy Wisniewski, PDP Board Chair called to order the September 15, 2022, third quarter meeting of the Pittsburgh Downtown Partnership Board and asked for a motion to approve the May 18, 2022 PDP Board meeting minutes as presented; the motion made by Mike Mitcham was seconded by Kevin Wade. All were in favor, the motion carried.

The State of Tourism and the Travel Economy – Jerad Bachar, President & CEO, VisitPITTSBURGH

Jerad provided updates on the Allegheny County tourism forecast; the hotel industry as a whole; recent and upcoming Downtown hotel improvements; VisitPITTSBURGH's ten year tourism master plan including rebranding efforts; the new DLLCC rooftop terrace amenity; a look at upcoming Pittsburgh business and sports events; and the interest in establishing an Allegheny County TID.

The State of Downtown Metrics

State of Downtown reactivation metrics were reviewed capturing average daily activities across resident, employee and visitor sectors and compared nationally. Return to office numbers are slowly improving but lag against travel, dining, and sports recovery.

Program Updates

Clean & Outreach Team – James Wimberly

Program initiative focus areas include enhancing cleanliness, and addressing quality of life issues with a comprehensive public safety strategy centered on the newly named Downtown Public Safety Center and the assignment of a Zone 2 Golden Triangle Sergeant. Public safety and social service accessibility will focus on increasing activity along Allegheny Riverfront Park and Fort Duquesne Blvd, a safety blitz in Market Square, and

the establishment of a Golden Triangle Ambassador Program through our existing clean and safe provider, Block By Block.

District Development – Chris Watts

Upgraded outdoor dining districts and the deploying public art has enlivened Sixth Street and Penn Avenue with funding from Benter Foundation and the URA. Economic development initiatives include the URA Downtown Conversion Pilot and enhanced Paris to Pittsburgh incentives to focus on targeted corridors with high foot traffic and vacancy. The State of Downtown 2022 will be presented in a new, enhanced online dashboard format featuring monthly activity, quarterly development metrics and a digital investment map. Mobility and placemaking efforts include the BRT and Downtown bus routing, Coffey Way improvements, and the Cultural District public realm and Liberty Avenue planning.

Marketing and Constituent Services – Richard Hooper

Social media metrics show significant increases on all platforms – Facebook, Instagram, Twitter, LinkedIn, and TikTok – over the course of the pandemic, notable content was reviewed. PDP websites and blogs on DowntownPittsburgh.com and Picklesburgh.com, as well as newsletter and email outreach, continue to outperform prior years. Participating businesses and email subscribers in the Edge card program remain strong, with distribution now at 18,706. Updated offers and specials are ramping up for the holiday season.

Events & Programming – Russell Howard

Summer programming continues strong with the Market Square Ambassador program, the Farmers Market, World Square, Night Markets with special Handmade Arcade editions, twice weekly Yoga in the Square, as well as lunch time and happy hour performances. Pittsburgh Opens drew large crowds to Downtown on the third Thursday of every month, with the final event planned for tomorrow night, September 16, along the newly renovated Sixth Street Dining Corridor. Picklesburgh exceeded all expectations due to a 35% greater footprint, partnership with 15 Downtown restaurants, and the addition of Pickles & Giggles. After a successful move to Saturday in 2021, Light Up Night is scheduled for Saturday, November 19 this year with the grand opening of the Holiday Market and the skating rink occurring on Friday night. Programming will begin earlier on the Highmark, Riverside, and Benedum Lot stages, children's activities will move indoors, and BLAST! will be celebrated in the Hertz Gateway Center. A new Santa House will be located outside of Market Square in the Heinz Hall Courtyard to accommodate a 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.

2022 2nd Quarter Financial Statements

The 2nd quarter 2022 financial statements were reviewed in detail with the finance committee. Leah Baldwin noted that the total cash balance of \$3.8 million consisted of \$1.7 million in unrestricted cash, \$1.7 million in temporarily restricted cash and \$339k in board reserved cash. The June 30th 2022 A/R balance was \$943,117 – 50% of which was sponsorship receivables including \$250,000 from Peoples Gas for the Holiday Market. The remaining 50% includes the 2nd \$375,000 payment from the Hillman Foundation grant to be received in December 2022 and outstanding invoices for DPW receivable for Southside cleaning. The 2022 BID assessment receivable as of June 30th was \$76,117. As of August 16, that balance was \$69k representing just under 3% of the total balance and the endowment balance on June 30th was \$2.6 million. The June 30th A/P balance of \$292,620 consisted primarily of the Block by Block invoices. Net assets balance was just under \$6.1 million with 1.4 million unrestricted and the remainder either temporarily restricted (\$2.6 million) or permanently restricted for the endowment.

The operations income statement was reviewed in detail. Total operating revenue was \$2.2 million year to date which was in line with budget expectations with fluctuations between individual line items. Program income is over YTD expectations and includes \$130,000 in vendor fees for markets and Picklesburgh and \$138,000 billed to Southside, Uptown, and Strip district for clean services. Membership revenue is under YTD budget projections. The Director of Constituent Services is working through a plan to re-engage specific businesses that have historically been members. Salaries and benefits expense are in line with expectation considering some budgeted positions that have been open due to staff turnover. Clean and Outreach Service expenses are over budget due to the services provided to Uptown, Strip District and Southside. The additional expense is invoiced to the respective agencies with a management fee, the revenue is reflected in program income. Picklesburgh Expenses reflect initial deposits for production and the majority of Picklesburgh expenses will be seen in July and August statements. Markets and other special events expense is over budget due to PGH Opens and Car Bazaar which were not part of the original program budget. Sponsorships were obtained to cover the expenses. The YTD overage in operational expenses is driven by the variance in individual program expenses. The YTD GAAP Net Income is currently \$266,452.

The Programs income statement was reviewed in detail. Program revenue includes income allocated from the BID, PG&H sales, and the Benter Foundation grant of \$250,000 for the 6th Street improvements as well as the endowment activity. Allocated salaries are slightly under budget due to open positions from staff turnover. As of August, these open positions have been filled. Individual program expenses include Mobility payments to Michael Baker for downtown bus routing and infrastructure plans, PG&H monthly consignment payments and operating expenses, Downtown Activation and Public Art projects such as People We Love and Strawberry Way Mural, use of funds donated to cover strip district clean services, and restaurant recovery and covid-19 recovery funds spent. The Restaurant recovery and covid-19 recovery funds were received from Richard K Mellon foundation and final funds are being spent down. The total net income includes the fluctuation in the endowment. Of the \$398,235 in total expenses, \$335,330 has been used from funds received in prior year.

A motion to approve the second quarter financials was made by Kevin Wade and seconded by Peter Quintanilla. All were in favor, the motion carried.

Adjournment:

The meeting adjourned at 1:35 p.m.; the next meeting of the Board of Directors is scheduled for December 8, 2022, location to be determined.

Andy Wisniewski, Board Chair

September 15, 2022

Date