

20
23

**PITTSBURGH
DOWNTOWN
PARTNERSHIP**

**Catalysts for Change.
Redefining Downtown.**



PITTSBURGH
DOWNTOWN
PARTNERSHIP

**ANNUAL
REPORT**





1
**who
we are**



2
**clean &
outreach**



3
**district
development**



4
**events &
activations**



5
**marketing &
communications**



6
**2023
financials**



7
**2023 year
in review**



8
**downtown
activation metrics**



9
**2024
goals**

The Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations, elected officials, 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.

20
23

PDP ANNUAL REPORT

1

who we are



Dear Friends of Downtown Pittsburgh,

Within the past few years, downtowns across the country have been changed forever, and we are experiencing a monumental shift in how people work – technological innovation has enabled the widespread adoption of hybrid and virtual workplaces, driving the need for central business districts, particularly those that have been historically reliant on office users, to reinvent themselves.

We are seeing the impacts of this shift unfold in real time here in Downtown Pittsburgh. Despite these challenges, our foundations remain as strong as the steel in our name, with a large and talented workforce, unrivaled transportation access, beautiful architecture, and world-class cultural amenities. These assets empower us to adapt and respond to this evolving landscape, and reimagine a brighter future for Downtown as the beating heart of the Steel City.

To set a path forward, we must leverage both public and private investments, and align strategies to maximize their impact throughout Downtown. We are actively working with experts, agencies and partners to identify gaps and garner solutions that utilize the wealth of skills and creativity in our community. From transitioning offices into much needed residential spaces and bold initiatives that attract new businesses, to activating our public spaces with engaging daily programming and dynamic art, these efforts have never been more crucial as we work towards creating a vibrant city center that redefines what it means to be Downtown.

Right now, we need our innovators, collaborators, thinkers and doers to step up and become catalysts for change. As the core of a city that has reinvented itself throughout its history, we are spearheading a new chapter of transformation

and renewal for the entire region. Downtown Pittsburgh is widely recognized as a destination for work and play, but it is also a neighborhood with a thriving residential population that has vast potential for growth. Today, more people call the Golden Triangle ‘home’ than ever before, and these next few years will be crucial to building our reputation as one of the country’s most welcoming and unique urban places to live.

We invite you to join us in becoming a changemaker for Downtown. In this report, we’ll highlight our dynamic work from the previous year, as well as introduce you to some of our exciting goals and plans for the future. Your partnership and support will continue to play an integral part in everything we accomplish, and we appreciate all the time, energy and commitment you’ve invested in making Downtown Pittsburgh the best neighborhood it can be. By working together, we are confident in our ability to spur generational change and emerge stronger than ever before.

Sincerely,



Shannon Baker
Board Chair
Pittsburgh Downtown Partnership



Jeremy Waldrup
President and CEO
Pittsburgh Downtown Partnership



on street services

Building a Clean, Safe & Welcoming Downtown

2023 marked a year of remarkable growth and integration of our three On-Street Services divisions: Clean, Outreach and Hospitality. Thanks to investments from the corporate and philanthropic communities, the PDP increased its clean and outreach services to over 50 staffers, a 100% increase over the previous year. The introduction of the Golden Triangle Hospitality Program and the expansion of our team allowed us to broaden scope and increase our impact throughout the community. Already, we're seeing the results of these efforts unfold in real-time, through cleaner sidewalks and public places, as well as initiatives that connect our community to vital resources and amenities.

Heading into 2024, we are continuing to bolster our workforce and refine our services with a renewed sense of purpose. As we embark on another year of impactful work, we wish to extend our heartfelt gratitude to the City of Pittsburgh, Allegheny County, the Allegheny Conference on Community Development and our community and corporate partners for their unwavering support in our mission to keep the Golden Triangle vibrant and clean.

CLEAN

- **Expanded staffing by 100%** and implemented a more robust management structure that includes reconfigured service zones and shift deployment schedules to better meet the needs of the community.
- **Enhanced street and alleyway cleaning capabilities with the launch of the Renewal Team** in partnership with Renewal Inc., supplementing the work of the Clean Team and the City's Department of Public Works, power washing and deep cleaning our streets and alleys.
- **Increased weekend staff deployment by 74%**, an additional 206 hours per weekend, to offer more coverage as visitor foot traffic and event programming ramped up, especially during the warmer months.
- **Spearheaded the 'Pittsburgh Potty' public restroom pilot with the City of Pittsburgh.** The highly successful program saw the installation of two temporary restroom facilities at prominent locations. This program now has one permanent public restroom at the Pittsburgh Parking Authority's Smithfield Liberty Garage. Clean team members attend to the units daily, providing regular servicing, cleaning, and monitoring.



OUTREACH

- **Made over 2,800 outreach contacts**, building relationships, providing resources, and assisting individuals in need by connecting them to available support services in the community.
- **Conducted weekly audits** to understand the changing needs of individuals who are sleeping rough, informing the outreach community of these needs and working with community members to help mitigate impacts.
- **Launched the Community Connection Shuttle**, a pilot service providing transportation for individuals from shelters to essential services. Partnering with the County, City and Pittsburgh Regional Transit and neighboring shelters, our outreach team has provided over 3,700 rides since the program's inception in June, ensuring individuals in need receive the support and resources necessary for their health and well-being.

HOSPITALITY

- **Engaged with over 1,000 businesses** to better understand their needs and support their growth in Downtown. Specific outreach efforts were made to businesses with high-problem alleyways, encouraging collaborative efforts to keep these areas clean and safe.
- **Provided over 2,400 hospitality escorts or assistance** to neighbors and visitors to ensure Downtown remains a welcoming place for everyone.
- **Supported seven days of programming in Market Square and Mellon Square** throughout the summer, along with our Clean Team, to welcome and engage visitors and connect them with local businesses and amenities.

VOLUNTEER

- **Hosted over 1,400 volunteers** resulting in over 5,200 hours of Downtown community impact through our Beautification Weekends and other clean-up events.
- **Increased summer volunteer participation by over 1000%** from 2022, with more than 340 volunteers putting in more than 1,000 hours of service in August alone.

on street services



Top Left: A Clean Team member working in Market Square.



Top Right: The Renewal Team working on garbage removal from a Downtown alleyway.

Bottom Left: The Renewal Team power washes the bus shelter on Smithfield Street & Sixth Avenue.

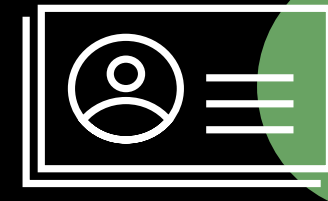
Bottom Right: Clean Team Member Ron and Golden Triangle Ambassador Dana pose for a photo.





5,200

VOLUNTEER SERVICE HOURS



1,026

BUSINESS CONTACTS



394,595

PEOPLE GREETED



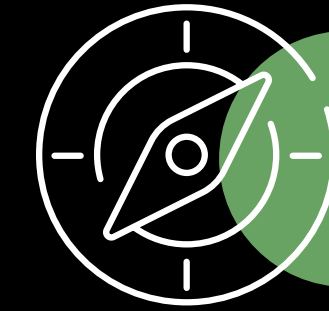
2,135

PHOTO ASSISTS



2,837

OUTREACH CONTACTS



2,290

DIRECTIONS PROVIDED



5,280

GRAFFITI TAGS REMOVED



934,475

LBS OF TRASH REMOVED



20
23

PDP ANNUAL REPORT

3

Reimagining the Public Realm &
Accelerating Economic Growth

district development

Throughout the year, our District Development team leveraged existing programs and launched new initiatives focused on vibrancy and economic vitality in the Golden Triangle. Through placemaking, research and data, advocacy and strategic partnerships, our efforts have helped reimagine how visitors, workers and residents experience the public realm in Downtown Pittsburgh.

CHAMPIONING POP-UP RETAIL AND PUBLIC ART

The modernization and relaunch of **Project Pop-Up** was the cornerstone of our efforts to activate vacant storefronts and engage small businesses in the region, building awareness of the benefits of being located Downtown. With as many as seven pop-ups expected to open in 2024, Project Pop Up continues to attract new interest in retail opportunities in the Golden Triangle.

To further reinvigorate the ground-level streetscape, we worked with local artists and organizations on temporary public art projects along high-traffic corridors. With support from PNC Charitable Trusts, we commissioned Pittsburgh-based duo Max Gonzales and Shane Pilster to install **"Planting seeds, taking steps,"** a series of colorful murals adorning the Forbes and Fifth Avenue sides of the Frank and Seder building at 441 Smithfield Street. We also partnered with Silver Eye Center for Photography on the **"Emerging Visions"** series, which features the works of three Pittsburgh artists displayed on the windows of vacant storefronts along Liberty Avenue, creating an engaging, multi-site gallery in the heart of Downtown.

ELEVATING THE PEDESTRIAN AND OUTDOOR DINING EXPERIENCE

Our commitment to beautifying Downtown's high-traffic thoroughfares included the installation of **sidewalk planters and public art along Forbes Avenue**, connecting Market Square to Smithfield Street. With 78 high-quality planters of varying sizes adorning this corridor, we aimed to elevate the pedestrian experience while fostering a more inviting sense of place.

Outdoor dining has expanded significantly over the past few years, helping to create a more active street-level environment for patrons and pedestrians alike. Placemaking **enhancements to Sixth Street's bustling outdoor dining district** have created a distinct visual identity through the installation of colorful, eye-catching, storefront decals, window treatments, banners, and planters. Furthermore, proactive measures such as deck waterproofing and holiday decorations ensured that the corridor remained vibrant during the colder months and will continue to do so in the coming years.

ADVOCATING FOR THE GROWTH OF DOWNTOWN'S RESIDENTIAL POPULATION

Recognizing the importance of fostering collaborative public-private partnerships for catalyzing residential development, we established the monthly **Downtown Residential Development Working Group**, bringing together public and nonprofit economic development partners. This platform has served as a roundtable for sharing information about project financing gaps, while informing and shaping policies to support downtown residential development projects.



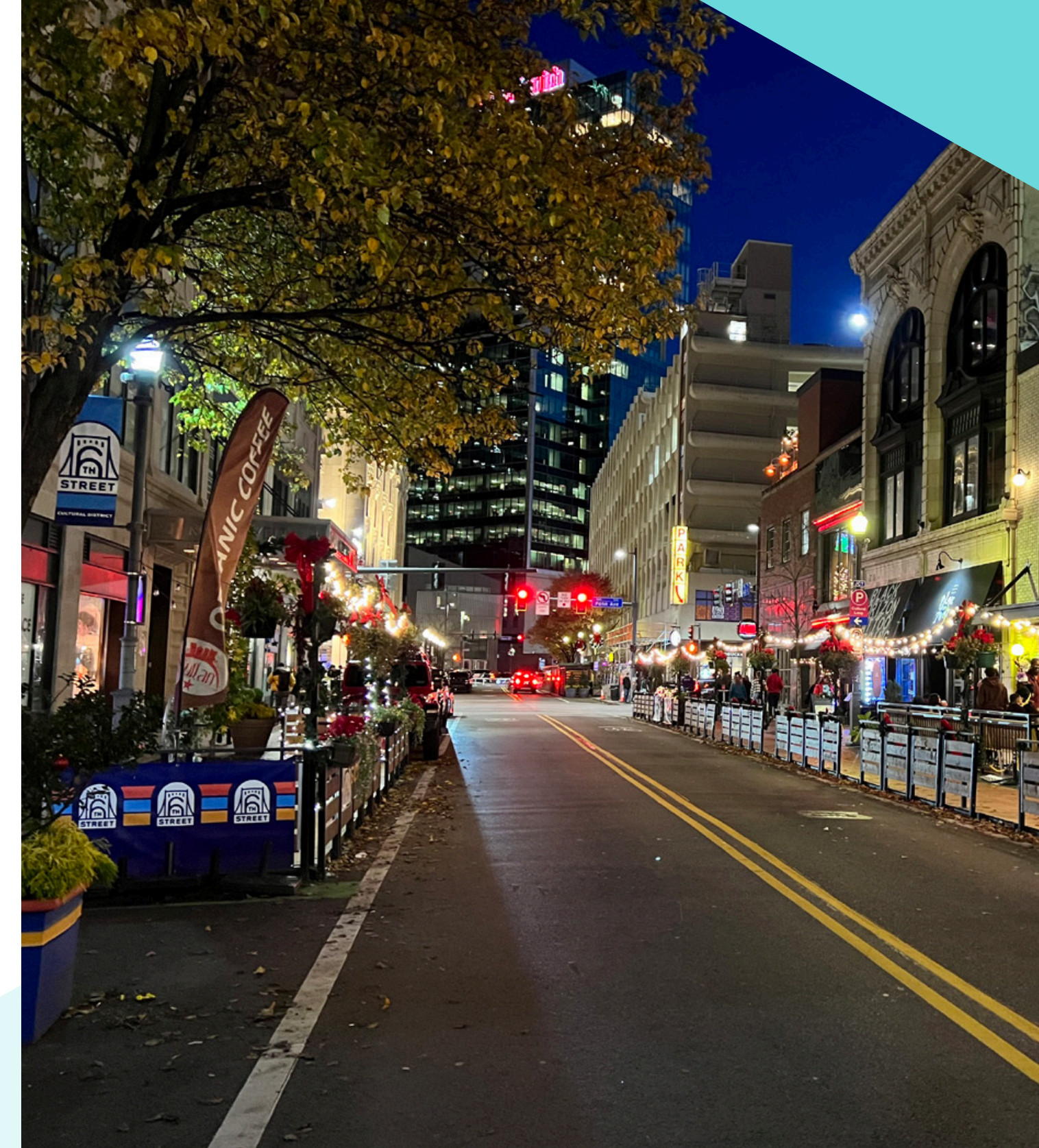
ADVANCING DATA-DRIVEN COLLABORATION

We finalized wayfinding planning and designs in preparation for construction slated to begin in the second and third quarter of 2024. Moreover, the completion of the **Capital Projects Financing Strategy** with Fourth Economy Consulting laid the groundwork for a second phase of analysis with support from the Allegheny Conference and Urban Redevelopment Authority.

Aside from advancing new projects and resources, our collaborative efforts included assessing and prioritizing repairs of existing streetscape infrastructure through the Cultural District Streetscape Audit. Building upon this evaluation of existing conditions, we embarked on an ambitious **Cultural District Streetscape Plan** in partnership with the Pittsburgh Cultural Trust to further enhance the pedestrian experience and advocate for strategic streetscape improvements throughout the District.

2023 HIGHLIGHTS

- **Extended our Downtown Activity Dashboard** to help launch and update IndexPGH.
- **Partnered with the Pittsburgh Cultural Trust to undertake a comprehensive Cultural District Streetscape Plan**, focusing on Sixth St. and Liberty Ave.
- **Partnering with City of Pittsburgh, the Cultural Trust, and Duquesne Light to conduct a series of light fixture pilots** to gauge the effectiveness of energy efficient and effective lighting solutions for Downtown.
- **Collaborated with Silver Eye Center for Photography on an “Emerging Visions”** public gallery at three locations on the 500 - 800 blocks of Liberty Avenue.
- **Increased the maximum amount of per project funding for Paris to Pittsburgh** grant recipients to up to \$50,000 and awarded over \$245,000 in grants for six façade projects.
- **Relaunched Project Pop Up** in collaboration with Downtown property owners and through the generous support of the Hillman Foundation to attract new businesses to Downtown and transform vacant storefronts into vibrant, activated spaces.
- **Established Downtown’s Sixth Street as one of the most notable outdoor dining destinations in the region.**



Top Left: A look down 6th Street’s vibrant outdoor dining corridor during the holidays.

Top Right: Planters and greenery brighten the sidewalk outside of CVS on Forbes Avenue.

Bottom Left: Portraits by Evangeline Mensah-Agyekum decorate windows at 529 Liberty Avenue as part of the Emerging Visions Public Art Exhibit.

Bottom Right: Project Pop-Up was relaunched in August 2023.





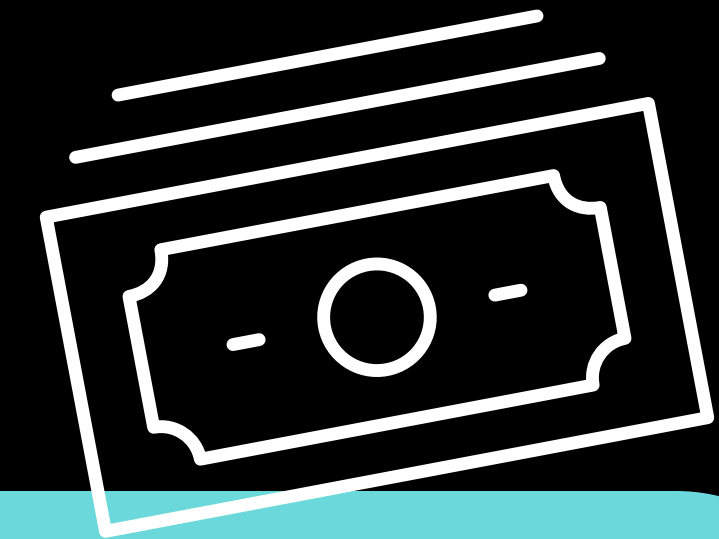
52%

**INCREASE IN DAILY
ACTIVITY DOWNTOWN
COMPARED TO 2021***



18

**NEW BUSINESSES OPENED
IN THE GT, INCLUDING 13
NEW SMALL BUSINESSES**



\$143,798,000

**INVESTMENT DOLLARS
FOR PROJECTS UNDERWAY
IN THE GT**

Find the latest metrics and reports at DowntownPittsburgh.com/Research

*Calculated using daily average Downtown visitor activity from April–December 2021 vs same period in 2023. Source: Placer.ai



20
23

4

events & activations

Cultivating a Destination City and
a Neighborhood on the Rise

As the heart of the region, Downtown Pittsburgh is home to beloved events and attractions that bring millions of visitors to the city every year. The PDP plans, produces and implements programs that create and engage communities, while amplifying the diversity and vibrancy of our neighborhood.

Signature events such as Picklesburgh, Highmark Light Up Night, and the Peoples Gas Holiday Market saw record-breaking returns in 2023, along with new and expanded programming in Market Square and Mellon Square that provided local artists, musicians, and vendors more opportunities than ever to connect with and engage our neighborhood. The impacts extended far beyond the events themselves by stimulating the local economy and affirming Pittsburgh's status as both a destination city and a place people are proud to call home.

REINVIGORATING DOWNTOWN'S CORE: MARKET SQUARE

Market Square saw a boost in activity through twice daily programming, seven days a week, as well as new events and activities aimed at engaging Downtown's returning workforce, including the addition of Friday Night Markets, Lunchtime Concerts, and Happy Hours with live music and adult beverages. Thanks to generous support from BNY Mellon, a total of 647 hours of programming occurred in Market Square throughout the season.

To reinforce our commitment to community engagement and education, we launched a new ASPIRE Workforce Development & Training event with BNY Mellon, partnering with Carnegie Science Center, Community College of Allegheny County, Catalyst Connection, and Bidwell Training Center to connect individuals with interactive tools and resources to enhance technical skills and careers. We also hosted three widely attended Back-to-School Events with the Downtown Safety Coalition, collaborating with the City of Pittsburgh, Pittsburgh Police, the Department of Justice, local high schools, and a host of youth serving organizations to welcome students into Downtown with free music, food and games

REINVENTING A DOWNTOWN ICON: MELLON SQUARE

In partnership with the Pittsburgh Parks Conservancy, and with new support from the corporate and philanthropic communities we expanded our efforts in Mellon Square in late summer to reactivate this historic and architectural marvel with programming three times a week, including a weekly lunch and live music series and a pop-up mini-golf event to inspire new and creative uses of this iconic space.



REACHING NEW HEIGHTS: PICKLESBURGH

Fresh from winning the title of 'Best Specialty Food Festival in America' for the third time, Picklesburgh returned for three days in July in a new location on Boulevard of the Allies. The footprint was radically expanded to accommodate the event's growing attendance and popularity. Along with its new location, additional surprises, including a second giant pickle balloon and an Xmas in July celebration with the Pittsburgh Cultural Trust, further solidified Picklesburgh's reputation as the region's signature event.

- Picklesburgh saw its largest ever turnout with 200k+ visitors over three days.
- 25% of visitors traveled more than 50 miles, with half travelling more than 150 miles.
- People stayed longer: Dwell time at the event increased by 15% over the previous year.

MERRIER AND BRIGHTER: THE HOLIDAY SEASON DOWNTOWN

Downtown experienced another remarkable season of celebrations, as Highmark Light Up Night, Peoples Gas Holiday Market, PNC Holiday KidsPlay & Selfie Garden, BNY Mellon Santa's House, and The Black Market: Holiday Edition provided big boosts in Downtown foot traffic, complemented by new offerings that made the season especially bright.

Along with a festive selection of 38 local and international vendors, the Peoples Gas Holiday Market offered live music in Market Square seven days a week, multiple times a day during the Market's full run. In total, 158 performances, including 55 participants in the Merry Karaoke grand opening event, took place on the Sounds of the Season stage.

- The holiday festivities helped bring a record 2.2 million visitors to the Golden Triangle.
- Market Square surpassed 2022 holiday foot traffic by 29% and surpassed that of 2017-19
- The Peoples Gas Holiday Market welcomed 14,000 visitors to Market Square daily, with 50,000+ attendees on the busiest day.
- Santa's House, sponsored by BNY Mellon, raised nearly \$90,000 in sponsorships and donations to the Greater Pittsburgh Community Food Bank, a new record!



Top Left: The iconic Heinz pickle balloon delights the crowds enjoying their food, drink, and fun in PPG Plaza.

Top Right: An aerial view of Picklesburgh at its new home on the Boulevard of the Allies.

Bottom Left: Shoppers search for holiday gifts and goods from almost 40 vendors during the People's Gas Holiday Market in Market Square.

Bottom Right: Eager fans wait to meet Donkey Hodie outside of Santa's House at the Heinz Hall Courtyard.





200,000+

PICKLESBURGH VISITORS



2.2 MILLION

HOLIDAY VISITORS IN GOLDEN TRIANGLE DECEMBER 2023



647

PROGRAMMING HOURS MARKET SQUARE

264

Events and Activations

261

Performances (live music, dance & DJs)

255

Vendors

102

New Lunchtime Concerts

52

New Happy Hour Concerts

48

Fitness & Yoga Classes

27

Night Markets (Friday & Saturday)

25

Farmers Markets

6

WorldSquare Markets Across Two Weekends

2

Picklesburgh Pop-up Markets



144

PROGRAMMING HOURS MELLON SQUARE

46

Events & Activations

27

Lunchtime Concerts With Food Vendor Opportunities

20

Happy Hour Concerts

4

Days of Mini Golf (33 hours of programming)



2023

5

marketing & communications

Building Awareness,
Inspiring Action

2023 brought a multitude of new programming and activations that drew record-breaking crowds to Downtown. As a catalyst for community engagement, our marketing team crafted messaging and assets to inspire, inform and deliver memorable experiences with every offering.

In response to an increased need for cohesive and innovative branding, our team developed new identity systems for Market Square, Mellon Square, Night Markets, and the Golden Triangle Ambassador program, which received national recognition. City-centric updates were made to Picklesburgh's brand, while new initiatives like Project Pop-Up, Mulligans in Mellon Square and Views & Brews became real with creative logos to represent them.



Strategic partnerships have grown the PDP's ability to engage new audiences. A collaboration with 90.5 WESA/WYEP helped launch the 'City Guide' radio spots that regularly highlighted Downtown events, and our ongoing collaboration with the Allegheny Conference has allowed us to share our most impactful stories through the IndexPGH platform.

With more people connecting online than ever before, our digital media strategy continued to play an increasingly important role in engaging the public. In 2023, our social media channels reached a combined audience of over 200,000 accounts through fresh, daily content. The LowDownTown newsletter was delivered weekly to nearly 23,000 subscribers, while our main website, DowntownPittsburgh.com, maintained its reputation as a central resource for all things Downtown through our comprehensive Events Calendar and actively updated blog. Revamped sites for Picklesburgh and the Holidays also saw visitor interactions surpass that of recent years.

As we reflect on our achievements in 2023 and prepare for an exciting year ahead, we acknowledge the pivotal role that marketing and communications plays in amplifying our mission to promote economic resilience and community vibrancy, changing the perception of Downtown, all while capturing the unique spirit of Downtown Pittsburgh.



The Marketing team managed public relations, marketing, and communications for all PDP events, receiving regional and national media coverage and helping drive visitor foot traffic in Downtown to 2019 levels.

The voice and vision of the PDP was also heard across the region as the team delivered important messaging, commentary and articles to key publications throughout the year including *The Pittsburgh Post-Gazette*, and the *Pittsburgh Business Times*.

2023 HIGHLIGHTS

- **Ensured brand and marketing consistency** across departments and coordinated efforts to position Downtown as an active, vibrant destination.
- **Promoted an expanded roster of activations**, including daily activities in Market and Mellon Squares, Farmers Markets, Night Markets, Yoga in the Square, World Square, weekly lunchtime and happy hour concerts and unique events like 'Beyonce Renaissance' and 'Fright Night.'
- **Partnered with the Pittsburgh Parks Conservancy** on innovative new branding and place-making strategies for Mellon Square, leveraging the location as a vibrant community space.
- **Delivered all marketing and communications for Picklesburgh and the 2023 Holiday Season**, including new TV ad spots and PTL features, comprehensive print, digital and social advertising campaigns, plus stage and environmental graphics. The 2023 holiday season was the most comprehensive ad campaign the PDP has run to date.
- **Provided marketing support for small business retail promotions and events** including the reactivation of the Holiday Window Display Competition (featuring 12 retailers). Conducted targeted surveys to guide future development.
- **Secured national and local recognition for Picklesburgh** as *USA Today's* #1 Best Specialty Foods Festival, and *City Paper's* Best Food Festival 2023 & Best Street Festival 2023.
- **Partnered with WESA/WYEP on the 'City Guide'** weekly radio segment highlighting 'top 10' things to do in Downtown every week.
- **Collaborated with Allegheny Conference** on the development and evolution of the IndexPGH online dashboard.
- **Expanded the Downtown Edge Card program** with new offers and discounts from 25 retailers.
- **Realigned membership strategy and offering** for expanded programming in 2024.



marketing & comms

Top Left: 306 Forbes Boutique with their windows decorated for the Holiday Window Display Competition and Holiday Boutique Crawl.
 Top Right: Golden Triangle Ambassadors showcase the award winning brand identity and apparel in Market Square.
 Bottom: An array of signage from 2023 – important components in informing and engaging the Downtown community.



MEMBERSHIP

PDP members are a diverse network of stakeholders who share in our vision for Downtown and the region as a whole. In 2023, our membership program underwent comprehensive reevaluation and updates, adding new benefits such as additional discounts on tuition at Duquesne University, discounts at the UFC Gym Downtown, invitations to volunteer clean-up days, exclusive perks at PDP events, and comp tickets for new members to our Annual Meeting. These enhancements set the stage for increased membership engagement and programming throughout the year, including quarterly networking events.



Member Events

May 9 | Coffee & Tea with the PDP: members enjoyed a meet and greet with our new Golden Triangle Ambassadors and learned more about the program.
August 9 | Clean & Safe Forum – Welcoming New Police Chief to Downtown: members heard from Chief Larry Sciroto and networked at Gaucho Parrilla.

New Members Joining Us In 2023

Downtown Visionary

Block By Block

Downtown Champion

Pittsburgh Water and Sewer Authority
Meyer, Unkovic & Scott
McGuireWoods LLP

Downtown Patron

Chrislynn Energy
Shrager Defense Attorneys
Events by JK
Full Service Network
Encore on Seventh Apts
Insperity
Sultan Doner Kebab
and Sultan Baklava Bakery
Vitalant
Carnegie Museums of Pittsburgh
The Davis Companies

Downtown Advocate

United Site Services
Howl at the Moon Pittsburgh
Sixth City Marketing
Pittsburgh Symphony Orchestra Wayne Gregg
Pittsburgh Hippodrome LLC
D&P Valet Services LLC
Redbeard's on Sixth LLC
Alihan's Mediterranean Cuisine
Giovanni's Pizza and Pasta
Space Bar
City Charter High School

Become A Member

Join our community of like-minded organizations, businesses, and individuals who are dedicated to making Downtown a place we can all take pride in. [Learn more about becoming a PDP member here.](#)



PDP Members enjoy coffee and pastries at Gaucho Parrilla Argentina, as they hear from new Chief of Police, Larry Sciroto.

f 34,484

FACEBOOK FOLLOWERS

t 99,324

X/TWITTER FOLLOWERS

i 66,876

INSTAGRAM FOLLOWERS

in 11,774

LINKEDIN FOLLOWERS

d 4,934

TIK TOK VIEWERS

22,778

NEWSLETTER SUBSCRIBERS

920,000

MAIN WEBSITE VIEWS

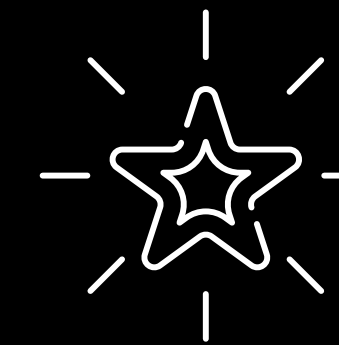
344,000

HOLIDAY WEBSITE VIEWS

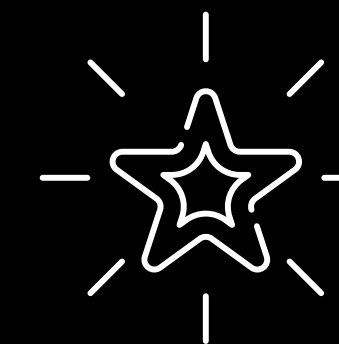
750,000

PICKLESBURGH WEBSITE VIEWS

NOTEWORTHY



PDP Recognized with IDA
Downtown Achievement Award
for Restaurant Recovery Efforts

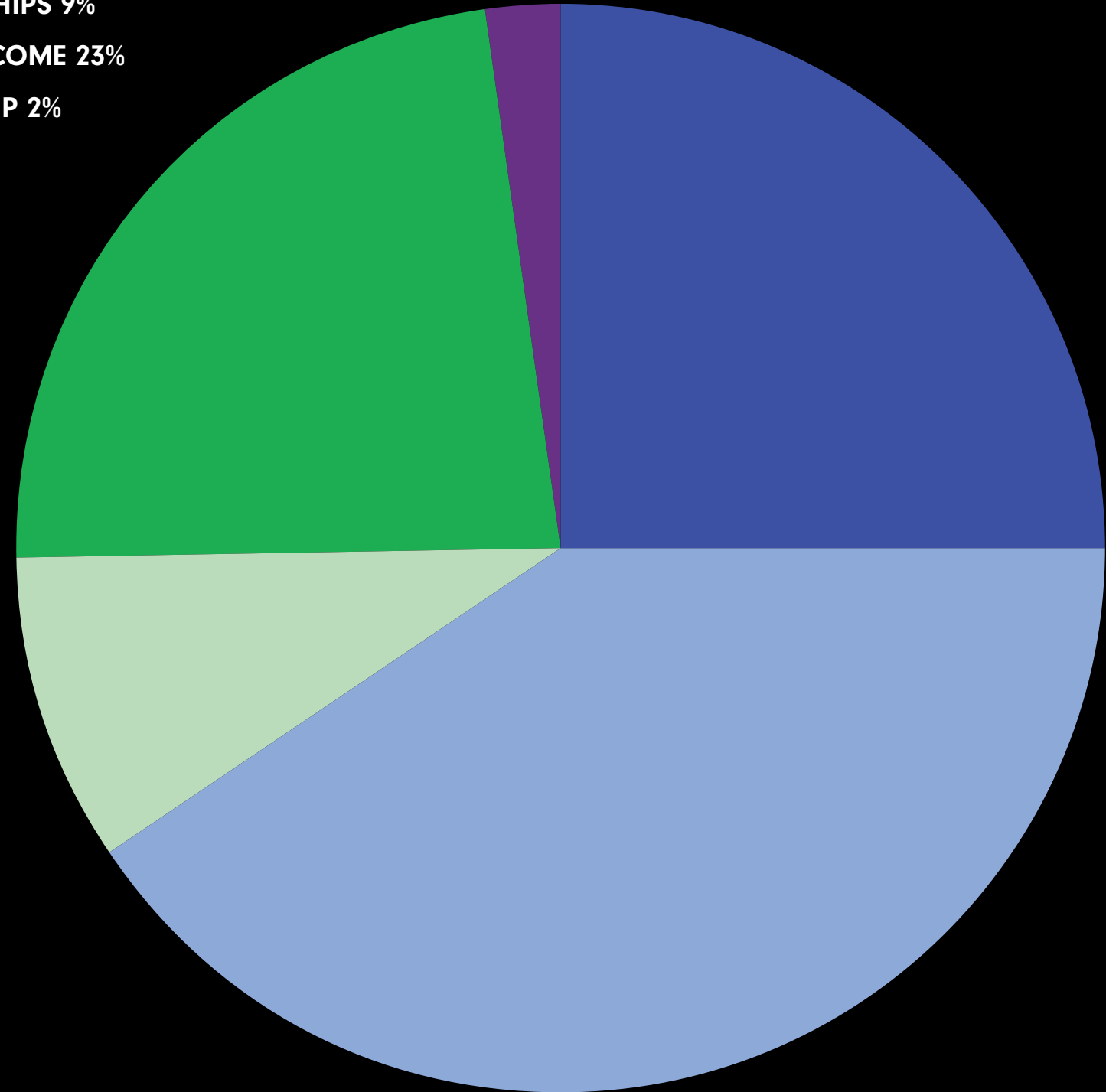


PDP Recognized with 4 Graphic
Design:USA In-House Design Awards

- Golden Triangle Ambassador Branding
- PDP 2022 Annual Report
- World Square Advertising Campaign
- Holiday Market Promo Card

REVENUE

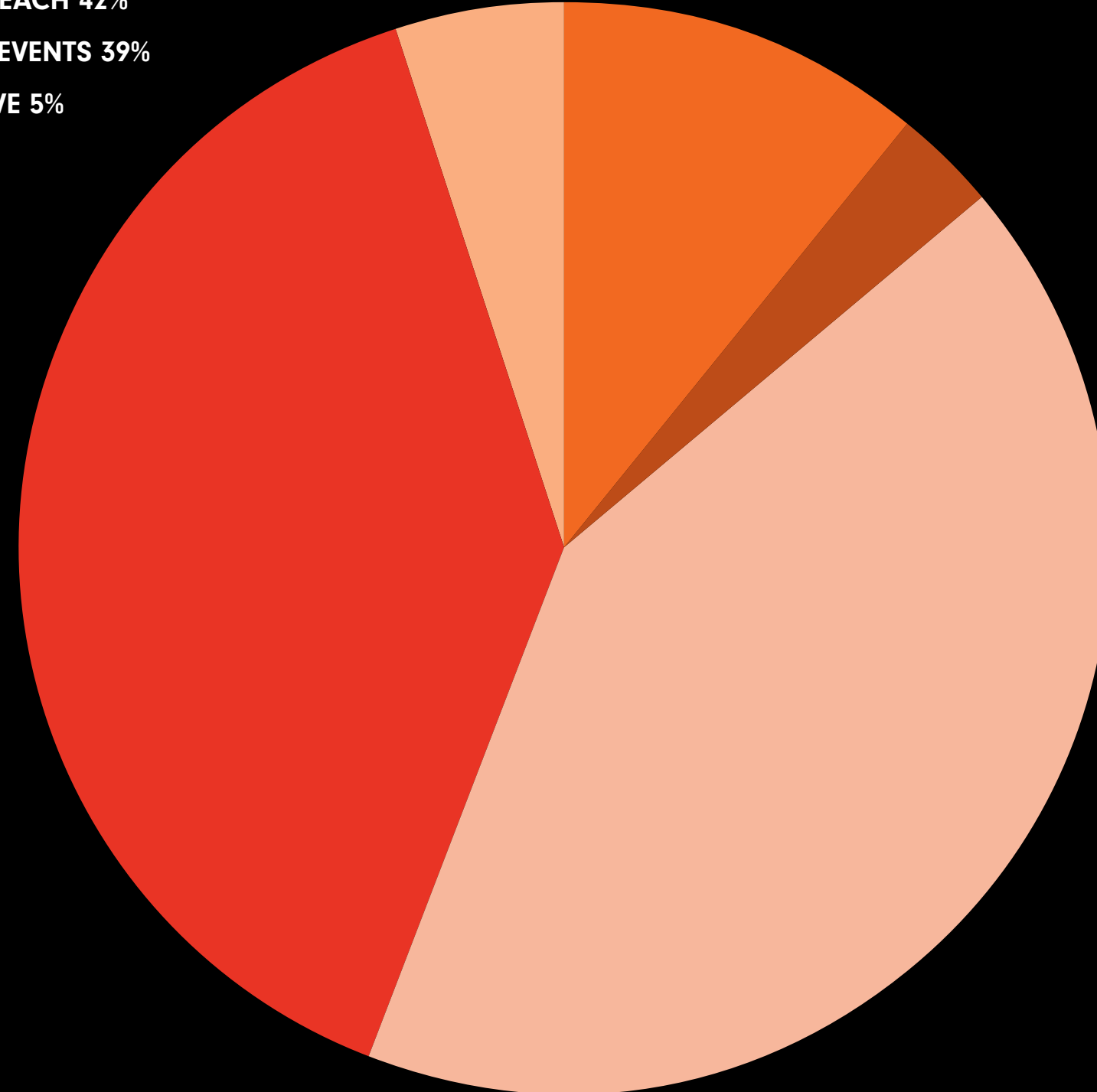
- BID FUNDS 25%
- FOUNDATIONS & GRANTS 40%
- SPONSORSHIPS 9%
- EARNED INCOME 23%
- MEMBERSHIP 2%



TOTAL
\$10,094,347

EXPENSE

- ECONOMIC DEVELOPMENT 11%
- TRANSPORTATION 3%
- CLEAN & OUTREACH 42%
- MARKETING & EVENTS 39%
- ADMINISTRATIVE 5%



TOTAL
\$8,135,917

2023
PDP ANNUAL REPORT

6

2023
financials

JANUARY

[A] A pop-up indoor Night Market on the corner of Liberty Ave and 6th St hosts local vendors during the Cultural Trust's Gallery Crawl, transforming a vacant property into a bustling market.

URA's Pittsburgh Downtown Conversion Program launches. The pilot provides funding for developers to transition underutilized office spaces into new housing in Downtown.

FEBRUARY

PDP delivers a presentation at the first of Mayor Gainey's Town Hall events in the Union Trust Building, outlining future initiatives and important programs to enhance Downtown.

CEO and President, Jeremy Waldrup, is recognized by the Pittsburgh Business Times as one of their 2023 Power 100 leaders.

MARCH

[B & D] Golden Triangle Ambassador Program is launched. This new addition to our on-street services brings a trained and highly visible team of hospitality ambassadors to engage and assist residents, employees and visitors of Downtown.

[C] The new Renewal Team is mobilized in partnership with Renewal, Inc., providing enhanced cleaning and power-washing of alleyways and sidewalks around Downtown.



A



B



C



D

2023

PDP ANNUAL REPORT

7

year in review

▶ Q1 2023

▶ Q2 2023

▶ Q3 2023

▶ Q4 2023

APRIL

An outdoor pop-up spring market provides opportunities for shopping from local vendors in Market Square during the Cultural Trust's Gallery Crawl.

[A] Downtown retailers host their first Fashion in Frame Boutique Crawl, a series where visitors can enjoy fancy treats, chic beverages and fabulous fashion while exploring Downtown's unique shopping opportunities.

The 'City Guide' is launched in collaboration with WYEP/WESA, allowing radio listeners to tune in for a weekly round-up of the best events and activations in Downtown.

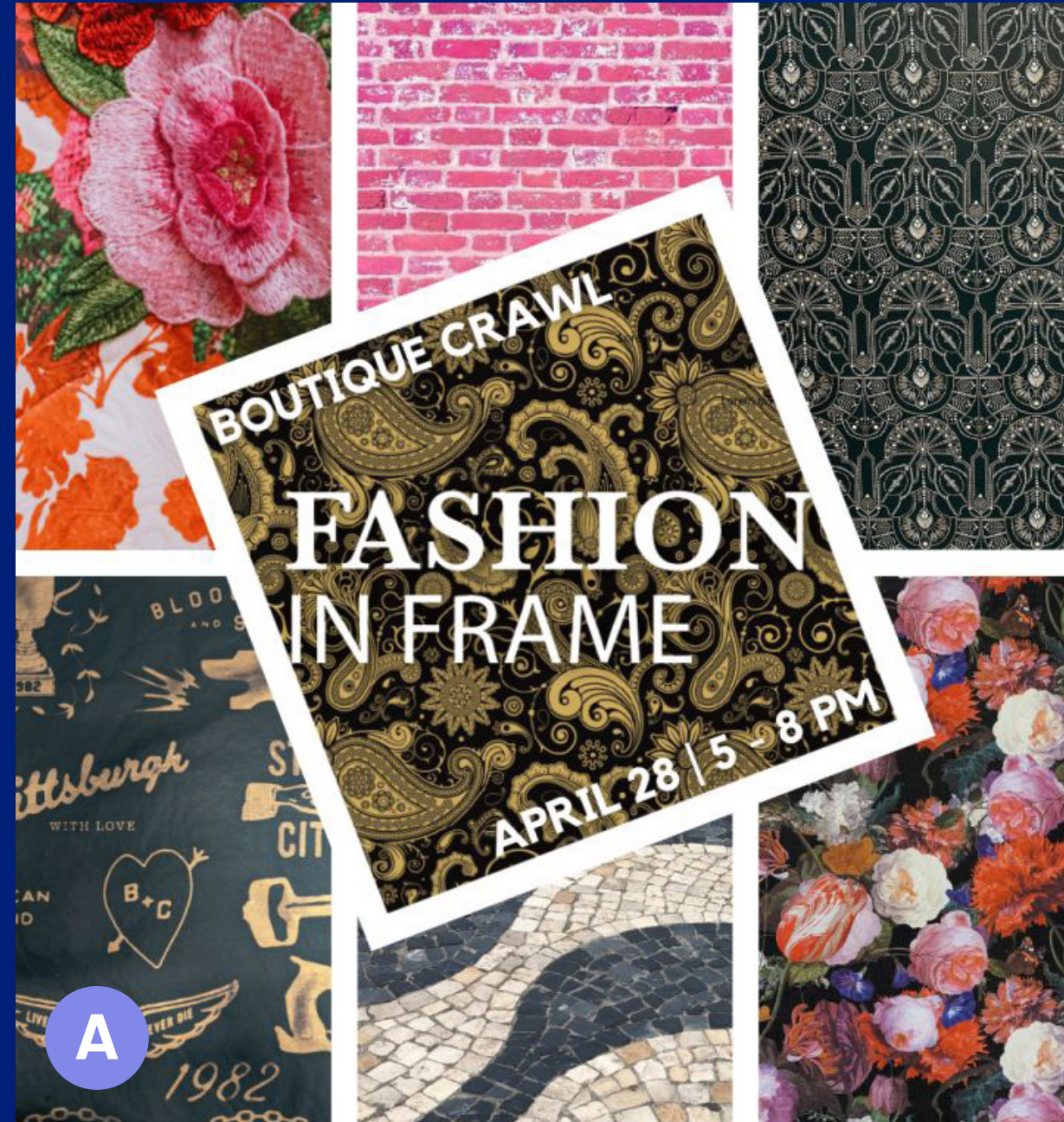
MAY

A new, natural-gas powered truck is generously donated by People's Natural Gas to support our Clean and Hospitality team's mission.

[B] The 19th season of Market Square Farmers Market kicks off with produce from local farms, small-batch products from local businesses, and handmade ready-to-eat food.

[C] Downtown Spring Cleaning efforts are underway to tidy up the Golden Triangle with increased street sweeping frequency, weekly maintenance of alleyways, and clearing sidewalk obstructions.

Beautify Downtown Volunteer Events begin, providing weekend opportunities led by the Clean Team for members of the community to dig in and reshape Downtown through a wide range of service projects.



JUNE

[D] World Square returns for two back-to-back weekends, transforming Market Square into a diverse celebration of Pittsburgh's international communities, featuring food, artisans, and performances.

Night Markets return, expanding to both Friday and Saturday nights, providing more opportunities to shop from a wide range of artisan vendors in Market Square.

US Steel Garden Office Retreat and BG Beer Garden opens for the season. This unique outdoor oasis allows Downtown workers to host meetings, take a lunch break or enjoy happy hour.

The Community Connection Shuttle launches, providing free transportation to unhoused individuals in an effort to expand access to resources and services around the city.

2023

PDP ANNUAL REPORT

year in review

▶ Q1 2023

▶ Q2 2023

▶ Q3 2023

▶ Q4 2023

JULY

Taste of Picklesburgh returns with a Pickle-themed restaurant week featuring 17 Downtown restaurants, building up to the highly anticipated return of Picklesburgh.

[A] Picklesburgh returns to a new location and footprint spanning three blocks of Boulevard of the Allies and PPG Place, allowing for even more pickled excitement and attracting over 200,000 visitors!

Following the success of the First Fashion in Frame Boutique Crawl, retailers host a summer edition of the Crawl, allowing patrons to explore the diverse offerings of small businesses in Downtown.

AUGUST

Project Pop-Up Launches. This innovative initiative provides entrepreneurs the opportunity to activate a retail shop in a vacant Downtown storefront.

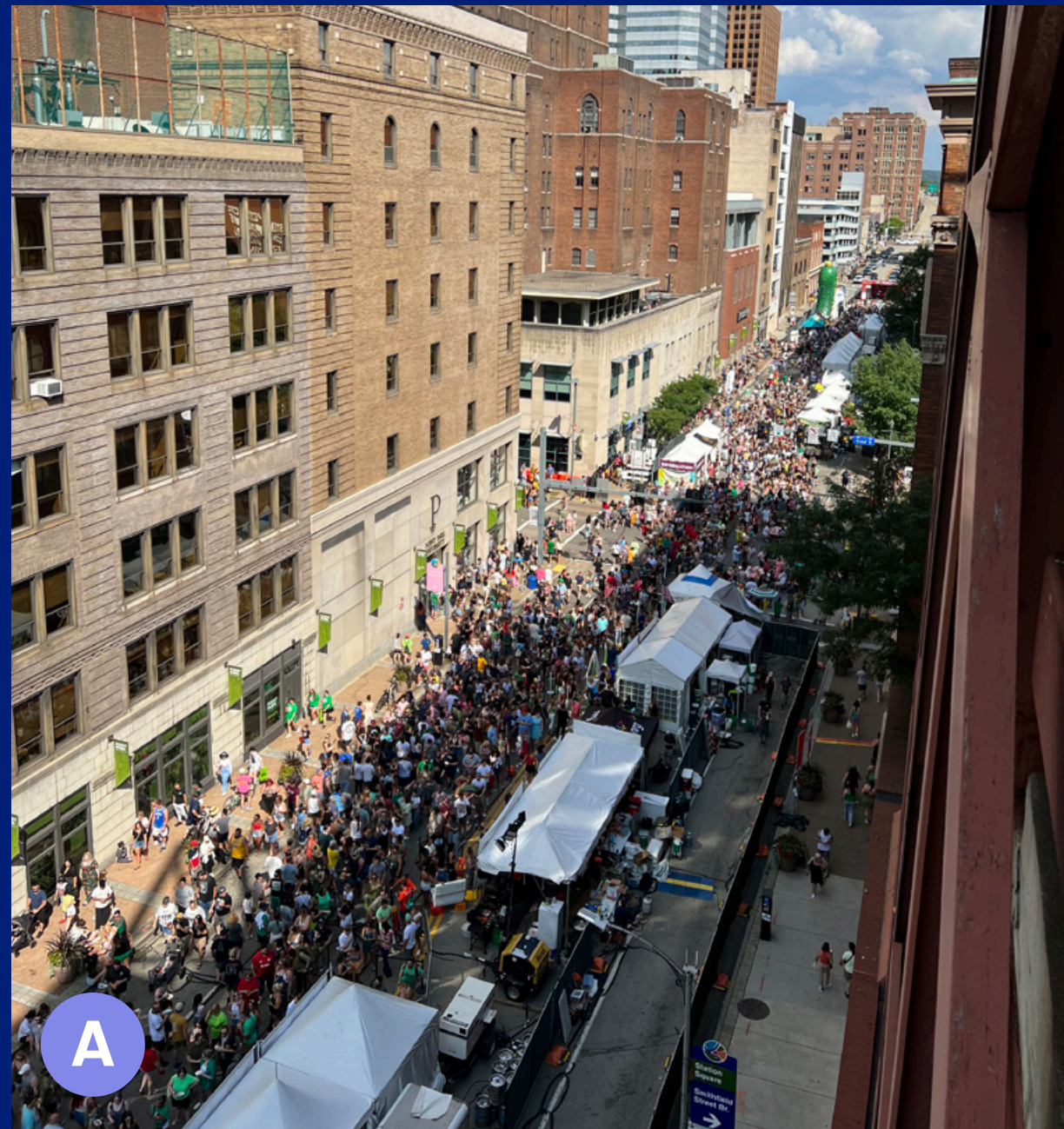
Expanded programming in Market Square, thanks to generous support from BNY Mellon, continues to activate this vibrant space into the fall months.

In light of Beyoncé's canceled Pittsburgh show, a 'Renaissance' Night Market is held featuring Slim Tha DJ playing her greatest hits and photo-ops with a life-size cutout of Queen B!

A new Lunch and Live Music series begins in Mellon Square with performances from local artists and delicious food from Little Athens.

In collaboration with Allegheny Conference, the IndexPGH online dashboard launches with metrics from PDP's Data Dashboard, providing up-to-date information and stories on Downtown's progress.

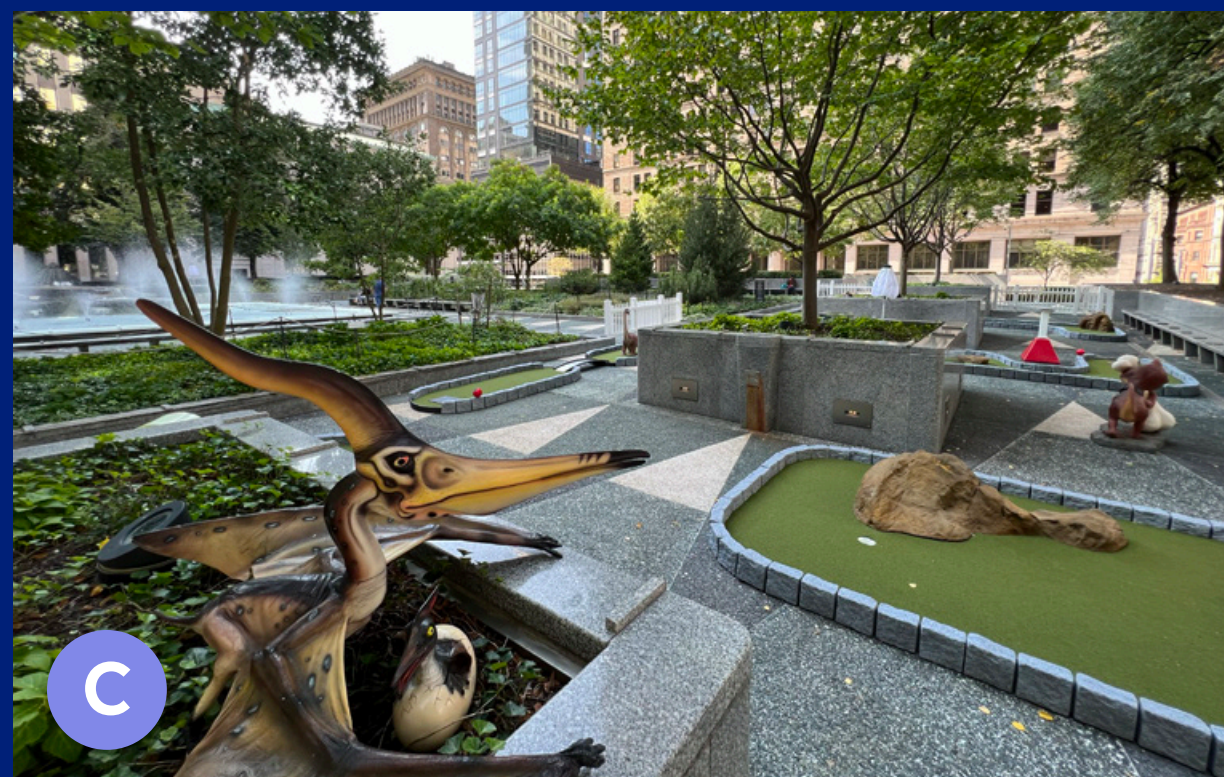
[B] Bike lane improvements are installed along Penn Ave.



A



B



C



D

SEPTEMBER

[C] Mulligans in Mellon Square, a pop-up mini golf course built by Three Rivers Hammocks took over this iconic location for four days with nine holes, live music and drinks by PGH Mobile Bars!

[D] Pittsburgh Potty pilot program is launched to address the demand for public restrooms. Two trailers with running water, electricity, and staff were established in high-traffic locations.

Smithfield fence wrap signage is installed.

The Aspire Workforce Development event in Market Square, sponsored by BNY Mellon, features interactive skill-building activities and resources for job-seekers and career-minded individuals.

PRTX University Line construction begins. This new rapid-transit route connecting Downtown and Oakland starts the early phases of development.

2023

PDP ANNUAL REPORT

year in review

▶ Q1 2023

▶ Q2 2023

▶ Q3 2023

▶ Q4 2023

OCTOBER

Cultural District Streetscape Plan begins.

New banners are installed in Mellon Square.

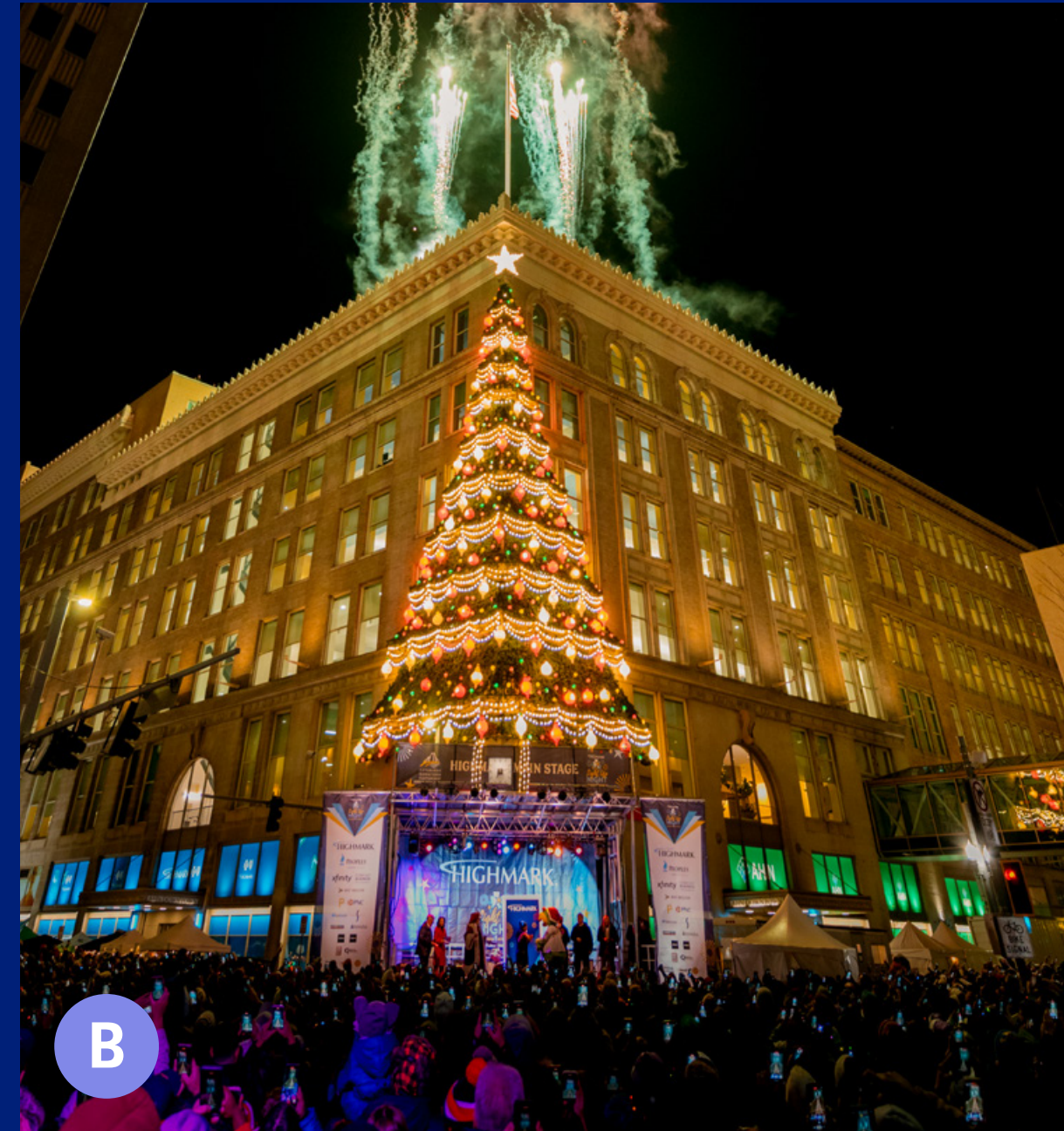
A new event, Views & Brews, offers tours of Downtown's best living accommodations along with beer tastings from local breweries.

Emerging Visions launches in collaboration with Silvereye. This ongoing art exhibition featuring photography from local artists breathes new life into public spaces.

The Halloween Boutique Crawl delights shoppers with no tricks, only treats, during the third iteration of this popular event.

[A] Worker Appreciation Day is held in Market Square as a thank you to the hardworking individuals who shape Downtown. On-street service workers enjoy a free lunch and remarks from public officials.

Downtown Safety Coalition partners with the City and PDP to host a series of After School Events in Market Square, in order to engage and welcome students back to Downtown with food, music and more.



NOVEMBER

[B] Highmark Light Up Night returns for its 62nd year, with traditional tree lightings, exciting new art launches, and talented performers to kick off the holiday season.

The Grand Opening of 12th Peoples Gas Holiday Market kicks off with gift shopping, sweet treats, and some very merry karaoke.

[C] "Planting Seeds, Taking Steps" murals by Max Gonzales and Shane Pilster are installed on the Frank & Seder building

New planters installed along Forbes Ave & Smithfield St. as part of strategic efforts to enhance the pedestrian experience.

Holiday Window Competition returns. Downtown businesses decorated their window with the winner choosing a charity of their choice to receive a donation.

The free Downtown Edge Card program is refreshed with 25+ new offers from Downtown businesses.



DECEMBER

The year-end Satisfaction Survey is conducted to give residents, workers and visitors of Downtown an opportunity to share their experiences and how we can improve. The survey receives over 1,500 responses, the highest participation ever.

The Holiday Boutique Crawl, the final retail crawl of 2023, invites Downtown shoppers to look for glowing leg lamps (from the holiday classic, A Christmas Story) in the windows of participating businesses.

[D] The Black Market: Holiday Edition returns to a new location in Downtown. This pop-up market supports and showcases local black-owned businesses from around the region.

2023

PDP ANNUAL REPORT

year in review

▶ Q1 2023

▶ Q2 2023

▶ Q3 2023

▶ Q4 2023

When it comes to measuring reactivation and economic health in Downtown Pittsburgh, one of the most effective tools the PDP has at our disposal is the Downtown Activity Dashboard, which captures activity metrics such as visitor counts, building occupancy, parking garage utilization, and public transit use. The aggregate data helps stakeholders track and visualize shifting trends, a key resource for advancing public policy, economic development, mobility planning, sustainability projects, and overall Downtown livability.

20
23

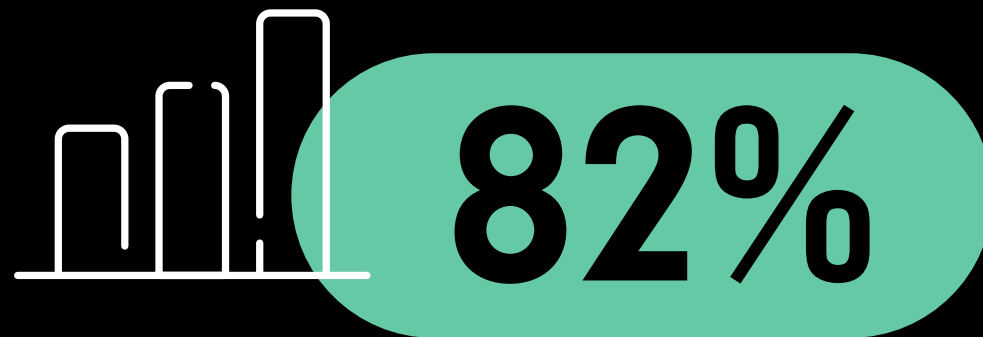
PDP ANNUAL REPORT

8

downtown activation metrics

2023 DOWNTOWN ACTIVITY

downtown
activation
metrics



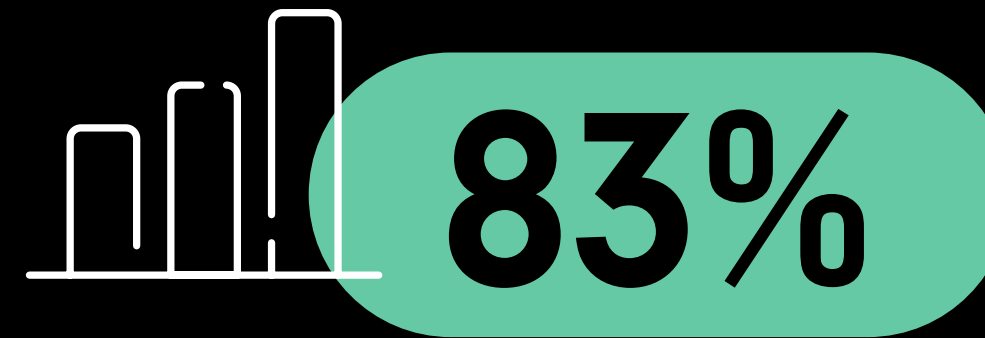
Visitor Recovery Rate in the Golden Triangle



Average Parking Lot Utilization in Downtown



Employee Recovery Rate in the Golden Triangle



Visitor Recovery to Market Square



Average Daily Downtown Activity (Residents, Employees, & Visitors)



Bus Ridership Rate in Downtown



Visitor Recovery to Cultural District



Total Visitors in Downtown for 2023

2023 DOWNTOWN ACTIVITY

downtown
activation
metrics

4,192

GOLDEN TRIANGLE # OF UNITS EXISTING RESIDENTIAL INVENTORY

2,327

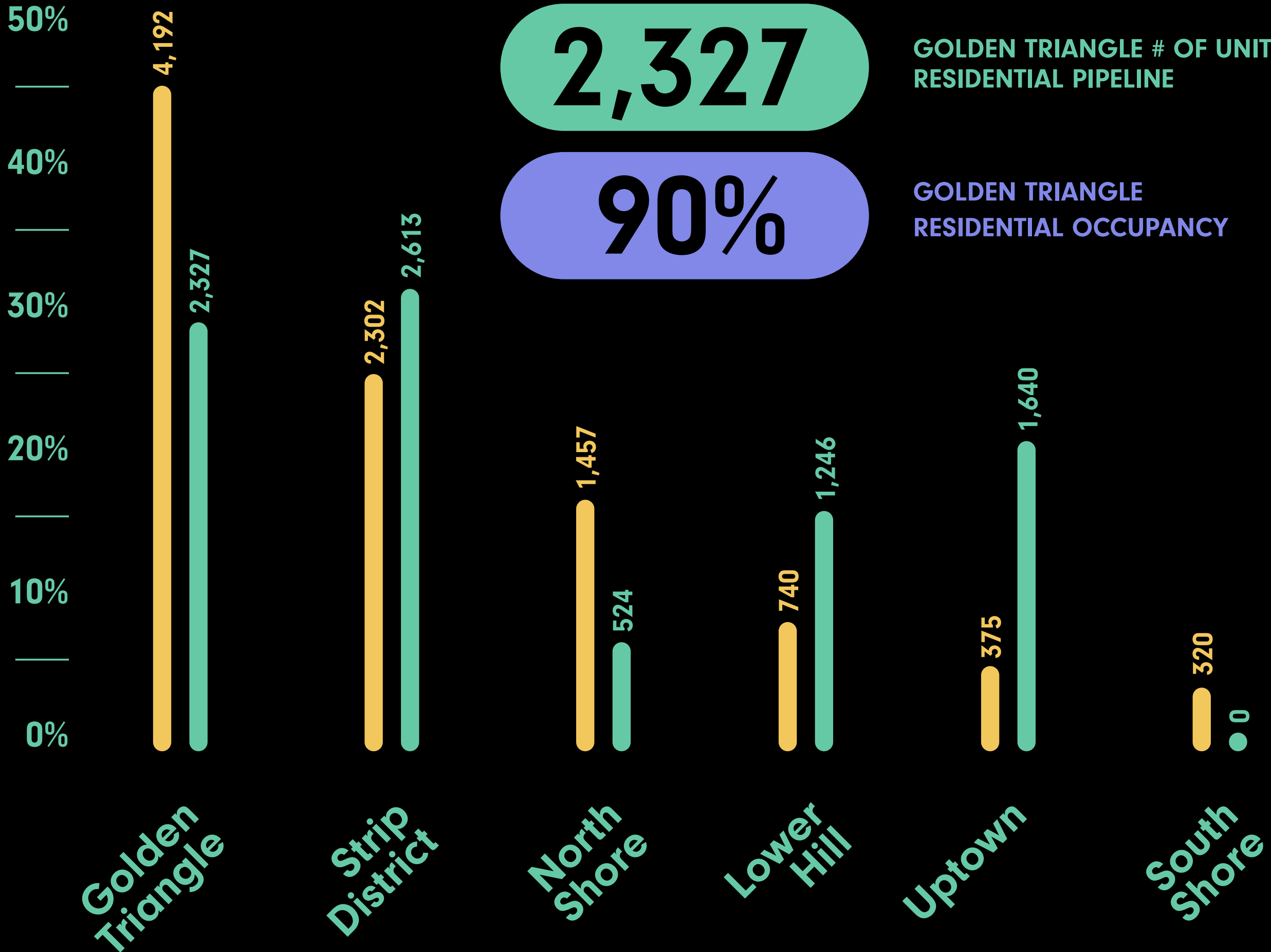
GOLDEN TRIANGLE # OF UNITS RESIDENTIAL PIPELINE

90%

GOLDEN TRIANGLE RESIDENTIAL OCCUPANCY

RESIDENTIAL DEVELOPMENT HIGHLIGHTS

There are 25 residential projects in the Golden Triangle pipeline, which will supply an estimated 2,327 new units in Downtown Pittsburgh, with two of these projects already under construction.





20
23

PDP ANNUAL REPORT

9

2024
goals

Catalysts for Change.
Redefining Downtown.

Catalysts for Change. Redefining Downtown.

**2024
goals**



1 BUILD A CLEAN, SAFE & WELCOMING DOWNTOWN

- Continue to broaden the scope and impact of our enhanced On-Street Services team, which saw a significant expansion last year in both workforce and coverage, leveraging new equipment and a new operations location.
- Foster opportunities for more meaningful engagement with the public through our Golden Triangle Ambassadors, increase hospitality assistance during events and day-to-day.
- Continue to grow the impact and output of our Volunteer Program, engaging workers and residents in opportunities to clean and green Downtown.
- Increase the visibility and scope of our outreach efforts to better support the unhoused population and connect individuals in need with area service providers and resources.
- Explore more ways to support individuals in need, assisting them to access our services.

2 REIMAGINE THE PUBLIC REALM & ACCELERATE ECONOMIC GROWTH

- Enhance navigation and connectivity in Downtown through the Pittsburgh Wayfinding Project, which is expected to be completed by the end of 2024.
- Promote economic vitality and business growth through streetscape enhancements on the 900 block of Penn Avenue and 6th Street, continuing to foster a welcoming and vibrant outdoor dining culture.
- Improve aesthetic appeal and safety through alleyway lighting projects and public art, creating a stronger sense of place and creativity in the heart of Downtown.
- Advocate for and support initiatives that attract infrastructure and civic space investments and encourage adaptive reuse of underutilized office buildings and storefronts.
- Support the arrival of new retail businesses Downtown through a range of innovative, recently developed grant and loan resources.



Catalysts for Change. Redefining Downtown.

**2024
goals**

3 CULTIVATE A DESTINATION CITY & A NEIGHBORHOOD ON THE RISE

- Continue to activate Mellon Square and Market Square with innovative new programming that builds a sense of community and culture, creating welcoming spaces.
- Develop offerings that engage residents and workers, along with new destination programming that encourages visitor foot traffic year-round.
- Strengthen and build partnerships within the community to help ensure our programming reflects the diversity of our region and supports underrepresented artists, vendors and performers.

4 GENERATE AWARENESS & INSPIRE ACTION

- Conduct a complete overhaul of www.DowntownPittsburgh.com and launch an enhanced website that provides a more user-friendly, informative experience for our growing online audiences, while amplifying Downtown events, stories, businesses and resources.
- Offer enhanced membership offerings and improved stakeholder communications that welcome, inform and connect the most dedicated members of our community across industries.
- Continue to provide robust branding and marketing support to Downtown small businesses and organizations, encouraging engagement, awareness and increased customer foot traffic.



BOARD OF DIRECTORS

MEMBERS 2023

2023 FUNDING & GRANT SUPPORT

STAFF & CREDITS

Chair

Andy Wisniewski
Highwoods Properties/JLL

Vice Chair

Shannon Baker
Gatesman Agency

Secretary

Larry Walsh
Rugby Realty

Treasurer

Craig R. Stambaugh
UPMC

Aerion Abney
Pennsylvania State
Representative

Jessica Albert
Jackson Lewis

Natalie Bencivenga
Journalist, Media Personality
and Digital Media Consultant

Lori Beretta
Shorenstein

Ted Black
Point Park University

Bryan Brantley
McGuire Woods

Amy Broadhurst
Lee & Associates

Ramona Cain
Winthrop Management

Joanne Cash
BNY Mellon

Brian DeBock
InterPark LLC

Rev. Brian Evans
First English Evangelical
Lutheran Church

David Fisfis
Duquesne Light

Rich Fitzgerald
Allegheny County Executive

Ed Gainey
Mayor, City of Pittsburgh

Kate Gionta
KPMG

Gabriella Gonzalez
Richard King Mellon
Foundation

Kendra Ingram
The Pittsburgh Cultural Trust

R. Daniel Lavelle
City of Pittsburgh,
City Council, District 6

Kenneth J. Lyle
Peoples Gas

Sarita Mallinger
Kimpton Hotels

Tracey McCants Lewis
Pittsburgh Penguins

Sarah Meehan Parker
Alphagraphics

Mike Mitcham
Primanti Brothers/
Pennsylvania Restaurant &
Lodging Association

Cheryl Moon-Sirianni
PennDOT District 11

Adele Morelli
Boutique La Passerelle

Susheela Nemani-Stanger
Urban Redevelopment
Authority

Daniel Onorato
Highmark, Inc.

David Onorato
Pittsburgh Parking Authority

Ed Page
Piatt Companies / BOMA

Lucas Piatt
Piatt Companies

Peter Quintanilla
Michael Baker International

Izzy Rudolph
McKnight Property
Development

Jimmie Sacco
Pittsburgh Steelers

Sabrina Saunders Mosby
Vibrant Pittsburgh

Thomas L. VanKirk*
Highmark, Inc.

Martin Sweeney
M&J Wilkow

Kevin Wade
PNC

Dara Ware Allen
City Charter High School

Bobby Wilson
City of Pittsburgh,
City Council, District 1

Gina Winstead
Carnegie Library of Pittsburgh

Jason Wrona
Meyer, Unkovic & Scott

* *Emeritus*

BOARD OF DIRECTORS

MEMBERS 2023

2023 FUNDING & GRANT SUPPORT

STAFF & CREDITS

Renaissance Leader

Alco Parking Corporation
Avenue Four Analytics
Highmark
Peoples Natural Gas
Pittsburgh Post-Gazette
Point Park University
UPMC
Zambelli Fireworks

Downtown Visionary

Block by Block
BNY Mellon
Dollar Bank
PITT OHIO
Pittsburgh Parking Authority
Shorenstein Realty Services

Downtown Champion

Buchanan Ingersoll & Rooney
CBRE
Dentons Cohen & Grigsby P.C.
Duquesne Light Company
Duquesne University
Highwoods Properties
KPMG
Leech Tishman Fuscald
& Lampl, LLC
McGuire Woods
Meyer, Unkovic & Scott
Olson Zaltman
Oxford Development Company
Piatt Companies
Pittsburgh City Paper
Pittsburgh Penguins
PPG
The Pittsburgh Water and
Sewer Authority (PWSA)
Renaissance Pittsburgh Hotel
Rugby Realty Company, Inc.
Winthrop Management

Downtown Patron

Alphagraphics
Brookfield Properties
BRUNNERWORKS
Carnegie Mellon University
Carnegie Museums of Pittsburgh
Chesley Brown International Security
Chrislynn Energy
Christian James Restaurant
The Davis Companies
Duquesne Club
Eat'n Park Hospitality Group Inc.
Encore on Seventh Apartments
EVEN Hotels
Events by JK
Fairfield Marriott Pittsburgh Downtown
Fairmont Pittsburgh
Federated Hermes, Inc.
Frank B. Fuhrer Wholesale Company
Full Service Network
Henderson Brothers, Inc.
Hertz Gateway Center
Kimpton Hotel Monaco Pittsburgh
Insperty
InterPark, LLC
JLL
Kossmann Development Company
La Prima Espresso
Louis Plung & Company
Michael Baker International
Moe's Southwest Grill
Northwest Bank
Pittsburgh History & Landmarks
Foundation
Pittsburgh Magazine
Renewal, Inc.
The Rivers Club
The Rubinoff Company
Shrager Defense Attorneys
Shorty's Pins x Pints
Strada Architecture LLC
Sultan Donor Kebab & Sultan Baklava
Bakery
Toshiba Business Solutions of
Western Pennsylvania
Urban Redevelopment Authority
of Pittsburgh
Vitalant
WordWrite
WTAE-TV

Downtown Advocate

AC Hotel Pittsburgh Downtown
Alihan's Mediterranean Cuisine
Allegheny County Airport
Authority
Allegheny County Bar
Association
Assured Partners of PA, LLC
Auberle
Bae Bae's Kitchen
Bernstein-Burkley, P.C.
Boutique La Passerelle
Carrie S. Holstead
Real Estate Consultants, Inc.
City Charter High School
City Works Eatery & Pour House
Cushman & Wakefield
Courtyard Pittsburgh Downtown,
Penn Avenue (Marriot)
Cowden Associates, Inc.
D&P Valet Services LLC
David L. Lawrence
Convention Center
Denham & Co. Salon
Desmone
DK Pittsburgh Sports
Doubletree by Hilton Hotel &
Suites Pittsburgh Downtown
Drury Plaza Hotel
Pittsburgh Downtown
Elevator Management Services
The Elmhurst Group
Embassy Suites by Hilton
Pittsburgh - Downtown
First Commonwealth Bank -
Investment Banking
First Lutheran Church
First Presbyterian Church
Fresh Nostalgia Boutique
Gauchito Parrilla Argentina
Giovanni's Pizza and Pasta
Green Building Alliance
HeidiOptics
Herbein + Company, Inc.
Howl at the Moon
Joinery Hotel
Larrimor's
LGA Partners
Little Lamb Resale

M&J Wilkow Ltd.
National Flag Foundation
Northeast Energy Advisors
Omni William Penn Hotel
The Original Oyster House
Perkins Eastman Architects, P.C.
Pittsburgh Ballet Theatre
Pittsburgh Bike Share
Pittsburgh CLO
Pittsburgh Divorce & Family Law, LLC
Pittsburgh Hippodrome
Pittsburgh Symphony Orchestra
Pittsburgh Technology Council
PJ Dick - Trumbull - Lindy
PMI
Redbeard's on Sixth
Rivers of Steel Heritage Corp.
Robert Morris University
Sixth City Marketing
Space Bar
Stonewood Capital Management
Trek Development Group, Inc.
Trinity Episcopal Cathedral Pittsburgh
The Webb Law Firm
The Westin Pittsburgh
United Site Services
Wayne Gregg
Western Pennsylvania Conservancy
Worgul, Sarna & Ness, Criminal
Defense Attorneys, LLC
The Yard

Other Supporters

African American Chamber of Commerce
of Western Pennsylvania
Carnegie Library of Pittsburgh
Craig R. Stambaugh
Nancy Lynches
No Wall Productions
Pittsburgh Ballet Theatre
Pittsburgh Hippodrome

BOARD OF DIRECTORS

MEMBERS 2023

2023 FUNDING & GRANT SUPPORT

STAFF & CREDITS

171st ARW Recruiting
247 Roofing Solutions, LLC
ABARTA Coca Cola
Allegheny Conference
Alphagraphics
Animal Rescue Partners
BNY Mellon
BOMA Pittsburgh
Buchanan Ingersoll & Rooney
Calgon Carbon Corporation
City of Pittsburgh
City of Pittsburgh/Department of Public Safety
Comcast - Keystone Region
Cricket Wireless
Cydcor LLC
Dollar Bank
Duquesne Light Company
Duquesne University
e.holdings Inc
Edward Jones Investments
Fidelity Charitable
First National Bank
Flyspace Productions, LLC
Frank B Fuhrer
Wholesale Company
Gatesman, Inc

Giant Eagle, Inc.
Green Mountain Energy, Inc.
Harvie Farms
Heinz History Center
Highmark
Highwoods Properties
Hydroxycut
Inspire Energy Holdings, LLC
Jenkins Empire Associates
Jim Shorkey Chrysler Dodge Jeep Ram
Jim Shorkey Mitsubishi
KDKA+/CBS Pittsburgh
Keystone Integrated Care LLC
Koppers
Mancini's Bakery
Metro Community Health Center
Mt. Pleasant Windows and Remodeling
NRG Inc.
PA Army National Guard
Peoples Natural Gas, LLC
PITT OHIO
Pittsburgh Business Times
Pittsburgh City Paper
Pittsburgh Community Broadcasting Corporation

Pittsburgh Cultural Trust
Pittsburgh Pickle Company
Pittsburgh Pirates
Pittsburgh Post Gazette
Pittsburgh Public Theater
Pittsburgh Regional Transit (PRT)
PNC Bank
Point Park University
Publicis Hawkeye, Inc
Renewal by Andersen
RJW Media
Rugby Realty Company, Inc.
Shorenstein Realty Services, LP
Southwestern Pennsylvania Commission
Steel City Media
Sundance Vacations
Talk4less Wireless Communications LLC
The Kraft Heinz Company
T Mobile USA, Inc
Trib Total Media
Turner Dairy, Inc
UFC Gym
University of Pittsburgh
UPMC
URA

Veracity Insurance Solutions
Warren, Spencer
Winthrop Management
Workscape
Yajagoff Media
Zambelli Fireworks

Foundations

Benter Foundation
Buhl Foundation
Burke Foundations
Centimark Foundation
Claude Worthington Benedum Foundation
Colcom Foundation
Eden Hall Foundation
Hillman Family Foundations
Hillman Foundation
Huntington Bank Foundation
Pittsburgh Rotary Club Foundation
PNC Charitable Trust
PPG Foundation
RK Mellon Foundation
The Pittsburgh Foundation

BOARD OF DIRECTORS

MEMBERS 2023

FUNDING & GRANT SUPPORT

STAFF & CREDITS

Jeremy Waldrup
President and CEO

Leah Baldwin
Vice President of Finance
& Administration

Tosh Chambers
Director of Mobility

Bruce Chan
Senior Director of
Urban Design

Jack Dougherty
Senior Director of
Constituent Services

Lynda Fairbrother
Executive Assistant and
Office Manager

André Henry
Associate Manager of
Special Events

Richard Hooper
Vice President of Marketing
& Communications

Russell Howard
Vice President of Special
Events & Development

Cate Irvin
Director of Economic
Development

Deana Lorenzo
Director of Communications

Lynn Morrissey
Director of Special Events

Aaron Sukenik
Vice President of District
Development

Gabe Sunderman
Social Media Specialist

James Wimberly
General Manager,
Clean and Safe Program

Anna Wolf
Associate Manager of
Special Events

Marketing & Special Events Interns

Desiray Baney
Jackie Honkus
Samantha Ormond
Bailey Wallace

On Street Services Management

James Wimberly
General Manager

Barrie Gregg
Operations Manager,
Clean & Outreach

Rich Dethlefs
Operations Supervisor,
Clean

Mike Walker
Operations Supervisor
Clean

Julius Denson
Hourly Supervisor
Clean

Sean Acierno
Dispatch

Umbreayia Parrish
Dispatch

Clean Team

Marcus Atkinson
Jasmine Battle
Allen Bonneau
Davone Bonneau
Cory Brown
Marlena Brown
Sean Carter
Pierce Dunscomb
Edward Edmond
Dai-Shawn Flewellen
Ruben Freeman
Emmanuel Francois
Clarence Gates
Jarrett Gill Martin
Jozo Grgic
Ronald King
Terrell Lee
Conrad Lewis
Kareem Maize
Jimar McGhee
Artie Murphy
Damere Porter
Arthur Scott
Myonia Smith
Nicole Wilkerson
Sam Williams
Brock Wilson
Gordon Young

Golden Triangle Ambassador Program

Julie Grabiak
Operations Supervisor

Joseph Keffer
Hourly Supervisor

Ryan Weingartner
Hourly Supervisor

Lawrence Davis
Ambassador

Timothy Funk
Ambassador

Nathan Kohut
Ambassador

Robert Smith
Ambassador

Katherine Snowden
Ambassador

Brandon Thompson
Ambassador

Outreach Team

Lesalle Thompson
Outreach Specialist

Howard Owen
Outreach Ambassador

John Holzer
Outreach Ambassador

Kariena Sever
Outreach Ambassador

CREDITS

Design
Wall-to-Wall Studios

Photography
Emery Meyer
Renee Rosensteel



PITTSBURGH
DOWNTOWN
PARTNERSHIP

Pittsburgh Downtown Partnership

The Bank Tower

307 Fourth Avenue, Floor 2

Pittsburgh, PA 15222

DowntownPittsburgh.com

412.566.4190



@DOWNTOWNPITT

