



PITTSBURGH DOWNTOWN PARTNERSHIP

DOWNTOWN FAST-FORWARD



WHO WE ARE

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.

DEAR FRIENDS OF DOWNTOWN PITTSBURGH

Downtown Pittsburgh saw a shift from recovery to reactivation in 2022. There was a noticeable gain in energy as we welcomed more visitors to the Golden Triangle and reengaged the returning workforce. Shows, sporting events, and concerts made a comeback, bringing hundreds of thousands of patrons to our arenas, theaters, and stadiums. We are grateful for the continued support of the many partners, sponsors, government officials, and key stakeholders who have worked diligently with us throughout the year to build momentum and ensure that the Golden Triangle remains a vibrant and welcoming neighborhood for residents, workers, and visitors.

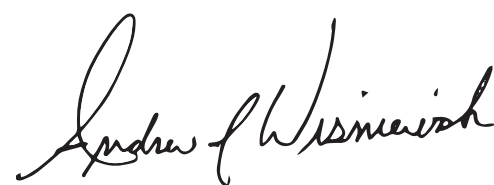
As our daily population continues to rebound, we have increased our efforts to enhance the Downtown experience. We are elevating the appearance of our streets and public spaces with placemaking initiatives such as public art installations and expanded outdoor dining corridors. In partnership with Mayor Ed Gainey, we also focused on reconnecting our returning workforce with the best venues, food, drinks, and live music in the neighborhood through initiatives like PGH Opens. With every activation, we strive to deliver impactful experiences that highlight the diversity and vitality of our community for all who come to Downtown.

Thanks to the determination and optimism of our stakeholders who allow us to advance our mission, Downtown is undergoing a period of significant revitalization. To keep evolving, we must continue to advocate for Downtown as the place where collaboration and connection are integral to business success, while encouraging expanded residential opportunities and reimagined public spaces. With enhanced cleaning and hospitality programs launching in 2023 that will invest an additional \$1.5 million in these services annually in our neighborhood, we are focused on creating a city where people want to thrive.

This is a critical juncture in our history. How we invest our time, energy, and resources right now will set the pace and direction for the growth of our region as a whole. As stakeholders in Downtown, we must remain steadfast in our commitment to work with and support our community partners, while holding each other accountable for the delivery of our collective vision.

We appreciate all who choose to live, work, shop, and explore Downtown helping to create the innovative and resilient urban center that it is today. Working together, we can move at velocity and forge an exciting new future for our city, not just as a destination, but as a place we are proud to call home.

Sincerely,



Andy Wisniewski, JLL
Board Chair
Pittsburgh Downtown Partnership



Jeremy Waldrup
President and CEO
Pittsburgh Downtown Partnership



CLEAN & OUTREACH

As the number of people who live, work, commute, and visit Downtown continues to grow, the PDP's Clean and Outreach teams have expanded their efforts to foster a Downtown environment that is vibrant, safe, and welcoming to all. Easily identified by their signature yellow uniforms and approachable attitude, our hardworking team performs essential services seven days a week, rain or shine, that enhance the appearance of our streets and public spaces, and improve daily experiences for the tens of thousands of visitors, workers, and residents who pass through Downtown every day.

In 2022, these teams continued to work collaboratively with the Department of Public Works, the Pittsburgh Bureau of Police, the Mayor's Office, Allegheny County Department of Human Services, Port Authority Police, merchants, property owners and other partners to advance relationships that positively impact the heart of the region. They played an instrumental role in facilitating the return of major events and cultural programming in Downtown, while scaling up their services in response to increasing foot traffic and changing community needs.

Even in the most challenging conditions, our Clean and Outreach teams worked tirelessly each day to help enhance quality of life in the Golden Triangle. Their efforts have set the foundation for new and greatly expanded cleaning and hospitality programs launching in the first quarter of 2023.

SUSTAINING A CLEAN AND VIBRANT DOWNTOWN

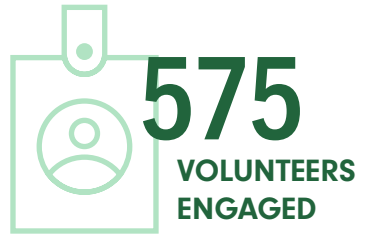
The Clean Team performed essential duties that improved the appearance of Downtown's streets, such as removing trash, servicing cigarette receptacles, and executing tasks that complemented the cleaning and beautification operations of the public and private sectors. In addition to cleaning, the team helped facilitate the implementation of new, returning, and expanded programming. The team assisted staff and vendors before, during, and after well-attended activations, including almost daily programming in Market Square and six PGH Opens events, which welcomed thousands back to Downtown.

CLEAN TEAM HIGHLIGHTS:

- **Assisted the PDP Events Department with more than 240 activations**, including set-up, event operations, and tear down.
- **Provided services across expanded event footprints** at Juneteenth, the Black Music Festival, Picklesburgh, Light Up Night and First Night festivities.
- **Engaged a total of 575 volunteers**, a 22% increase over last year, in over 2,800 hours of volunteer service.
- **Incorporated equipment upgrades such as ATLV's, Blower Vacs, and Hydro Shots** for more effective cleaning of high traffic corridors.
- **Increased performance metrics over last year**, including trash removal, graffiti tag removal, and hospitality assistance interactions.

PHOTO LEFT: Clean Team staff greets KDKA-TV Anchors Heather Abraham & David Highfield at a Market Square event.

PHOTO RIGHT: BNY Mellon volunteers participate in a clean up day coordinated by the Clean Team.



“PROVIDING A CLEAN AND SAFE ENVIRONMENT IS FUNDAMENTAL TO THE SUCCESS OF DOWNTOWN, PARTICULARLY AS WE WELCOME WORKERS BACK TO THE GOLDEN TRIANGLE.”

Andy Wisniewski, PDP Board Chair and Executive Vice President, Brokerage, JLL



BUILDING A SAFE, SUPPORTIVE, AND WELCOMING COMMUNITY

As the needs for shelter, substance abuse support, and mental health counseling grow, our Outreach Ambassadors often serve as the first line of response when it comes to connecting vulnerable and at-risk individuals with vital resources in our community. The Outreach Team has done phenomenal work this past year in building relationships and providing assistance to individuals experiencing homelessness.

The opening of Second Avenue Commons in Q4 of 2022 provided our Outreach Team with several new tools and allies in its efforts to ensure that Downtown is a welcoming and safe community. This new year-round shelter on Second Avenue offers extensive supportive services, including a daytime engagement center, a primary care clinic, and a low-barrier shelter for adults experiencing homelessness. Our Outreach Team is working closely with Pittsburgh Mercy and other partners to help ensure these facilities are accessible to those in need.

Additionally, our team has increased its efforts to build relationships and support Downtown businesses through regular communication and collaboration. These outreach efforts help to strengthen the local economy and provide valuable insights into community experiences, challenges, and needs.

OUTREACH HIGHLIGHTS:

- **Initiated over 2,200 homeless support services, a dramatic 675% increase over last year**, connecting members of the community with helpful resources and following up on their progress.
- **Increased overall metrics and expanded the impact of our Outreach Services** through nearly 1,600 hospitality assistance interactions (52% increase over last year), 1,300 panhandling interactions (7% increase), and 300 substance abuse issues assisted (5% increase).
- **Made 622 new business contacts this year**, nearly doubling the number of contacts in 2021 and helping create stronger connections with Downtown’s small business community.
- **Established a relationship with the Veterans Leadership Program**, a valuable resource for assisting unhoused veterans with essential needs, especially housing.

PHOTO ABOVE: To help ensure a merry season of live performances, busy vendors and happy shoppers, the Clean Team provides essential services at the Peoples Gas Holiday Market.

PHOTO RIGHT: High-traffic areas like Market Square greatly benefit from the services of our Clean and Outreach teams, who work rain or shine to improve the appearance of our streets and public spaces.



DISTRICT DEVELOPMENT

Having access to the best that Pittsburgh has to offer is one of the major benefits of being Downtown. As we transition from pandemic recovery to building resilience for the future, we want to ensure our neighborhood evolves as a leading destination to live, work, and thrive. The PDP's District Development team fosters initiatives that improve quality of life, advance economic growth, and enhance the public realm in the Golden Triangle. The team creates and disseminates data-driven resources that inform and educate stakeholders on our local economy, as well as stimulate private sector investment.

Throughout the year, the District Development Team continued to implement the Downtown Mobility Plan and delivered enhanced data tracking and reporting to keep stakeholders up to date on the latest activity in the Golden Triangle. They also executed several placemaking initiatives, such as public art activations and expanded outdoor dining corridors, that improved the Downtown experience for our residents, workers, and visitors.

ADVANCING DOWNTOWN MOBILITY

Downtown is the transportation hub for our region, and its evolution will impact how people get around the county. The Downtown Mobility Plan, launched in 2021, identified ways to improve experiences for pedestrians, public transit users, cyclists, and vehicles. In 2022, the team initiated efforts to rethink the bus route network and bring more place-focused designs to high-traffic corridors. They continue to advance the pedestrian wayfinding project, a first-of-its-kind system that will simplify navigation in and between neighborhoods and indicate key destinations and landmarks.

ENHANCING THE DOWNTOWN EXPERIENCE

The PDP's efforts to adapt and reimagine public spaces to meet community needs are imperative to creating a more accessible and liveable Downtown environment. Through generous support from the Benter Foundation and in collaboration with the City of Pittsburgh, the PDP reconfigured parking and vehicular travel lanes to provide semi-permanent outdoor dining spaces along 6th Street and Penn Avenue. These dramatic upgrades continued to build awareness of this district as a premier dining destination and created more vibrant pedestrian corridors.

DELIVERING NEW AND IMPROVED DOWNTOWN DATA

Downtown is changing at an exponential rate. To consistently inform stakeholders throughout the year, a new Downtown Activity Dashboard, an interactive online tool, was developed to include monthly activity data, quarterly development updates, and annual trends. A quarterly snapshot report was also developed to replace the previous annual State of Downtown Pittsburgh (SoDP) and deliver more timely updates. The first report was released in Q3 of 2022, providing an overview of the Downtown residential market and key insights from the 2022 Residential Survey.

PHOTO LEFT: Historic Fourth Avenue and other streets will benefit from the Downtown Mobility Plan.

PHOTO RIGHT TOP: The District Development team helps promote sustainable usage, including dynamic curbside regulations that support outdoor dining and entertainment.

PHOTO RIGHT BOTTOM: Reconfigured vehicular travel lanes mean safer roads that are more easily accessible for bicyclists and pedestrians



“THE STRAWBERRY WAY PROJECT HELPED OUR STUDENTS SEE THE VALUE OF THEIR CREATIVE IDEAS AND SENSE OF IDENTITY UNFOLD RIGHT BEFORE THEM. DOWNTOWN PITTSBURGH IS THEIR COMMUNITY AND THAT WAS REINFORCED WITH THIS PROJECT.”

Melissa Pearlman, Principal, CAPA



2022 HIGHLIGHTS

- **Initiated Smithfield Street Vision Planning** in collaboration with public and private stakeholders, resulting in the creation of people-and place-focused set of principles that will be used to influence final design in 2023. Successfully advocated for extension of project to Liberty Avenue and Ft. Pitt Blvd. and integration into the Southwestern Pennsylvania Commission’s long-range plan.
- **Secured \$1.5 million in public funding** from PennDOT for the implementation of the Pedestrian Wayfinding Project in the Central Business District (CBD), North Shore and Oakland.
- **Implemented placemaking upgrades on 6th Street**, including branded signage and temporary outdoor dining spaces, to create enhanced experiences for both 6th Street businesses and their patrons.
- **Approved \$90,000 in Paris to Pittsburgh matching grants**, creating up to \$5 million in total leveraged project costs for façade renovation efforts. Almost \$200,000 in grants were earmarked for four active projects, representing over \$1.3 million in Downtown investment.
- **Led scoping efforts on the routing plan** and advocated to the PRT Board in preparation for the proposed Bus Rapid Transit (BRT) program.
- **Improved our online data tracking dashboard** to reflect monthly activity, quarterly development updates, and annual trends. Updates to the Dashboard are distributed via monthly email, contributing to over 4,600 page views over the past year.
- **Debuted the quarterly 2022 State of Downtown Pittsburgh Residential Report**, to provide an overview of the residential market and key insights. The report was widely distributed, amassing 1,950 views.
- **Advocated for the Downtown Pittsburgh Pilot Conversion Program**, an ongoing joint effort by the City of Pittsburgh, the Urban Redevelopment Authority of Pittsburgh (URA), Allegheny County, and Commonwealth of Pennsylvania that offers financing to support the conversion of Class B and C office buildings into residential projects, including affordable workforce housing.
- **Unveiled five new works of public art** that provide thought-provoking experiences that add a sense of place to communal spaces and showcase diverse local talent.



56%
INCREASE IN DAILY ACTIVITY
DOWNTOWN COMPARED TO 2020*

24
NEW BUSINESSES OPENED IN
THE GT, INCLUDING 17 NEW
SMALL RETAILERS

\$119,262,020
INVESTMENT DOLLARS FOR PROJECTS
UNDERWAY IN THE GT

PHOTO ABOVE & RIGHT: Inviting outdoor dining spaces have contributed to an increase in Downtown foot traffic.

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

*Calculated using daily average Downtown visitor activity from April–December 2020 vs same period in 2022. Source: Placer.ai



A



B



C



E



PUBLIC ART

In addition to being an expression of human creativity, imagination, and emotion, public art conveys the essence of its surroundings. The Pittsburgh Downtown Partnership understands the power that public art plays in the vitality of the Golden Triangle. Whether it's turning a corner to discover a painted pathway or looking up at a banner with whimsical pigeons, artwork welcomes, engages, and moves. In 2022, the PDP unveiled five new works of public art that add a sense of place, recognize our local talent, and energize our cityscapes.

GREEDY PIGEONS (A)

Since 2010, the PDP has curated light pole banners throughout Market Square. The tradition continued with the unveiling of "Greedy Pigeons" by local illustrator Josie Norton. Her humorous and whimsical light pole banners not only add a fun take on Downtown wildlife; they sustain Market Square's reputation as a central gathering place.

RAINBOW ROAD (B)

Rainbow Road continues Strawberry Way's distinction as a 'must-stroll' public art experience. The street mural was orchestrated by professional muralists and graffiti writers Shane Pilster and Max GEMS Gonzales, and created by students of Pittsburgh Creative and Performing Arts High School (CAPA). Supported by the Uncommon & Curated Fund, it was also featured at the Three Rivers Arts Festival.

PEOPLE WE LOVE (C)

The PDP welcomed the North American debut of "People We Love" to One Oxford Center in 2022. This meaningful art experience featuring a series of videos of people viewing images of the people they love opened in April 2022 and ran through September 2022. This was the second public art installation in Pittsburgh by renowned artist and filmmaker Kit Monkman.

JUDAH (D)

This photographic series created by Pittsburgh fine art photographer Curtis Reaves is found along the Granite Building at 6th and Wood Street. A celebration of overcoming, the emotional and colorful art complements and contrasts the enduring stone exterior of this historic building. The work is made possible through the PDP's Uncommon & Curated Fund.

PITTSBURGH POSTCARD (E)

Designed and painted by Pittsburgh native Phil Seth, this larger-than-life postcard has enhanced 6th Street's visitor experience with a new selfie hot spot. The vivid mural features a nostalgic take on iconic Pittsburgh locations and welcomes visitors to the Cultural District dining corridor. The work is made possible with the generous support of the Benter Foundation.



EVENTS & ACTIVATIONS

As the cultural heart of the region, Downtown Pittsburgh hosts many iconic events and attractions that bring in millions of visitors every year. The PDP's Events Department plans, produces, and implements programs that create community—in our parks and on our streets—and increase street-level activity, while reflecting the diversity and vibrancy of our neighborhood.

Beloved events such as Picklesburgh, Light Up Night, and Market Square programming returned in 2022, along with new and expanded activations that highlight Downtown businesses and diverse local talent. The impacts extended far beyond the events themselves by stimulating the local economy and affirming Pittsburgh's status as a destination city.

PGH OPENS: CELEBRATING DOWNTOWN WORKERS

As office workers returned to Downtown at an exponential rate, the PDP responded with new programming to re-engage employees and residents. Between April and September, the PDP partnered with Mayor Ed Gainey to launch PGH Opens, a monthly series of 'welcome back' block parties created in collaboration with the City of Pittsburgh, Allegheny County, and corporate leaders. A total of six happy hour events showcased unique venues throughout Downtown and featured 21 musical acts from a wide range of local artists, performers, and DJs. The series also boosted restaurant recovery efforts with the integration of pop-up food and drink services provided by local vendors, and gift card giveaways that help generate customer loyalty.

MARKET SQUARE: ACTIVATING DOWNTOWN'S CORE

Market Square came alive in 2022 with new and returning programs that increased pedestrian foot traffic throughout Downtown and brought a renewed sense of community and vitality to the heart of the city.

- **The highly popular Market Square Farmers Market** returned for a successful 18th season in May, offering goods from dozens of local vendors, and local musicians performing each week.
- **The Saturday Night Market** series featured a rotating showcase of 100+ vendors, along with live music and pop-ups.
- **Yoga in the Square** brought 40+ hours of free, bi-weekly yoga sessions throughout the season taught by instructors from local studios.
- **World Square**, a collaboration with the City's Welcoming Pittsburgh initiative, returned with two days of exciting performances featuring 17 acts that showcased the diverse talent of Pittsburgh's international community.
- **Lunchtime and Happy Hour concerts** featured 31 free musical performances throughout the season for Downtown's workers and residents.

PHOTO LEFT: Colorful streets, live music, and riverfront views, coupled with tasty foods and drinks, create a new outdoor experience for PGH Opens.

PHOTO RIGHT: Mascots like the Pirate Parrot and Pittsburgh Pierogies add family fun to Light Up Night festivities.





“TASTE OF PICKLESBURGH PROVIDED AN EARLY TREAT FOR DILL DEVOTEES, AND SOMETHING DIFFERENT FOR THOSE WHO ARE A LITTLE ‘PICKLE PERPLEXED’ TO TRY.”

Callise Blandi, Regional Manager for The Yard Pittsburgh

DOWNTOWN SOUND: LIVE MUSIC IS BACK

In 2022, live music made an energetic comeback, enriching our local entertainment scene. The PDP presented nearly 300 live musical acts through signature events and programming throughout the year and continued our commitment to showcasing diverse local talent, with one third of these performances by artists of color. Over 30 lunchtime and happy hour concerts welcomed workers back to Market Square during the spring and summer, and an eight-week concert series featuring NASH.V.I.L.L appeared at the Steel Garden, a pop-up beer garden and event space operated in collaboration with Brew Gentlemen and US Steel Tower.

PICKLESBURGH: A BIGGER ‘DILL’ THAN EVER BEFORE

Pittsburgh’s most iconic food festival, Picklesburgh returned for three days in July, with a larger-than-ever footprint and new programming. To accommodate growing attendance and popularity, we expanded the event by about 30%, encompassing the Rachel Carson (9th St) Bridge and the 10th St. Bypass. The new footprint offered more scenic views and shaded areas, as well as additional room for 16 exhibitors and 56 vendors serving a wide range of specialty foods and products.

Along with the expanded festival, the PDP also delivered several new pre-event activations. The ‘Pickles and Giggles’ Comedy Showcase, a partnership with The National Comedy Center that featured four rising national comedians, and ‘A Taste of Picklesburgh,’ offered a week-long opportunity to experience creative pickle-themed food and beverages from 15 Downtown restaurants.

DOWNTOWN FOR THE HOLIDAYS

The holidays this year saw a restoration of many anticipated traditions, such as Highmark Light Up Night, Peoples Gas Holiday Market, Holiday KidsPlay, A Fred Rogers Productions Selfie Garden, Santa’s House, and The Black Market: Holiday Edition, complemented by new and expanded programming that made the season especially bright.

PHOTO LEFT TOP: This year’s Picklesburgh featured a bigger footprint than ever before, extending into the 10th St. Bypass and allowing more room for food vendors offering pickle-themed products.

PHOTO LEFT BOTTOM: Though celebrated year-round, Pittsburgh’s cultural diversity took center stage during World Square in June.

PHOTO RIGHT: Picklesburgh has been named “Best Specialty Food Festival” three times since its debut in 2015. Photo by Bradley B. Photography.

The 11th annual Peoples Gas Holiday Market kicked off with a Friday Grand Opening event, featuring Merry Karaoke and the opening of the UPMC Rink at PPG. Open seven days a week from November 18 through December 22, the Holiday Market hosted more vendors than ever before, offering a wide selection of high-quality, international and local products.

Highmark Light Up Night’s Saturday presence once again offered greater flexibility for families and visitors to come Downtown. Family programming included a Pirates’ Minifest and a Disney tribute band to delight the kids and kids-at-heart. Live music remained front and center, with 19 performances across five stages, including a high energy headline act by rock ‘n’ roll legend Joan Jett. Per tradition, the Xfinity Fireworks Spectacular and Zambelli Grand Finale rounded out a well-attended, safe, and fun evening of festivities.

The PDP was excited to bring back in-person visits with Santa at a brand new Santa House in Heinz Hall Courtyard, sponsored by BNY Mellon. Families once again had the choice of taking a photo with a Black or White Santa, and proceeds from the photos were donated to the Greater Pittsburgh Community Food Bank, helping raise nearly \$80,000 to support those in need.

Holiday KidsPlay also resumed in-person activations this year and saw a record attendance of nearly 5,000 children and their family members throughout the season. The growing popularity of this programming was buoyed by collaborations with Fred Rogers Productions and the Pittsburgh Pirates, which featured hands-on activities, mascot visits, and Sunday story times with local librarians.



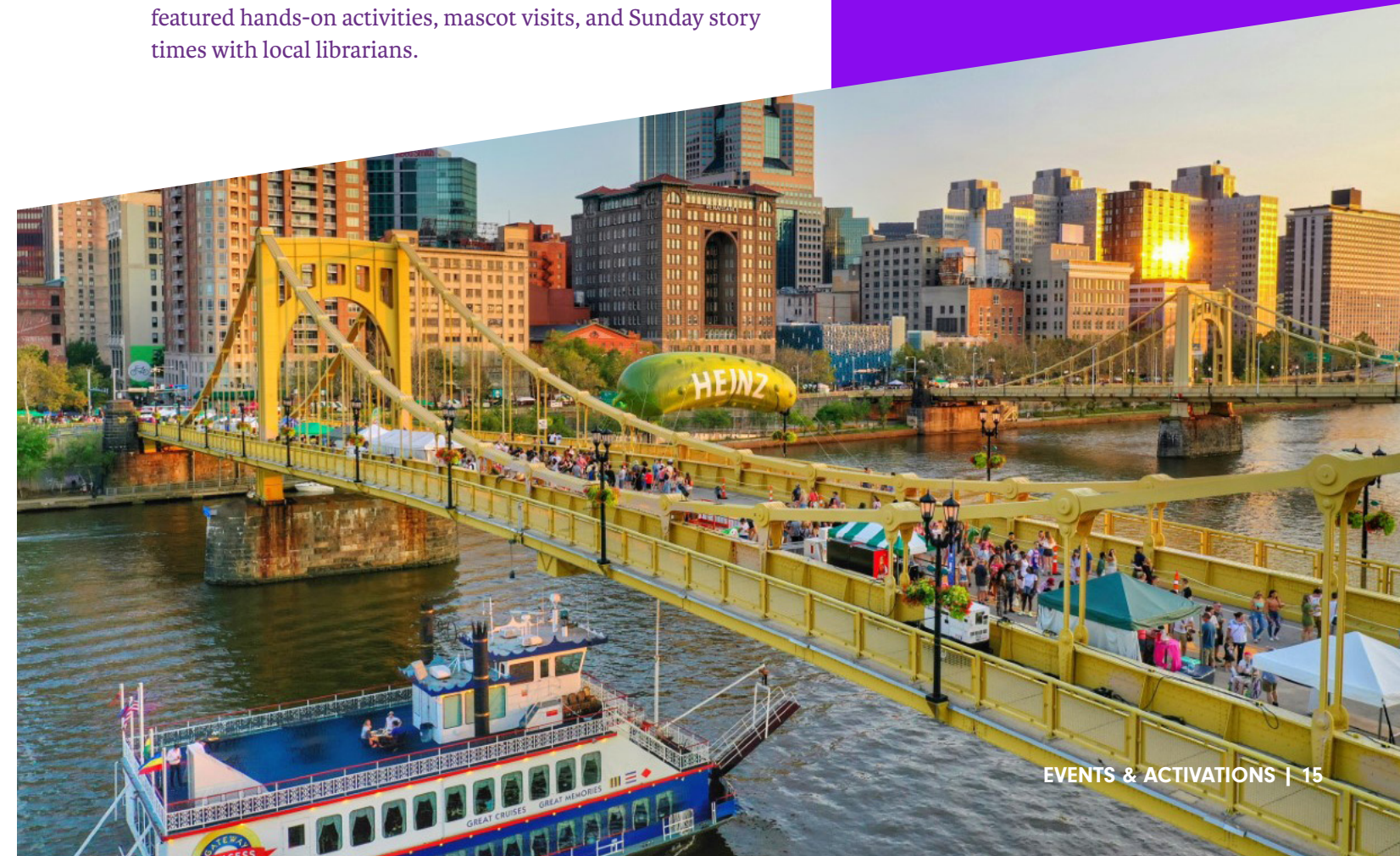
1,029
HOURS OF
PROGRAMMING



244
DOWNTOWN
ACTIVATIONS



159
DAYS OF
PROGRAMMING





MARKETING & COMMUNICATIONS

With the biggest cultural and sporting events in Western Pennsylvania, world-class arts and entertainment, and a thriving local dining and retail scene, Downtown Pittsburgh is a newsworthy destination. The PDP’s Marketing & Communications team oversees efforts that ensure audiences from around the region and the world are aware of all the Golden Triangle has to offer. From award-winning advertising campaigns and branding, to comprehensive digital content and press communications, to data-driven reports and visuals, the Marketing Team produces assets and executes strategies that support PDP programs and initiatives, as well as local businesses and partner organizations.

Throughout 2022, the Marketing Team engaged growing audiences in and around Downtown through a wide range of digital and print media, including branding, advertising, signage, monthly and bi-weekly newsletters, multi-channel social media campaigns, websites, quarterly and yearly reports, press releases, print collateral, and direct mailings. They worked with all PDP departments, event sponsors, and other stakeholders to amplify and advance key initiatives that support the local economy, increase visitor traffic, and showcase the vitality and diversity of our community.

With large scale events making a full recovery this year, the Marketing Team was tasked with developing and executing the concept, branding, and promotion of high visibility activations that welcomed people back to Downtown. Newly launched in 2022, Pittsburgh Opens delivered six block parties supported by an award-winning advertising campaign, which included building a cohesive brand foundation that was visually unique to each location. The Marketing Team also approached the series as an opportunity for new creative partnerships and incentives, engaging three Pittsburgh-based social media influencers to produce targeted content that generated an additional 73K impressions, supplementing in-house digital marketing efforts.

The Marketing Team spearheaded public relations, marketing, and communications for all signature PDP events, which resulted in impressive regional and national media coverage. Their efforts were instrumental in driving visitor foot traffic to Downtown, bringing it closer to pre-pandemic 2019 levels. New advertising campaigns, along with eye-catching signage, merchandise, and stage backdrops, boosted the first-ever ‘Pickles and Giggles’ Comedy Showcase and ‘A Taste of Picklesburgh.’ The team’s in-house design efforts promoting World Square in Market Square helped showcase minority vendors and increased their visibility.

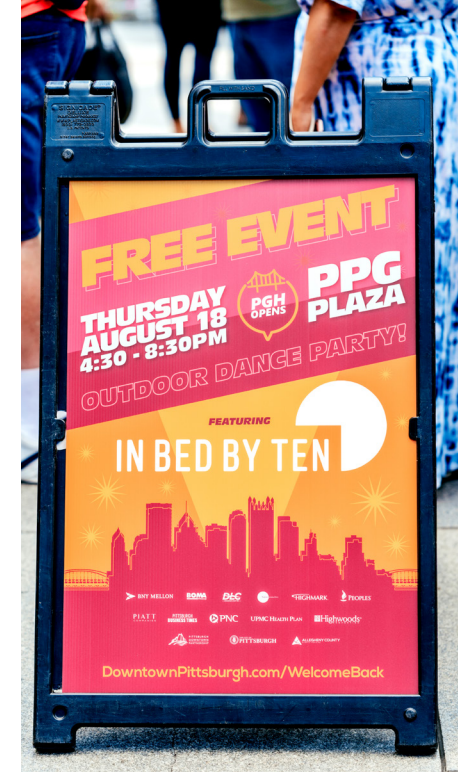


PHOTO LEFT: PGH Opens spanned six events and featured local musical talent like Sierra Sellers.
PHOTO RIGHT TOP: Branded on-street signage helps promote PGH Opens, a brand-new, happy hour event series.
PHOTO RIGHT BOTTOM: Welcome banners greet visitors at the entrance of Picklesburgh.



Light Up Night and the holiday season required the Marketing Team to deliver the largest and most comprehensive ad campaign of the year. Initiated with a major press event to highlight key sponsorships, activations, and a legendary headline act, the event set the stage for over a month of promotion and messaging across television, radio, print, web, and social media. Simultaneously, the team also delivered new branding for Santa's House, all signage for Light Up Night, the Holiday Market, KidsPlay and the entire holiday season. And, for the first time ever, the holiday season website and Holiday Guide were written, designed, and produced entirely in-house.

As we continued to reactivate and reimagine Downtown following the global pandemic, the Marketing Team assisted with various efforts throughout the year in support of our local small businesses. These efforts included working closely with independent retail owners to promote several Boutique Crawl events, and engaging Sixth Street restaurants in the development of a unique branding identity for the revitalized dining corridor. To share the PDP's voice and strategic vision more widely with stakeholders across the region, the team also provided content, crafted messaging, and produced guest articles for key industry-focused publications throughout the year, including *Invest Pittsburgh*, *The Pittsburgh Post-Gazette*, and the *Pittsburgh Business Times*.

EDGE CARD INITIATIVE

Launched in 2021, the Downtown Edge Card program seeks to re-energize and reconnect workers, residents, and university members with over 40 (and counting) Downtown businesses by providing special deals and incentives. In 2022, the number of card holders has grown to over 10K, with over 380 subscribers to our Edge Card newsletter. Throughout the year, card holders enjoyed over 10 Edge card special event deals on top of ongoing discounts and offers from participating businesses.



1,214,928
MAIN WEBSITE VIEWS

10,000 +
EDGE CARD HOLDERS

273,280
HOLIDAY WEBSITE VIEWS

185
NEWSLETTER ISSUES PUBLISHED

615,000
PICKLESBURGH WEBSITE VIEWS

22,863
NEWSLETTER SUBSCRIBERS

PHOTO LEFT TOP: Picklesburgh featured live, high-energy musical performances by local and regional artists across two stages.

PHOTO LEFT BOTTOM: More than 10,000 people have received the Edge Card through promotions and attendance at Downtown events.

PHOTO RIGHT: Sixth Street was the site of one of six Pittsburgh Opens events.



2022 MARKETING HIGHLIGHTS

- 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 redesign of merchandise.
- Managed all communications, promotional activities, public relations, and publication development for the 2022 Holiday Season, including production of the 2022 Downtown Holiday and Light Up Night Guides; executed multi-faceted advertising campaigns; designed signage, stage, and all event-based graphics.
- Supported a number of themed promotional events throughout the year that highlighted local, independently owned boutiques and retailers.
- Developed and conducted comprehensive membership and residential surveys that generated key insights for future program development
- Partnered with local influencers to tap additional audiences, including video featurettes from Joe Watkins, Chancellor Humphrey, and Abigail O'Connell.
- Supported and assisted implementation of numerous public art installations through signage, branding, public relations, and social media outreach.
- Increased audience reach across all social media platforms and websites.

 **33,027**
FACEBOOK FOLLOWERS

 **4,322**
TIKTOK VIEWERS

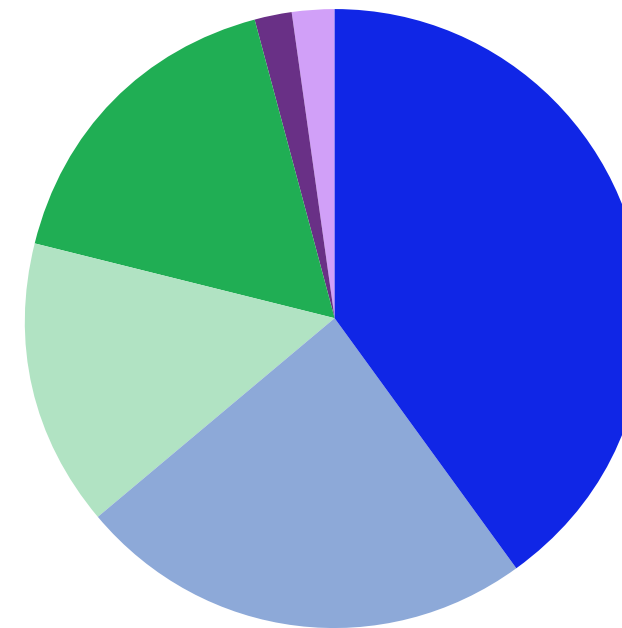
 **100,658**
TWITTER FOLLOWERS

 **9,480**
LINKEDIN FOLLOWERS

 **60,756**
INSTAGRAM FOLLOWERS

2022 FINANCIALS

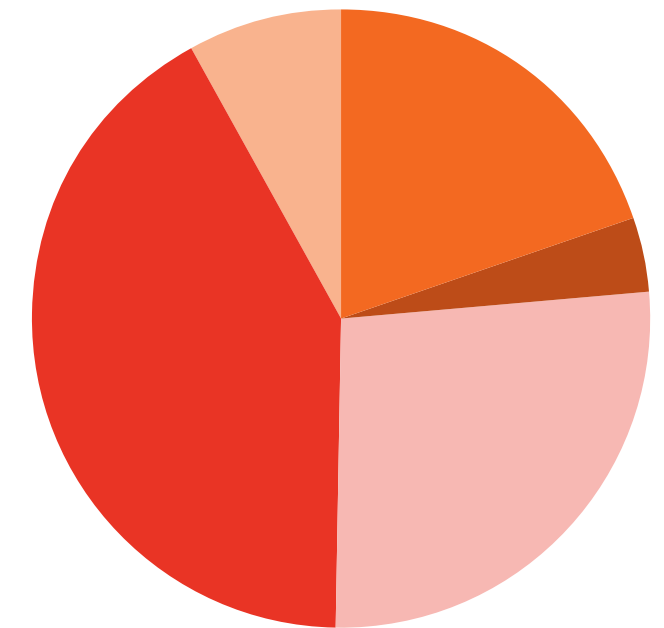
REVENUE



- BID FUNDS 40%
- FOUNDATIONS & GRANTS 24%
- SPONSORSHIPS 15%
- EARNED INCOME 17%
- MEMBERSHIP 2%
- PENNDOT 2%

TOTAL: \$6,163,927

EXPENSE



- ECONOMIC DEVELOPMENT 20%
- TRANSPORTATION 4%
- CLEAN & OUTREACH 27%
- MARKETING & EVENTS 42%
- ADMINISTRATIVE 8%

TOTAL: \$6,330,509

2022

A YEAR IN REVIEW



JAN 28

Drag Me Downtown

As a pop-up alongside the Cultural Trust's Gallery Crawl, the evening featured unique glitz and glamor drag performances in Heinz Hall Courtyard.

FEBRUARY

Downtown Resident Survey Released

The survey provided the public with an opportunity to share thoughts on amenities, public space, safety, and more.

APRIL-JUNE

Car Bazaar

This unique pop-up flea market at the Interpark sponsored Forbes & Grant Parking Garage featured live music, food, and shopping each Saturday.

MARCH 12

Shamrock Search (retailer event)

Starting on the day of Pittsburgh's St. Patrick's Day Parade, this event encouraged Downtown retailer shopping and a search for hidden golden shamrocks to win prizes.

APRIL-MAY

Penn Avenue Outdoor Dining Extensions Installed (A)

Newly deployed sidewalk extensions allowed seven restaurants to expand their outdoor dining experience, benefiting all businesses and pedestrians who frequent this popular corridor.

APRIL 8

Public Artwork 'People We Love' Opened

The unique creation of artist Kit Monkman explored the relationship between art and audience in a groundbreaking video presentation.

APRIL 21

PGH Opens Debuts at US Steel Plaza (B)

Kicked off a six-month series created in collaboration with the City and supported by the Downtown business community celebrated the return of Downtown workers through live music, food, drink, and more.

APRIL 28

Annual Meeting

The PDP brought together over 200 Downtown stakeholders to share plans for 2022, and the creation of a new \$3 million endowment to support public arts initiatives.

MAY 13

PDP Receives ULI Award

Allegheny Overlook received a Pittsburgh Urban Land Institute Placemaking Award in recognition of outstanding achievements and leadership in the creation and celebration of 'place'.

MAY 14 AND JUNE 11

Car Bazaar Drag Brunch

Fierce and extravagant performances created a one-of-a-kind experience for shoppers and visitors at the eclectic parking garage flea market.

MAY 19

PGH Opens at PPG Plaza

The second in a six-month series of events to celebrate the return of Downtown workers, featuring special appearances and giveaways from the Pittsburgh Pirates, live music, happy hour specials, and more.

JUNE 3RD

Public Artwork 'Judah' installation

A series of window and wall decals adorning the Granite Building featured colorful abstract imagery, history, and culture by artist Curtis Reaves.

MAY 4-OCT 12

Yoga In the Square Returned

Pittsburgh's favorite free yoga series returned to Market Square.

MAY 12-OCT 27

Farmers Markets Returned (C)

Weekly Market returned with regionally grown produce, organic products, and small-batch food items from local vendors.

JUNE 3

Steel Garden & Office Retreat Opens in US Steel Plaza (D)

A collaboration with Brew Gentlemen served up craft beers through the summer, while Workscape provided a unique outdoor oasis for business meetings and socializing.

JUNE 23-AUG 11

NASH.V.ILL Residency at US Steel Plaza

Supergroup NASH.V.ILL, featuring guitarist Byron Nash and powerhouse vocalist Jacque Mae, performed live every Thursday.

JUNE 1-OCT 28

Market Square Concert Series

Weekly presentations showcased diverse performances presented by community partners.

JUNE 5-OCT 16

Dancing in the Square

Weekly free classes taught exciting new and traditional dances in the heart of the city.

JUNE 21-AUG 2

Kidsplay in Market Square

KidsPlay delivered free interactive and educational programming for children while introducing families to the community's most exciting family organizations.

JUNE 10-12

World Square Returned (E)

The free-to-attend event celebrated, promoted, and welcomed Pittsburgh's diverse international communities.

JUNE 25-OCT 29

Saturday Night Markets

Weekly market returned featuring local vendors and live music presented by community partners.

JUNE 16

PGH Opens at DLCC Rooftop Terrace

The third in a six-month series of events to celebrate the return of Downtown workers, this event debuted the new DLCC Rooftop Terrace with music, food, drink, and gift card giveaways.

JULY 13

Upgraded planters installed on Smithfield Street.

JULY 29

Pittsburgh Pedestrian Wayfinding Locations Art Commission Approval

This project seeks to establish a world class pedestrian wayfinding system for residents and visitors to navigate Pittsburgh's most popular neighborhoods.

JULY 14

Pickles & Giggles Comedy Show Debut

National Comedy Center partners with PDP to premiere "Pickles & Giggles Comedy Showcase" at the Byham Theater.



A YEAR IN REVIEW CONTD.



JULY 8-14

Taste of Picklesburgh

Picklesburgh preview event offered free pickle pins, pickle beer, and pickle-themed food items from 15 participating restaurants.

JULY 15-17

Picklesburgh Returns—a Bigger Dill Than Ever Before (F)

Huge crowds attended the greatly expanded festival, which featured even more music and vendors on the Rachel Carson (9th street) bridge and riverside on the 10th street bypass.

JULY 21

PGH Opens at The Backyard at 8th & Penn

The fourth in a six-month series of events to celebrate the return of Downtown workers, this event showcased the newly established Backyard in the heart of the Cultural District.

AUGUST 2

"Greedy Pigeons" Banners installed in Market Square

Pittsburgh artist Josie Norton created a series of new banner designs for 16 light poles, providing a unique visual experience for visitors to the square.

AUG 17

6th Street Outdoor Dining Sidewalk Extension Platforms Installed

Sidewalk extensions and railings were deployed to provide a "platform" for restaurants to activate a high-quality outdoor dining experience.

AUG 18

PGH Opens at PPG Plaza (G)

The fifth in a six-month series of events to celebrate the return of Downtown workers, this event returned to PPG Plaza with an outdoor dance party from 'In Bed by Ten.'

SEPT 6-7

6th Street Light Pole Banners and Signage Installed (H)

Comprehensive initiative to brand 6th Street as a cultural destination kicked-off with installation of highly visible street banners.

SEPT 15

PGH Opens 6th Street Block Party

The final event of the series was held on a revitalized 6th Street and featured outdoor dining, drink specials, axe throwing, plus gift card giveaways.



SEPT 14

Public Art "Rainbow Road" Completed

A 440-ft long street mural by Shane Pilster, Max GEMS Gonzales, and 37 CAPA Visual Arts Students was unveiled on Strawberry Way.

SEPT

10K Downtown Pittsburgh EDGE Cards Distributed

Launched in November 2021 to provide special offers to the returning workforce, the free card was distributed to workers and residents.

OCT 20

Public Art "Pittsburgh Postcard" Unveiled

The colorful mural, designed and painted by Pittsburgh native Phil Seth, was commissioned to enhance and advance the revitalization of 6th Street.

OCT 27

Boo-tique Crawl Halloween Event

Retailers joined forces to offer treats, beverages, and fashion with a spooky theme.

OCT 29

Fright Up Night

Halloween decorations, themed entertainers, and special vendors turned Market Square into a ghoulish delight for visitors.

NOV 4

Membership Clean Up Event (I)

BNY Mellon volunteers helped to clean up and paint a section of Fort Duquesne Blvd.

OCT 24-NOV 14

Downtown Sentiment Survey Released

The survey provided the public with opportunity to share thoughts on amenities, public space, safety, and more.

NOV 10

State of Downtown Residential Report Released

The report delivered an overview of the Greater Downtown residential market and insights that will inform future investments and support Downtown's continued vitality.

NOV 10

Resident Survey Report Released

Collected every two years, the survey data informs decision-making, advocacy, programming efforts, and event planning for Greater Downtown.

NOV 2

Light Up Night Press Conference (J)

Held at the Pittsburgh Public Theater, the media event showcased the complete season of holiday programming alongside sponsored activations, music, and more.

NOV 18

Holiday Grand Opening Weekend (K)

People's Gas Holiday Market opened with more than 35 vendors as the music of Merry Karaoke filled Market Square.

NOV 19

Highmark Light Up Night (L)

A giant Prantl's cake, tree lightings, live music on five stages, and supersized Zambelli fireworks capped off the evening that featured rock 'n' roll legend Joan Jett.

DEC 3-4 AND 10-11

The Black Market: Holiday Edition

This unique event returned with apparel, goods, and art, from dozens of Black-owned businesses.

NOV 19-DEC 22

Santa House

A brand new Santa House opened in Heinz Hall Plaza delivering in-person visits with a choice of a Black or White Santa.

NOV 20-DEC 18

Holiday Kidsplay

A kid friendly indoor space opened at the corner of 6th Street and Liberty to offer activities from Fred Rogers Productions and the Pittsburgh Pirates.

DEC 7

Boutique Crawl

A holiday themed retailer event that featured a humorous leg lamp tie-in with the movie and theatrical production of 'A Christmas Story.'



2022 PDP NOTEWORTHY

MOVING DOWNTOWN FORWARD

- The PDP unveiled an enhanced Downtown Activity Dashboard that includes monthly activity data, quarterly development updates, and annual trends and published its first State of Downtown Pittsburgh Snapshot Report in Q3 of 2022, providing an overview of the Greater Downtown residential market with key insights from our 2022 Residential Survey.
- The PDP held 12 Downtown Development Activities Meetings (DAM) in 2022 that provided stakeholders with information and a forum for feedback on approximately 30 projects that are proposed or in progress in Downtown.
- The PDP supported the Urban Redevelopment Authority of Pittsburgh in forming the Pittsburgh Downtown Conversion Program, a pilot program to facilitate the conversion of former office spaces into residential housing, with a portion dedicated to workforce housing.
- In December 2022, the City gave final approval to PDP supported legislation that eliminates residential density restrictions to streamline the approval process for multi-family residential developments in Downtown.
- The PDP's Paris to Pittsburgh Façade Improvement Program approved \$90,000 in Paris to Pittsburgh matching grants, creating up to \$5 million in total leveraged project costs for façade renovation efforts. Almost \$200,000 in grants were earmarked for four active projects, representing over \$1.3 million in Downtown investment.

REACTIVATION

- The Uncommon & Curated Fund, made possible with a \$3 million gift from an anonymous donor, brought three significant public art installations to Pittsburgh in 2022. "The People We Love" by Kit Monkman, "Rainbow Road" by Shane Pilster, Max GEMS Gonzales and students of CAPA, and "Judah" by Curtis Reaves, create a more vibrant Downtown environment for thousands of people who pass through Downtown every day.
- Picklesburgh, the pickle-themed festival thrice named the Best Specialty Food Festival in the country, welcomed its biggest crowds yet. The National Comedy Center joined the festivities with a new Pickles & Giggles Comedy Showcase, and the physical footprint of the event was expanded, with food and libations pouring down from the 9th Street Bridge to the 10th Street Bypass.
- As pandemic restrictions dissipated, the number of activities and programs at Market Square rebounded. The weekly Farmers Market, Yoga and Dancing in the Square series, Night Markets, and one-time pop ups helped bring an average of 1.45 million visitors per month to Downtown between April and September 2022.
- The PDP, in partnership with the Mayor's Office, launched PGH Opens, a series of six happy hour events that took place from April through September at some of Pittsburgh's iconic gathering places including Steel Plaza, the Rooftop Terrace at the David L. Convention Center, PPG Plaza, the Cultural Trust's Backyard, and the new 6th Street Corridor. The events engaged thousands of Downtown workers, visitors, and residents with live music, food and drink, dancing, giveaways, and other fun.

PHOTO OPPOSITE: Free outdoor programming like Yoga in the Square help draw thousands to Market Square throughout the warmer months.

- In February 2022, with City Council approval and a generous gift from the Benter Foundation, the PDP constructed semi-permanent outdoor dining platforms along the 6th Street corridor, to better accommodate visitors, diners, and 21 restaurants in the Cultural District. Along with the installation of a new public mural, these additions help ensure that the area, which has already gained a reputation for its diverse cuisine and easy access to cultural, sports, and other Downtown happenings, can continue to grow.

RECOGNITION

- The Allegheny Overlook Pop-Up Park received the ULI Jury Award at the 2022 Urban Land Institute Pittsburgh's 8th Annual Placemaking Awards for Excellence. The AO was selected for its success in transforming Fort Duquesne Boulevard into an inclusive new destination that exemplified public space for safe gathering and enjoyment of entertainment, recreational, and social activities.
- The PDP received three American In-House Design Awards by *Graphic Design USA* for the PGH Opens Campaign, Edge Card Campaign, and 2021 Annual Report.
- Andy Wisniewski was welcomed as the new PDP board chair in January 2022. Wisniewski, Executive Vice President, Brokerage, at JLL, has served on the Board since 2019. Andy also flipped the switch for the new, high-tech Christmas tree at PPG Place (owned by Highwoods Properties), unveiled during Light Up Night Weekend.
- Director of Special Events Jack Dougherty was named one of *Pittsburgh Magazine's* 40 Under 40 for his work in collaborating and creating more than 300 activities with the Pittsburgh Downtown Partnership, all dedicated to encouraging people to explore the Golden Triangle.
- PDP President and CEO Jeremy Waldrup was featured as one of the region's most influential business leaders of 2022 on the *Pittsburgh Business Times* Power 100 list, as well as on City and State PA's Pittsburgh Power 100.



DOWNTOWN REACTIVATION

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.

The PDP disseminates the Downtown Activity Dashboard to thousands of stakeholders in the form of monthly Activity Reports, State of Downtown Pittsburgh (SoDP) Reports, and through marketing and news that brings traffic to our website.

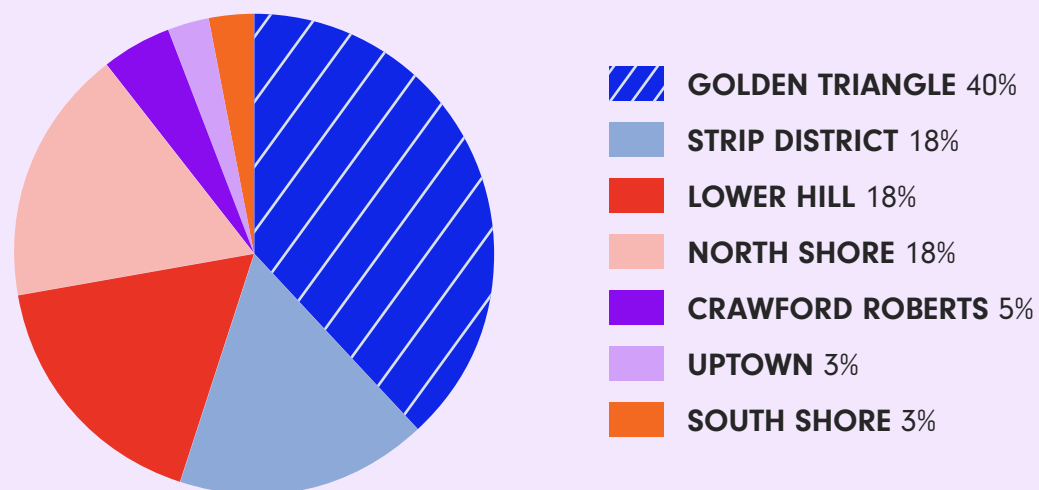
In 2022, the PDP enhanced the Downtown Activity Dashboard to include monthly activity data, quarterly development updates, and annual trends. Using this data, we saw clear signs of recovery and growth in Downtown Pittsburgh last year, particularly in visitor traffic, returning workforce, and transportation metrics.

POPULATION GROWTH HIGHLIGHTS

The population of Downtown Pittsburgh has grown an average of 5% each year since 2015, reaching an estimated nearly 7,000 in 2022. 2022 also saw an increase in activity in Downtown as the City continues to recover from the COVID-19 pandemic.

Current breakdown of estimated population in the Greater Downtown area by neighborhood, based on Census data and residential reporting rates for apartments and condos:

ESTIMATED POPULATION



RESIDENTIAL DEVELOPMENT HIGHLIGHTS

There are an additional 24 residential projects in the Greater Downtown pipeline, which will supply an estimated 4,400 new units; 11 of these projects are conversion/adaptive reuse projects.

2022 DOWNTOWN ACTIVITY

Visitor Recovery Rate* in the Golden Triangle

64% 2021

76% 2022

Bus Ridership Recovery Rate in Downtown

30% 2021

42% 2022

Employee Recovery Rate in the Golden Triangle

25% 2021

40% 2022

Average Parking Lot Utilization in Downtown

44% 2021

65% 2022

*Recovery rate when compared to pre-COVID 2019 numbers.

72%

VISITOR RECOVERY TO MARKET SQUARE

up from 68% in 2021

70%

VISITOR RECOVERY TO CULTURAL DISTRICT

up from 51% in 2021

83,392

AVERAGE DAILY DOWNTOWN ACTIVITY

Residents, Employees, and Visitors

17,181,637

TOTAL VISITORS TO THE GOLDEN TRIANGLE

76% recovery rate when compared to pre-COVID 2019 numbers

2023 GOALS BUILDING MOMENTUM

ENHANCE PUBLIC SAFETY AND SOCIAL SERVICE ACCESSIBILITY

- As Downtown activity increases, continue to refine and expand the Clean Team's role to provide a consistent, welcoming presence that delivers excellent service.
- Expand cleaning and pressure washing capabilities in the Golden Triangle through a partnership with Renewal Inc. that begins in spring 2023.
- Launch the Golden Triangle Ambassador program to provide another layer of enhanced hospitality services and public assistance on our streets in Downtown in coordination with public safety and outreach service providers.
- Expand Outreach capabilities in establishing relationships with unhoused populations and others in need of services, connecting them with area service providers.
- Strengthen communication with Downtown stakeholders and the City of Pittsburgh to find solutions to ongoing public safety concerns.
- Strengthen partnerships with Allegheny Health Network, Allegheny County Department of Human Services, the Mayor's Office, the Department of Public Works, the Pittsburgh Bureau of Police, and community organizations to improve the Downtown experience for all.

FUEL FUTURE ECONOMIC GROWTH

- Engage the Downtown community by serving as the designated Registered Community Organization by the City of Pittsburgh and hosting monthly meetings.
- Create, plan, and execute 200+ annual events and activations that build upon Pittsburgh's reputation as a destination city.
- Attract new visitors, residents, and businesses and encourage return-to-work efforts through diverse programmatic offerings that increase awareness of Downtown venues, attractions, and amenities.
- Advocate for incentives that foster investment and adaptive reuse of aging Downtown office buildings.
- Leverage the Downtown Activity Dashboard, the State of Downtown Reports and other valuable PDP tools to inform businesses, property owners, investors, and other decision-makers.



EMPOWER, GROW, AND DIVERSIFY THE SMALL BUSINESS ECOSYSTEM

- Establish partnerships that ensure programming reflects the diversity of our region and supports local minority artists, vendors, and performers.
- Continue to promote retail and dining in Downtown and explore new avenues to increase engagement, awareness, and customer foot traffic.
- Expand stakeholder communications to welcome new businesses to the community and ensure new additions are captured on our website and digital platforms.
- Offer marketing support and other opportunities to Downtown's small businesses via PDP platforms and programs.
- Provide branding and marketing tools that elevate awareness of Downtown Pittsburgh districts and amenities.

ADVANCE NEIGHBORHOOD REVITALIZATION AND CONSTITUENT ENGAGEMENT

- Foster a vibrant and welcoming Downtown experience by advancing streetscape renovations, outdoor dining enhancements, art installations, and commercial property facade improvements.
- Continue to produce seasonal Downtown programming, such as Farmers Markets and Yoga in the Square, providing great amenities for those living and working in Downtown.
- Enhance the PDP Membership Program and connect with our loyal base of members across industries.
- Launch a newly redesigned and enhanced website that provides a user-friendly, informative experience for online audiences to engage with Downtown Pittsburgh events, metrics, and resources.



PHOTO LEFT: Held weekly in the spring and summer, the Farmers Market in Market Square is a popular attraction for visitors and residents alike.

PHOTO ABOVE: Launching in early 2023, the Golden Triangle Ambassador program will provide enhanced hospitality services and public assistance on Downtown streets seven days a week.

BOARD OF DIRECTORS 2022

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Natalie Bencivenga Journalist, Media Personality and Digital Media Consultant				

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Peoples Gas	Renaissance Pittsburgh Hotel	Hertz Gateway Center	306 Forbes Brow Bar & Boutique	First Presbyterian Church of Pittsburgh
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Duquesne University	Fairfield Marriott Pittsburgh Downtown	Toshiba Business/Organization Solutions of Western Pennsylvania	Drury Plaza Hotel Pittsburgh Downtown	Original Oyster House
F.N.B. Corporation	Fairmont Pittsburgh	Urban Redevelopment Authority of Pittsburgh	Elevator Management Services	Perkins Eastman
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Olson Zaltman				Pittsburgh Bike Share
Oxford Development Company				Pittsburgh CLO
Piatt Companies				
Pittsburgh City Paper				

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Prime Stage Theatre	SVN Three Rivers Commercial Advisors	Worgul, Sarna & Ness, Criminal Defense Attorneys, LLC	Carnegie Library of Pittsburgh	Craig Stambaugh
RedShift			Lynne Figgins	

FUNDING & GRANT SUPPORT 2022

ABARTA Coca-Cola Beverages	Green Mountain Energy, Inc.	Piatt Companies	Steel City Media	Hertz Gateway Center
AEO, Inc	Harvie	PITT OHIO	Sundance Vacations	InterPark
Aimbridge Hospitality	Highmark Inc.	Pittsburgh Business Times	Takeda Pharmaceutical	Pennsylvania Department of Transportation
Allegheny County	Highwoods Properties	Pittsburgh City Paper	T Mobile USA, Inc	Pittsburgh Symphony Orchestra
Amazon Inc.	Inspire Clean Energy	Pittsburgh Cultural Trust	Trib Total Media	Pittsburgh Symphony Orchestra
BNY Mellon	Jenkins Empire Associates	Pittsburgh History and Landmarks Foundation	University of Pittsburgh	PNC Bank
Bob's Red Mill	Jim Shorkey Auto, Inc.	Pittsburgh Pickle Company	UPMC Children's Hospital of Pittsburgh	Prantl's Bakery
BOMA Pittsburgh	KDKA-TV2/CBS Pittsburgh	Pittsburgh Pirates, Inc	UPMC Health Plan	RJW Media
Breeze Airways	Keystone Basement Systems	Pittsburgh Post-Gazette	US Airforce, 330 Recruiting Squadron	Terry Hohman Painting
Children's Hospital Pittsburgh	Keystone Integrated Care, LLC	Pittsburgh Public Theater	Wigle Whiskey	Urban Redevelopment Authority of Pittsburgh
City of Pittsburgh	The Kraft Heinz Company	PNC Bank	Workscape	Foundations
Comcast, Keystone Region	McKnight Realty	Port Authority of Allegheny County (update to Pittsburgh Regional Transit)	YaJagoff Media	Benter Foundation
Cricket Wireless	Metro Community Health Center	Renewal by Andersen of Pittsburgh	Zambelli Fireworks	Claude Worthington Benedum Foundation
Dollar Bank	Millcraft	Senator John Heinz History Center		Colcom Foundation
Duquesne Light	NRG Northeast Retail	Shorenstein Realty Services		Henry L. Hillman Foundation
Etag	Pennsylvania Turnpike Commission			The Pittsburgh Foundation: Merritt & Dave Spier Fund
First National Bank	Peoples Gas Company			The Pittsburgh Foundation: Silverman Fund

STAFF* as of 3/31/2023

Jeremy Waldrup President and CEO	Russell Howard Vice President of Special Events & Development	Marketing & Special Events Interns	Clean Team Management	Ronald King
Leah Baldwin Vice President of Finance and Administration	Cate Irvin Director of Economic Development	Desiray Baney Duquesne University	Barrie Gregg Operations Manager	James Kucinski
Bruce Chan Senior Director of Urban Design	Deana Lorenzo Digital and Online Content Manager	Samantha Ormond Point Park University	Rich Dethlefs Operations Supervisor and Volunteer Program Coordinator	John Marshall
Jack Dougherty Director of Special Events	Aaron Sukenik Vice President of District Development	PG&H**	Michael Walker Operations Supervisor	Artie Murphy
Lynda Fairbrother Executive Assistant and Office Manager	James Wimberly General Manager, Clean and Outreach Team and Hospitality Team	Samantha Stickle Store Manager	Michael Walker Operations Supervisor	Curtis Pinkney
André Henry Special Events Coordinator		Nathan Brooks Sales Associate		Antwan Tyson
Richard Hooper Vice President of Marketing & Communications		Ashley McFarland Sales Associate		Robert Wagner
		**Through 12/31/2022		Sam Williams

CREDITS

Writing	Design	Photography	Clean Team	Outreach Team
Deana Lorenzo	Wall-to-Wall Studios	Kitoko Chargois	Allen Bonneau	Lesalle Thompson
Marilyn Walsh		Natalie Lacek	Julius Denson	Outreach Specialist

Andrea Geraghty	Kevin and Kristen McMahon	Bonn McSorley	Eve Picker	Pittsburgh Ballet Theatre, Inc.	Craig Stambaugh

Steel City Media	Sundance Vacations	Takeda Pharmaceutical	T Mobile USA, Inc	Trib Total Media	University of Pittsburgh	UPMC Children's Hospital of Pittsburgh	UPMC Health Plan	US Airforce, 330 Recruiting Squadron	Wigle Whiskey	Workscape	YaJagoff Media	Zambelli Fireworks		
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Grants, Corporate, and In-Kind Support	Allegheny County	City of Pittsburgh	Flyspace Productions	Fred Rogers Productions
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Desiray Baney Duquesne University	Rich Dethlefs Operations Supervisor and Volunteer Program Coordinator	Michael Walker Operations Supervisor		
Samantha Ormond Point Park University	PG&H**			
Nathan Brooks Sales Associate	Ashley McFarland Sales Associate			

Emery Meyer	Renee Rosensteel	Dave DiCello
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