


# ANNUAL REPORT



PITTSBURGH  
DOWNTOWN  
PARTNERSHIP



**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.**



***FOUR  
ONE***

***NEW***

---

4  
INTRODUCTION

---



8  
CLEAN &  
OUTREACH



36  
FINANCIALS



14  
DISTRICT  
DEVELOPMENT



38  
DOWNTOWN  
ACTIVATION  
METRICS



20  
EVENTS &  
ACTIVATIONS



42  
2024  
A YEAR  
IN REVIEW



28  
MARKETING &  
COMMUNICATIONS



50  
2025  
GOALS

---

**PITTSBURGH  
DOWNTOWN  
PARTNERSHIP  
2024  
ANNUAL REPORT**

---

54  
SUPPORTERS

---

58  
CREDITS

Working collaboratively with our partners, PDP strives to create a positive Downtown experience for residents, workers, and visitors alike through strategic initiatives focused on clean and safe streets, vibrant spaces, engaging experiences, and economic growth.





# *DEAR FRIENDS OF DOWNTOWN PITTSBURGH,*

We are constantly in motion. Our collective efforts attract **new development**, fuel **business growth**, and drive **significant investments** in the heart of our city. This annual report offers a comprehensive look at our work over the past year.



In 2024, our team set out to chart a bold course for the future. We contributed to shaping the Downtown master plan by collaborating with and advising local leaders. Additionally, we developed a complementary three-year strategic plan for PDP that will address immediate needs while positioning us for long-term transformation. Every day, we continued taking action to ensure welcoming public spaces, cultivate vibrant experiences, and drive economic growth through advocacy and investment.

Our impact is broad and diverse. Much of our work is highly evident throughout the Golden Triangle, such as at events like the inaugural Oktoberfest, and through public art and live entertainment. Our efforts create inviting storefronts and support the friendly presence of hospitality ambassadors who are active on our streets, day and night.

As one example, we doubled our investment in our On-Street Services to keep our alleys, sidewalks, and streets clean and inviting. These critical efforts allow us to partner with programs like Renewal, Inc. which helps individuals transition from the criminal justice system into meaningful roles in the community, while also enabling us to increase our staff and impact across our Clean, Hospitality, and Outreach divisions.

Other work is less visible but equally impactful, such as our team's policy expertise that cuts through red tape to make way for construction projects. Our retail rent abatement program wins over new businesses, making our streets more vibrant and providing new amenities for residents, workers, and visitors. Our data informs the policies and strategies taking Downtown investments to the next level.

Our hard work and strategic partnerships are paying off. In May, the National Football League chose Pittsburgh as the destination for the 2026 NFL Draft. In the fall of 2024, Governor Shapiro announced a \$600 million initiative to advance the revitalization of Downtown Pittsburgh.

Collaborative efforts continue to reinvigorate our Downtown properties and public spaces. Our programs, from incentives that find new uses for vacant spaces to partnerships that create safer public spaces, are proving why Downtown Pittsburgh remains a preferred place to live, work, and play.

We are grateful for our partners in the business, government, and philanthropic community, board members, sponsors, members, volunteers, and individuals who are an integral part of our

mission. Transformation is made possible through bold leadership, collaboration, and a shared commitment.

The unifying theme of last year's annual report was "Catalysts for Change." This year's report details how we put those strategies into action and outlines our vision and goals for the year ahead.

**We've demonstrated what we are capable of when we work hard and work together to ignite change and inspire investment. We welcome your help and invite you to take part in the action in 2025 and beyond.**



**Jeremy Waldrup**

President & CEO



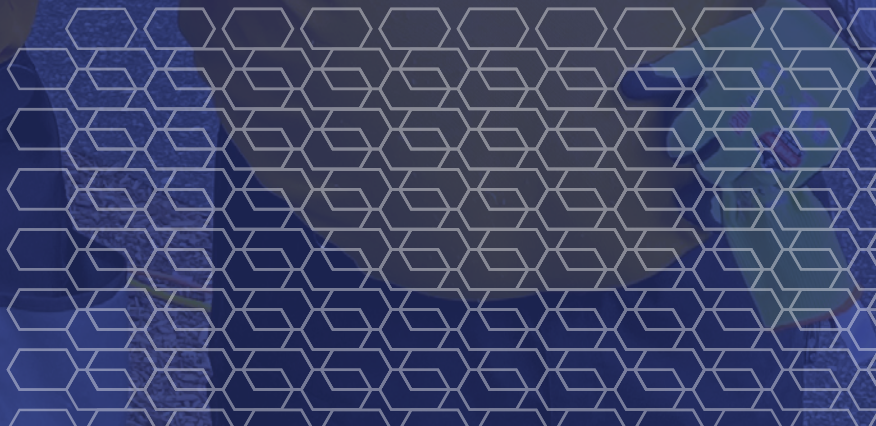
**Shannon Baker**

Board Chair



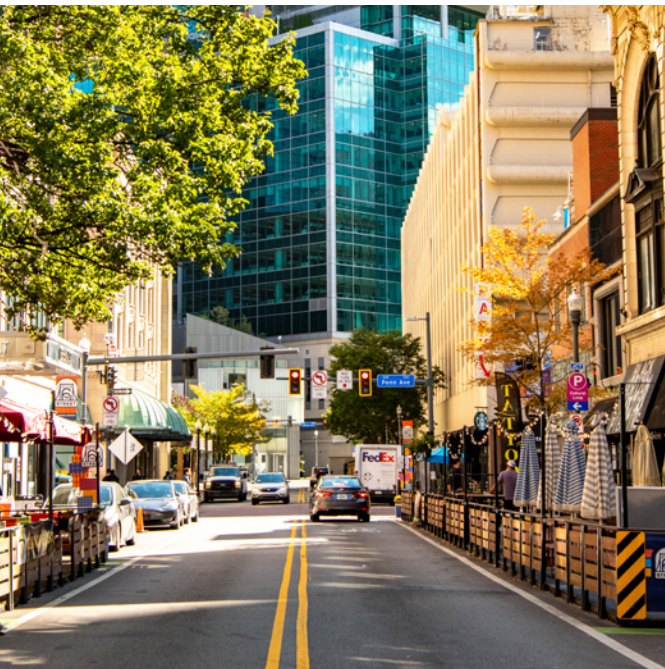


# ***ON-STREET SERVICES***





# Making our public spaces feel like home



In 2024, millions of people picked Downtown Pittsburgh as a destination to relax, work, shop, and dine, the experiences were enhanced by the On-Street Services team's efforts to keep our public spaces **cleaner, safer, and more welcoming** for everyone.



The team's three divisions — ***CLEAN***, ***OUTREACH***, and ***HOSPITALITY*** — worked hard to invigorate renewal and transformation at the street level.







The **Clean Team** produced consistent and strong results, including pressure-washed sidewalks and alleys swept clear of litter. For April's **Redd Up Week**, we mobilized 200 volunteers, alongside the Mayor, Allegheny County Executive, the Pittsburgh Parks Conservancy, Friends of the Waterfront, Western PA Conservancy, and Allegheny County, to take part in seven days of beautification efforts, instilling local pride and kicking off a summer of volunteer efforts throughout Downtown.



Our **Outreach Team** collaborated with local agencies and organizations to provide innovative solutions and resources for individuals facing life challenges and seeking help for a range of needs. Meanwhile, our **Hospitality Team** engaged with visitors and commuters to assist with wayfinding, recommendations, and local amenities. Our Hospitality services focused on the **Cultural District, Market Square, and Mellon Square**, ensuring that the community was greeted with friendly faces at these major destinations for public events and festivals.



**6,412**  
hours  
of service

Our investments in On-Street Services, which stepped up in 2023, grew in 2024 to include new service hours, starting at 4 a.m. Monday through Friday, and a move to a new operations center at 817 Liberty Avenue. We increased accessibility and our responsiveness with the newly launched On-Street Services Dispatch hotline, allowing folks to access our services via phone, text, or email from 7 a.m. to 11 p.m. daily. We became even more focused on becoming effective and efficient, as we expanded our programs and scaled up our team to just under 60 staff members, widening the area of our impact.

Heartfelt thanks goes out to the City of Pittsburgh, Allegheny County, the Allegheny Conference on Community Development, and our incredible property and business owners and corporate partners. Your commitment and support help us keep the Golden Triangle refreshed and inviting. Together, we continue to work toward a brighter future every day.



**1,316,179**

lbs of trash  
eliminated

## CLEAN

- Led 1,845 volunteers, a 30% increase over last year, who completed 6,412 hours of service.
- Continued to enhance our capabilities in partnership with Renewal, Inc., supplementing the City's Department of Public Works in pressure washing and deep cleaning of our streets and alleys.
- Upgraded the cleaning efficiency of high traffic corridors by adding a new ATLV and pressure washers and coordinating regular upkeep of the equipment fleet.
- Completed the **Pittsburgh Potty** pilot program with the City of Pittsburgh, for which Clean team members provided regular servicing, cleaning, and monitoring of the temporary restroom facilities in two locations.
- Removed 4,386 graffiti tags, pulled off 4,785 stickers, and eliminated 1,316,179 lbs. of trash.

**3,376**

outreach contacts

## OUTREACH

- Our expanded four-person team engages with individuals in the community's unhoused population to identify and resolve issues proactively.
- Made 3,376 outreach contacts, providing individuals in need with access to local services, linking them with available vital resources and allowing us to strengthen relationships 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**, in partnership with the County's Department of Human Services, City, Pittsburgh Regional Transit, and neighboring shelters. During the pilot period, the shuttle gave 7,778 rides from shelters to various essential services. The shuttle restarted this winter and gave an additional 1,852 rides in the last month of 2024.

**2,122**

hospitality escorts  
provided

## HOSPITALITY

- Engaged with 1,224 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 2,122 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.
- New signage and business cards promoted the On-Street Services hotline to dispatch our services, available from 7 a.m. to 11 p.m. daily.



# ***DISTRICT DEVELOPMENT***





# Creating opportunities for growth and innovation

The 2024 initiatives of the District Development team engaged our partners and community members in projects **driving economic growth**, **elevating quality of life**, and **fostering pride** in the unique spaces and places of the Golden Triangle.

# 2024 HIGHLIGHTS

## SPURRING GROWTH BY ATTRACTING ENTREPRENEURS, TENANTS, AND CUSTOMERS

- Launched the **Downtown Rent Abatement Program** in April, helping to win over new storefront businesses in the site selection process by providing up to \$2,000 per month for the first 12 months of a multi-year lease. The program encouraged three new storefronts to locate in Downtown in 2024, with two more planned for the first quarter of 2025.
- Activated six vacant storefronts through **Project Pop-Up**, a continuation of last year's successful initiative to attract small businesses to Downtown, by coordinating temporary occupancy permits and \$15,000 grants going toward necessities such as renovation costs, utilities, and insurance.
- Advanced the **Paris to Pittsburgh** initiative to give a fresh look, and some TLC, to storefronts, building facades, and outdoor dining areas for a total of nine projects. In April 2024, we increased by 40% the maximum award amount for our grant program, providing up to \$50,000 for up to 50% of the costs for façade renovation and outdoor dining investments. Even a modest investment can have a huge impact to increase foot traffic and the duration of visits. In 2024, our \$485,000 investment leveraged another \$1.6 million.



**\$485,000**  
invested in  
economic growth



## SHAPING OUR PUBLIC REALM THROUGH DEVELOPMENT

- Completed the Sixth Street Gateway branding project with the installation of six branded and colorfully designed vertical totems.
- In coordination with the Forbes Avenue CVS, we installed 25 new planters along the storefront windows.
- Enhanced the streetscape and outdoor dining on the 900 block of Penn Avenue with the installation of 30 new bright planters, 28 bollards and connective chains, and 27 concrete bike lane barriers.
- Drew our focus to **Market Square Improvements** to coalesce ideas for more flexible space with greater capacity for economic impact. Working with consultants from Field Operations, the project, which received \$15 million in government, philanthropy, and private investment, included a collaborative design process to envision new programming spaces, improved lighting, expanded outdoor dining, crash-rated retractable bollards, and other enhancements for the future.



**\$15,000,000**

in Market Square  
improvements

**30**

Penn Avenue  
planters

**6**

Sixth Street  
branded totems



## ENHANCING SPACES AND FOOT TRAFFIC THROUGH PUBLIC ART

Amplified the voices of our local artists, business partners, and community members by coordinating the space, funding, and care of new public art, from immersive experiences to much-loved murals, to small-scale projects. Our team implemented seven public art projects in 2024.

- In August, Chilean-born artist and Robert Morris University professor Caroline Loyola Garcia activated a vacant storefront on Smithfield Street with *Elemental*, a multi-channel video art installation.
- In November, art reached new heights with the design, engineering, and installation of the Market Square Moment on the side of 8 Market Square, made possible thanks to our partners Shiftworks, The Pittsburgh Cultural Trust, Piatt Companies, Pizzaiolo Primo, and Moe's. This platform displays large-scale reproductions of art and launched with *Good Service* by Pittsburgh artist Rigel Richardson.
- In partnership with the Duquesne Club, we installed the *Shadow Gallery* by Clear Story, a Pittsburgh-based design firm founded by Rob Long, transforming Coffey Way, a darkened alley, into a more welcoming public space using pattern lighting and lightboxes. The display runs daily after sundown, enhancing both public safety and public interest in this quiet nook.

## CONNECTING COMMUNITY TO REIMAGINE THE FUTURE

- Presented fresh data and new perspectives on Downtown during two well-attended virtual sessions for stakeholders in September and October. These presentations gave unique insights on real estate market trends, commuter statistics, and demographics.
- Informed Downtown stakeholders about Pittsburgh Regional Transit's most impactful service adjustments planned for the near future, including the University Line project and Bus Line Redesign plan.

**Find up-to-date activity metrics at**  
[DowntownPittsburgh.com/Data](https://downtownpittsburgh.com/Data)

**Get the latest reports at**  
[DowntownPittsburgh.com/Research](https://downtownpittsburgh.com/Research)



## PLACEMAKING

In January, we launched the **Downtown Placemaking Grant**, a new initiative designed to fund one-time events and public art. This program offered both experienced and emerging creative talents the opportunity to program public spaces through community-centered events and activations. Placemaking projects helped enhance the public realm in 2024, ranging from small cultural and beautification projects to larger installations that generated one-of-a-kind, eye-opening experiences.

Over the past year, the Downtown Placemaking Grant program, in tandem with our ongoing **Project Pop Up** initiative, supported three new major artworks: *Shaping the Future*, an international showcase of emerging sculptors, at 623 Smithfield Street; *Plastisphere: A Sinking Reality* at the corner of Smithfield and Sixth Avenue; and *Emerging Visions 2.0* at 421 Seventh Avenue. The *Shaping the Future* sculpture exhibit, made possible by a \$10,000 grant, was displayed for two months, with staff providing service and monitoring for four hours twice a week.

In September, we recognized the achievements of our Downtown partners. **Citizens** hosted a **Block Party** outside Four Gateway Center, unveiling their new office signage and reaffirming their commitment to Downtown Pittsburgh. During the event, Citizens also announced a \$100,000 grant to support pop-up events and public art through the Downtown Placemaking Grant program.

**\$100,000**

through the Downtown  
Placemaking Grant  
program





# ***EVENTS & ACTIVATIONS***





## Celebrating our people, traditions, and cultures

Downtown Pittsburgh attracted millions of people throughout the year to activations and programming coordinated by our Events team. A full schedule helped **fuel the economy** and **enrich the cultural landscape**, creating a bustling hub of fun, connection, and memorable experiences. From sensational festivals to family-friendly celebrations, there was always something to captivate and inspire those who came to live, work, and play in Downtown.



Summer saw the return of **World Square**, an annual celebration of global culture, and the continued growth and success of **Picklesburgh**. The first-ever **Oktoberfest** drew visitors for an 11-day event featuring a **60-foot Ferris wheel** on the Roberto Clemente Bridge. During the holiday season, the **Peoples Gas Holiday Market** was enhanced with the addition of **BNY's Black Market** and the **Merry Marketplace**. New and more frequent programming in Market Square with support from BNY and Mellon Square in partnership with Pittsburgh Parks Conservancy offered activities like **Paint and Sip** classes, trivia nights, bingo, and salsa dancing, giving people even more reasons to visit the Golden Triangle.







These events not only provided exciting opportunities to showcase and support local artists, musicians, and vendors, but also helped stimulate business. The outcomes of these efforts boosted community engagement, fostered meaningful connections, and celebrated the **strength and vibrancy** of our neighborhood.

## WORLD SQUARE: GLOBAL REACH IN THE GOLDEN TRIANGLE

World Square infused Market Square with global vibes during the first two weekends in June to coincide with the Three Rivers Arts Festival. The event highlighted performances by diverse artists, nearly 30 vendors, and a range of businesses from the city's international and newcomer communities. Aligning with our festivities, the city's second annual International Day Parade and Festival took place Saturday, June 8, in a dazzling display of cultural heritage and traditions.



# 2024 HIGHLIGHTS







**1.76 MIL**

visitors to Downtown  
Pittsburgh in July

## PICKLESBURGH: JARRING RESULTS

Expanding to a four-day event, Picklesburgh helped draw 1.76 million visitors to Downtown Pittsburgh in July, during which the average daily foot traffic increased to over 100,000 people, signaling a 100% return in visitor traffic from pre-pandemic levels. This year's festival put competition in the spotlight with expanded games held on a new stage in Market Square. Winners of **Pickle Juice Drinking**, **Pickle Eating**, and **Bobbing for Pickles** were determined in three championship rounds with prizes of \$500 each, a pickle trophy, and the fun titles of Duke, Earl, and Baron, respectively. The festival's popularity is due partly to Picklesburgh 2024, a top-ranked **"Specialty Food Festival in America"** by USA Today, whose attendance numbers broke records between July 18 and July 21, attracting 250,000 participants, including 50,000 who traveled at least 150 miles to attend. **Pennsylvania Governor Josh Shapiro** made a special appearance, becoming the first governor to attend the festival.



## OKTOBERFEST: ANOTHER REASON TO CELEBRATE

The inaugural Oktoberfest Pittsburgh, running from October 3–13, featured live entertainment, authentic German beer and food and activities for all ages. In partnership with Flyspace Productions, 80,000 attendees flocked to Market Square, with daily crowds averaging around 7,000 and peaking at 17,000 on the first Saturday. Foot traffic in the area jumped by 160% compared to the same time last year. In a Downtown first, and with the support of Riverlife, a Ferris wheel soared over the Roberto Clemente Bridge to attract almost 15,000 riders and help generate activity throughout the Sixth Street corridor.

A large crowd of people is seated at long wooden tables under a tent. The tent has a high ceiling with a large circular light fixture made of many small lights. The atmosphere is festive and crowded.

**80,000**

attendees

**160%**

increase in foot traffic  
from last year

**15,000**

Ferris wheel riders



## MARKET SQUARE AND MELLON SQUARE: OUTDOOR HOTSPOTS

The major hubs of Mellon Square and Market Square played host to new and expanded programming that helped foster a strong sense of community and culture. From **free yoga classes** to summertime **karaoke** to October's **Fright Up Nights**, participants enjoyed a wide range of experiences. Delicious treats and provisions were available through featured **caterers** and the seasonal **Farmer's Market**. In June, **Mini-Golf at Mellon Square** turned the historic and beautiful urban park into a one-of-a-kind nine-hole course. These activations provided local artists, musicians, and vendors plentiful opportunities to connect with and engage our neighborhood.



## HOLIDAY FESTIVITIES: SPARKLE AND CHEER

November and December were brimming with activities thanks to continued success of signature events, such as **Highmark Light Up Night**, **Peoples Gas Holiday Market**, **Holiday KidsPlay & Selfie Garden**, **Santa's House**, the **Merry Marketplace** and **The Black Market: Holiday Edition** sponsored by BNY. Holiday events brought to life every corner of Downtown with the spirit of the season. A flurry of activities throughout the holidays produced a surge in foot traffic and a spike in transactions for local businesses.

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.





# ***MARKETING & COMMUNICATIONS***







## Sharing Downtown Pittsburgh with each other and the world

PDP's 2024 initiatives, activations, and events gained public engagement, media attention, and record-breaking participation in ways that were highly visible, thanks to our Marketing & Communications team working behind the scenes. Well-coordinated messaging filled social media, print and tv ads, and radio spots, inviting one and all to attend events such as [Picklesburgh](#), [Oktoberfest](#), and [Highmark Light Up Night](#), as well as promoting season-long activations in [Market Square](#) and [Mellon Square](#). While "getting the word out" is essential, a key priority of our team is to provide PDP foundational communications in support of all facets of the organization.





We took pride in providing **design and development** support for new, original public art projects and small business initiatives. Graphics and messaging were a vital component of our projects, adding new identities and visual vibrancy to every event and space.





Sharing what's next for the Golden Triangle, we published a suite of PDP newsletters, **LOWDOWNTOWN**, *In the Know*, and the newly added *Perspectives*. PDP's websites and social channels provided vital channels of communication and dissemination of essential information to every audience.



PDP's media relationships, maintained in part by 24 press releases in 2024, helped raise awareness of PDP activities and downtown investments to broader audiences. In 2024, Picklesburgh earned recognition as **#1 best food festival by City Paper** and **#2 best specialty food festival by USA Today**, while Peoples Gas Holiday Market was voted **#1 holiday market in the country by USA Today**. Ongoing partnerships with locals such as WESA/WYEP, KDKA, Steel City Media, City Paper, and the Pittsburgh Post Gazette help to further our local partnerships and enrich future endeavors in the city.

**#1  
Best Food  
Festival**

Picklesburgh,  
City Paper

**#1  
Holiday  
Market**

Peoples Gas  
Holiday Market,  
USA Today

# 2024 HIGHLIGHTS

- Continued the **Downtown Activity Dashboard**, updated on a monthly, quarterly, and annual basis, to deliver the latest activity metrics in one convenient location.
- Introduced the new *Perspectives* newsletter in January, giving an in-depth update each month with the latest highlights, news, metrics, and stories. It complements PDP's two other publications, our weekly event and happenings email, **LOWDOWNTOWN**, which gained over 1,000 new subscribers in 2024, and *In the Know*, our occasional notifications on construction, road closures, and public projects.
- Brought to life a new “**Downtown Pittsburgh Loves You**” marketing campaign, with support from our PDP staff and the Golden Triangle Ambassadors, to distribute over 1,700 Valentine cards on the morning of February 14 with an offer for free coffee or tea at nearby coffee shops.
- Gave essential support to **Picklesburgh** in an astounding year that increased Downtown's daily foot traffic to over 100,000 people in July, the highest since 2020. Attendance broke the record, again, at 250,000 participants over the four-day event.
- In partnership with Gatesman, we launched and championed the inaugural **Oktoberfest**, raising a glass at the Keg Tapping Celebration kick-off with local dignitaries and community leaders. The new festival was well-received, drawing over 80,000 attendees, as well as 3.3 million impressions on social media and 2.6K link clicks directed to OKTPGH.com.
- Promoted the **Shop Small Summer Boutique Crawl**, **Downtown Holiday Window Display** competition, and other initiatives in support of Downtown's small business promotions.
- Received national recognition from **Graphic Design USA**. PDP Vice President of Marketing & Communications Richard Hooper received the organization's **Socially Responsible Designer** award, and our Membership Benefits Brochure, Mini Golf at Mellon Square, World Square, and 2023 Annual Report earned **In House Awards**.
- Reached a wide and growing audience across our websites and social media platforms.



# 2024 Social Media

**+10,070**

change in  
followers



**2,345**

number  
of posts

**103,703**

likes

**8.1M**

impressions

**3,876**

comments

# 2024 Website Metrics

**Downtown  
Pittsburgh.com**

**1,131,796**

page views

(+23% from 2023)

**494,162**

users

(+15% from 2023)

# 2024 Newsletters

**LOWDOWNTOWN**

**53**

issues

**23,018**

subscribers

**Perspectives**

**12**

issues

**12,598**

subscribers



**Our members are a dynamic and diverse group who come together with a shared passion for transforming Downtown and the entire region. They are an integral part of advancing our mission to drive growth, vibrancy, and engagement in the Golden Triangle.**

2024 saw enhancements to strengthen our membership program, reimagining it with exciting new benefits that empower and inspire, including discounts at UFC Gym, The Goddard School, and Hand and Stone Spa on Penn Avenue, as well as discounts on corporate memberships and sponsorships with POGO and BikePGH, expanded tuition discounts at Point Park University and Duquesne University, and exclusive perks at PDP events.

### Highlights

- Welcomed 27 new members in 2024.
- Increased membership revenue, +21% from 2023.
- Held four **PDP Members Only** events in 2024, including a breakfast hosted at BNY, one happy hour on the rooftop of Kaufmann's Apartments and another hosted at Café Momentum, and a special member night at the Peoples Gas Holiday Market.



# MEMBERSHIP

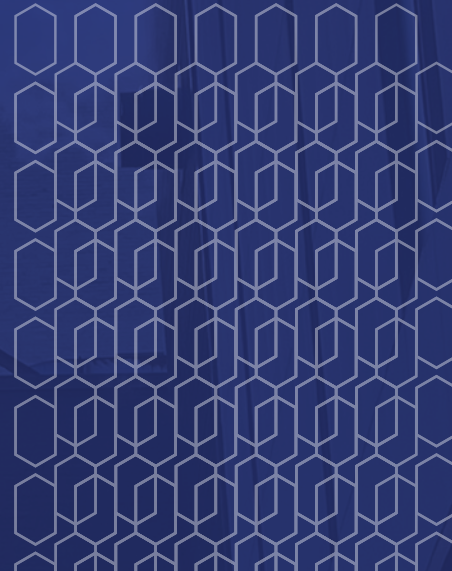
## Become a Member

Together, we are building something extraordinary. Join our community of like-minded organizations, businesses, and individuals who are dedicated to the vibrancy of Downtown and continuing to strengthen the region.

Learn about becoming  
a PDP member at  
[DowntownPittsburgh.com/  
Membership](https://DowntownPittsburgh.com/Membership)

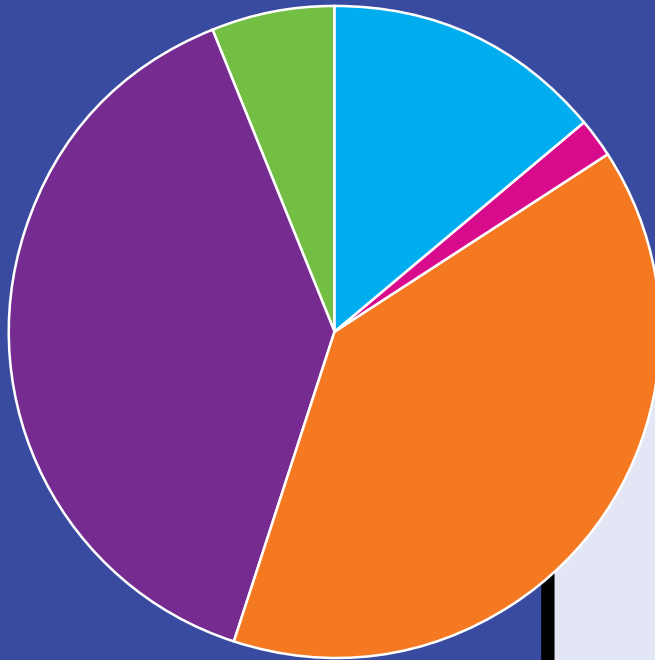
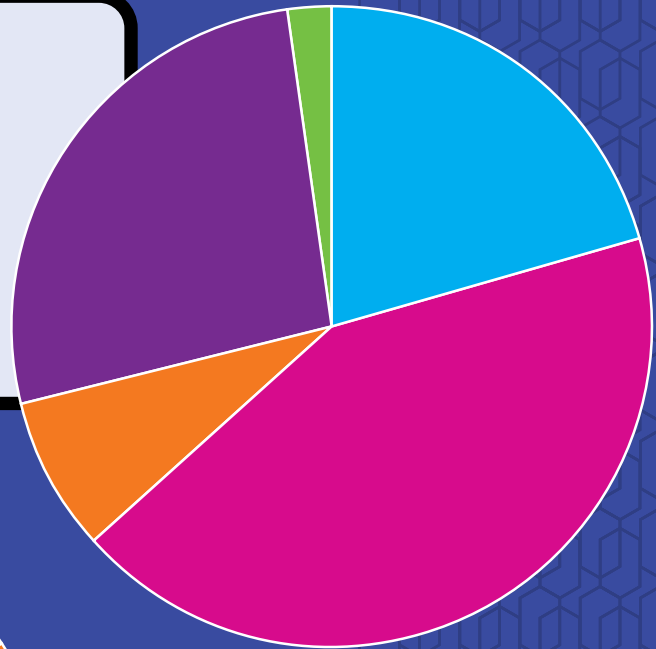
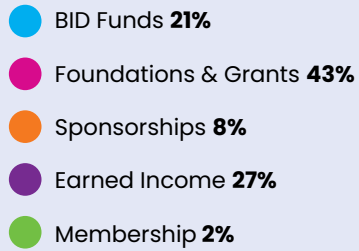


# ***FINANCIALS***

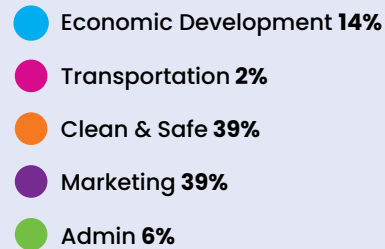




### 2024 REVENUE: \$12,819,000



### 2024 EXPENSE: \$12,791,000





# ***DOWNTOWN ACTIVATION METRICS***



DOWNTOWN ACTIVITY	2023	2024
Visitor Recovery* Rate in the Golden Triangle	82%	83%
Employee Recovery* Rate in the Golden Triangle	56%	58%
Visitor Recovery* to Market Square	83%	83%
Visitor Recovery* to Cultural District	76%	81%
Average Parking Lot Utilization in Downtown	70%	71%
Average Daily Downtown Activity (Residents, Employees, & Visitors)	92,223	94,770
Total Visitors in Downtown for 2024	18,493,603	18,820,081

\*Recovery compared to 2019 data

RESIDENTIAL DEVELOPMENT HIGHLIGHTS	2023	2024
Golden Triangle # of Units Existing Residential Inventory	4,192	4,212
Golden Triangle # of Units in Residential Pipeline	2,327	2,703
Golden Triangle Residential Occupancy	90%	91%



# ***2024 A YEAR IN REVIEW***



## JANUARY

1

- PDP launches the Downtown Placemaking Grant to encourage creative uses and programming for public spaces. Individuals, non-profit organizations, and civic groups can seek \$1,000–\$5,000 grants for community-based projects and activities.
- The Marketing & Communications team first publishes the Perspectives monthly newsletter to deliver in-depth news with metrics and stories.
- New planters line Forbes and Smithfield Streets.

## FEBRUARY

2

- Coming together on Valentine's Day, local coffee shops with PDP staff and Golden Triangle Ambassadors give away over 1,700 "Downtown Pittsburgh Loves You" vouchers for free coffee or tea. Major media outlets share the love with 37 mentions, reaching over 15.6 million viewers.
- PDP publishes the first in a series of Downtown Street Guides and a new brochure on public safety. The Tower at PNC hosts the Q1 Clean and Safe Community Forum to share updates from On-Street Services stakeholders and homeless outreach services from the Allegheny Department of Human Services, as well as from the Department of Public Safety and Pittsburgh Police. Attendees take tours of the new Downtown Public Safety Center on Wood Street.
- A new Operations Dispatch Line begins serving Downtown Pittsburgh.
- The Refillery opens a pop-up storefront at 100 Seventh Street, made possible through Project Pop-Up. The shop is a sustainable, eco-conscious store attracting customers to fill reusable containers with personal care and home cleaning products.

## MARCH

3

- PDP receives survey responses from 450 Downtown residents, helping guide our programming and advocacy efforts to enhance opportunities and experiences for the growing population that calls the Golden Triangle home.
- A change of season brings the Spring Market, first opening on Thursday, March 21. Shoppers browse a fresh variety of local goods from 11 a.m. to 2 p.m. The kickoff features entertainment from D.J. Juan.
- The Sixth Street Corridor receives new totems and planters, marking the completion of a new branding experience for pedestrians traversing the gateway between the Roberto Clemente Bridge and Downtown, home to 10 independent restaurants, Heinz Hall and the Byham Theater.
- Forbes Avenue gets 25 new planters in front of CVS.

## 4

## APRIL

- PDP's "Catalyst for Change" annual meeting, brings together community and business members at the Union Trust Building to inspire conversation and action that supports a stronger, more resilient and vibrant Downtown. PDP concurrently releases its 2023 Annual Report, recapping our highlights, impact, and achievements from the previous year.
- PDP secures 21 new trees through the TreeVitalize Pittsburgh grant program, with an additional 12 generously funded by the City of Pittsburgh, to be planted in front of the Federal Courthouse on Grant Street and in strategic locations throughout Downtown.
- Pittsburgh Business Times interviews Shannon Baker, the newly appointed PDP Board Chair and President of Gatesman, who shares her vision for Downtown and her leadership goals to support its ongoing transformation.
- Hundreds of Pittsburghers volunteer for Redd Up Week, contributing to beautification efforts that refresh the cleanliness and vitality of Pittsburgh's trails and public spaces, taking place April 15–21.
- The facade renovation is completed at the Triangle Building, thanks to a Paris to Pittsburgh Grant.

## 5

## MAY

- Foodies rejoice as outdoor dining kicks off at their favorite Downtown hangouts.
- The first membership event of the year brings PDP members together for a Perks & Pastries Breakfast at BNY. The gathering is an opportunity to hear from PDP staff, network with fellow members, and learn more about new benefits.
- Fundraising fun attracts teams of five to compete in Human Foosball, a life-size version of the table-top game. Every team donation of \$500 directly supports Downtown Pittsburgh's youth programming.
- Market Square welcomes participants to say "namaste" at Yoga in the Square, offering two free weekly classes taught by some of the city's favorite instructors.
- Project Pop-Up welcomes PAIR Charcuterie on Smithfield Street. Serving breakfast and lunch, the shop offers fine foods and catering, featuring artisanal charcuterie boards.
- The Farmer's Market opens for its 20th season. Downtown's workers, residents, and visitors flock to the Market Square every Thursday from 10 a.m. to 2 p.m. The wide selection of produce, organic products, and small-batch foods is free to browse and features over 50 local farmers and vendors.
- The Office Retreat opens in the Steel Plaza to offer beautifully designed outdoor meeting space. Colleagues can stroll over to BG's Downtown Beer Garden for drinks after work.
- World Square, presented by Welcoming Pittsburgh and PDP, along with support from our partners, occurs from May 31–June 2 and June 7–9 in Market Square, coinciding with the Three Rivers Arts Festival.



## JUNE

- PDP launches the Downtown Placemaking Grant as warmer weather draws pedestrians to newly improved places, such as the outdoor dining enhancements completed at Moe's on Forbes Avenue. A new Market Square sign refreshes the look of a favorite Downtown destination. The 900 block of Penn Avenue features 30 new planters, 28 bollards, and 27 bike lane barriers.
  - PDP moves the On-Street Services division to new office space at 817 Liberty Avenue.
  - Market Square hosts the first of its new Karaoke Night series with Sing Sing Sing!
  - A new monthly series, Jam Night kicks off for the season in Market Square with music by Jessica Lee and poetry readings.
  - Mini-golfers swing by Mellon Square to enjoy a nine-hole course in the urban park, June 13–16.
- Also at Mellon Square, Rumbón de la Calle kicks off live music every third Sunday, and a Placemaking grant makes possible a lunchtime meditation session weekly.
- The highly anticipated summer edition of Views and Brews shines a spotlight on city living via a June 20 Downtown Living Tour. Over 100 guests participate in tours of 10 properties, while sampling beers from local breweries!
  - Seven storefronts stay open late on June 27 to hold the Shop Small Summer Boutique Crawl, showcasing the latest fashion and homewares and special treats for shoppers.
  - Saturday Night Markets begin at the end of June and run through October from 4 p.m. to 9 p.m. at Market Square. This unique outdoor shopping experience celebrates local vendors and artists offering a fun variety of creative wares.



## JULY

7

- Picklesburgh returns, expanding to a fourth day and an additional stage! PDP offers a 10-day Taste of Picklesburgh food festival. Olympickles invites fans to test their skills for a chance at a \$500 grand prize and pickle trophy. Hosted by Rachael and John from the YaJagoff! Podcast, the festivities feature a Pickle Juice Drinking Contest and Bobbing for Pickles.
- PDP finishes the Cultural District Streetscape Plan.
- The GNC Building looks fantastic thanks to a facade renovation made possible by a Paris to Pittsburgh Grant.
- Two projects are underway with universities. In partnership with the MBA program at Duquesne University, PDP publishes recommendations in a report for small business. Retailers. The Center for Media Innovation at Point Park University helps PDP host a Newsapalooza Newsbreaks monthly series in Market Square through a Placemaking Grant.

## AUGUST

8

- Summertime brings people out for fun activities such as the Queen's Gambit Chess Week and the Paint and Sip series in Mellon Square and a Trivia series in Market Square.
- Bingo with Boaz begins in Market Square and proves to be a major success, leading to four more appearances throughout the fall season.
- The Members Only Happy Hour takes place on the rooftop of Kaufmann's Apartments.
- Sultan Doner Kebab receives outdoor dining enhancements through a Paris to Pittsburgh grant.
- New public art engages pedestrians on Smithfield Street through a multi-channel video installation, titled Elemental, that loops clips of natural phenomena such as ocean waves, volcanic eruptions, and falling snow.



## SEPTEMBER

- A public art installation, titled *Emerging Visions 2.0*, displays the work of three rising Pittsburgh artists along vacant storefronts on Seventh Avenue.
- The exhibition *Shaping the Future: National Showcase of Emerging Sculptors* takes place at Heinz 57 Center, with support from Project Pop-up and a Placemaking Grant.
- The Backyard hosts martial arts and live music festivities for “Can I Kick It,” a collaboration between PDP, Shaolin Jazz, and Pittsburgh Cultural Trust with support from a Placemaking Grant. Attendees enjoy the feature film *The Matrix* followed by dance performances.
- Project Pop-Up welcomes AZ Home Details to Seventh Avenue for shoppers seeking handmade and sustainable home décor and gifts.
- PDP publishes the *State of Downtown Pittsburgh* report.
- JADEd artist collective presents Moon Fest on September 14. The celebration of Chinese-influenced culture offers food, cultural performances, and music runs from 5 p.m. to 9 p.m. at the Chinatown Inn.
- La Gourmandine completes outdoor dining enhancements supported by a Paris to Pittsburgh Grant.
- Citizens announces funding of the Placemaking Grant Program and hosts a block party to celebrate.





## OCTOBER

10

- A new mural called *Significant Women of Pittsburgh* is completed in partnership with Babesburgh with support from a Placemaking Grant.
- The inaugural Oktoberfest Pittsburgh brings thousands of revelers to Market Square and the Sixth Street Bridge October 3 – 13. Restaurants feature specials during A Taste of Oktoberfest, running concurrently with the festival.
- PDP partners with Space Bar to present the inaugural Spaceburgh Festival in Market Square, supported through a Placemaking grant.
- Market Square hosts two spooktacular evenings of Fright Up Night, featuring Halloween games, entertainment, and vendors, running October 25–26.
- Two facades are renovated through Pittsburgh to Paris grants: 414 First Avenue and 105 & 107 Smithfield Street.
- On October 25, Governor Josh Shapiro, Lieutenant Governor Austin Davis, and Department of Community and Economic Development Secretary Rick Siger assemble leaders from Pittsburgh to announce a major collective effort and nearly \$600 million commitment to revitalize Downtown Pittsburgh. The related projects are scheduled to be completed by the end of 2028.
- A fall happy hour for PDP members takes place at Cafe Momentum.



## NOVEMBER

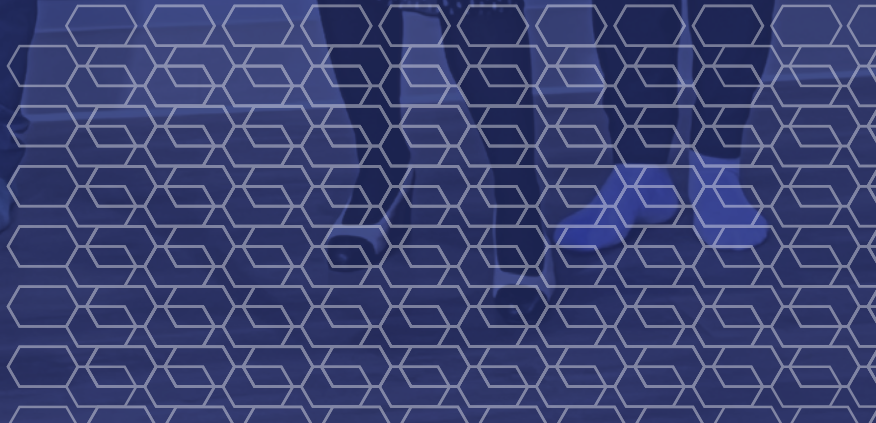
- Two public art projects are completed. Market Square Moment is a large framing system hung on a brick exterior that can be changed to feature different artists. The Coffey Way Shadow Gallery transforms a darkened alleyway into a whimsical display of theatrical lighting.
- A facade renovation is completed at The Sauer Building at 804 Penn Avenue, with support from a Paris to Pittsburgh Grant.
- Installation begins of *Plastisphere: A Sinking Reality*, thanks to Project Pop-Up and a Placemaking Grant. This striking display by La Vispera, an artist collective formed by Kelly Jimenez and Alejandro Franco, uses discarded single-use plastics to raise awareness about the impacts of these unsustainable materials on the ecosystem.
- The Downtown Rent Abatement Program supports the re-opening of aither yoga at 336 Forbes Avenue and the launch of Viridis Cafe at 626 Smithfield Street.
- Project Pop-Up's Stevasana Juice & Food Company brings nutritious, fresh-pressed refreshments to Forbes Avenue.
- Pittsburgh kicks off the 2024 Holiday Season with a flurry of festivities, starting with the 63rd Highmark Light Up Night, introducing the "Five at Five" Bridge Party. Peoples Gas Holiday Market opens for the 13th season, flanked by the expanded Black Market with support from BNY and the new Merry Marketplace as additional shopping options. Families create memories at the Holiday KidsPlay and Santa's House, while people of all ages attend the Holiday Grand Opening event and Merry Karaoke in Market Square. PDP publishes the *2024 Downtown Holiday Guide* to support the busy season.

## DECEMBER

- Members spread good cheer together at Member Night at the Peoples Gas Holiday Market.
- Viridis is the 2024 Holiday Window Display Competition winner. PDP gives a \$500 donation to their chosen charity, Humane Animal Rescue Wildlife Rehabilitation Center.
- De Fer Coffee opens at 725 Penn Avenue through the Downtown Rent Abatement Program.
- PDP begins fabrication of the first Pittsburgh Downtown Wayfinding kiosk, planned for installation in 2025.
- PDP conducts the Holiday Market feedback survey and the Downtown Pittsburgh Satisfaction Survey.



# ***2025 GOALS***





# Strategy in action



PDP unveiled *Strategy in Action*, our 2025–2028 Strategic Vision, in January 2025. Developed with more than 100 Downtown leaders, the plan addresses immediate needs and accelerates Downtown’s growth by leveraging three tiers of focused action: **Core**, **Activation**, and **Transformation**. Together, these tiers prioritize clean and safe streets, vibrant public spaces, and economic growth, ensuring Downtown remains a dynamic and inclusive hub for residents, workers, and visitors.

## CORE TIER

### CLEAN PUBLIC REALM

- Empower our On-Street Services team every day to rejuvenate the Golden Triangle through continued staffing support, workforce development, and equipment selection.
- Increase opportunities in the Volunteer Program for participants to further develop a sense of local pride and discover the benefits and beauty of Downtown.

### SAFE & SECURE PUBLIC SPACES

- Continue to operate our Outreach team fully staffed and collaborate with other agencies and organizations to improve our support for the unhoused population and people in need.
- Seek out new clean, safe, and welcoming ideas and build relationships to help us make an effective and efficient impact.



## ACTIVATION TIER

### EVENTS & ACTIVATIONS

- Produce four large-scale festivals.
- Curate a robust event calendar through diverse partnerships.
- Continue to develop sustainable event funding models and evaluate effectiveness of programming.

### CONSTITUENT SERVICES

- Convene our annual board meeting to outline PDP's initiatives and engage members.
- Continue enhancing member connections and promoting local businesses, with the support of a yearlong communications plan and editorial calendar.

### STREETS & TRANSPORTATION

- Engage with employers in Downtown (or Downtown employers) to learn more about alternative commuting options for employees to help solve transportation challenges while reducing automobile traffic in the Golden Triangle.
- Enhance intuitive mobility with the new pedestrian Wayfinding System, which will bring better connectivity and discovery of destinations throughout Downtown, North Shore, and Oakland.

### PUBLIC REALM

- In partnership with the City of Pittsburgh, complete full construction plans for the Smithfield Street Light Sculpture and Pedestrian Lighting project.
- Complete the design stage of Market Square Improvements and begin construction.







## TRANSFORMATION TIER

### DIVERSE & RESILIENT NEIGHBORHOOD

- Increase the number of new small business openings by leveraging the Downtown Rent Abatement Program and other supports
- Champion effective public policies and incentives to convert vacant office space into residential units.
- Strengthen our presence at retail industry conferences and in retail publications to elevate the visibility of Downtown Pittsburgh and build relationships in retail site selection.

### STAKEHOLDER COLLABORATION & COLLECTIVE ACTION

- Lead and facilitate quarterly State of Downtown sessions to report on Downtown market opportunities, trends, and other data insights to help inform investment decisions and support public policy development.
- Assist owners and developers with market expertise and support, as they navigate projects through various stages and confront headwinds in the financing, pre-development, and construction phases.



## BOARD OF DIRECTORS

## CHAIR

**Shannon Baker**  
Gatesman

## VICE CHAIR

**Larry Walsh**  
Rugby Realty

## TREASURER

**Sarita Mallinger**  
IHG Hotels & Resorts

**Aerion Abney**  
Pennsylvania State  
Representative

**Jessica Albert**  
Jackson Lewis

**Lori Beretta**  
Shorenstein

**Ted Black**  
Point Park University

**Bryan Brantley**  
McGuire Woods

**Amy Broadhurst**  
Lee & Associates

**Ramona Cain**  
Winthrop Management

**Dennis Davin**  
JLL

**Brian DeBock**  
InterPark LLC

**Rev. Brian Evans**  
First English Evangelical  
Lutheran Church

**David Fisfis**  
Duquesne Light

**Eileen French  
Jordan**  
Revive Marketing Group

**Ed Gainey**  
Mayor, City of Pittsburgh

**Josiah Gilliam**  
PUMP

**Kate Gionta**  
KPMG

**Gabriella Gonzalez**  
Richard King Mellon  
Foundation

**Kendra Ingram**  
The Pittsburgh Cultural  
Trust

**Sara Innamorato**  
Allegheny County  
Executive

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

**Tracey McCants  
Lewis**  
Pittsburgh Penguins

**Sarah Meehan  
Parker**  
Alphagraphics

**Aaron Mimran**  
Comcast

**Mike Mitcham**  
Primanti Brothers/  
Pennsylvania  
Restaurant & Lodging  
Association

**Susheela  
Nemani-Stanger**  
Urban Redevelopment  
Authority

**Daniel Onorato**  
Highmark, Inc.

**David Onorato**  
Pittsburgh Parking  
Authority

**Molly Onufer**  
Piatt Companies

**Ed Page**  
Piatt Companies / BOMA

**Nick Paradise**  
Peoples Gas

**Herky Pollock**  
Legacy Realty Partners

**Peter Quintanilla**  
Michael Baker  
International

**Izzy Rudolph**  
McKnight Property  
Development

**Jimmie Sacco**  
Pittsburgh Steelers

**Sabrina Saunders  
Mosby**  
Vibrant Pittsburgh

**David Silvester**  
BNY

**Craig R.  
Stambaugh**  
UPMC

**Martin Sweeney**  
M&J Wilkow

**Kevin Wade**  
PNC

**Dara Ware Allen**  
City Charter High School

**Dean Welch**  
McCaffery

**Bobby Wilson**  
City of Pittsburgh,  
City Council, District 1

**Gina Winstead**  
Carnegie Library of  
Pittsburgh

**Jason Wrona**  
Meyer, Unkovic & Scott

**Jason Zang**  
PennDOT District 11

**Thomas L. VanKirk**  
Emeritis



# 2024 MEMBERS

## RENAISSANCE LEADER \$12,500

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

## DOWNTOWN VISIONARY \$6,250

Block by Block  
BNY Mellon  
Dollar Bank  
Pitt Ohio Express, LLC  
Shorenstein Realty Services, L.P.  
The Pittsburgh Cultural Trust

## DOWNTOWN CHAMPION \$3,125

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

## DOWNTOWN PATRON \$1,250

AlphaGraphics  
Brookfield Properties / Station Square  
BRUNNERWORKS  
Carnegie Mellon University  
Carnegie Museums of Pittsburgh  
Chesley Brown International  
Chrislynn Energy Services  
Christian James Restaurant  
Duquesne Club  
Eat'n Park Hospitality Group Inc.  
Encore on Seventh Apts/ McCaffery Interests  
EVEN Hotel  
Fairfield Marriott Pittsburgh Downtown  
Fairmont Pittsburgh  
Federated Hermes, Inc.  
Frank B. Fuhrer Wholesale Co.  
Henderson Brothers, Inc.  
Hertz Gateway Center  
Insperity  
Interpark LLC  
JLL  
Kimpton Hotel Monaco - Pittsburgh  
La Prima Espresso Company  
Louis Plung & Company  
Michael Baker International  
Moe's Southwest Grill  
NMPJ Enterprises, Inc. (Hand & Stone Massage and Facial Spa, Penn Avenue)  
Northwest Bank  
Pittsburgh History & Landmarks Foundation  
Pittsburgh Magazine  
Pittsburgh Party Pontoons  
Renewal, Inc.  
Shorty's Pins x Pints  
Shrager Defense Attorneys  
Strada Architecture, LLC  
The Davis Companies  
The Goddard School

Pittsburgh (Downtown)  
The Rubinoff Company  
UFC Gym  
Urban Redevelopment Authority of Pittsburgh  
Walnut Capital  
Wordwrite  
WTAE-TV

## DOWNTOWN ADVOCATE \$625

AC Hotel Pittsburgh Downtown  
Al. Neyer  
Alihan's Mediterranean Cuisine  
Allegheny County Airport Authority  
Allegheny County Bar Association  
Assured Partners of PA, LLC  
Auberle  
Bae Bae's Kitchen  
Bernstein-Burkely, P.C.  
Boutique la Passerelle  
Cafe Momentum  
Carrie S. Holstead Real Estate Consultants, Inc.  
City Charter High School  
City Works Eatery & Pour House  
Convoy Group  
Courtyard Pittsburgh Downtown  
Cushman & Wakefield  
D&P Valet Services LLC  
David L. Lawrence Convention Center  
Denham & Co. Salon  
Desmone  
DK Pittsburgh Sports  
Drury Plaza Hotel  
Pittsburgh Downtown Elevator Management Services  
Elmhurst Group  
Embassy Suites by Hilton Pittsburgh-Downtown  
First (English Evangelical) Lutheran Church  
First Commonwealth Bank - Investment Banking  
First Presbyterian Church of Pittsburgh  
Gaucho Parrilla Argentina

Giovanni's Pizza and Pasta  
Green Building Alliance (GBA)  
Heidi Optics  
JJLA LLC  
Joinery Hotel  
Larrimor's  
LGA Partners  
Little Lamb Resale  
M&J Wilkow Ltd.  
Merrill Lynch  
National Flag Foundation  
Northeast Energy Advisors  
Omni William Penn Hotel  
Original Oyster House  
Perkins Eastman  
Pfaffmann + Associates  
Pittsburgh Ballet Theatre, Inc.  
Pittsburgh Bike Share  
Pittsburgh Symphony Orchestra  
Pittsburgh Technology Council  
PJ Dick Incorporated  
PMI  
Redbeard's on Sixth, LLC  
Re-Employment Transition Center  
Rivers of Steel Heritage Corp.  
Robert Morris University  
Servpro-Team Wall  
Signature Wealth  
Sixth City Marketing  
Space Bar  
Stonewood Capital Management, Inc.  
Sultan Doner Kebab and Sultan Baklava Bakery  
The Webb Law Firm  
The Yard  
Top of the Triangle  
Toshiba Bus/Org Solutions of Western PA  
TREK Development Group  
Trinity Cathedral Pittsburgh  
Wayne Gregg  
Western Pennsylvania Conservancy  
Worgul, Sarna & Ness, Criminal Defense Attorneys, LLC

## DOWNTOWN SUPPORTER \$313

African American Chamber of Commerce  
Carnegie Library of Pittsburgh  
Catholic Charities Pittsburgh  
Pittsburgh Hippodrome, LLC  
Smithfield United Church of Christ  
Craigh Stambaugh

## DOWNTOWN NEIGHBOR \$125

Nancy Lynches  
No Wall Productions

# SUPPORTERS

## 2024 FUNDING & GRANT SUPPORT

5 Generation Bakers, LLC	Eden Hall Foundation	MegaLight	Sundance Vacations
9Rooftops	Edgar Snyder & Associates	Metro Community Health Center	The Kraft Heinz Company
AE Works	Express Wash Concepts	Mt. Pleasant Windows and Remodeling	The Pittsburgh Foundation
ALCO Parking Corporation	First National Bank	NRG Inc.	T-Mobile
All American Gutter Protection	Frank B Fuhrer	PA Lottery	Trek Development
Allegheny Conference	Gatesman, Inc	Peoples Natural Gas, LLC	Tri-Union Seafoods, LLC
Allegheny County Airport Authority	Giant Eagle, Inc.	PHV Event Marketing Owners	Turner Dairy, Inc
Allegheny County DHS	GMR Marketing	Pittsburgh Pickle Company	UFC Gym
Bath R Us	Green Mountain Energy, Inc.	Pittsburgh Pirates	UPMC
Benter Foundation	Heinz Endowments	PPG Foundation	URA
BNY Mellon	Henderson Brothers	Renewal by Andersen	Vacation & Travel Group
Brewers Block LLC	Highmark	Richard King Mellon Foundation	Veracity Insurance Solutions
Buchanan Ingersoll & Rooney	Highwoods Properties	RiverLife Pittsburgh	Walnut Capital
Citizens Bank	Hillman Foundation	RJW Media	Steel City Media
City of Pittsburgh Dept of Public Safety	Home Genius Exteriors	RK Mellon Foundation	
Coca Cola	Influence2Inspire LLC	Senator John Heinz History Center	
Colcom Foundation	Jenkins Empire Associates	Shorenstein Realty Services, LP	
Comcast	Jones Lang LaSalle	Southwestern Pennsylvania Commission	
Dollar Bank	Mancini's Bakery		
e.holdings Inc	McCune Foundation		



## STAFF

**Jeremy Waldrup**  
President and CEO

**Caitlyn Abt**  
Director of Events

**Katie Alberter**  
Accounting Specialist

**Susan Anderson**  
Business District  
Manager,  
East Carson Street

**Leah Baldwin**  
Vice President of  
Operations & Finance

**Tosh Chambers**  
Director of Mobility

**Bruce Chan**  
Senior Director of Urban  
Design

**Caroline Colantonio**  
Event Operations  
Specialist

**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 Major  
Events

**Cate Irvin**  
Senior Director of  
Economic Development

**Christa Lerch**  
Director of Finance

**Deana Lorenzo**  
Director of  
Communications

**Lynn Morrissey**  
Senior Director of Events

**Aaron Sukenik**  
Vice President of District  
Development

**Gabe Sunderman**  
Social Media Specialist

**Anna Wolf**  
Associate Manager of  
Special Events

## ON STREET SERVICES MANAGEMENT

**James Wimberly**  
General Manager,  
On-Street Services

**Rich Dethlefs**  
Operations Supervisor,  
Clean

**Julie Grabiak**  
Operations Supervisor,  
Golden Triangle  
Ambassadors

**Barrie Gregg**  
Operations Manager,  
Clean & Outreach

**Mike Walker**  
Operations Supervisor,  
Clean

## 2024 MARKETING AND EVENTS INTERNS

**Julia Caterino**

**Jackie Honkus**

**Lydia Zarefoss**

# SUPPORTERS

## CREDITS

Writing

**Ann Lyon Ritchie**

Design

**Wall-to-Wall Studios**

Photography

**Emery Meyer**

**Alex Newill**

# 20





# 24

PITTSBURGH DOWNTOWN PARTNERSHIP



PITTSBURGH  
DOWNTOWN  
PARTNERSHIP

**Pittsburgh Downtown  
Partnership**

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

[DowntownPittsburgh.com](http://DowntownPittsburgh.com)

412.566.4190

@DOWNTOWNPITT

