



PITTSBURGH
DOWNTOWN
PARTNERSHIP

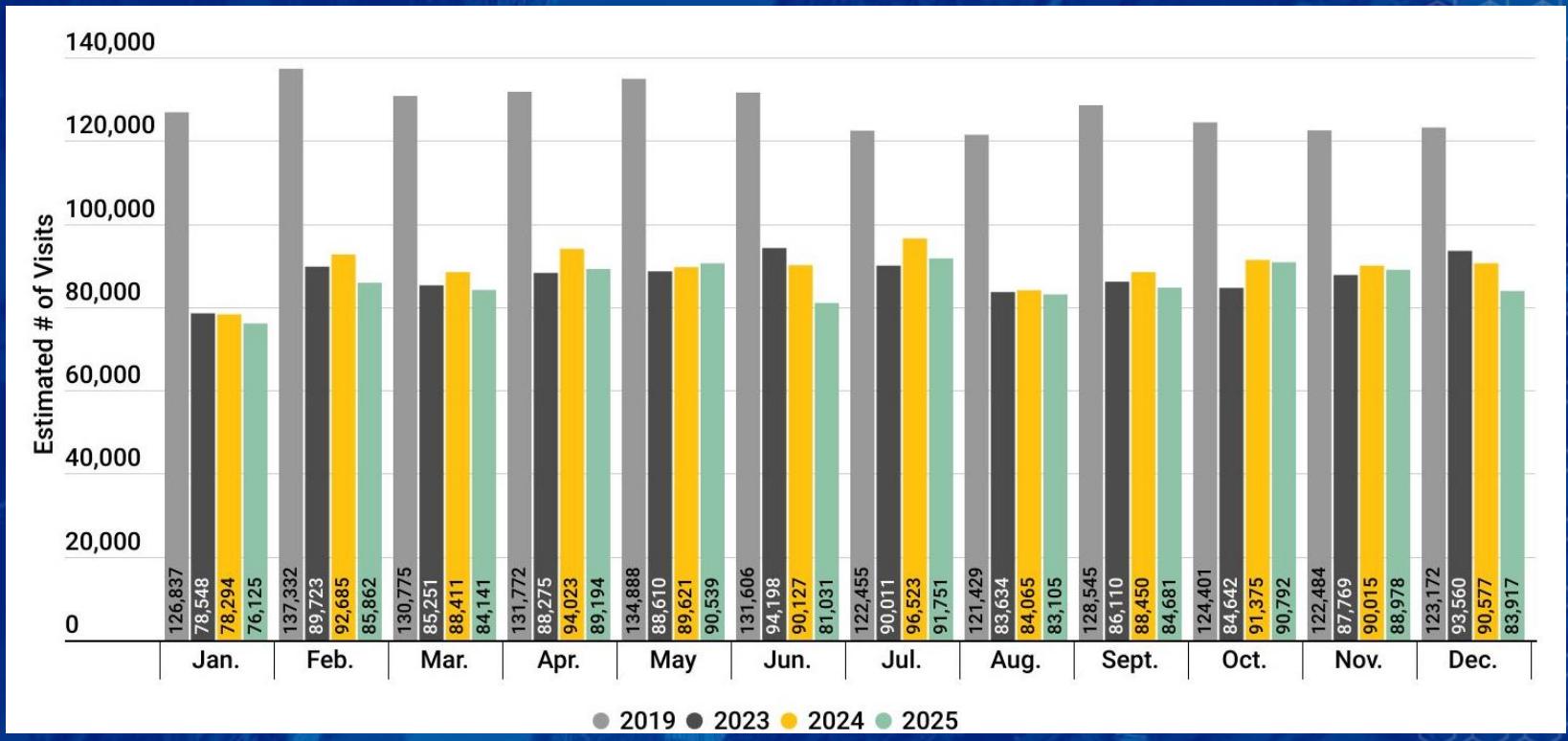
Downtown: Set for Prime Time

STATE OF DOWNTOWN PITTSBURGH | Q1

February 3, 2026

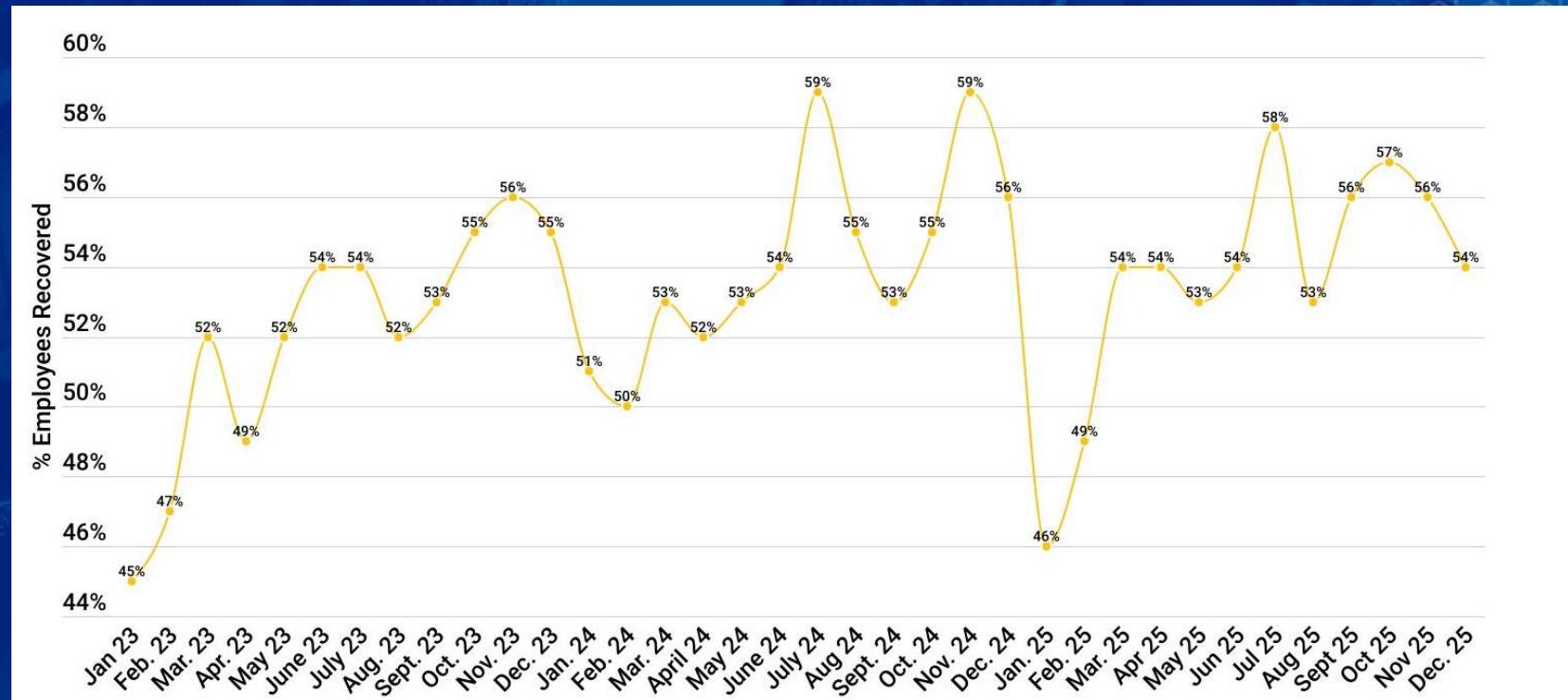
2025 Downtown Activity

Average Daily Visits



2025 Downtown Activity

Employee Recovery



Economic Development

Mayor O'Connor's New Economic Development Leadership



- **Steve Wray**

Director of Economic Development

Steve.Wray@pittsburghpa.gov

- **Mary McKinney Flaherty**

Deputy Director of Economic Development

Mary.McKinney@pittsburghpa.gov

STATE OF DOWNTOWN PITTSBURGH | Q1





The free, 3-day event is growing in popularity and impact.



Host	Kansas City	Detroit	Green Bay	Pittsburgh
Economic Impact	\$164M	\$213M	\$105M	\$200M+*
Attendance	312,000	775,000	600,000	500,000-700,000
Viewers Worldwide	54.4M	53.6M	55M	55M+

Strategic location will bolster attendance.

**11 NFL and 35 NCAA
Division I markets** within
driving distance of Pittsburgh



Pittsburgh	Ohio	Michigan
Virginia	Miami (Ohio)	West Virginia
Wake Forest	Ball State	Temple
Syracuse	W. Michigan	Navy
Louisville	C. Michigan	Cincinnati
Virginia Tech	Penn State	Marshall
Buffalo	Rutgers	Army
Kent State	Maryland	Notre Dame
Akron	Ohio State	Liberty
Bowling Green	Indiana	Kentucky
Toledo	Purdue	Appalachian State
E. Michigan	Michigan State	



STATE OF DOWNTOWN PITTSBURGH | Q1

Point State Park Upgrades



STATE OF DOWNTOWN PITTSBURGH | Q1

Arts Landing



STATE OF DOWNTOWN PITTSBURGH | Q1

Market Square Modernization



STATE OF DOWNTOWN PITTSBURGH | Q1

Market Square Modernization



STATE OF DOWNTOWN PITTSBURGH | Q1

Market Square Modernization

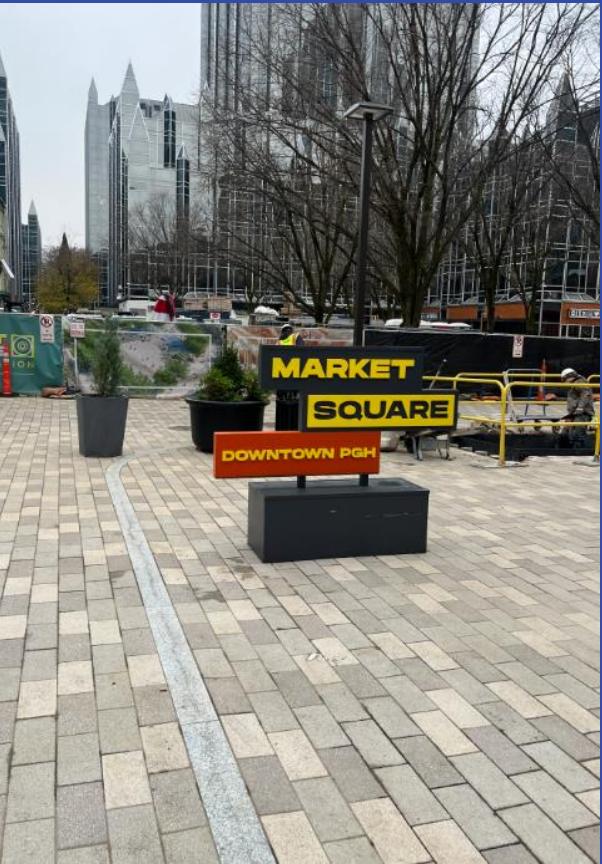


STATE OF DOWNTOWN PITTSBURGH | Q1

Market Square Modernization



Market Square Modernization



Market Square Modernization



STATE OF DOWNTOWN PITTSBURGH | Q1

Market Square Modernization

Outdoor Dining



Market Square Modernization

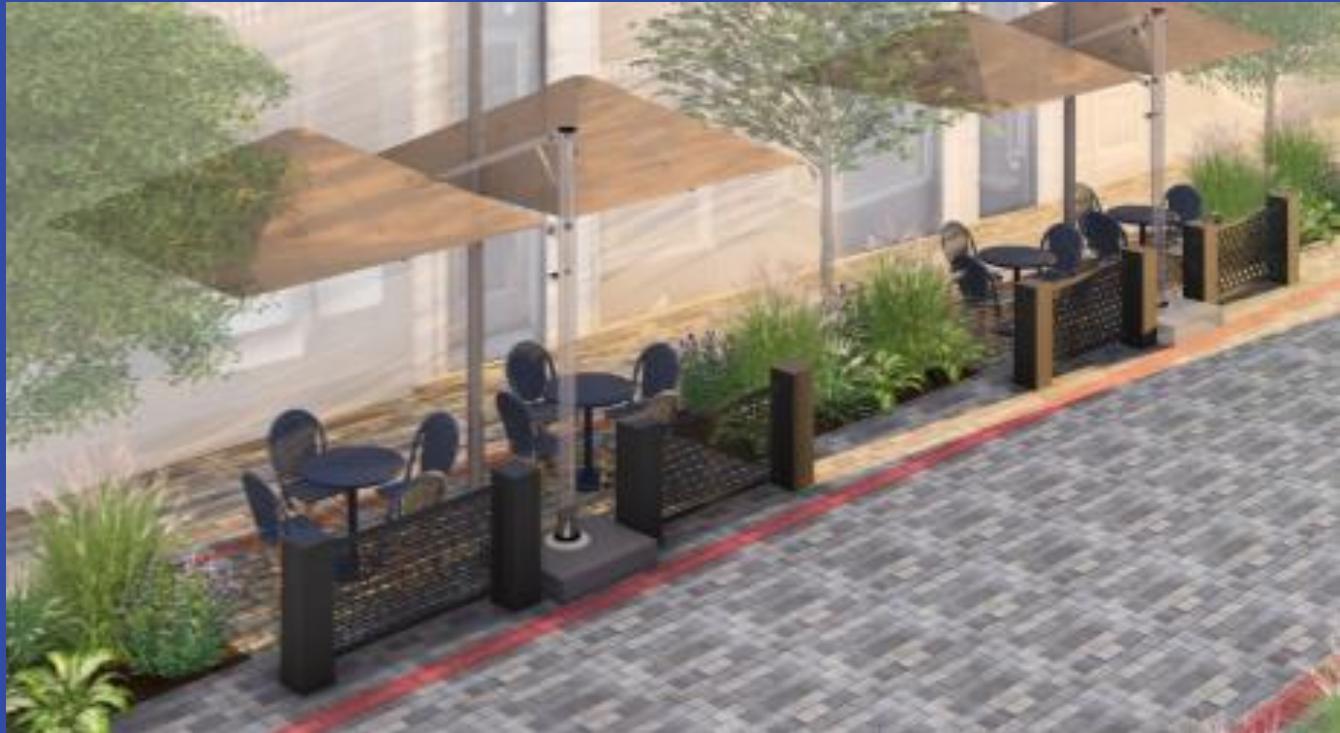
Outdoor Dining



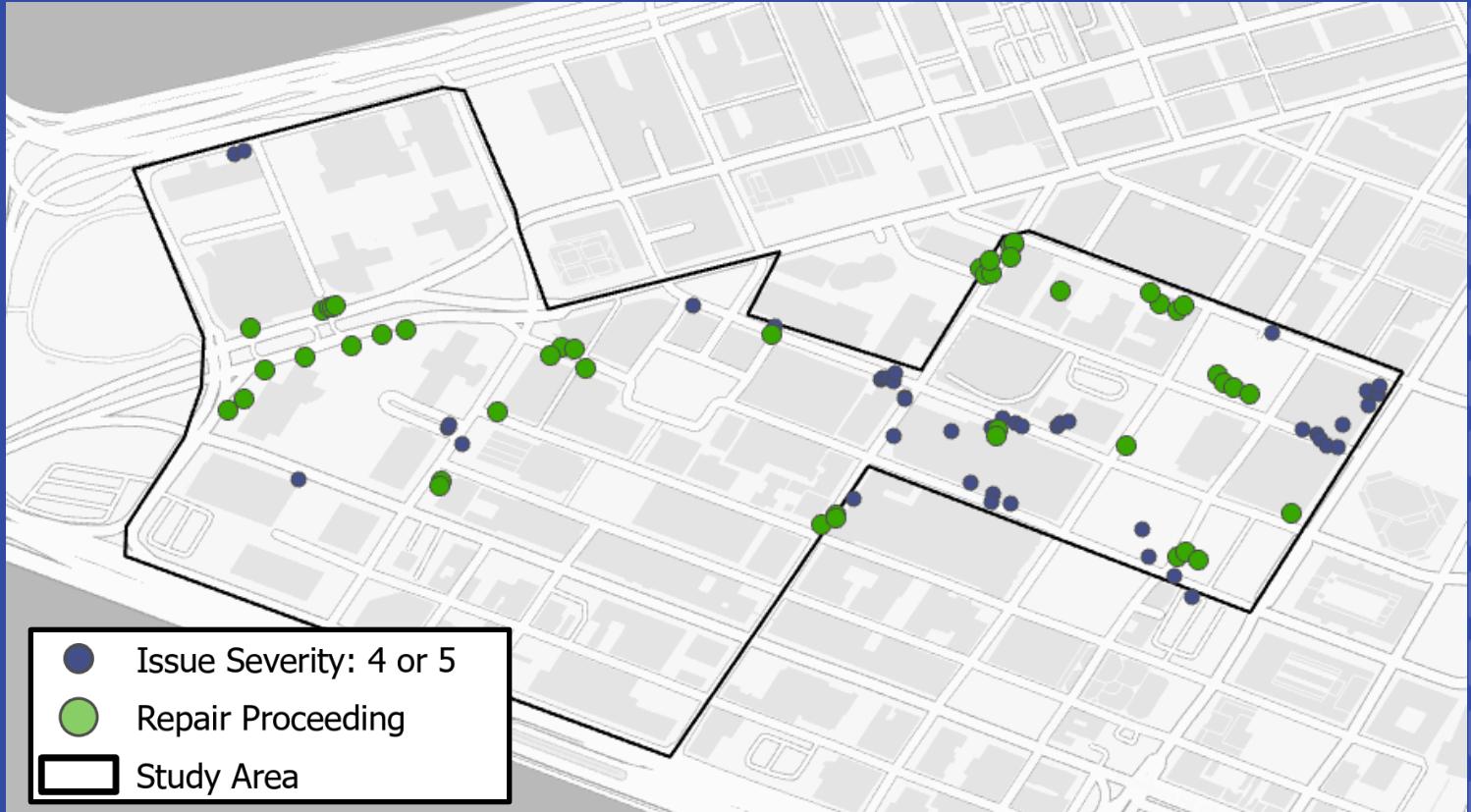
STATE OF DOWNTOWN PITTSBURGH | Q1

Market Square Modernization

Outdoor Dining



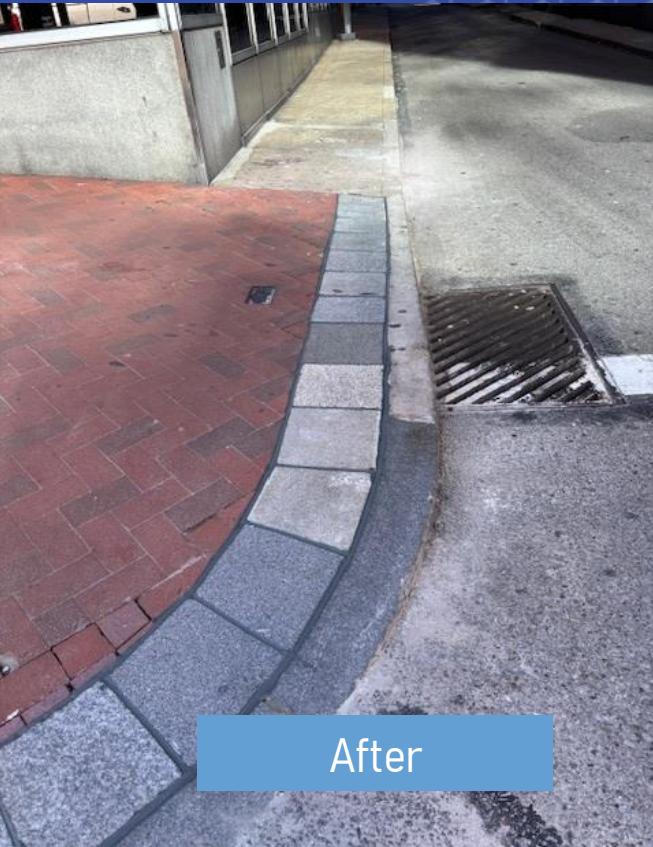
Sidewalk Repairs



STATE OF DOWNTOWN PITTSBURGH | Q1

Sidewalk Repairs

PPG Place



Before

After

Downtown Pedestrian Wayfinding



STATE OF DOWNTOWN PITTSBURGH | Q1

Upgraded Lighting



STATE OF DOWNTOWN PITTSBURGH | Q1



Transformation of Smithfield Street



STATE OF DOWNTOWN PITTSBURGH | Q1

Transformation of Smithfield Street



STATE OF DOWNTOWN PITTSBURGH | Q1



Transformation of Smithfield Street



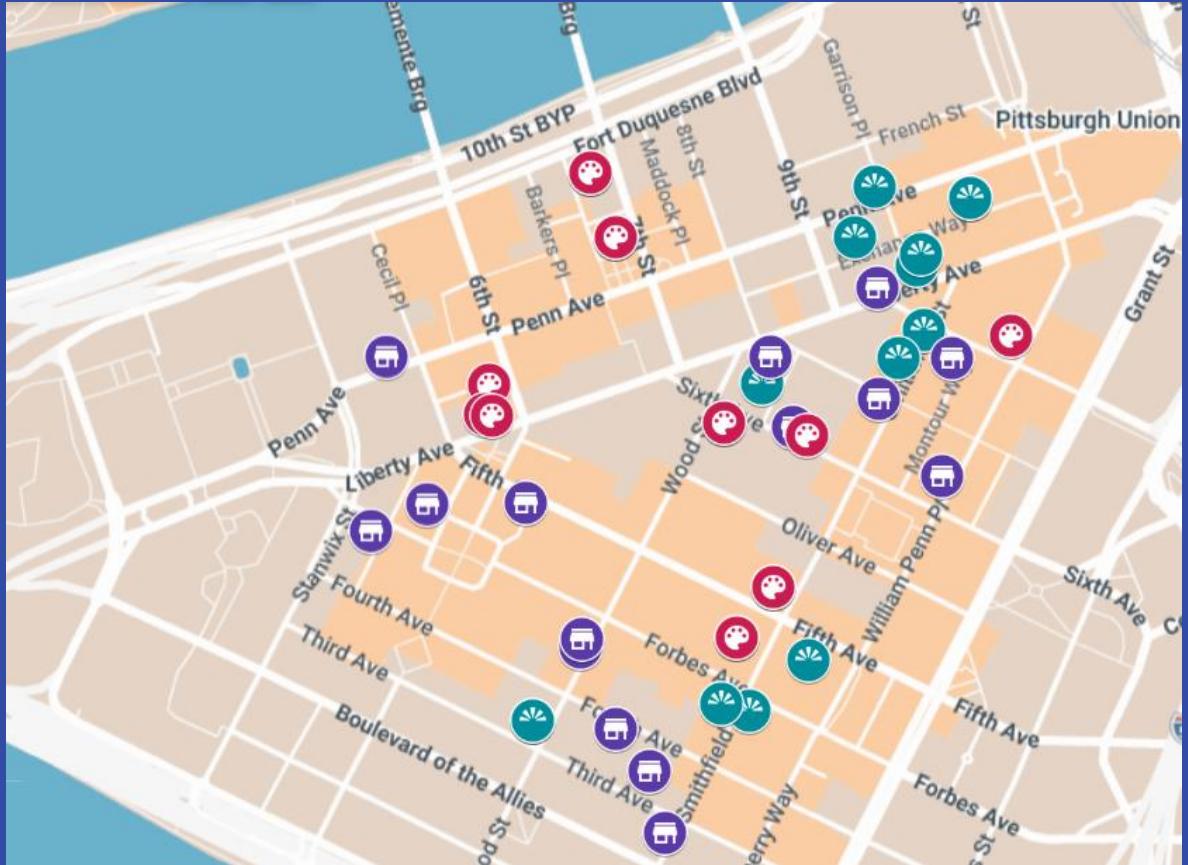
STATE OF DOWNTOWN PITTSBURGH | Q1



Transformation of Smithfield Street

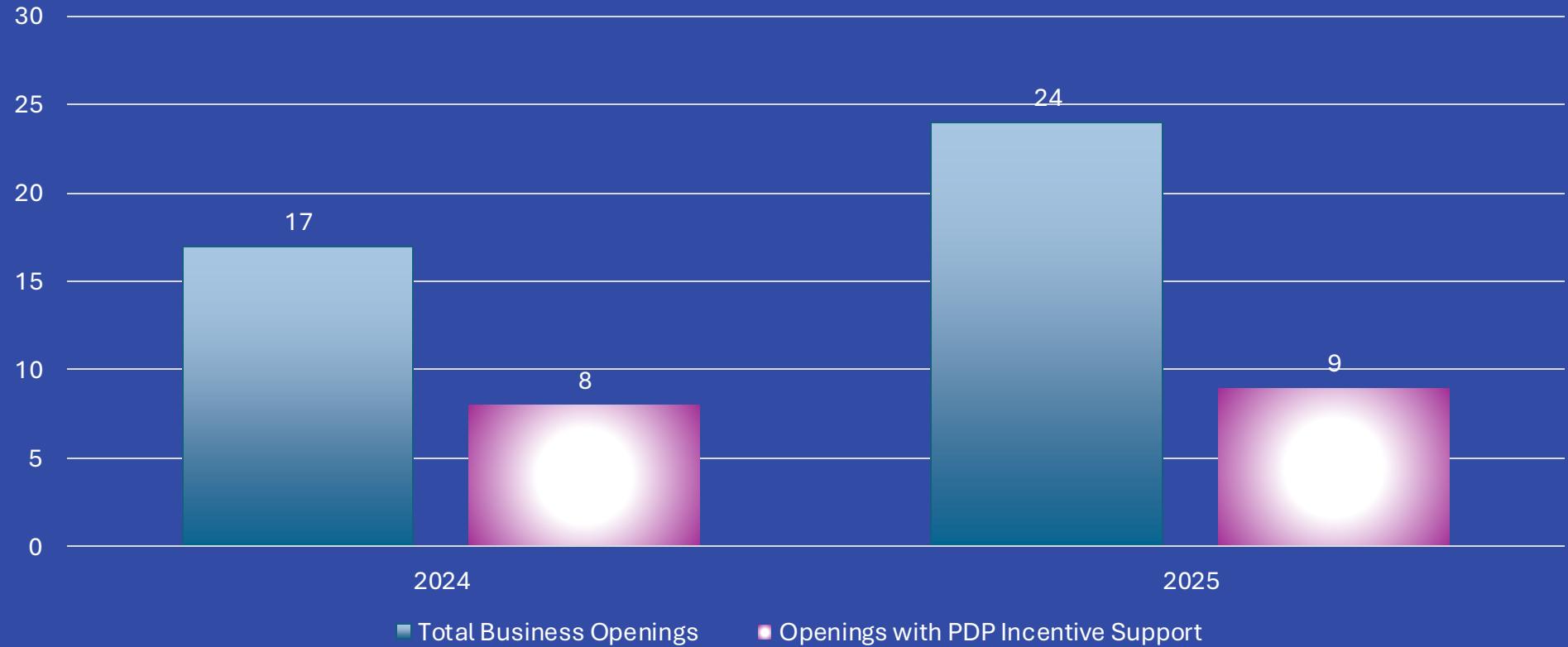


2026 Storefront Activations

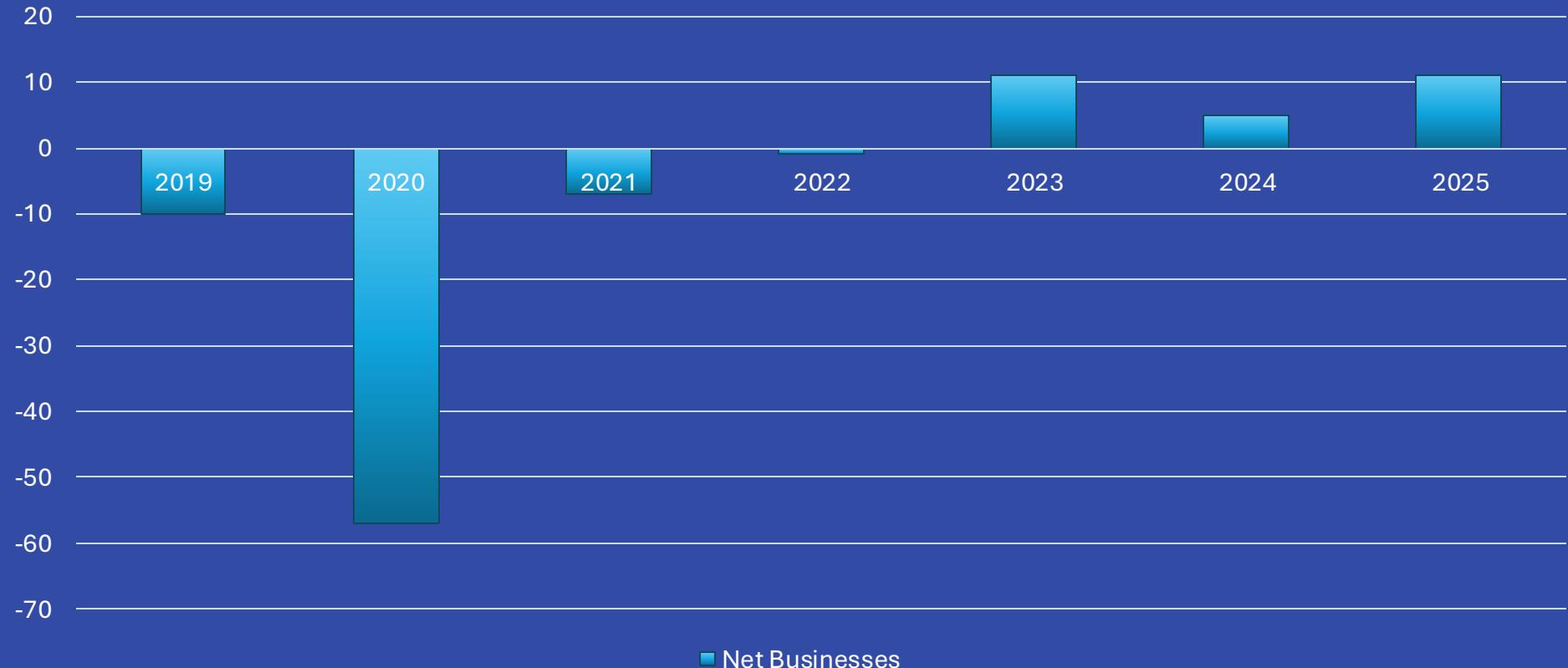


- Pop-Ups.xlsx
 - Uniform style
 - All items (17)
- Interior Window Display.xlsx
 - Uniform style
 - All items (12)
- Vinyl.xlsx
 - Uniform style
 - All items (15)

2024-2025 Business Growth & Impact



Downtown Net Businesses (2019-2025)



Downtown Rent Abatement



Keeta's Pet Salon
947 Liberty Ave



Ruckus Café
625 Liberty Ave



Origin Story Coffee
309 Smithfield St

2026 Storefront Activations



STATE OF DOWNTOWN PITTSBURGH | Q1

2026 Storefront Activations



Q2 State of Downtown



Q2 Retail Focus:

- What's opening, what's activating, and what's next
- Retail demand patterns emerging post-2025
- Pop-ups as a testing ground for long-term leases
- Implications for landlords, brokers, and investment



PITTSBURGH
DOWNTOWN
PARTNERSHIP

STATE OF DOWNTOWN PITTSBURGH | Q4

NEXT STEPS

Action



Redd up your properties!

From sidewalks to storefronts, and art for facades, we've got programs to help you get ready.

We are here to support you. Let's get Downtown ready!

Action

Downtown Pittsburgh is going to shine this Spring!

- Host parties.
- Hold events.
- Bring prospective investors and tenants.
- Take photographs for marketing and promotional materials.
- Amplify your Downtown, with Pride.



Action

Are you working with a prospective company or business that would benefit from outreach from the Mayor or his team?

Reach out to Steve and Mary to discuss further.

Pittsburgh is open for business!



Action



**Join us at our Annual Meeting on
March 5, 2026, as we shift the
conversation from NFL Draft
preparation to what's next for
Downtown.**



PITTSBURGH
DOWNTOWN
PARTNERSHIP

STATE OF DOWNTOWN PITTSBURGH | Q1

THANK YOU

Questions?

Cate Irvin: cirvin@downtownpittsburgh.com

Aaron Sukanik: asukenik@downtownpittsburgh.com

Jeremy Waldrup: jwaldrup@downtownpittsburgh.com