



DOWNTOWN PHOENIX  
ANNUAL REPORT 2014



# Dear DTPHX Stakeholder

## 2014 was a year of transitions for the Downtown Phoenix Partnership.

At the end of the year we officially became an affiliate of Downtown Phoenix Inc. (DPI), our new parent organization created to align the entire downtown community under one entity. Along with the Phoenix Community Alliance, the Downtown Phoenix Community Development Corporation, and potentially the new BID under consideration for the Roosevelt district, DPP is now part of an organization representing all of downtown – geographically, economically, and socially.

This year also saw the start of a new development boom in downtown. A variety of significant new commercial projects broke ground this year, including the Arizona Center for Law and Society, the U of A BioSciences Partnership Building, and new Marriott and Hilton hotels. Even more significantly, there are now over 3,000 new residential units in various development stages throughout downtown; the addition of these new residents will certainly help to increase the vibrancy of downtown. We also saw a significant growth in the number of new events, as downtown transitions to one of the Valley's top event venues.

2015 promises to be even more exciting, starting with the Super Bowl Central activities, and culminating with the 25th anniversary of the Partnership. We are blessed to have such wonderful partners, including the City of Phoenix, and the entire downtown business community, and now through our relationship with DPI we will be able to focus on even more opportunities. The years ahead look very promising for Downtown Phoenix!

On behalf of the Downtown Phoenix Partnership,



Ron Butler  
Chairman of the Board



David Roderique  
Executive Director

The overall strategic vision for DPP in 2015 is "Strengthen existing and future development and business in Downtown Phoenix by encouraging an environment of activity, energy and vitality." To achieve this vision, we have identified the following key strategies and developed a work program around them:

### KEY STRATEGY #1:

Strategically focus on key new business and economic investments, particularly housing, which can assist in the creation of the critical mass needed to support desired services.

### KEY STRATEGY #2:

Communicate effectively with stakeholders, media, community groups and the public at-large about downtown as a live/work/play destination, as well as the enhanced services offered in the Business Improvement District.

### KEY STRATEGY #3:

Maximize the value of DPP-produced and DPP-sponsored events, facilitate and promote events produced by others, and implement a new event development program.

### KEY STRATEGY #4:

Work to deliver effective BID services and activate public spaces in order to enhance the pedestrian experience and increase overall urban vibrancy.

### KEY STRATEGY #5:

Work with leadership to implement the new structure of Downtown Phoenix Inc., the umbrella organization benefiting greater downtown.



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About the Downtown Phoenix Partnership

# Field Services

## Field Services 2014 By the Numbers

33,597

Pounds of trash removed from the public right of way and alleys

3,000

Coupons printed by Ambassadors



216

Hours spent on alley maintenance



13,161

Collateral pieces handed to visitors

14,223

Deliveries made to stakeholders

17,478

Number of block face sweeps and waste collections

3,484

Graffiti tags removed

1,832

Record number of Pal Around Escorts



9,492

Special event (Comicon, Zombie Walk) assists

18,461

Dining assists



5,168

Parking assists

152,862 Total Assists

## DPP Saves 85 Trees

With the goal of preserving mature shade trees in mind, construction site work at both the Biosciences Partnership Building and Arizona State University's new law school included a tree relocation plan spearheaded by the Downtown Phoenix Partnership. In all, 85 trees were rescued from the wood chipper since July 2014. Through this public-private partnership with the University of Arizona, Arizona State University, City of Phoenix, DPR and Sundt Construction — a variety of native and drought-resistant trees were boxed up and relocated to the Space Between, a temporary pop-up park slated to open April 1, 2015. Some were incorporated into the park's design providing shade, beauty and interest. The remainder filled empty urban tree wells and replaced weaker trees throughout Downtown Phoenix.



The temporary park activation, Space Between, is scheduled to open April 1, 2015. Photo: Fara Illich

## Space Between Taking Shape

Planning for the Space Between started Sept. 2013 through a partnership with Logan Simpson Design, looking at ways to bring activity and vibrancy to an otherwise underutilized open space. Located on First Street between Taylor Place and Valley Youth Theater, the city-owned property may be developed in the near future. So the park's design needed to incorporate simplicity, mobility and sustainability — with the highest possible value to the community. In conjunction with local businesses like Logan Simpson Design and Balfour Beatty Construction — which donated time and services — the Downtown Phoenix Partnership developed the idea for the Space Between pop-up park with special constraints and community needs in mind. Construction got underway Jan. 2015 and after completion, residents and visitors will be able to enjoy grass, trees, seating areas, programming, games and community events.

# Marketing



2014 will be remembered as the year we opened doors and windows, activated storefronts and ushered in a new identity kit for our rapidly growing and increasingly vibrant downtown.

After nearly 8 years of “X Marks the Spot,” Downtown Phoenix Partnership got an extreme makeover, with an expanded color palette, user-friendly font family, fun dialogue boxes and the DTPHX letters that will serve as the flagship brand for Downtown Phoenix Inc. and its family of affiliate organizations.

But we’re moving too fast. How we arrived at the doors and windows is as important as the logo itself.

We hired local designer and urban storyteller, Lindsay Kinkade of Design Republic Studios on Grand Avenue, to

help us look back at where we’d been as an organization and also chart a course for where we wanted to go. During that process, or “archeological dig” as Lindsay coined the phrase, we discovered that many of the things we were doing as an organization were working very well — our orange-clad Ambassadors and green-clad Streetscape Team being prime examples.

Then we partnered with Arizona Center to open the DTPHX Engagement Lab, a storefront activation project that transformed a vacant retail suite into a hub for

community building, event planning and our branding headquarters.

It was during this process that we made the all-important “a-ha” discovery that We Are All Ambassadors. Our strengths as an organization rest in our ability to enhance the visitor experience, increase business and event traffic and to open the doors and windows of opportunity for anyone wishing to live downtown, play downtown or do business downtown.

We launched a beta version of the brand this summer and eventually developed the kit of parts you are seeing today on publications, event posters, social media, uniforms and even our front door.

Speaking of publications and social media:

- We developed two beautiful editions of the Downtown Phoenix Directory. The January edition featured original artwork by Jon

Arvizu and the July edition featured original artwork by Justin Queal.

- The What’s Happening continues to be the most in-demand resource for downtowners. We produce over 3,000 copies of the print edition each week and an additional 1,500 subscribers receive the publication digitally.
- Social media followers topped the 60,000 plateau in 2014. Facebook, Twitter, YouTube and Instagram continue to play an integral role in how our organization shares downtown news and event information.

During Super Bowl Week we launched a beta version of our new website, dtphx.org, and we will be working very hard in 2015 to make sure that it’s the go-to source for downtown information and a point of pride for our emerging world-class city.



Our new storefront activation at Arizona Center DTPHX Engagement Lab. Photo: Lindsay Kinkade



# Events

The Events Division took on a whole new life in 2014, with a focus shift from not only producing events but to being a resource to facilitate more events in the area.

We created a 4-level system to categorize how the organization interacts with events: produce, co-produce, partner and endorse. Producing an event is when we take on the entire planning process from start to finish. Examples include Zombie Walk, Urban Ale Trail, Urban Wine Walk and PJs in the Park. Co-produce means we work with one or multiple partners

and take on a split level of the planning and or financial commitment. Partnering with an event is when we become the main resource to an event planner/promoter. That can be through planning or financial means. Endorsing an event means that we are a resource mostly in a marketing aspect.

Throughout the year we were able to facilitate 39 events and weekly programs. We produced 11 events, co-produced 4 events and 2 weekly programs, partnered with 11 events and 1 monthly program, and endorsed 10 events. The events and programs ranged from annual, monthly and weekly to multi-day or single day. In total we were able to support 64 days of activity in Downtown Phoenix.

Key focus areas for 2014 were the activation of Civic Space Park, music-related events and weekly program development. At Civic Space Park, we supported 6 events — 8 days of activity and approximately 7,400 in attendance. In the music realm we championed 8 music events--11 days of activity spread out to over 25 locations totaling 31,300 attendees to Downtown Phoenix. Embracing multiple community partners led to the development of 2 new weekly programs: Wednesday Wind Up, a lunch time activation of Civic Space Park that takes place each Wednesday; and the health-focused Meet Me Downtown, which encourages individuals to walk or run a 3.4-mile route throughout downtown every Monday night.

The overall impact of this new approach to how we interact with events has led to approximately 214,000 people coming to Downtown Phoenix in 2014.



VivaPHX was just one of 8 music events our events division helped facilitate in 2014. Photo: Sara Anderson

# Economic Development

The purpose of Economic Development is to increase activity and attract investment to downtown, and in 2014 steady progress was seen across a variety of sectors.

Retailers, restaurateurs, office tenants, hoteliers, students and developers are looking to make their mark in Downtown Phoenix.

The housing market is experiencing its strongest growth in years with 302 units currently under construction and another 2,000 in pre-development. In early 2014 downtown celebrated the completion of the Residences at CityScape, a 224-unit luxury apartment complex atop the Kimpton Hotel.

The Phoenix Biomedical Campus continues to grow as the Arizona Cancer Center nears completion. The 225,000-square-foot facility will accommodate 60,000 patients a year and is expected to be completed later this year. The Biosciences Partnership Building is under construction and upon completion the 245,000-square-foot building will be the tallest structure on the campus.

2014 saw construction begin on two long-awaited hospitality developments. The dual purpose hotel at Luhrs City Center is underway bringing a total of

320 rooms under the Courtyard and Residence Inn Marriott brands. Work has also begun on the iconic Valley National Bank building near Central and Monroe. CSM Corp acquired the building in December of 2013 and is re-developing it into a 170-room Monroe Hilton Garden Inn.

Arizona State University began construction on the new Arizona Center for Law and Society which will house the Sandra Day O'Connor School of Law. Construction on the \$130 million building began in the summer of 2014 and is expected to be completed by the summer of 2016.

In addition to large developments, 2014 was also a year of growth for dining options as 10 new restaurants opened downtown. These include Bitter & Twisted, a classic cocktail parlor, and Mother Brunch Brewery, a brew pub that opened near 7th Street and Roosevelt. Downtown has seen a net increase of 55 new bars and restaurants since the start of 2008.

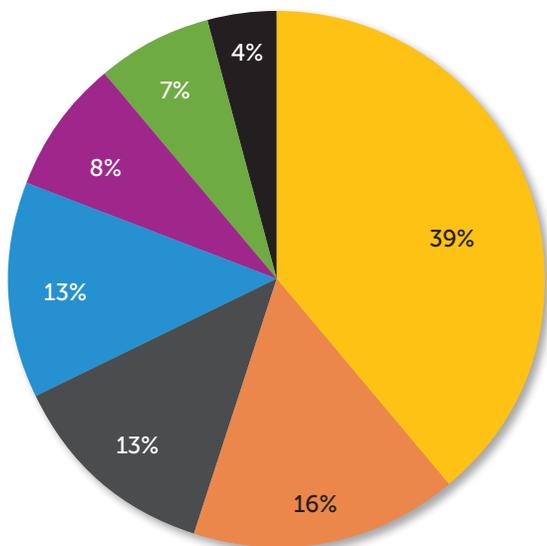


From top: Rendering of the new Arizona Center for Law and Society; image courtesy of Arizona State University. Bitter & Twisted at Luhrs City Center; Photo: Nader Abushhab. Arizona Cancer Center; Photo: David Noble

# 2014 Assessment Expenditures



Downtown Phoenix Partnership is a proud supporter of GR:D bike share, which debuted in 2014. Photo: Nader Abushhab



- \$1,281,052 ■ BID Services
- \$542,489 ■ Marketing
- \$420,478 ■ General Office
- \$412,674 ■ Administration, Public Relations and Benefits
- \$270,004 ■ Events
- \$238,360 ■ Business Development
- \$127,316 ■ Streetscape

## BOARD OF DIRECTORS

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Majerle's Sports Grill

ErLinda Tórres  
**(Advisory)**  
President & CEO  
ALAC: Arizona Latino  
Arts & Cultural Center

Jim Ward  
President and CEO  
The Phoenix Symphony

## STAFF

David Roderique  
Executive Director

Jane Hart  
Executive Assistant

Jessyca Hipskind  
Controller

### Economic Development

Dan Klocke  
Vice President –  
Development

David Noble  
Economic Development /  
CDC Project Coordinator

### Events

Sara Anderson  
Events Manager

Mira Word  
Marketing & Events  
Coordinator

### Marketing

R.J. Price  
Vice President of Marketing  
and Communications

Fara Illich  
Content Manager

David Stevenson  
Marketing Coordinator  
What's Happening  
Guide Editor

Brandi Porter  
Community Editor

### BID Services

Samantha Jackson  
Director of Operations

Ray Cabrera  
Streetscape Programs  
Manager

Mark Hutflesz  
Field Services Manager

Curtis Leach  
Special Projects

+ 21 dedicated  
Ambassadors and  
6 Streetscape  
Team members

# About DPP

Formed in 1990, The Downtown Phoenix Partnership Inc. (DPP) is a 501c3 nonprofit organization that exists to strengthen Downtown Phoenix development and to encourage an environment of activity, energy and vitality.

To accomplish this, the Partnership provides a variety of enhanced services to this core area including security/hospitality services provided by the Ambassadors, streetscape and urban design, Streetscape Team maintenance, marketing/advertising, public relations, event facilitation, economic development, community development and public policy facilitation.

The DPP is funded by an assessment on all property owners within the 90-square-block area of the Downtown

Phoenix Business Improvement District. The boundaries for this district are Seventh Street on the east to Third Avenue on the west, and Fillmore Street on the north to the Union Pacific tracks (south of Jackson Street) on the south.

The Partnership was created under Arizona State Statute 48-575 as an Enhanced Municipal Services District, commonly referred to as a Business Improvement District.

**For more information visit our new web site, [dtpbx.org](http://dtpbx.org), or call us at (602) 254-8696.**

## DOWNTOWN PHOENIX INC.

In early 2013 Downtown Phoenix Inc. (DPI) began operation to serve as the single point of contact for major downtown issues and to better coordinate the efforts of the key downtown business organizations – including the Downtown Phoenix Partnership (DPP), the Phoenix Community Alliance (PCA) and the Downtown Phoenix Community Development Corporation.

Chaired by APS CEO Don Brandt, this new umbrella organization has a broader geographic focus than DPP allowing it to encompass many of the emerging downtown markets outside of the core, while ensuring the most efficient and effective provision of services. Most importantly, DPI acts as a forum for the community at large, bringing together all of the greater downtown constituencies, including the core business community, the emerging entrepreneurial market, residents, and the city, in order to strengthen and enhance the dialogue about key issues facing downtown.

DPP entered into an affiliate agreement with DPI in mid-2013 and entered into a full contractual relationship starting in 2015. This affiliation allows us to better coordinate our work program and resource allocation. The umbrella company model is used successfully in most major downtowns around the country, and we will continue utilizing their best practices during this transition.

As we move forward with this change we expect the positive changes for the Partnership to continue, including greater efficiencies and cost savings, more opportunities for community partnerships and a more effective focus and vision for downtown.

The Downtown Phoenix skyline at dusk. Photo: Nader Abushhab

