Dear DTPHX Stakeholder

25th year of Downtown Phoenix Partnership (DPP) proved to be the most monumental yet.

2015 marked the 25th anniversary of DPP, and was it ever a fantastic year! We kicked off the year with the biggest party downtown has ever seen — Super Bowl XLIX and more than one million visitors to downtown’s Super Bowl Central. By every indicator, this was an extremely successful event, and it set the tone for future major events.

2015 saw the official start of DPP becoming 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 (PCA) and the Downtown Phoenix Community Development Corporation (CDC), DPP is now part of a larger organization representing all of downtown. The efficiencies created by this new affiliation are already having a positive impact on our daily operations.

2015 also saw a development boom unlike anything else in our history. Residential development took off, with nearly 2,000 new residential units currently under construction, and another 2,500 in various stages of pre-development; upon completion this will add thousands of new residents to downtown, which will change the character of downtown in a very positive way. Additionally, we are seeing significant new commercial projects under development, including the ASU law school, the UofA Biosciences Partnership Building, and new Marriott and Hilton hotels.

Finally, 2015 was another year of huge growth in events downtown. We were involved with 127 events in 2015, resulting in 160 days of programming, and those numbers are expected to rise in 2016.

2016 started off great, with the College Football Championship Campus activities in January, and much more on the horizon. With our dedicated 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
### Downtown by the Numbers

<table>
<thead>
<tr>
<th>Stat</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000,000+ Super Bowl Central visitors</td>
<td>🏊️‍♂️ 5 open doors and windows</td>
</tr>
<tr>
<td>Super Bowl Central visitors</td>
<td>🏈 1 open doors and windows</td>
</tr>
<tr>
<td>in our new DTPhx logo</td>
<td>🍻 1 new website (dtphx.org)</td>
</tr>
<tr>
<td>108 followers</td>
<td>🍻 100,000+ social media followers</td>
</tr>
<tr>
<td>10 blogs published</td>
<td>🍻 100,000+ social media</td>
</tr>
<tr>
<td>10 new bars and restaurants</td>
<td>🍻 4,500</td>
</tr>
<tr>
<td>residential units under construction and in pre-development</td>
<td>🍻 590 new hotel rooms coming to market</td>
</tr>
<tr>
<td>13.9% office vacancy rate</td>
<td>📚 127 DPI-assisted events resulting in 160</td>
</tr>
<tr>
<td>230,000 total attendees, including 10,000+ patrons at self-guided beer, wine and food tours, and 20,000 zombies who donated 11 tons of aid to St. Mary’s Food Bank</td>
<td>🍔 12,250 blocks swept and cleaned</td>
</tr>
<tr>
<td>52,373 people assisted at special events</td>
<td>🎤 happening downtown</td>
</tr>
<tr>
<td>84,905 questions answered by our Downtown Phoenix Ambassadors</td>
<td>🎤 4,058 graffiti</td>
</tr>
<tr>
<td>tags removed</td>
<td>🎤 71% annual growth in social media following 200,000</td>
</tr>
<tr>
<td>Downtown Directories used by visitors</td>
<td>🎤 24 community events promoted in the Live It Up multi-media campaign 15,500 Instagram</td>
</tr>
<tr>
<td>followers [+355%]</td>
<td>🎤 15,500 Instagram</td>
</tr>
</tbody>
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**A publication of the Downtown Phoenix Partnership and Downtown Phoenix Inc.**

**JANUARY—JUNE 2015**

**DOWNTOWN DIRECTORY**

**LIVE IT UP**

**Phoenix Marine Week**
**Navigator Live**
**Urban Ale Trail**
**Chile Pepper Festival**
**Los Dias de la Crescent**
**PHX Arts + Culture Celebration**
**City Lights Movie Nights:**
**Ghostbusters**
**Phoenix Food Day**
**Artlink Juried Exhibition**
**The Speed of Sound 2**
**Zombie Walk 7**
**AIDS Walk Phoenix & 5K Run**

**September 10-13**

**Saturday, Sept. 12**

**Saturday, Sept. 26**

**Saturday, Oct. 3**

**Friday, Oct. 9**

**Thursday, Oct. 22**

**Saturday, Oct. 24**

**Saturday, Oct. 24**

**Sunday, Oct. 25**

**Monday, Sept. 21**

**All the best fall events in one place.**

[dtphx.org/liveitup](http://dtphx.org/liveitup)

**COME WALK YOUR GUTS OUT.**

**10.24.2015 | DTPHX.ORG/ZOMBIE**
Throughout the years, our Ambassador program represents the friendly face of downtown, and as downtown continues to evolve, so does the Ambassador’s role. We’ve gone from focusing on making downtown feel safe and welcoming, to helping establish a sense of community in our expanding residential base. All in all, the one role that won’t change is connecting people with the businesses and organizations that are central to Downtown Phoenix. Highlights in 2015’s scope of work include:

The Green Machine
At the end of 2014, the Ambassador program received a specialized bike with a bright green trailer to use for hauling around our PopUp Park activations. Dubbed “The Green Machine,” the bike was outfitted with information racks and a large umbrella for shade, making it a portable information kiosk. The Green Machine gets utilized at events around downtown and keeps collateral easily within Ambassadors’ reach as they talk to the public about all the things happening in our great city.

Information Booths + Hydration Stations
As more events come downtown, the Ambassadors have become a go-to resource for event planners seeking assistance running information booths. In 2015, we staffed Super Bowl Central, McDowell Mountain Music Festival, Viva PHX, Phoenix Comiccon, Marine Week, the BALLE conference, Komen Race for the Cure, Phoenix Pizza Festival and many more great events. Many booths doubled as “Hydration Stations” where the team handed out cups of water or allowed people to fill up their own water bottles. More than 10,000 cups of water were distributed throughout the year, and the Green Machine was outfitted with a water filtration system to make providing this service even easier in 2016.
Streetscape + Placemaking

The evolution of our Streetscape and Placemaking programs continued in 2015 with some great accomplishments. Our in-house Streetscape Team has become a trusted resource for right-of-way maintenance. Whether it be tree pruning and planting, post-monsoon cleanup, or large-scale event preparation and support, the Streetscape Team is an indispensable asset for keeping downtown looking great for our residents, employees and visitors.

The Streetscape Team also played a major role in Super Bowl Central, overseeing construction on the parking lot between CityScape and Collier Center that hosted large-scale event activities.

The Space Between

In keeping with our focus on creative placemaking, we were proud to unveil our vacant lot activation project, The Space Between. This project was a collaboration between Downtown Phoenix Inc., Logan Simpson Design, Balfour Beatty Construction and the City of Phoenix. We worked to transform a City-owned vacant lot into a welcoming public space highlighting the 2,500-square-foot “Water Is Life” mural at Valley Youth Theatre, as well as providing boxed trees salvaged from downtown construction projects and other public amenities. The grand opening celebration featured a great audience of downtown stakeholders with Mayor Greg Stanton and Councilman Michael Nowakowski on hand to cut the ceremonial ribbon. Regular maintenance is provided by the Streetscape Team and staff oversees programming. The park is available to stakeholders and event planners.

Above right: Streetscape Team members helped build and continue to maintain the temporary park The Space Between. Photo: Fara Illich

Below: The knowledgeable Ambassadors are friendly faces who welcome visitors to Downtown Phoenix. Photo: Studio 616
2015 was a transformational year for our organization and our downtown. We launched a new website, hosted Super Bowl Central, grew our DTPHX brand, and enjoyed front-row seats as our downtown began to realize its potential as a world-class urban center. Once a 9-to-5 business district, our downtown has now established a reputation as a highly desirable location for residential and commercial development, mega events, eclectic nightlife, and urban lifestyle enthusiasts.

The marketing department’s business is to tell the stories that are shaping our downtown and contributing to its increased vibrancy. And business is very good.

**DTPHX.org**

Our new destination resource dtphx.org launched prior to Super Bowl XLIX and we’re continuously fine-tuning the site to be the best possible tool for information seekers and stakeholders alike. Traffic continues to climb steadily and we’re currently averaging more than 100,000 unique visitors monthly.

**Social Media**

DPI’s online communities—now topping well over 100,000 followers—continue to be an incredible asset. Through Facebook, Twitter, Instagram and our weekly e-newsletter, we share blog stories produced in-house and spread the word about everything happening in our downtown. Social media allows us to take the pulse, virtually, of a wide spectrum of downtown users.

**Publications**

The What’s Happening in DTPHX events guide continues to be the most in-demand resource produced by DPI, with a weekly circulation of more than 3,500. And the twice-yearly published Downtown Directory—longtime favorite of conventioneers and out-of-towners—has blossomed into a piece of art. Literally. The last four editions feature original (and local) cover art commissioned by DPI.

**Campaigns**

Event, retail and community engagement-driven promotional campaigns have proven to be an efficient tool for aggregating downtown activity and sharing it with the public. Each of the five seasonal campaigns—Fresh Start In the Urban Heart, DIY Downtown, Summer In the City, Live It Up, and Holidays In Downtown—has its own landing page, advertising strategy and business outreach components.

**Community Engagement**

Thanks to the Arizona Center we were able to test our DTPHX Engagement Lab concept for 18 months. During that time we activated a vacant storefront and collaborated with stakeholders, City leaders and over 150 different businesses, organizations and advocacy groups. And as a result of our increased emphasis on community engagement, DPI helped bring some important events downtown in 2015, including Urban Design Week, Phoenix Startup Week, Girls In Tech, Marine Week and the Arts & Letters lecture series.

Look for version 2.0 of the DTPHX Engagement Lab at DPI’s new corporate headquarters, coming soon to CityScape.
It was a big year for events in Downtown Phoenix and DPI played a starring role. In all, DPI was involved with 127 different events, resulting in 160 days of programming and more than 230,000 people enjoying downtown. With large-scale music festivals, family-friendly outdoor movies, multiple fitness events and self-guided bar and restaurant tours, these events are designed to attract a wide variety of user. Event themes in 2015 included food, beverage, music, film, technology, sustainability, holiday fun and, of course, zombies. In all, DPI endorsed 19 events, partnered with 77 events, co-produced 20 events, and fully produced 11 events, highlighted by a record-breaking, 20,000-attendee Zombie Walk 7 at Heritage & Science Park.

Other DPI-produced events, including Urban Wine Walk, Urban Ale Trail, and PJs In the Park, saw attendance skyrocket. DPI also helped introduce two new monthly events: Radical Rankings, a pop culture happy hour in partnership with the Arizona Republic, and City Lights Movie Nights, an outdoor movie series in partnership with CityScape. These events, along with the weekly Meet Me Downtown fitness campaign, helped increase pedestrian traffic and boost sales at downtown businesses.

The events department also provided assistance and guidance to event planners, including permitting, site layouts, vendors, logistical services, event day timelines and marketing strategies. DPI's event and marketing departments have become a highly sought-after resource for both new events and existing events looking to relocate to Downtown Phoenix.
Clockwise from top:
Downtown Phoenix Inc. is a proud sponsor of Viva PHX. Photo: NBMA Photography • Hundreds of people attend Meet Me Downtown each week. Photo: City of Phoenix FitPHX • Viva PHX main stage on Central Avenue. Photo: NBMA Photography • Urban Wine Walk is always a crowd-pleaser. Photo: Andrea Price
2015 concluded as the best year for housing starts in the history of downtown. This past year, 1,867 housing units broke ground and another 2,000 are in the pre-development pipeline. The previous ground breaking record was 1,755, which included nearly 1,300 beds in the Taylor Place student housing complex. We could see another 800-1,000 units begin construction this year as well. Coupled with the 600 hotel rooms under construction and completed, our downtown sidewalks will have another 5,000 to 6,000 people in the next 30 months. That’s 5,000-6,000 new faces sitting in restaurants, going to bars, and working out in fitness centers. Speaking of restaurants, eleven new restaurants and bars opened this past year, including Valley Bar and The Counter. Downtown now has 165 restaurants! That is 62 more than we had in 2008.

Eating and living were not the only things happening in downtown last year though. Significant growth occurred on the Phoenix Biomedical Campus. The University of Arizona Cancer Center at Dignity Health St. Joseph’s Hospital and Medical Center opened and will host 60,000 patient visits per year once fully operational. A new campus parking facility will serve all buildings, including the Biosciences Partnership Building, which broke ground and will rise to 10 stories in 2016. Growth also continued in postgraduate education with the topping off of the Arizona Center for Law and Society building. One thousand students and faculty members will use this state-of-the-art facility, scheduled to open in the fall of 2016. Northern Arizona University’s Allied Public Health program continued to grow with 259 students in 2015 and a projected 400+ by 2018. The University of Arizona’s Eller MBA program also moved to downtown in 2015.

After sitting mostly vacant for more than 20 years, the old Valley National Bank building at Central Avenue and Monroe Street was completely restored to make way for the Hilton Garden Inn Phoenix Downtown Hotel. More hotel rooms are on the way, with the new dual Marriott Residence Inn and Courtyard properties on the Luhrs City Center block and rehabilitation of the Found:Re Hotel at Central Avenue and Portland Street.

Downtown also began attracting more technology companies last year with the signing of Uber, Allbound Inc., Galvanize, Inspire Data Solutions LLC, Gainsight Inc., Giftcard Zen, Yazamo and TallWave. Additionally, co-working space The Department opened at 1 N. First Street and WebPT announced it will soon expand and share a large Warehouse District facility with Galvanize.

2015’s range of projects was truly breathtaking and there’s more to come in 2016.
2015 Assessment Expenditures

1,777,342 • 50% BID Services
480,858 • 14% Marketing
410,612 • 12% General Office
348,734 • 10% Administration, Public Relations and Benefits
282,668 • 8% Events
170,813 • 5% Business Development
52,198 • 1% Streetscape Improvement District

"Her Secret Is Patience" Photo: Fara Illich
BOARD OF DIRECTORS
Commander Jeff Alexander
City of Phoenix
Ann Becker
VP, Environmental and
Chief Sustainability Officer
APS/Pinnacle West
Paul Blue
Deputy City Manager
City of Phoenix
Richard Bowers
(Secretary)
President
Herberger Theater
Ron Butler
(Chairman)
Arizona Managing Partner
Ernst & Young, LLP
Chris Callahan
Dean of the Cronkite School
and Vice Provost of the
ASU Downtown Campus
Nickie Casciaro
Proprietor
NC Bookkeeping Service
and Downtown Phoenix Resident
John Chan
Director of the Phoenix Convention Center
City of Phoenix
Steve Chucri
(Advisory)
Supervisor, District 2
Maricopa County Board of Supervisors
Jerry Colangelo
(Chairman Emeritus)
JDM Partners
Milton Dohoney, Jr.
Assistant City Manager
City of Phoenix
Mike Ehmann
Manager
Sheraton Grand Phoenix
Dr. Stuart Flynn
Dean, College of Medicine
University of Arizona
Phoenix Campus
Kate Gallego
(Advisory)
Councilwoman
City of Phoenix
Tom Harris
Executive Vice President,
CFO
Arizona Diamondbacks
Chevy Humphrey
(Treasurer)
President and CEO
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(Chairman Emeritus)
Partner
Bryan Cave, LLP
Todd Kindberg
(Vice Chairman)
Director, Asset Management
National Real Estate Advisors
David Krietor
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Downtown Phoenix Inc.
Charlie Levy
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Renaissance Phoenix Downtown
Tom Manos
County Manager
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Ralph Marchetta
General Manager
Talking Stick Resort Arena
Shirley Mays
Dean
Arizona Summit Law School
Mike Medici
(Advisory)
Managing Partner/President
Smith Group JJR Architects
John Misner
President and General Manager
12 News
Jeff Moloznik
Vice President
of Development
RED Development
Ray Schey
Publisher
Phoenix Business Journal
Billy Shields
Managing Partner
Shields Consulting
AJ Sulka
President and Managing Partner
Majerle’s Sports Grill
ErLinda Tórres
(Advisory)
Jim Ward
President and CEO
The Phoenix Symphony

STAFF
David Roderique
Executive Director
Jessyca Hipskind
Chief Financial Officer
Jane Hart
Office Manager
Economic Development
Dan Klocke
Vice President – Development
Daniel-Martin Mora
Economic Development / CDC Project Coordinator
Events
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
Vice President of Operations
Ray Cabrera
Director of Placemaking
Mark Hutfleit
Streetscape Manager
Scott Johnson
Ambassador Program Director
Curtis Leach
IT Manager
Nick Davis
IT Coordinator
Gaby Arroyo
Operations Administrative Assistant
+ 16 dedicated Ambassadors and 6 Streetscape Team Members
Downtown has some great examples of *Adaptive Reuse*—which is the renovation of old buildings for new purposes.

| **Orpheum Lofts** (1931) | 114 W. Adams St. | 90 loft condos, originally an office building |
| **Hilton Garden Inn Phoenix Downtown** (1932) | 15 E. Monroe St. | 170-room hotel, formerly a bank and offices |
| **DeSoto Central Market** (1928) | 915 N. Central Ave. | Bars and eateries in a former auto dealership |
| **The Monorchid** (1937) | 214 E. Roosevelt St. | Gallery, office, and venue space in a former warehouse |
| **Westward Ho** (1928) | 618 N. Central Ave. | Subsidized housing, former hotel, tallest building until 1960 and seen at the beginning of the movie *Psycho* |
| **Bragg’s Pie Factory** (1946) | 1301 W. Grand Ave. | Mixed-use commercial space, formerly a pie factory |
| **Levine Machine** (1917) | 605 E. Grant St. | Offices, studios, classroom, and gallery space for ASU and other tenants |

**Sing High Chop Suey House**

Built in 1928, this Cantonese restaurant is the last remaining relic of a once-thriving Chinatown, which spanned from First to Third streets and Madison to Jefferson streets during the 1920s.

**Luhrs Building**

The tallest building in 1914, then home to the Arizona Department of Labor, now the home to one of downtown’s favorite bars, Luhrs & Twisted/Cocktail Parlour.

**The Gold Spot**

An underground bowling alley from approximately 1919 to 1950 still exists. Look for the glass blocks in the sidewalk, formerly used as subterranean skylights.

**Fry Building**

The oldest surviving building in downtown was built in 1885 and is now home to Nuji’s Sports Grill, owned by Dan Hurley of Phoenix Suns fame.

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