



DOWNTOWN PHOENIX ANNUAL REPORT 2015

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

Leadership worked to create a 2016 work plan that galvanizes all affiliates and promotes greater synergy and efficiencies throughout the organization. We’ve combined the budgets for DPI and PCA to better utilize the available resources across the organization. This approach has enabled us to strategically allocate funds to membership retention and support, while maintaining high levels of event promotion, business support, marketing services, Business Improvement District services and community outreach.

KEY STRATEGY #1:

Increase community engagement

KEY STRATEGY #2:

Develop an organizational message that is relevant, current and data driven

KEY STRATEGY #3:

Increase efficiencies to utilize existing resources and free up funds for other programs

KEY STRATEGY #4:

Continue to raise the profile of the DTPHX brand throughout all operations

KEY STRATEGY #5:

Increase DTPHX messaging internally to ensure that all staff understands the organization’s goals, mission and vision

KEY STRATEGY #6:

Maximize teamwork and coordination between departments

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Downtown by the Numbers

1,000,000+ Super Bowl Central visitors  5 open doors and windows

in our new  logo 1 new website (dtphx.org) 100,000+ social media

followers 108 blogs published 10 new bars and restaurants  4,500

residential units under construction and in pre-development 590 new hotel rooms coming

to market  13.9% office vacancy rate 127 DPI-assisted events resulting in 160

 days of programming and 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 12,250 blocks swept and cleaned

of trash 52,373 people assisted at special events  happening downtown

84,905 questions answered by our Downtown Phoenix Ambassadors 4,058 graffiti

tags removed  71% annual growth in social media following 200,000

Downtown Directories used by visitors 24 community events promoted in

the Live It Up multi-media campaign 15,500 Instagram

followers [+355%] 





The DTPHX Field Services Team. Photo: Studio 616

Expanding roles for downtown's friendly faces

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 Comicon, 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



THE DOOR IS OPEN

Marketing

Our new image-rich website dtpHX.org showcases the arts, nightlife and events Downtown Phoenix is known for. Photo: NBMA Photography

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 conventioners 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 CityScope.



Events

Viva PHX turned a city alley into a rock venue. Photo: NBMA Photography

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.

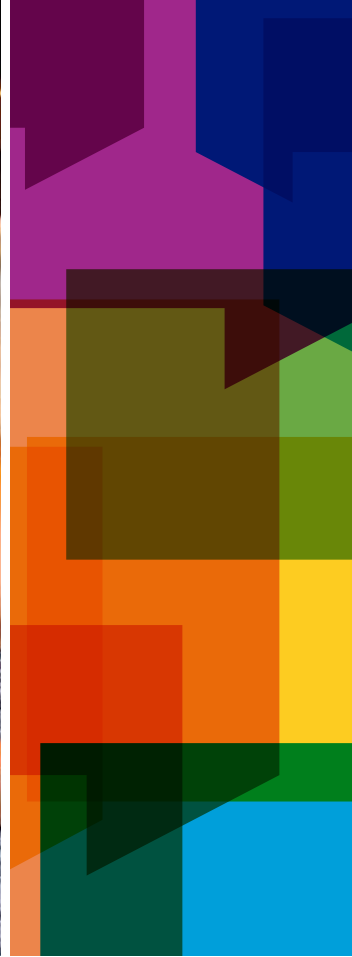
20,000 people attended Zombie Walk 7 and the event raised 11 tons of food aid for St. Mary's Food Bank. Photo: Devon Christopher Adams





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





Economic Development

More and more people are coming downtown for self-guided bar and restaurant tours like Urban Ale Trail. Photo: Fara Illich

A major development: Wide range of projects bringing excitement, people to downtown

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.

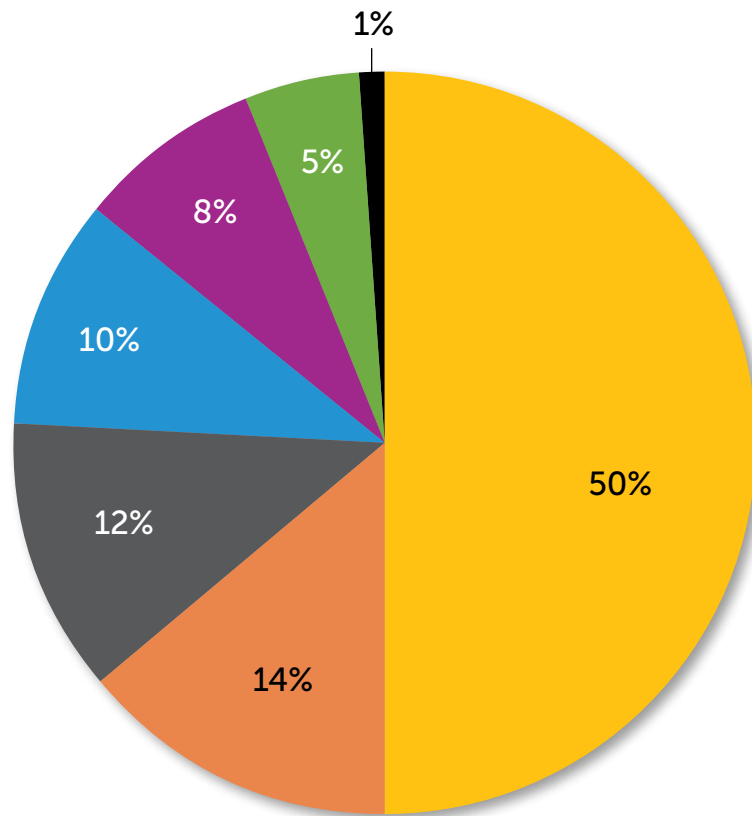
After sitting mostly vacant for more than 20 years, the old Valley National Bank building at Central Avenue and Monroe Street was completely restored to make way for the Hilton Garden Inn Phoenix Downtown Hotel. More hotel rooms are on the way, with the new dual Marriott Residence Inn and Courtyard properties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

"Her Secret Is Patience". Photo: Fara Illich



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

BOARD OF DIRECTORS

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City of Phoenix

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VP, Environmental and
Chief Sustainability Officer
APS/Pinnacle West

Paul Blue
Deputy City Manager
City of Phoenix

Richard Bowers
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Ron Butler
(Chairman)
Arizona Managing Partner
Ernst & Young, LLP

Chris Callahan
Dean of the Cronkite School
and Vice Provost of the
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Nickie Casciaro
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Phoenix Resident

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University of Arizona
Phoenix Campus

Kate Gallego
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CFO
Arizona Diamondbacks

Chevy Humphrey
(Treasurer)
President and CEO
Arizona Science Center

R. Neil Irwin
(Chairman Emeritus)
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Todd Kindberg
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National Real Estate Advisors

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Paige Lund
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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
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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 Hutfletch
Streetscape Manager

Scott Johnson
Ambassador Program Director

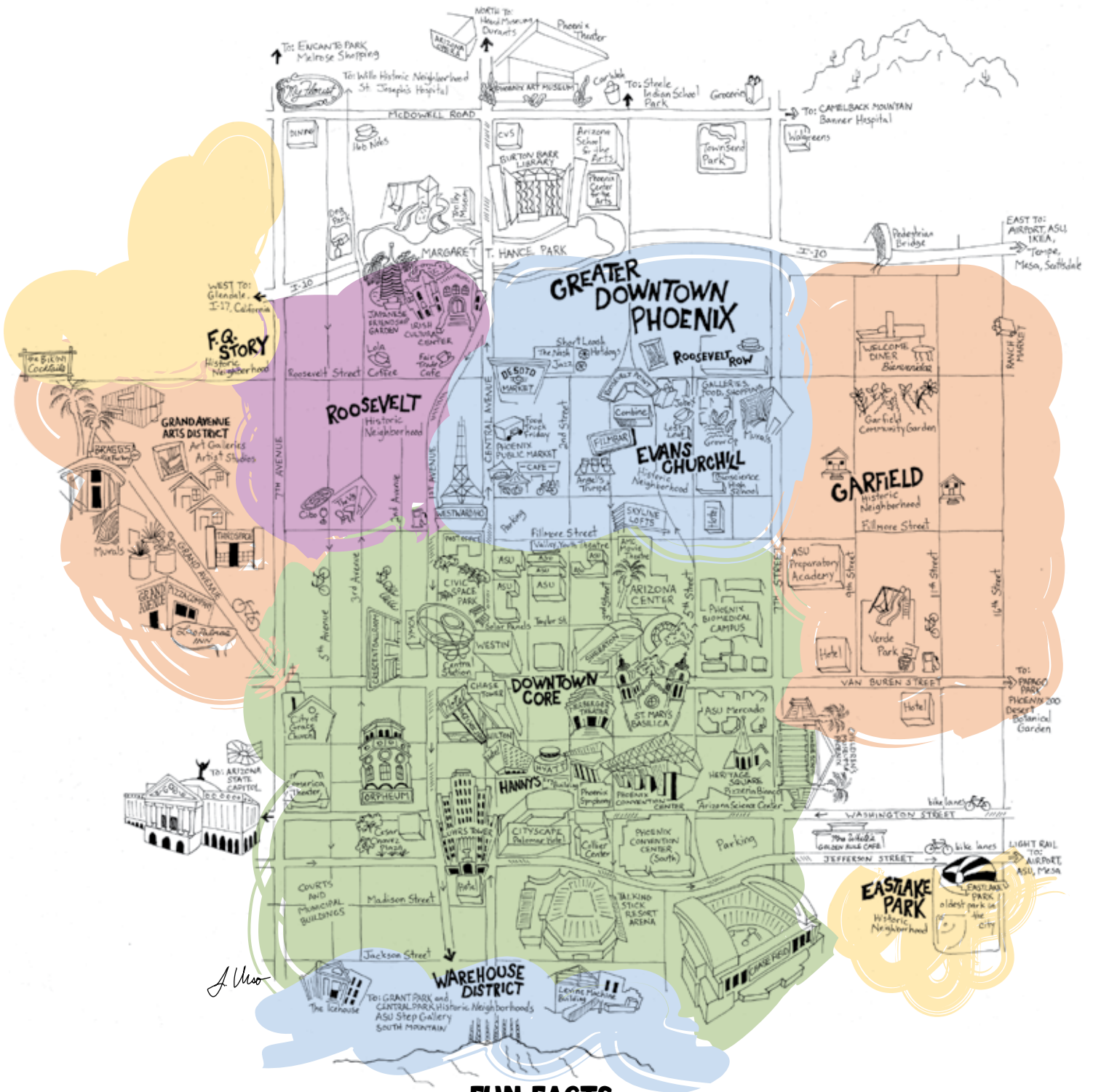
Curtis Leach
IT Manager

Nick Davis
IT Coordinator

Gaby Arroyo
Operations
Administrative Assistant

+ 16 dedicated
Ambassadors and
6 Streetscape
Team Members

GREATER DOWNTOWN PHOENIX MAP



FUN FACTS:

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, formerly 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)** 415 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.

Grand Avenue Planter Project

In 2013, 55 cement planters were whimsically decorated by volunteer artists and are currently maintained by the community.

Fry Building

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

Luhrs Building

The tallest building in 1924 used to house Arizona's Prohibition Department, and is now home to one of downtown's favorite bars, Bitter & Twisted Cocktail Parlor.

The Gold Spot

An underground bowling alley from approximately 1919 to 1950 still exists (in part) on the southeast corner of Central Avenue and Pierce Street. Just look for the glass blocks in the sidewalk, formerly used as subterranean skylights.

PHX Alley of the Arts

Murals by Thomas "Breeze" Marcus, Carlos Rivas, Ramon Aguirre and many others are tucked in an alley between First and Second streets, Washington and Adams streets.

Welcome Diner

A 1945 nine-stool diner in the Garfield Historic Neighborhood was originally built in Wichita, KS and later moved to Arizona in 1955. The diner moved to its current location on Roosevelt Street in 1980, but didn't open as the Welcome Diner until 2004.

Hanny's

An eclectic restaurant and bar in a rehabbed 1947 department store, where the strong cocktails and late-night bites aren't the only attraction. Check out the basement and old elevator shaft for some interesting (albeit creepy) surprises.

Her Secret is Patience

It looks like a giant jellyfish, but the \$2.5 million public art sculpture in Civic Space Park was designed to reflect Arizona's enormous rain clouds, with colors inspired by cactus blossoms native to the region.

Hotel Adams

Built in 1896 as Phoenix's first luxury hotel, and rebuilt in 1910 after a massive fire, the Renaissance Phoenix Downtown Hotel now sits in the same spot.