



Happy Birthday GRID! A group of #DTPHX cycle elves joined Mayor Greg Stanton for a holiday group ride Dec. 21 to celebrate the bike share program's second anniversary. Photo by Danny Upshaw

DPI 2016 Year in Review

What has been achieved

- We fully integrated the staffs and administration of the Downtown Phoenix Partnership, Phoenix Community Alliance, Downtown Community Development Corporation, and Downtown Phoenix Inc. We now have an organization where all employees are “pulling the oars” in the same direction and we are spending significantly less on executive costs.
- We effectuated a “sea change” in the image and perception of downtown throughout our region and to a more limited extent nationally as a place to live, work, play, and invest.
- Our brand DTPHX is THE symbol for Downtown Phoenix. It is highly valued and connects us to nearly 200,000 social media followers. The power of our brand and reach also allows us to manage downtown’s public image without having to rely exclusively on traditional media.
- We built a strong event program with our partners to support the Super Bowl, College Football Playoff, and Final Four festivities. Perhaps as important is the steady “drum beat” of music, food, business, and cultural festivals activating downtown on a weekly basis.
- Partially because of the change in perception and the front-end work we do with developers, downtown Phoenix is being repopulated for the first time

since the 1970's. The growing downtown population of principally college-educated young adults is beginning to attract new employers. The evidence: the remarkable rebirth of the Warehouse District as a tech and creative employment hub and the reuse of more traditional office space for the new generation of users.

- We are in constant dialog with the increasingly diverse community based constituencies who have a vested interest in downtown and have begun to aggregate "political capital" around their priorities.
- DPI obtained a new five-year contract to operate the core business improvement district and the City has renewed its commitment to be a direct DPI investor for another three years.
- Partially through DPI's effort, the downtown amenity package of restaurants, bars, live music, and hotels has improved dramatically. These amenities are critically important as we work with the Convention and Visitor's Bureau to better activate the convention center and further enhance downtown street life.

Where work still needs to be done

- While we stabilized our business membership through PCA and are adding new members, we need more growth to make this part of our organization self-sufficient and to provide stronger business advocacy. Our business voice needs to be broader, particularly when working with elected officials.
- Our advocacy for the establishment of the Roosevelt business improvement district in the north part of downtown caused political stress that needs to be addressed. While the city council approved the district, the state preempted this action leaving this important, eclectic part of our downtown vulnerable.
- The Downtown Plan, commonly referred to as the Downtown Strategic Vision, has not been updated since 2004. DPI needs to take a leadership role in getting the document updated, supported, and implemented.
- We need collaborative, positive action to retain our two major sports facilities.
- Downtown does not look as good as it should. While we see significant improvement in the core business improvement district (BID), areas outside the BID have too many ill-maintained vacant lots and inadequate landscaping.
- The level of economic activity in downtown generates significant resources that support citywide services. Not everyone understands this. We need to work harder to educate elected officials who represent principally suburban areas on how our efforts contribute to their success.

2017 Organization-Wide Goals

Improve our Downtown

- Create an urban environment that is walkable and vibrant
- Enhance “topophilia” (love of place) in downtown. Start to accomplish this through public art, enhanced storefronts, stronger parks, interesting seating, and shared pedestrian linkages to key locations. Give people a reason to linger and explore
- “Change the picture” by using our resources, relationships, and brand to improve the sensory experience on our streets
- Support transportation system improvements including a better circulator system and better management of our parking infrastructure

Tell our Story

- Help tell the story of downtown’s impact on the entire city
- Tell the story of downtown’s contribution to Phoenix’s position as a top-tier destination city
- Develop a national public relations campaign
- Develop stronger internal communications

Advocate for a Better Downtown

- Increase leadership through advocacy in areas such as homelessness outreach, support for the arts, and bike culture
- Amplify the community’s awareness of the advocacy affiliate of DPI through rebranding, website redevelopment, sponsorship opportunities, and utilization of the DTPHX platform for committee initiatives and events
- Continue to serve as the premier business leadership organization uniting and catalyzing businesses, community organizations, and residents to create a stronger downtown for a better Phoenix

Partner with Stakeholders

- Improve communications between DPI, stakeholders and the City
- Increase communication and collaboration with Mayor’s Office, City Council, City Manager’s Office, and City staff to actualize more effective and successful advocacy outcomes

Grow our Membership

- Position “PCA 2.0” as our increasingly inclusive, re-energized membership arm
- Retain existing members and grow the membership by attracting companies new to Central Phoenix in emerging business sectors