



PHOENIX COMMUNITY ALLIANCE

Arts, Culture, and Public Life

Partnering with the arts can build a competitive advantage for businesses. ArtWORKS PHX, an exciting web-based digital campaign launched by the efforts of the Committee, showcases Phoenix companies engaging in arts and culture to attract business, promote talent, and foster recognition as a creative city. The ArtWORKS PHX Business Symposium is coming to a venue near you on November 2! Stay tuned for details.

Chair: Carol Poore, Ph.D., Private Professional

Vice Chair: Bryan Albue, Sherman & Howard

Central City Planning and Development

Can't keep up on all of the current development projects in downtown Phoenix? Look for the next quarterly Committee meeting to be held in September. Presentations will focus on providing updates on current and future projects happening in the greater Downtown area.

Co-Chair: Michael Lieb, Michael A. Lieb, Ltd.

Co-Chair: Billy Shields, Hansji Group

Education

In order to attract a broad range of residents and employees, it's essential to increase public awareness about the quality education choices in Downtown Phoenix. Through collaboration with downtown's public and private K-12 schools, colleges, universities, and the City's Community & Economic Development Department, the Committee is developing a public relations initiative to promote the quality education choices that exist.

Chair: Heidi Schaefer, SRP

Graffiti Hotline 602-262-7327

By encouraging graffiti reporting at the individual and neighborhood level, 2,250 successful arrests have been made since the Committee's inception in 1995, amounting to nearly \$281,000 in rewards to date. The Committee is committed to its continued work with the Phoenix Police Department in providing rewards for successful arrests in order to combat graffiti in the Downtown Core and surrounding areas. Property owners, businesses, and residential stakeholders all benefit!

Chair: Kurt Schneider, L. D. Schneider and Associates

Hance Park Fundraising

To realize the Hance Park Master Plan, millions of dollars need to be raised through the PCA's partnership with the City of Phoenix Parks & Recreation Department and Hance Park Conservancy. PCA leaders Larry Lazarus and Diane Haller have chosen to accept the mission. If you should choose to accept it, too, please email info@phoenixcommunityalliance.com to indicate your interest in joining the Committee.

McDowell Road Revitalization

The goal of this committee is to help shape and lead quality revitalization projects along McDowell Road from 7th St. to SR-51. For PCA members who haven't had the pleasure of attending a meeting, this Committee is extremely project-based with the ability to effect short and long-term changes to a major artery between downtown and Valley freeways, Banner University Medical Center - Phoenix, and the Coronado and Garfield historic districts.

Co-Chair: Joel McCabe, Trellis

Co-Chair: Dr. Steve Narang, Banner University Medical Center – Phoenix

Health and Bioscience

After a successful inaugural forum that highlighted the success of the Phoenix Biomedical Campus, planning for a 2nd annual event will ramp up in the fall.

Order a cold adult beverage and pull up a bar stool at the monthly "Healthy Community, Healthy You" happy hours. These educational get-togethers are fun, factual, and informal ways to learn about health-related public policies and programs.

Chair: Lisa Perez, Private Professional

Membership Development

If you like people, this is the Committee for you! Connecting with PCA members is important to engaging and retaining existing members. The "People Power" within the PCA is key to the success of our advocacy projects and we need to make sure our members come back for more each year. Just a little bit of your time goes a long way in this Committee!

Chair: Bryan Albue, Sherman & Howard

Vice Chair: Martha Bergener-Albue

Multi-Modal Connectivity

Having access to safe, convenient and reliable multi-modal transportation options is vital to any great city. Through advocacy and public policy recommendations, this Committee is devoted to the development of present and future initiatives that boost rail, bus, biking, walking, safe streets, and parking options affecting businesses and residents of Greater Downtown Phoenix.

Co-chair: Rick Naimark, Arizona State University

Co-chair: Krista Shepherd, Gould Evans

Next Gen

In a nutshell, this Committee provides a great opportunity for young professionals and students to get involved in the community, network with other PCA Members, and gain valuable mentors.

If you're an aspiring business leader, young entrepreneur, and/or urban advocate looking to shape the future of Downtown Phoenix, the Committee needs your help to identify its next advocacy projects! Plus, you'll be invited to attend outings and exclusive tours to experience Downtown's points-of-pride first-hand.

Co-Chair: Nader Abushhab, NMBA Photography

Co-Chair: Tim McElligott, Curator Engine