

ANNUAL REPORT 2020

DTPHX[®]
Downtown Phoenix Inc.
DTPHX.ORG



DEAR DTPHX STAKEHOLDERS



Reflecting on our 2020 work plan, we recognized how important it would be in 2021 to continue to define and redefine our efforts in response to the unprecedented growth, development and progress in the Downtown area.

Our priorities were to support, promote, and accelerate the development that is changing our skyline, the evolving street level experience, and the addition of amenities that have led to DTPHX becoming a neighborhood, a connected community.

We were correct about our need to be ready to redefine our efforts, but we could not have predicted the reasons for the upheaval to our priorities and program of work for the year.

During a year that was wholly unpredictable, for reasons we are all too familiar with, Downtown Phoenix Inc. (DPI) harnessed the powers of industrious teamwork, collaboration and an unbreakable spirit to serve the community we love when it needed us most.

At the onset of COVID-19, we pivoted from our business-as-usual marketing, events and business development to business

support and promotional efforts that were specific to helping our Downtown businesses and Phoenix Community Alliance (PCA) Members withstand the impacts of the pandemic, recover, and in many cases reopen.

This all-hands-on-deck effort was the most cross-department and cross-affiliate work we have ever done under the DPI umbrella, and some of the best and most important work we've ever done as an organization.

As we plan for 2021, flexibility and collaboration will continue to be the name of the game. We will continue to respond to COVID-19 impacts as well as the changing needs of our local businesses, and challenges that our community faces. We will continue to work hard every day to maintain a safe, welcoming and inclusive Downtown, and ready the street-level experience to welcome back, with open wings, employees, students, visitors and new residents.

When Downtown is able to fully return to the distinctive, dynamic, and in-demand live/work/play/learn neighborhood and destination that it has become — we'll be ready.

Devney Preuss
President + CEO
Downtown Phoenix Inc.



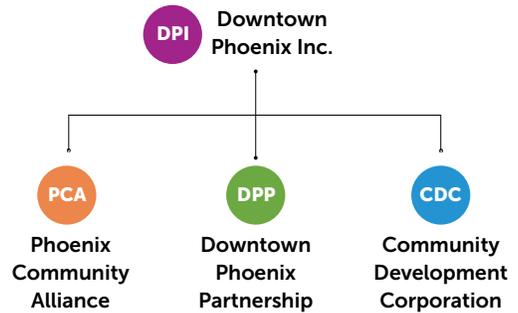
WHO WE ARE

DOWNTOWN PHOENIX INC.

Formed in 2013, Downtown Phoenix Inc. coordinates activities between the Downtown Phoenix Partnership, Phoenix Community Alliance and Downtown Phoenix Community Development Corporation. DPI and its affiliate organizations are committed to making Phoenix a vibrant urban destination and one of the nation's great cities.

Mission

To facilitate collaboration, cultivate connections, and contribute to both the growth and vitality of our community. To generate progress on issues, work toward sustainable growth and build a stronger, more inclusive city core that generates positive perceptions, memorable experiences and a sense of pride in Downtown.



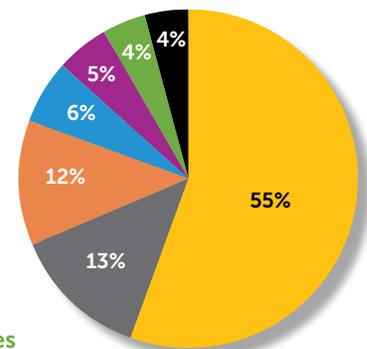
Vision

Deliver a vibrant and healthy Downtown that makes the experience of our community enriching and engaging to residents, visitors and businesses, and helps strengthen the reputation and heart of our city in a sustainable way.

DOWNTOWN PHOENIX PARTNERSHIP

Formed in 1990, The Downtown Phoenix Partnership Inc. (DPP) is funded by an assessment on all property owners within the 90-square-block area of the Downtown Phoenix Business Improvement District (BID). 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 BID's 2020 assessment contributions funded the following Downtown services and benefits:

- Beautification projects, sidewalk cleaning, sanitation and power washing
- Graffiti and sticker removal
- Trash and recycling services
- Tree care, seasonal plantings, planter installation and upkeep, and regular watering and pruning
- DTPHX Ambassadors, Eyes + Ears and Homeless Outreach—on duty 365 days per year
- Street pole banner program
- Weekly transportation, construction and parking updates, along with general bulletins
- Business outreach, support and retention
- Downtown-focused surveys, data collection and research
- Hotel and convention support services
- Event permitting and activation of public spaces
- Public art projects
- Visitor resources, dtphx.org website, weekly "What's Happening" events guide and DTPHX Map + Directory



PHOENIX COMMUNITY ALLIANCE

Formed in 1983, Phoenix Community Alliance (PCA) is the premier business leadership organization dedicated to Greater Downtown, and the Membership affiliate of DPI. PCA provides engagement opportunities that connect key stakeholders through advocacy and public-private partnerships, identifies synergies across sectors, and fosters collaboration across local governments, businesses, educational and cultural institutions, community groups and nonprofits.

COMMUNITY DEVELOPMENT CORPORATION

The Downtown Phoenix Community Development Corporation (DPCDC) is a nonprofit organization formed in 2001 to attract affordable and attainable housing to the Downtown Phoenix area. The DPCDC played a significant role in the establishment of the Phoenix Public Market and is driven by the needs of the Downtown residential community. Governed by a separate board of directors from the Downtown Phoenix Partnership and Downtown Phoenix Inc., DPCDC relies on a separate funding source. Currently, there are no active projects.

RESPONDING TO THE PANDEMIC

The ongoing coronavirus pandemic presented some of the greatest challenges Downtown has ever faced. Through the spirit of collaboration, problem-solving and a community-centered focus, Downtown Phoenix Inc. emerged stronger and more strategic than ever. Communicating with the Downtown community, city leaders and stakeholders in an effective, personalized and meaningful way was a guiding principle throughout 2020. Through this purposeful communication, DPI staff and its affiliates were able to pivot, problem-solve and step in to serve Downtown in the most immediate, impactful ways.

Cross-collaboration

Led by the Business Development department, a new Business Recovery program launched in March 2020, which fused together each department and affiliate of Downtown Phoenix Inc. under a common goal: providing direct, measurable business assistance.

Business assistance

One-on-one assistance helped business owners, nonprofits and Downtown employees get access to emergency aid, crowd-sourced donations, find marketing help, take advantage of outdoor dining options, transition to takeout and increase online sales.

Safety

In direct response to safety concerns, the Clean + Green Team began regularly disinfecting common outdoor touch points throughout the district. Cleaning, planting and graffiti-removal efforts continued at a record pace throughout the year.

Outreach

As the in-person conduit between businesses and the organization, the Downtown Phoenix Ambassadors performed regular outreach, even during the shutdown. The team helped disseminate federal and state mandates, safety regulations and pertinent COVID-19 information—including small business assistance.

Promotion

Promoting small businesses through creative content, placemaking and activations became a number one priority for the Marketing + Events team. Working with membership and other departments, the team focused on helping the community find safe, socially-distanced things to do, in addition to sharing relevant news, advocacy alerts and ideas on how to support the Downtown neighborhood.

Virtual Conveners

Phoenix Community Alliance (PCA), the membership affiliate of Downtown Phoenix Inc., continued its mission as a convener—moving PCA Committee meetings and events to virtual format, often with record attendance. In addition to raising funds for eviction prevention, PCA shared information about COVID-19 emergency funds, advocacy efforts, and small business grant support.



2021 TOP PRIORITIES



Improve

connectivity with ground-floor businesses to drive value and create targeted, strategic marketing support

Champion

creative placemaking, safe and reimagined events, and the activation of parks and outdoor spaces

Continue

to build a robust, diverse membership of city builders and leaders who see true value in Phoenix Community Alliance (PCA) Membership

Grow

COVID-19-related business support, recovery and advocacy efforts

Enhance

the street-level experience for residents, students, employees and visitors

Expand

multi-modal and micro-mobility, which includes opening a new bike commuter facility

Promote

Downtown sports, entertainment, music, arts and culture venues when they reopen

Collaborate

with the City of Phoenix and stakeholders in business attraction, retention and the DTPHX Quality of Life Public Relations Positioning Campaign

Support

accessibility and family-friendly improvements within the built environment

DOWNTOWN BY THE NUMBERS

\$6.76

BILLION INVESTED
IN DOWNTOWN
REDEVELOPMENT AREA
SINCE 2005

1,072

NEW DOWNTOWN RESIDENCES

21

NEW RESTAURANTS
OPENED

7

NEW BUILDINGS

90,000

SQUARE FEET OF NEW
COWORKING SPACE

455,000

SQUARE FEET OF NEW OFFICE
AND RESEARCH SPACE

6.5

MILES OF NEW
LIGHT RAIL UNDER
CONSTRUCTION

BUSINESS DEVELOPMENT



Small Business Support

- Worked with the City on an implementation strategy for the temporary outdoor dining permit process
- Assisted four businesses create temporary patios or extensions
- Launched and provided project management duties for the new DPI Business Recovery program
- Creation and management of a one-stop-shop for COVID-19 small business resources

Development Boom

- Promoted Downtown as a great place to live, work, learn and play through blogs, data collection, videos and targeted outreach
- Creation of Downtown Development webpage, which showcases a record number of residential projects

"IT'S GREAT TO HAVE DOWNTOWN PHOENIX INC. STEWARDING THE GROWTH OF DOWNTOWN IN A POSITIVE DIRECTION."
~ DR. JASON KLEPFISZ



Office Focus

- Conducted an Employer Survey for Downtown companies, gathering valuable return-to-work data
- Launched a new broker outreach program in partnership with the City, designed to promote Downtown as a top destination for company relocation, expansion and development

PRAISE FOR DTPHX AMBASSADORS

Jamaris helped my daughter and I find our car today and was so nice, professional and polite.

JENNIFER REDD, PEORIA, AZ
SEPTEMBER 14, 2020

It's raining a lot and Kristina protected us with her umbrella. She was very kind and escorted us to the Breakfast Club. She gave us so much useful info!

ANNE CECILE JOUVE, PARIS, FRANCE
MARCH 12, 2020

What a wonderful idea—Downtown Ambassadors! Makes the city so friendly and accessible. Loved our visit!

MARGO FURLONG, LANCASTER, PA
FEBRUARY 15, 2020

Juliet was Ah-mazing! She was so friendly and told us about some new places. We look forward to coming back to Downtown Phoenix!

ARAEI WILLS, AVONDALE, AZ
DECEMBER 12, 2020

I wanted to express my gratitude for your Downtown Ambassador program, and thank them for their dedication and representation of the city of Phoenix. This morning I met one of the Ambassadors, Brittany, in Cesar Chavez Plaza around 7 a.m. It was cold and early and she still engaged me with a "hi" and "good morning." I thought she did a great job of representing the organization and I could tell she enjoyed her job and was smiling, even though she was wearing her mask. In these tough times, their attitudes are inspiring.

SHANE DISOTELL, PHOENIX, AZ
DECEMBER 17, 2020

I was so surprised and grateful for what was available through the Ambassadors. What a great service!

HOWARD PARDI, PHOENIX, AZ
OCTOBER 10, 2020

Arthur was an excellent guide for our walking tour of the city. We enjoyed the detail and amount of locations visited. For his first solo tour as a guide, he did amazing!

DEBBIE + BRIAN, LONG BEACH, CA
NOVEMBER 8, 2020

OPERATIONS



One-On-One Assistance

- Assisted 35,041 residents, students, employees and visitors with dining recommendations, maps, directions, safety escorts, car battery jumps and other Ambassador services
- Connected 78 people with housing resources and other vital services through the Homeless Outreach program
- Ramped up email communications detailing COVID-19 executive orders, canceled events, small business grants, safety information, transportation and construction updates
- Performed ongoing business check-ins, compiling updated hours, operating status and takeout information
- Delivered hundreds of welcome packets to new residential towers

Clean + Safe

- Completed 3,135 streetscape clean-ups
- Removed 2,590 graffiti tags and 10,495 pounds of trash
- Collected 35,131 pounds of waste via solar receptacles, with 50% diverted from the landfill
- Instituted a clean and disinfection plan for high-touch surface areas
- Launched an Eyes + Ears program, where Ambassadors help identify suspicious activities
- Increased communication with building security teams through a shared chat app

Street-Level Improvements

- Planted 59 shade trees and 850 plants, removed hazards, and installed new planters, signage and lights
- Repurposed planters at Herberger Theater and Majerle's, and installed new custom planters at The Department
- Assisted the Herberger Theater Center with site design and installation of an outdoor stage, landscaping, an interactive "Singing Tree" and planters
- Renovated The Space Between pocket park
- Launched a takeout meter program in conjunction with the City, helping restaurants better accommodate curbside and to-go orders



Placemaking + Activations

- Installed "History is Happening" banners and coordinated with City Council to recognize the 150th anniversary of the Phoenix townsite
- Saved and relocated the iconic "Bruce" bronze statue at First and Adams streets.
- Processed receipts and mailed 800 pieces of DTPHX Bird Merch through the Buy + Fly incentive program

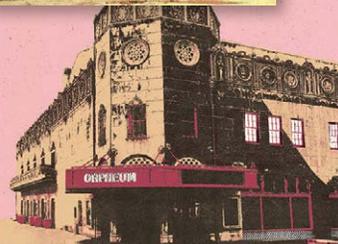
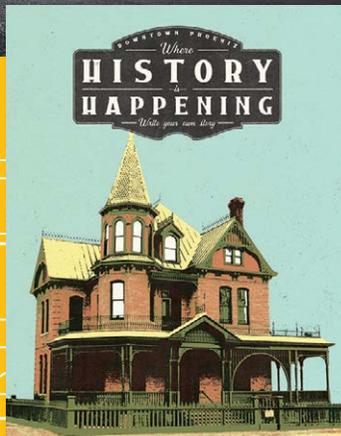


MARKETING + EVENTS



Creative Content

- Secured 27 DPI-featured stories in local media
- Shared the top Instagram post of all time, receiving more than 31,000 likes
- Published 95 blogs, including 14 about the unique history of Downtown Phoenix
- Collaborated across teams to publish a weekly-updated Takeout Guide, with 26,000 views
- Launched “History is Happening” campaign with artist-designed posters benefitting historic preservation
- Supported Black-owned businesses with a blog and social media posts resulting in 41,000 views
- Launched “Spread Your Wings” campaign to brand COVID-19-related marketing, programs and messaging
- Created Buy + Fly local spending incentive program to reward the community for shopping small
- Launched a public relations positioning campaign touting Downtown’s amazing community, quality of life and ongoing development boom



“BUY AND FLY HAS BEEN A HUGE BOOST. IN THE MIDDLE OF UNPRECEDENTED CLOSINGS AND A NEGATIVE VIBE THROUGHOUT DOWNTOWN, THEY HAVE MANAGED TO GET THE PUBLIC TO SPEND MONEY, GET SWAG, AND UPLIFT BUSINESSES MONETARILY AS WELL AS SPIRITUALLY. THAT’S DTPHX IN A NUTSHELL.”
~ DAMIAN SERAFINE, OWNER OF SERAFINA COFFEE ROASTERS

MARKETING + EVENTS



Reimagined Events

- Offered a virtual cooking class in partnership with a Downtown chef and small business
- Launched Downtown Dine Out pilot activation, providing safer, open-air dining options
- Partnered with Arizona Center to host safe, free and fun holiday activations
- Reimagined Urban Ale Trail and Wine Walk to be safe, socially-distanced celebrations of Downtown's food and beverage scene
- Launched Music + Murals, a free virtual concert with one of Downtown's amazing murals as the backdrop
- Developed #DearDTPHX Instagram photo and caption contest, which received 150 submissions

290,000

followers across Facebook, Instagram, Twitter and LinkedIn

\$70,000

in direct spending at Downtown businesses through Buy + Fly incentive program

800

pieces of DTPHX Bird Merch shipped into the universe

150

#DearDTPHX love letters to Downtown

19

Downtown Dine Out activations

5

Music + Murals virtual concerts

2

reimagined signature events, which supported small businesses while keeping community safe

MEMBERSHIP / PHOENIX COMMUNITY ALLIANCE (PCA)



Delivering Value

- Increased Membership to an all-time organizational high of 286 Members
- Hosted the inaugural PCA Social + Housing Advancement Forum covering homelessness in Downtown with 100+ attendees
- Hosted more than 100 advocacy committee and subcommittee meetings
- Moved all meetings and events to virtual format, with record attendance



Promoting Economic Resiliency

- Raised more than \$25,000 for the Wildfire Family Resiliency Fund, which provides targeted support to individuals and families facing eviction
- Successfully sponsored and broke ground on a 20,000-square-foot playground at Margaret T. Hance Park
- Made hundreds of personal phone calls and emails to Members at the onset of the pandemic to see how PCA could directly assist them
- Provided information about COVID-19 relief funds and small business grant support on an ongoing basis



Collaboration + Communication

- Advanced local, state and federal public policy issues affecting Members including affordable housing, education funding, COVID-19 and CARES Act initiatives, Save Our Stages, mixed-use development, arts funding, e-scooters, and appropriations for the Heritage Fund
- Electronically distributed 33 newsletters to nearly 900 PCA contacts, highlighting key initiatives, relevant Downtown news, committee meetings and events
- Relunched a social media presence, with 135 planned social media posts on Facebook and LinkedIn highlighting Members, news events and advocacy initiatives