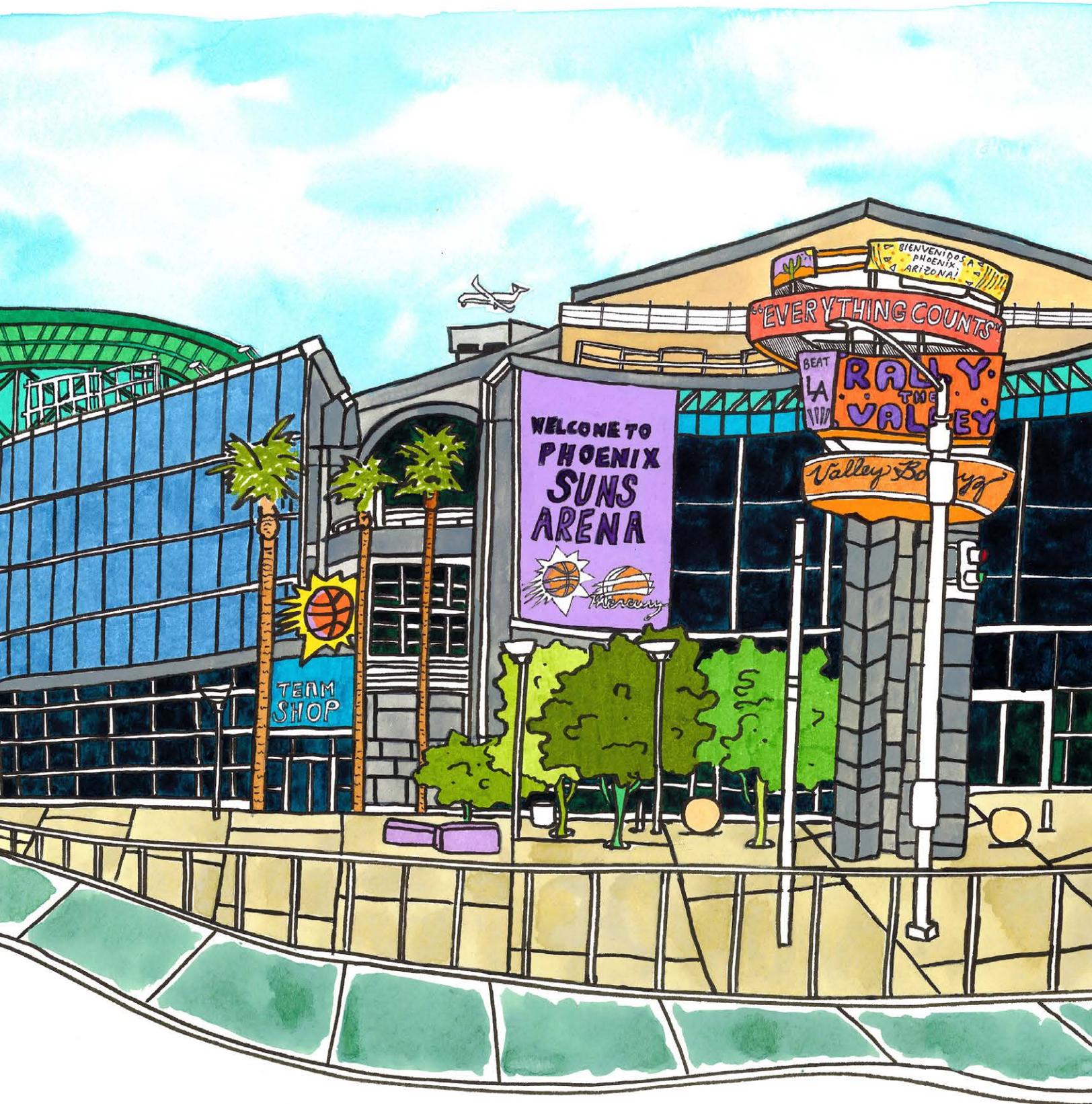


ANNUAL REPORT 2021



DEAR DTPHX STAKEHOLDERS

Through the collective will and grit of DTPHX, Downtown Phoenix has nearly returned to the distinctive, dynamic, and in-demand live/work/play/learn neighborhood and destination that it was before the pandemic. In 2022, we will balance our priorities and work plan similar to our efforts in 2021.

Business support and creative marketing programs specific to helping Downtown street-level businesses recover from the pandemic remain in the work plan, and will be balanced by supporting, promoting and accelerating development that is changing our skyline, evolving the street level experience, and adding amenities that have led to Downtown becoming a connected community.

Top priorities for 2022 include:

- Improving walkability by increasing shade, planting trees and other landscaping and sidewalk improvements
- Adding public art, activating outdoor space, and improving family-friendly infrastructure and activities in public spaces and private development
- Making our sidewalks safe and welcoming through Ambassador deployment throughout the Downtown

Core, which includes continuing outreach to individuals experiencing homelessness to connect them to services

- Attracting retailers and locally-owned restaurants while continuing to provide support to local businesses through stakeholder engagement services and communications
- Cleaning and disinfecting high pedestrian traffic areas while welcoming residents, employees, students and visitors to our sidewalks and businesses
- Diversifying our event portfolio with more cultural and family friendly events, as well as promoting events, activities and development in Downtown

These efforts will help to maintain a safe, welcoming, and inclusive Downtown while continuing to ready the street-level experience for the full return of employees, students, visitors and new residents.



As we emerge from the pandemic, support from our stakeholders, which includes businesses, retailers, arts, culture, sports and entertainment venues, residents, property owners and, of course, you, is integral to maintaining the momentum and trajectory of Downtown. We look forward to continuing our work together in 2022!

Sincerely,

Devney Preuss
President + CEO
Downtown Phoenix Inc.

SECTIONS

2

Who We Are
Downtown Phoenix Inc.
Downtown Phoenix Partnership
Phoenix Community Alliance

Community Development Corporation

3

Downtown By the Numbers

4

Spread Your Wings

5

Business Development

6

Ambassadors

7

Clean + Green Team

8

Marketing + Events

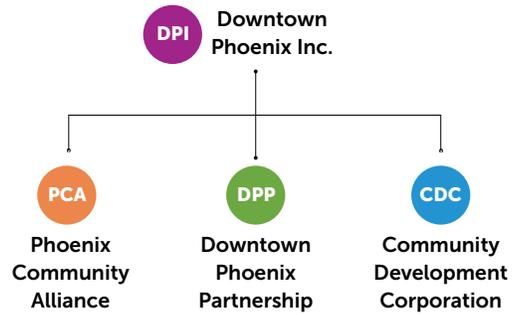
10

Membership

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.

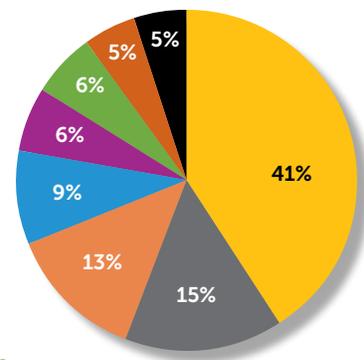
Vision

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 (DPP) is funded by an assessment on all property owners within the 90-square-block Downtown Core. 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. DPP’s 2021 assessment contributions funded the following Downtown services and benefits:

- Murals, public art and other beautification projects
- Graffiti and sticker removal
- Sidewalk cleaning, sanitation and power washing
- Trash and recycling services
- Tree care, seasonal plantings, irrigation and planter installation
- DTPHX Ambassadors and Social Services Outreach—on duty 365 days per year
- Street pole banner program
- Transportation, construction and parking updates
- Business outreach, support and retention
- Downtown-focused data collection and research
- Hotel and convention support services
- Event permitting and activation of public spaces
- News, event and visitor information resources



2021 Expenditures

Field Services	\$1,460,685
General Office	\$527,681
Marketing	\$452,623
Business Improvement District Services	\$322,156
Administration, Payroll + Benefits	\$235,351
Business Development	\$215,845
Streetscape Improvement District Services	\$170,148
Events	\$165,997

PHOENIX COMMUNITY ALLIANCE

Phoenix Community Alliance (PCA) activates and advocates through its committee initiatives, builds consensus, and generates progress on issues that are integral to an evolving Downtown. Through an active advocacy committee structure, PCA provides a strong private sector perspective to the issues impacting the greater Downtown area.

COMMUNITY DEVELOPMENT CORPORATION

The DTPHX Community Development Corporation (DPCDC) was formed in 2001 to attract housing development to the Downtown Phoenix area. With the current mission of advancing the development and redevelopment of housing and mixed-use projects that will contribute to a more equitable and inclusive Downtown, the DPCDC collaborates with PCA’s Social & Housing Advancement (SHA)—part of DPI’s Membership arm.

DOWNTOWN BY THE NUMBERS

\$6.76

BILLION INVESTED
IN DOWNTOWN
REDEVELOPMENT AREA
SINCE 2005

8

MILES OF NEW
LIGHT RAIL UNDER
CONSTRUCTION

32

NEW RESTAURANTS
OPENED

10,300

HOUSING UNITS BUILT
SINCE 2000

225,000

SQUARE FEET OF NEW
LIFE SCIENCE OFFICE,
RESEARCH AND LAB SPACE

8

NEW BUILDINGS

SPREAD YOUR WINGS



Launched in June 2020, Spread Your Wings was a branding campaign, business support initiative, and digital community resource. The goal was to help Downtown businesses weather the pandemic storm, while also connecting the community to safe, socially-distanced fun things to do. Two highly successful business support programs were launched as a part of Spread Your Wings: Buy + Fly in June 2020, and DTPHX Dollars in February 2021. Every DPI department and affiliate contributed to the success of Spread Your Wings before sunsetting the initiative in August 2021. The end results were more than impactful.

Buy + Fly

- Received 1,646 qualifying receipts from more than 200 different Downtown businesses to have complimentary DTPHX “bird” merchandise — caps, shirts, sustainable silicon cups, tote bags and even locally-roasted coffee beans — shipped directly to their door

Total Direct Spending:
\$107,997.14

DTPHX Dollars

- Distributed 10,000 DTPHX Dollars — \$5 vouchers redeemable at a wide variety of Downtown restaurants, shops, services and cultural destinations
- Assisted 59 participating small businesses and venues with boost in sales through the voucher program

DTPHX Dollars Redeemed: 3,505



BUSINESS DEVELOPMENT



Our urban core is enjoying the most exciting growth in generations. As employees and residents enjoy more flexibility in their lives and workstyles than ever before, walkable Downtown cores like ours have emerged as the ideal place to enjoy an exciting, connected and comfortable lifestyle. The future is bright as Downtown Phoenix solidly entrenches its status as a 24-hour neighborhood for all.



A Focus on Families

- Launched internal family friendly infrastructure committee to prioritize the implementation of projects that encourage children and families to enjoy Downtown

Innovation

- Partnered with ASU's Cloud Innovation Center and Amazon Web Services to build a digital twin map model of Downtown

Personalized Service

- Strengthened personalized golf cart tour program for brokers, developers, companies and others interested in relocating business Downtown
- Continued to serve as a one-stop shop for businesses interested in moving to Downtown

Retention

- Strengthened services aimed at retention of Downtown companies and employees



DOWNTOWN PHOENIX AMBASSADORS + SOCIAL SERVICES OUTREACH



In loving memory of
Ambassador Hans Hughes:
February 22, 1978-
September 21, 2021.



In 2021, large-scale conventions returned, major sporting events and concerts made a comeback, and theaters and concert venues finally reopened their doors to patrons. With a smile, a helping hand and a friendly face, the Downtown Phoenix Ambassadors welcomed residents and visitors into our neighborhood with the enthusiasm and positivity they're known for.



One-On-One Assistance

- Assisted 84,048 residents, students, employees and visitors with dining recommendations, maps, directions, safety escorts, car battery jumps and other Ambassador services — a 143% increase over last year
- Connected 126 people with housing resources and other social services
- Provided 911 business check-ins

Services + Resources

- Assisted 106 events with the mobile "Hydration Station," diverting hundreds of plastic water bottles from the landfill
- Reported 1,375 things needing attention in the public realm — like a downed tree, a street pole light that's out, or a graffiti tag that needs to be removed — which was then handled in-house, or handed over to the appropriate city department
- Completed 106 parking lot checks, ensuring we have the most up-to-date contacts and pricing info

CLEAN + GREEN TEAM



As employees, students, visitors, and new residents return to Downtown, keeping the street-level experience beautiful and inviting is key. In 2021, the Clean + Green Team worked harder than ever by planting trees, landscaping, cleaning streets and removing graffiti. The team also carried out a number of placemaking programs, helped with mural installation, and disinfected high-touch surface areas in the public realm.

Sidewalk Improvements

- Planted 103 shade trees and 1,128 plants, removed hazards, and installed new planters and irrigation systems
- Completed 3,376 streetscape clean-ups
- Removed 3793 graffiti tags and 11,577 pounds of litter



MARKETING + EVENTS



Getting Social

- Gained 16,893 new followers in 2021 across Facebook, Instagram, Twitter and LinkedIn
- Launched a brand new Downtown Phoenix TikTok profile
- Reached 100,000 followers on Instagram in October, a major milestone

Cool Things To Do

- Partnered with, hosted and sponsored 23 events, 21 of which were from Aug. 1-Dec. 31
- Launched three brand new events including Loteria – Spring '21 and Loteria – Hispanic Heritage Month
- Started a new classic film series to help show off the brand new, state-of-the-art sound system at Orpheum Theatre, hosting 758 attendees over four event days
- Welcomed more than 500 people of all ages to the first-ever Winter Wonderland, a full day of family-friendly holiday programming across Downtown
- Partnered with Phoenix Forge makerspace to create 350 commemorative holiday ornaments
- Reached the highest attendance in history (400 attendees) at PJs in the Park, DPI's annual holiday movie in the park

Downtown's pandemic-induced deficit of big conventions, sports games and concerts showed signs of easing in the spring and summer of 2021. By fall, events were back in a big way. During the period between October 1 and the end of December, Downtown hosted 481 in-person events with 2.3 million people in attendance. Sixteen new bars and restaurants opened during that same time period, and Downtown Phoenix Inc. had one of its busiest events and marketing seasons to date. Over the course of the year, there was a 189% increase in event views on the dtpnx.org calendar.



MARKETING + EVENTS



Creative Storytelling

- Gained 75,161 more website views than last year, with a total number of 748,802
- Increased the amount of content people view by 11%, with average users spending 13% more time on the site
- Piqued the interest of people outside the Valley, with 57% of users viewing the website from a city other than Phoenix
- Published 76 blog stories on dtphx.org with the most popular being: "Downtown Phoenix Rooftop Bars and Restaurants Where You Can Drink With a View" with 3,332 views
- Reintroduced the printed version of the What's Happening guide in May, and distributed 5,200 copies the last half of the year
- Expanded public arts portfolio with three new murals and an interactive guide



MEMBERSHIP/ PHOENIX COMMUNITY ALLIANCE (PCA)



Phoenix Community Alliance powered through yet another year of uncertain times by successfully adapting, pivoting, and working hard to ensure Members stayed as engaged as possible. Although in-person events were temporarily off the table, interactions remained at an all-time high. Through targeted advocacy and engagement, and the tremendous momentum built over the past several years, PCA brought people and projects together like never before.

Delivering Value

- Gained 35 new Members
- Hosted a virtual City Council District 7 Runoff Candidate Forum in February
- Hosted a Summer Quarterly Member Event focusing on Downtown's rebound, the neighborhood, community, and Downtown's competitive advantage
- Hosted 75 advocacy committee meetings, with more than 1,400 total attendees

Promoting Economic Resiliency

- Provided information about COVID-19 relief funds and small business grant support on an ongoing basis
- Advanced local, state and federal public policy issues affecting Members including affordable housing, education funding, COVID-19 and CARES Act initiatives, Equality & Fairness for All Americans, reauthorization of the Arizona Commission on the Arts, mixed-use development, arts funding, roadway safety, e-scooters, tourism, the 2021-2022 City of Phoenix budget, the ABOR New Economy Initiative, and appropriations for the Heritage Fund

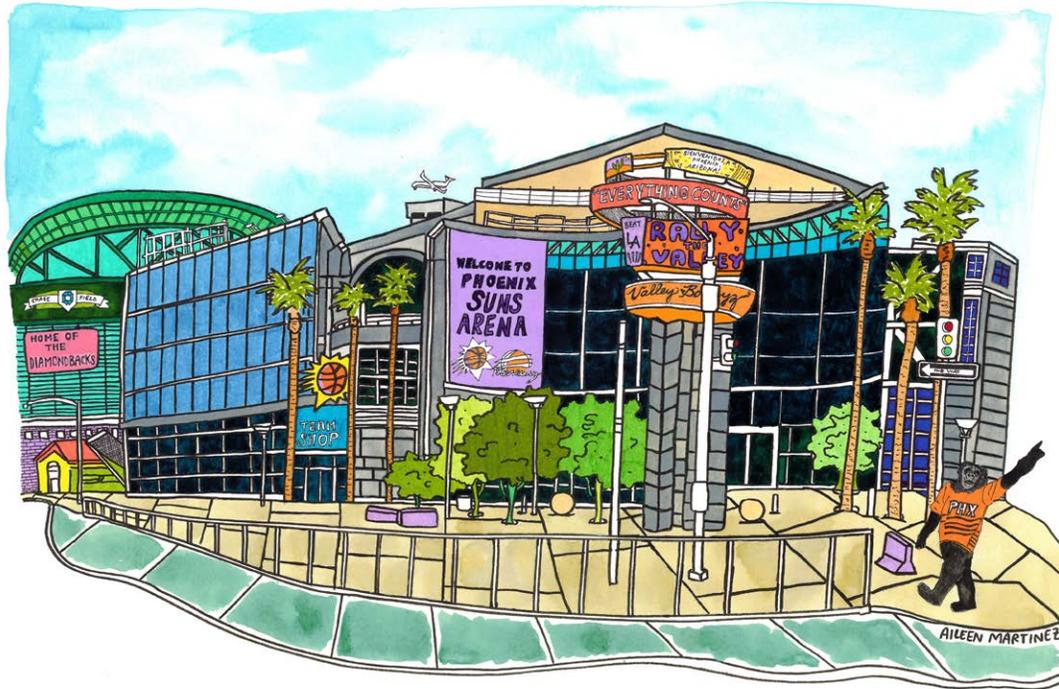


MEMBERSHIP/ PHOENIX COMMUNITY ALLIANCE (PCA)

Collaboration + Communication

- Electronically distributed 31 newsletters to nearly 900 PCA contacts, highlighting key initiatives, relevant Downtown news, committee meetings and events
- Relunched a social media presence, with a new content specialist at the helm
- Grew PCA's online audience to more than 3,400 highly-engaged members of the greater Downtown community
- Hosted 6 events: four virtual, one hybrid and one in-person





About the Cover

The Phoenix Suns welcomed fans back into the transformed Phoenix Suns Arena (now Footprint Center) for the first time since the onset of the pandemic in February 2021. During the 2020-2021 season, the Suns advanced to their first NBA Finals appearance in 28 years, eventually losing to the Milwaukee Bucks in six games, but winning every heart in the community. Later in the spring, the Arizona Rattlers returned to the arena (making it to the championship game), followed by the Arizona Mercury, who advanced to the WNBA Finals before losing to Chicago in four games. (Illustration: Aileen Martinez)