

2022 ANNUAL REPORT



2022 was an incredible year with the launch of new initiatives and partnerships, and many achievements that helped advance our mission of building a stronger, more inclusive Downtown.

Below is a snapshot of what we accomplished under the DPI umbrella with your trust, support and investment.

Ambassador Program, Clean + Green Team & Community Bridges Partnership

- Ambassadors assisted over 100,000 residents/students/employees/visitors, including 149 car batteries jumped and 74 lost cars found
- Nearly 200 Ambassador engagements with individuals experiencing homelessness, offering access to services
- Our CBI Outreach Navigator's helped over 900 individuals, with over 100 being positively exited Downtown (meaning an individual received the services or housing needed to hopefully not return to homelessness)
- Our Clean + Green team planted over 350 plants, 54 new trees and salvaged and replanted 8 trees from the Central Station redevelopment project
 - Removed over 65,000 pounds of trash and debris from sidewalks and streets and top-dressed 70 tons of granite on 5th St. and Fillmore St.
- Installed family-friendly StoryWalk infrastructure at Arizona Center and musical instruments, made out of repurposed materials, in front of the Regency Garage "You Are Amazing" mural
- Installed a 190-foot canvas for the "Welcome to Phoenix" mural

Community Engagement

- Our Community Engagement department launched "The Flock", a new volunteer and community building platform
- Hosted a total of nine Open House meetings for Downtown street-level businesses and a total of ten Events, Streets, and Transportation (EST) meetings to coordinate high traffic event days Downtown
- Hosted two Super Bowl 2023 Downtown Small Business Permitting, Licensing and Signage Workshops in partnership with the City of Phoenix, Visit Phoenix and the Arizona Super Bowl Host Committee
- Launched the DTPHX + Warehouse District Parking Study in partnership with City of Phoenix Community and Economic Development Department; the survey received over 1,200 responses

Marketing + Events

- Marketing and Events communicated daily to over 300,000 social media followers across Instagram, TikTok, Twitter, YouTube and Facebook
- Content creators published over 70 blogs
- Distributed several high-value digital newsletters, including the popular weekly What's Happening events guide, the weekly Downtown Insider newsletter, the monthly DTPHX Schedule of Events (SOE) (790 stakeholder subscribers) and high event traffic/construction alerts
- Launched the DTPHX In/Flux video campaign to promote the inspired stories behind six locally owned Downtown businesses

- Partnered with City of Phoenix Community and Economic Development Department and Kitchen Sink Creative on a storytelling campaign that helped maximize Downtown's increased profile during Super Bowl 2023; campaign included an aerial tour of the neighborhood and dynamic, data-driven collateral
- Created the "We're in this Together" community campaign and website platform to highlight the work our city is doing to solve for the homelessness and affordable housing crises, while making it easier for community members to navigate the vast menu of services available
- The new outdoor literacy installation, StoryWalk, debuted in the spring at Arizona Center in partnership with Parallel Capital Partners
- DTPHX Urban Wine Walk returned for its 10th year, offering attendees the opportunity to explore our walkable Downtown and engage with 19 local bars and restaurants
- More than 25 local bars and restaurants served up their best ales and snacks at DTPHX's Urban Ale Trail
- Executed the 8th Phoenix Pizza Festival, which attracted over 8,000 attendees and benefited Phoenix Community Alliance through special event liquor license proceeds
- Partnered with the City of Phoenix Office of Arts and Culture and Artlink Inc. on the 190-foot "Welcome to Phoenix" mural on Adams Street, near the entrance of the Phoenix Convention Center, to welcome visitors attending Super Bowl 2023
- Executed the Second Annual DTPHX Winter Wonderland, a full day of progressive, free and hyper-local holiday performances staged at 13 Downtown properties
- Continued to partner with Visit Phoenix, Phoenix Convention Center and hotels to help bring convention business to Downtown

Business Development

- Offered 15 data-driven Downtown tours for businesses and developers considering investing in the neighborhood
- Strengthened services aimed at retention of Downtown companies and employees
- In partnership with Mayor Kate Gallego and Visit Phoenix, Downtown Phoenix Inc. awarded Renaissance Phoenix Downtown Hotel with the first Family Friendly Hotel Award
- Created and managed collateral that touts the growth and overall attractiveness of Downtown

Phoenix Community Alliance

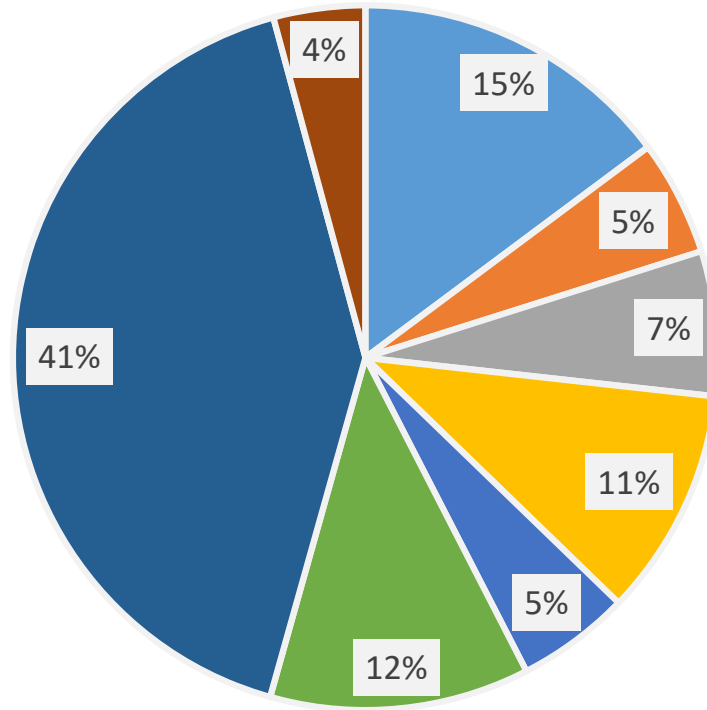
- Membership consists of 298 total Members, 37 of which were new in 2022
- PCA launched the "City-Shapers" series to profile influential PCA leaders and their accomplishments
- Hosted a City Council District 8 Candidate Forum
- Hosted 73 advocacy Committee meetings and 8 events, with more than 1,200 total attendees
- Advanced local, state and federal public policy issues affecting Members including the City of Phoenix 2023 General Obligation Bond Program
- Partnered with American Philanthropic to update and evolve fundraising efforts for Margaret T. Hance Park Revitalization Project

Downtown Phoenix Community Development Corporation

- Through working groups, developed strategies for addressing the need for more affordable and workforce housing in the Downtown area, and continued to review through a collective approval process and implemented through Board of Directors
- Created a case for support document in order to raise funding for staff support and expertise in the facilitation of affordable housing development

We look forward to continuing our work together in 2023!

2022 Expenditures



■ General Office

■ Admin Payroll and Benefits ■ Events

■ Marketing

■ Business Development

■ BID Services

■ Field Services

■ SID Services