2023 was another year of transformative growth for Downtown and our organization, and we’re proud to share some of the ways we helped strengthen the neighborhood, by the numbers:

From planting trees and supporting the arts to hosting events and telling the stories impacting our neighborhood, The Downtown Phoenix Inc. (DPI) team is committed to making Downtown Phoenix a place you love.

2023 was another year of transformative growth for Downtown and our organization, and we’re proud to share some of the ways we helped strengthen the neighborhood, by the numbers:

- **372** individuals experiencing homelessness with positive exits, meaning these individuals received the services or housing needed to hopefully not return to experiencing homelessness
- **104,685** guests assisted
- **15,000** guests assisted in February when the “Big Game” was in town
- **187** car batteries jumped
- **1,192** walking escorts
- **158** lost vehicles recovered
- **1** school bus recovered
- **32** trees planted by the Clean + Green Team
- **600+** plants planted by the Clean + Green Team
- **34** sets of banners installed
- **205,589** pounds of trash and debris removed from Downtown (that’s 103 tons!)
- **32** Stakeholder Open House Meetings
- **11** Street Transportation and Events Meetings
- **55** volunteers at our first clean-up under our newly launched volunteer platform, The Flock
- **13** small businesses hosted during our Shop Like a Local pop-up activations at the Arizona Center
- **60+** golf cart tours provided to developers, brokers, and business owners
- **1.75** miles of the Downtown neighborhood shown in our “As The Phoenix Flies” aerial tour which was a part of the public relations campaign, Phoenix Is Rising
- **1.75** non-profits included in our We’re In This Together campaign to bring awareness to support that is available for individuals experiencing homelessness
- **30** IN/FLUX videos that highlighted small business owners and the Services with a Smile video that spotlights our impactful street teams
- **6** DTPHX Insider Newsletter Subscribers
- **262,000+** new website users
- **25** health care and wellness service providers participated in our Downtown Wellness Fair
- **60** bars and restaurants highlighted during Urban Wine Walk and Urban Ale Trail events
- **20** emerging artists’ art that was displayed during our third annual DTPHX Lotería
- **44** local businesses that participated in DTPHX Lotería
- **10,000** attendees attracted to the inaugural Taste of Japan event at Heritage Square
- **300,000+** total social media followers
- **11,000+** DTPHX Insider Newsletter Subscribers
- **262,000+** new website users
IN 2024 DPI WILL BE FOCUSED ON:
- Supporting NCAA Men’s Final Four and WNBA All-Star Weekend mega events
- Continuing to connect individuals experiencing homelessness to services and open a community resources hub at Central and Washington
- Keeping our sidewalks clean and welcoming
- Focusing on attracting non-F&B retailers
- Maintaining our diverse event portfolio while adding new events for Black History Month and the holidays
- Activating outdoor spaces, adding public art and continuing to green and shade the streetscape

AND, most importantly, we will work tirelessly to support you, our stakeholders and partners as we make Downtown a place for all.

IN 2024 THE DOWNTOWN COMMUNITY DEVELOPMENT CORPORATION (DPCDC) WILL BE FOCUSED ON:
- Advocating for more workforce and affordable housing development, especially in the Downtown area
- Providing assistance to private and public developers committed to delivering affordable and workforce housing to the Downtown Phoenix area in order to make Downtown affordable for everyone
- Working on community-based projects and planning processes to contribute to housing equity in the urban core of our city

IN 2023 PCA:
- Grew Membership to 310, returned to in-person meetings and events, and increased opportunities for Member engagement
- Celebrated PCA’s 40th Anniversary with a robust 40 Years of Impact PR campaign, video and community celebration
- Increased awareness of PCA and its Members through a new website, expanded digital storytelling and print collateral

IN 2024 PCA WILL BE FOCUSED ON:
- Continuing to build a robust and diverse Membership
- Continuing to celebrate PCA’s 40 Years of Impact campaign through July 2024
- Working with City of Phoenix to update Downtown Strategic Plan
- Increasing connectivity with businesses and community groups adjacent to the core of Downtown
- Continuing to support PlanPHX 2025
- Working jointly with partners and stakeholders to publicize and support voter passage of Prop 478

2023 Expenditures

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<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>General Office</td>
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<tr>
<td>Admin, Payroll, and Benefits</td>
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<td>Events</td>
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<td>Streetscape Improvement District (EMSD)</td>
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<td>Streetscape Improvement District (SID)</td>
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