

An aerial photograph of downtown Phoenix, Arizona, taken at sunset. The sky is filled with vibrant orange, pink, and purple clouds. Several high-rise buildings are visible, with their windows glowing from interior lights. In the foreground, a large purple graphic overlay covers the bottom-left portion of the image. The text '2023' is written in white, underlined, above the words 'ANNUAL REPORT' in a larger, bold, white font. At the bottom of the purple overlay, the logo for Downtown Phoenix Inc. (DTPHX) is displayed, followed by the company name 'Downtown Phoenix Inc.' in white text. The background shows a mix of modern glass skyscrapers and older, more traditional buildings, with city lights visible in the distance.

2023

ANNUAL REPORT

DTPHX® Downtown Phoenix Inc.



2023

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

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

60

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!)

11

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 business hosted during our Shop Like a Local pop-up activations at the Arizona Center

50

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

30

non-profits included in our We're In This Together campaign to bring awareness to support that is available for individuals experiencing homelessness

6

IN/FLUX videos that highlighted small business owners and the Services with a Smile video that spotlights our impactful street teams

70+

blogs produced



25

health care and wellness services 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 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, leveraging for earned media opportunities and raising the profile of our Members
- Working with City of Phoenix to update Downtown Stategic Plan
- Increasing connectivity with businesses and community groups adjacent to the core of Downtown
- Maximizing participation in the 2024 City of Phoenix budget proves to support PCA goals for Greater Downtown Phoenix
- Continuing to support PlanPHX 2025
- Working jointly with partners and stakeholders to publicize and support voter passage of Prop 478



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

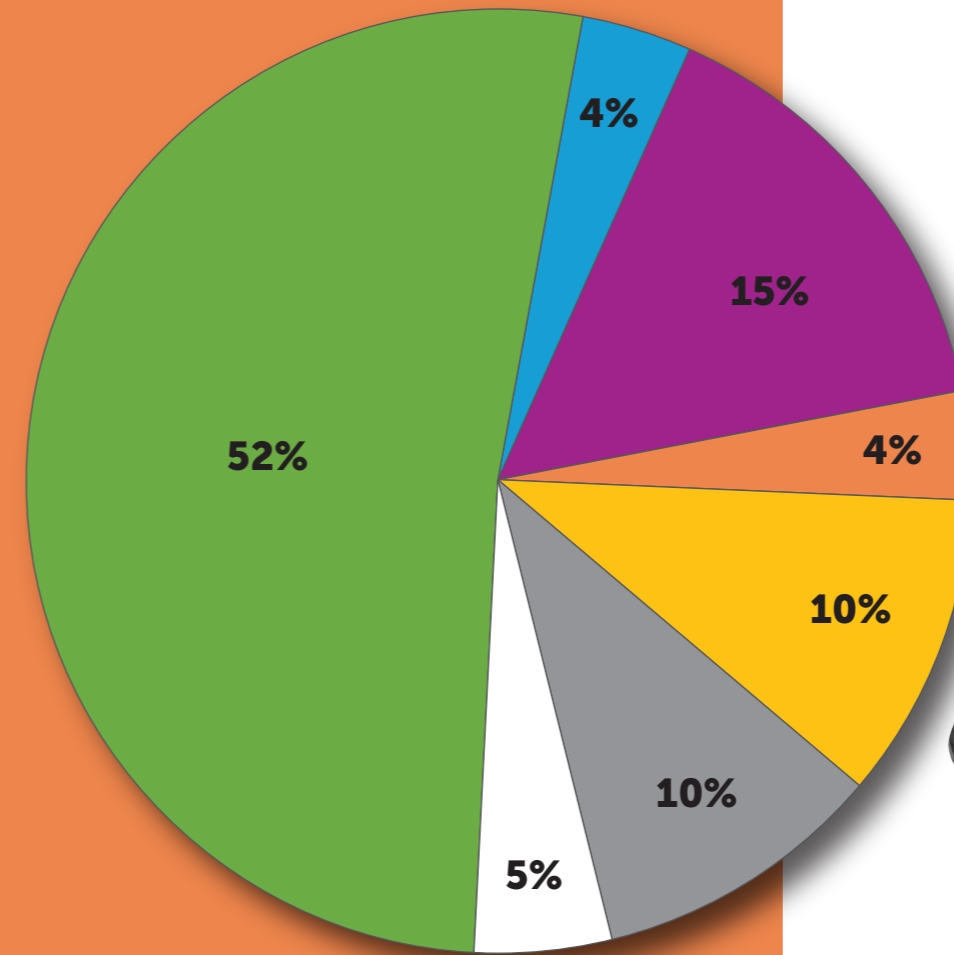
AND, most importantly, we will work tirelessly to support you, our stakeholders and partners as we make Downtown a place for all.

IN 2024 THE DOWNTOWN COMMUNITY DEVELOPMENT CORPORATION (DPCDC) WILL BE FOCUSED ON:

- Advocating for more workforce and affordable housing development by the City of Phoenix, 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



2023 Assessment Expenses



2023 Expenditures

General Office	\$697,132
Admin, Payroll, and Benefits	\$169,310
Events	\$477,780
Marketing	\$453,169
Business Development	\$213,954
EMSD Services	\$2,373,418
SID Services	\$171,310

