



# REACH HIGH

ANNUAL  
REPORT  

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THINGS  
ARE  
LOOKING  
UP



PITTSBURGH  
DOWNTOWN  
PARTNERSHIP



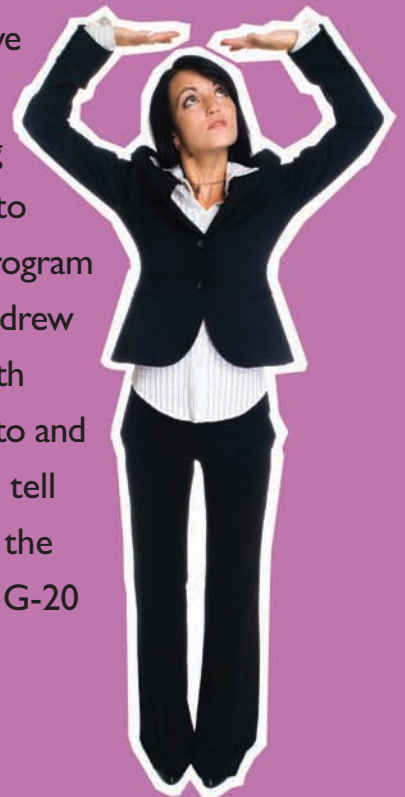
# MESSAGE FROM THE PRESIDENT

## Dear Downtown Stakeholder –

Despite a slow economy in 2009, Downtown Pittsburgh welcomed new office tenants, retailers and restaurants to the Golden Triangle and celebrated the opening of the Rivers Casino and the finished historic renovation of the Fifth and Market building. Pittsburgh also celebrated not one, but two championships—the Super Bowl and Stanley Cup. Of course, Downtown shone like never before as we “Welcomed the World” during the G-20 Pittsburgh Summit. It was a year to remember for its many successes, unforeseen challenges and unexpected opportunities.

The Pittsburgh Downtown Partnership (PDP) played an important role in achieving success, managing challenges and seizing opportunities, starting with our own Clean and Safe program. While we made great strides in keeping Downtown clean, safe and attractive, we had to reevaluate our safety ambassador program and ultimately terminate it late last year. Emerging from that challenge is an opportunity to launch a greatly enhanced program that will target panhandling and homeless issues in 2010.

Additionally, we produced a series of successful events and programs in Market Square, which culminated with the ground-breaking construction of this historic Downtown amenity. Working with the Port Authority, we helped shape the Transit Development Plan. Through marketing and public relations, we continued promoting Downtown as a neighborhood, encouraged businesses to take advantage of our Paris to Pittsburgh streetscape program and produced a spectacular Light Up Night® event that drew record crowds to the Golden Triangle. In partnership with Mayor Ravenstahl’s office, County Executive Dan Onorato and other Downtown and regional organizations, we helped tell the story of Pittsburgh to the World, while managing the many challenges presented during the planning of the G-20 Pittsburgh Summit.





In 2010, we intend to reach even higher. Many challenges are behind us and we recognize the incredible potential of Downtown becoming one of the nation's great urban centers. Things truly are looking up...in more ways than one.

We will see the completion and grand opening of Market Square, Consol Energy Center, the Fairmont Hotel and the YMCA. The PDP will continue improving and enhancing Downtown by making it cleaner and providing a sense of safety and security. We'll provide direct funding to spur private investment through the Paris to Pittsburgh and Vacant Upper Floors programs, work to understand the needs of the Downtown workforce, encourage retail recruitment and investment along the Fifth Avenue and Smithfield Street corridor and lead critical conversation about Downtown parking opportunities and challenges that support retail, office and residential development. We'll also assist in securing enhanced bus routing throughout Downtown and aggressively promote alternative transportation options. As the year winds down, expect a spectacular 50<sup>th</sup> anniversary celebration for Light Up Night<sup>®</sup> and increased marketing throughout the holiday season.

While 2010 will continue to challenge us to secure necessary resources to support the good work of the organization, the PDP is a mature, visible and innovative leader in Pittsburgh's urban development. We will serve our constituency by allocating resources and maximizing return on investment. Like you, we look forward to 2010 with increased hope, confidence and a determination to *reach higher*.

On behalf of the Board of Directors and staff of the PDP, you have my commitment to do everything we can to meet your expectations of a great Downtown.

Yours truly,

Michael M. Edwards

President & CEO



# A MESSAGE FROM OUR SPONSOR

**Dear Downtown Leader –**

We are proud to be the sponsor of the Pittsburgh Downtown Partnership's 2009 Annual Report. Downtown Pittsburgh continues to grow and prosper despite a challenging national economy. Our city is increasingly becoming more vibrant, strong and focused on preserving our environment.

At Leech Tishman Fuscaldo and Lampl we're working hard to ensure it stays that way by providing world-class legal services to companies and individuals in Pittsburgh and around the world.

Let's take pride in our city by maintaining its unique beauty and character. Let's spread the word that Downtown Pittsburgh is the place to live, work, play and do business. *Let's reach high.*

Sincerely,



Steve Irwin, Principal

**Leech Tishman Fuscaldo and Lampl**

LEECH TISHMAN  
FUSCALDO & LAMPL  
ATTORNEYS AT LAW



# A COMPREHENSIVE DOWNTOWN REVITALIZATION PROGRAM

## VISION

Downtown Pittsburgh is one of America's great urban centers.

## MISSION

The Pittsburgh Downtown Partnership provides dynamic leadership and a consistent voice to improve the vitality of Downtown through enhanced services, advocacy, collaboration and marketing.

## STRATEGIC INITIATIVES

The PDP actively pursues four strategic initiatives:

- A Clean and Safe strategy to maintain and promote an inviting Downtown experience;
- An Advocacy and Public Policy strategy to represent the issues important to Downtown's full potential;
- A Transportation and Parking strategy to improve access to Downtown; and
- A Housing and Economic Development strategy to increase livability and generate economic vitality.

## FUNDING

The PDP has five main funding sources to support its initiatives.

First, as the management entity for Downtown's Business Improvement District (BID), the PDP receives funding from assessments paid by Downtown property owners and operates in agreement with the City of Pittsburgh to manage BID activities. Second, it receives dues from voluntary members who want to invest in the future of Downtown. Third, through the support of foundations for important project-specific activities. Fourth, government grants and, fifth, through earnings from advertising, fees and sponsorships.

## PARTNERS

The PDP works with a range of organizations to deliver its vision of Downtown.

Partners include government agencies and neighborhood associations, as well as business, community, civic and cultural organizations.

### **Business Improvement District (BID)**

The BID was created by City Council in 1997 and renewed for a second five-year term in November 2006 at the request of the Downtown property owners.

The BID includes 100 blocks of the Central Business District and the boundaries are generally the Golden Triangle. More than 4,000 businesses and 350 property owners are located within the BID area.



# 2009

# ACCOMPLISHMENTS

## **SAFETY AMBASSADORS\***

Foot Patrol Miles: 41,190

Bike Patrol Miles: 1,881

Pedestrian Assistance: 16,250

Safety Escorts: 422 escorts/722 individuals served

Business Contacts: 5,629

Panhandling (passive and aggressive): 1,188 incidents, down 45% from 2008

Homeless Outreach Cases: 508, a 79% decrease over last year

Motorist Assistance: 5,752

*\* Safety Ambassador program was terminated November 3, 2009*

## **CLEAN TEAM**

Labor Hours: 20,800

Trash Removed: 1.5 million lbs. (trash cans, alleys and sidewalks)

Graffiti Tags Removed: 5,947

Equipment Hours: 1,535

Pedestrian Assistance: 2,880

Cleaned alleys (multiple times), painted fixtures and removed graffiti.

## **PARKING AND TRANSPORTATION**

- Secured transit enhancements for Downtown in the Port Authority Transit Development Plan
- Assessed the state of Downtown parking and identified management and supply issues
- Increased usage of online parking reservations by 30% (included Theater Square garage in 2009)
- Developed a strategy to upgrade Downtown traffic signals
- Implemented construction mitigation campaign surrounding the North Shore Connector
- Supported efforts to increase pedestrian walking and bike commuting

## **ADVOCACY AND PUBLIC POLICY**

- Decreased the Parking Tax
- Preparation of a new Downtown Plan
- Opposed the prevailing wage legislation as written

## **HOUSING**

- Marketed the condo tax abatement program to home-buyers and developers
- Engaged residents by establishing a Resident Council
- Created the VerticalLifePGH Downtown resident blog
- Attracted 1,000 people to the first Downtown Resident Block Party
- Coordinated pedestrian and resident research and shared results to assist investment decisions
- Secured 2010 funding for the continuation of the PDP housing initiative







## **ECONOMIC DEVELOPMENT**

- Completed or approved 12 Paris to Pittsburgh projects leveraging \$1,058,189 in new investment
- Revitalized Market Square through programming, management and new business investment
- Began reconstruction of Market Square with the support of the Mayor's office and the URA
- Increased retail advertising with G-20 storefront activation program and holiday promotions
- Developed an office recruitment strategy by creating and using a consistent slogan/logo in advertising: "Center of Opportunity"

## **MARKETING**

- Produced and distributed 100,000 Downtown Made Easy Guides and 75,000 Shop and Dine Guides
- Enhanced the website with mapping technology and significantly increased web traffic
- Launched a social media strategy to help promote Downtown
- Celebrated the PDP's 15th Anniversary
- Delivered consistent "Get Into It" and "The Investor" e-newsletters
- Distributed 2,000 Annual Reports and hosted 310 people at the Annual Meeting
- Won a International Downtown Achievement Award for the "Living Exposed" marketing campaign
- Participated on the G-20 Partnership Planning Committee
- Drew record crowds (300,000 people) to Light Up Night®
- Produced Saturday holiday season activities
- Exceeded 2009 event sponsorship goal
- Organized Walk and Dine, Realtor® Downtown Tour, Block Party
- Hosted a monthly radio show called "The Downtown View"

## **ADMINISTRATION AND ORGANIZATION**

- Implemented a new financial reporting system
- Created a new Clean and Safe standing committee
- Created a new Governance standing committee
- Reduced the PDP Board of Directors to 40 per our adopted bylaws
- Executed a new 5-year lease for enhanced PDP office space
- Upgraded the PDP network and IT systems
- Established a capital replacement budget
- Adopted comprehensive organizational policies and procedures

# 2010 STRATEGIES

To be successful, the delivery of real value to our property owners and members must be a priority for the Board of Directors and staff throughout 2010. The action items will require a high degree of organizational focus, the strategic use of resources and the nurturing of key partnerships.

## **CLEAN AND SAFE**

### **Action Items**

- Launch new Street Team Program – targeting panhandling and homeless issues
- Increase the effectiveness of the PDP Clean Team
- Remove more graffiti, clean more alleys and repaint more fixtures
- Expand the cigarette urn program to reduce and manage cigarette butts
- Engage a broader range of Downtown security
- Locate a police substation Downtown
- Refurbish 15% of the trash cans throughout Downtown
- Prepare RFP for new clean and safe services

## **ADVOCACY AND PUBLIC POLICY**

### **Action Items**

- Develop an affordable housing policy
- Advocate for affordable parking rates
- Advocate for new incentives for Downtown housing construction

## **TRANSPORTATION AND PARKING**

### **Action Items**

- Assist the implementation of the Port Authority Transit Development Plan
- Re-survey Downtown employee transportation needs
- Improve pedestrian and bike safety in Downtown
- Work with the City to provide gap financing to upgrade the traffic signalization Downtown
- Participate in Intelligent Traffic and Traffic 21 with partners
- Develop a pedestrian way-finding system
- Develop support for a High Performance “T” Downtown circulator
- Through the Parking Task Force improve the management and supply of parking
- Identify critical issues for the City’s parking asset privatization strategy



# 2010 STRATEGIES

## **MARKET SQUARE**

### **Action Items**

- Complete the reconstruction of Market Square
- Celebrate a Grand Opening of Market Square
- Execute an MOU with the City of Pittsburgh to manage Market Square
- Secure funding for Market Square programming for 2011 and beyond

## **ECONOMIC DEVELOPMENT**

### **Action Items**

- Promote and advertise the “Center of Opportunity” slogan/logo to retain and recruit office tenants
- Advocate for and promote retail development focused on Fifth and Smithfield Streets
- Complete 15 Paris to Pittsburgh projects

## **ADMINISTRATION, MEMBERSHIP AND FUNDRAISING**

### **Action Items**

- Secure \$500,000 in funding to prepare a new Downtown Plan
- Raise \$200,000 in membership revenue
- Secure sponsorship funding totaling \$275,000
- Request funding through the DCED Neighborhood Partnership Program
- Upgrade the PDP database

## **MARKETING**

### **Action Items**

- Implement an aggressive public relations strategy to promote office recruitment/retention, retail, transportation, housing and parking messages
- Utilize the website, e-newsletters and social media to communicate with stakeholders
- Produce and distribute a series of compelling Downtown collateral materials
- Produce a successful series of events
- Program and coordinate the monthly radio show, “The Downtown View”
- Continue to enhance the PDP website
- Deliver an enhanced 50th Anniversary Light Up Night® celebration and holiday season
- Survey stakeholders to determine satisfaction levels with the PDP organization

## **HOUSING**

### **Action Items**

- Close two Vacant Upper Floor loans and create 20 additional units of housing
- Enhance the VerticalLifePGH blog and hand-off to the residents
- Market the new condo tax abatement to home-buyers and developers
- Develop research to support continued housing investment
- Directly engage Downtown residents

# THANKS TO OUR 2009 MEMBERS

## RENAISSANCE LEADERS: \$10,000+



## DOWNTOWN VISIONARIES: \$5,000 - \$9,999



## SPONSORS

August Wilson Center  
 Consol Energy  
 Dollar Bank  
 Doubletree Hotel  
 Fifth Avenue Place  
 Geico  
 Highmark  
 Larrimor's  
 Macy's  
 Maher Duessel  
 Nationwide Insurance  
 One Oxford Centre  
 Pittsburgh Cultural Trust  
 PPG Place  
 Port Authority  
 Right By Nature  
 Riverlife  
 Rivers Casino  
 Saks Fifth Avenue  
 U.S. Steel Tower

## FOUNDATIONS

Benedum Foundation  
 Buhl Foundation  
 Colcom Foundation  
 Dominion Foundation  
 The Forbes Fund  
 The Grable Foundation  
 The Heinz Endowments  
 The Hillman Company  
 Roy A. Hunt Foundation  
 Mary Hillman Jennings Foundation  
 Laurel Foundation  
 McCune Foundation  
 Mellon Charitable Foundation  
 Richard King Mellon Foundation

We would also like to thank  
 Downtown property owners,  
 whose support enables us to have  
 a Business Improvement District.

## DOWNTOWN CHAMPION

**\$2,500 - \$4,999**

Duquesne Light Company  
 Duquesne University  
 Bill and Janet Hunt  
 Huntington National Bank  
 National City Bank  
 Pittsburgh Penguins  
 Pittsburgh Pirates  
 Pittsburgh Steelers Sports, Inc.  
 Reed Smith, LLP  
 Rugby Realty Company, Inc.  
 Saks Fifth Avenue  
 Southwestern Pennsylvania  
 Corporation  
 Station Square  
 The Pennsylvanian  
 University of Pittsburgh  
 Yellow Cab Company

Gateway Eye Associates  
 Gateway Financial Group, Inc.  
 Grubb & Ellis Company  
 Henderson Brothers, Inc.  
 Hertz Gateway Center  
 Houston Harbaugh, P.C.  
 Howard Hanna Real Estate  
 Services  
 Images Pittsburgh LLC  
 Jones Lang LaSalle  
 Leech Tishman Fuscaldo &  
 Lampl, LLC  
 Lincoln Property Company  
 McCormick & Schmick's  
 Mechanical Operations  
 Company  
 Michael Baker Corporation  
 Moe's Southwest Grill  
 Northside Urban Pathways  
 Northwest Savings Bank  
 Pennsylvania Culinary Institute  
 Pittsburgh History &  
 Landmarks Foundation  
 Sanford-Brown Institute  
 Janice M. Smith  
 Strategic Investment Fund, Inc.  
 The Capital Grille  
 The Gateway Clipper Fleet  
 The Hillman Company  
 Toshiba Business Solutions of  
 Western Pennsylvania  
 Trinity Episcopal Cathedral  
 Underwriters Brokerage  
 Service  
 Urban Redevelopment  
 Authority of Pittsburgh  
 Willis HRH  
 YMCA of Greater Pittsburgh  
 Zipcar Inc.

## DOWNTOWN PATRON

**\$1,000 - \$2,499**

Allegheny County Bar  
 Association  
 Alpern, Rosenthal & Company  
 AMCOM Office Systems  
 Astorino  
 Barnes & Noble at Duquesne  
 University  
 Buchanan Ingersoll & Rooney  
 Burt Hill  
 Carnegie Mellon University  
 CB Richard Ellis  
 Central Blood Bank/ITxM  
 Continental Real Estate  
 Companies  
 Duquesne Club  
 Eat'n Park Hospitality Group Inc.  
 Federated Investors, Inc.  
 First Lutheran Church  
 First Presbyterian Church

## **DOWNTOWN ADVOCATE**

**\$500 - \$999**

Ad I Partners  
African American Chamber of  
Commerce  
BBR Services LP  
Beynon & Company  
Chubb & Son, Inc.  
ColdCypress, LLC  
Courtyard Marriott Pittsburgh  
Downtown  
Cowden Associates, Inc.  
Duane Morris LLP  
Gaitens, Tucceri & Nicholas, P.C.  
Goldstock Jewelers  
HDR Engineering, Inc.  
Heartland Restaurant Group,  
LLC  
Hefren-Tillotson, Inc.  
Holliday Fenoglio Fowler, L.P.  
InterPark  
ISS Facility Services  
JJ Pittsburgh (Jimmy John's)  
Kirkpatrick & Lockhart Preston  
Gates Ellis  
Larrimor's  
Maher Duessel  
May Building/NDC Real Estate  
McCrorry & McDowell, LLC  
Midtown Tower/NDC Real  
Estate  
Romel L. Nicholas, Sr.  
Omni William Penn Hotel  
Palomino  
Perkins Eastman Architects, P.C.  
Pitt Ohio Express  
Pittsburgh Ballet Theatre  
Pittsburgh Business Times  
Pittsburgh CLO  
Pittsburgh Public Theater  
Pittsburgh Symphony  
Pittsburgh Technology Council  
Production Masters, Inc.  
Renaissance Pittsburgh Hotel  
Robert Morris University  
Sonoma Grille  
The Carlton Restaurant  
The Design Alliance  
The Elmhurst Group  
The Event Group  
Trek Development Group, Inc.  
Tripp Umbach, Inc.  
Urban Design Associates  
Western Pennsylvania  
Conservancy  
William J. Green & Associates  
YWCA of Greater Pittsburgh  
Zambelli Fireworks

## **DOWNTOWN SUPPORTER**

**\$350 - \$499**

Carmassi Benefit Group  
Grant Street Associates  
Perfido Weiskopf Wagstaff  
+ Goettel  
Regional Industrial  
Development Corp.  
Sisterson & Company, LLP  
Strada  
The Buncher Company

## **DOWNTOWN PARTNER**

**\$150 - \$349**

625 Stanwix Partners, L.P.  
AAA East Central  
AlphaGraphics  
Benedum Interests  
Richard L. Beynon  
Carnegie Library of Pittsburgh  
N. Michael Fazzini, Jr.  
Franklin Electric, L.P.  
Franktuary  
David P. Gleason  
John Hughes & Associates  
Just Ducky Tours  
Kerestes-Martin Associates, Inc.  
Klavon Design Associates, Inc.  
Levy MG  
Logan & Logan  
Eric K. Mann  
Oliver Brothers  
Port of Pittsburgh Commission  
Smithfield United Church of  
Christ  
Sunny Home Cleaning Service  
Sushi Kim  
The Rubinoff Company  
The Vision Center  
Venture Outdoors

## **DOWNTOWN NEIGHBOR**

**\$100**

Phyllis M. Armstrong  
Carol Barbarino  
Margaret Bell  
Eric and Rachel Booth  
Mark C. Broadhurst  
Charles R. Broff  
Herbert Burger  
Jamie Campolongo  
Deborah Dodds

Debra A. Donley  
Jane Downing  
E. Gerry Dudley  
Michael M. Edwards  
Deborah Moore Ellsworth  
Eric Feder  
Krista Troy Foster  
Thomas B. Grealish  
Thomas J. Harrington  
Jack Klingler  
Nathan A. Kostelnik  
Joseph Lagana  
Kurt Lesker, IV  
Carol Luckner  
Grant Mason  
Kevin McMahan  
Clare Meehan  
Harold D. Miller  
Joseph G. Petak  
Robert S. Pfaffmann  
George L. Pry  
Lynne Rackley  
John R. Roach  
F. Brooks Robinson, Jr.  
Aaron Stauber  
Brent R. Sutherland  
Anthony Waters  
Randy Waugaman

## **DOWNTOWN FRIEND**

**\$50**

Leslie Cooley  
Ruth Delach  
Linda Dickerson  
Judith L. Dodd  
Thomas B. McChesney  
Mildred Y. Neish  
Ceil Rockovich  
Sol Ruben

## **DOWNTOWN VENDORS**

**\$100**

Eddie Benton, Jr.  
Cherico's Classic Cannoli &  
Sno Kone  
Downtown Hot Dog Company  
MixSters Café  
Edward Rabinovich  
Red Hot Pittsburgh  
Andrew Venezia

2009

PDP

LEADERSHIP



## OFFICERS

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*Jones Day*

**RICHARD BEYNON\***  
Vice Chair  
*Beynon & Company*

**BILL CLARKSON**  
Treasurer  
*Strategic Investment Fund*

**MARK BROADHURST\***  
Secretary  
*Six Penn Kitchen*

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*CB Richard Ellis*

**MICHAEL M. EDWARDS\***  
*Pittsburgh Downtown Partnership*

**TOM GREALISH\***  
*Henderson Brothers*

**KEVIN MCMAHON**  
*Pittsburgh Cultural Trust*

**TOM MICHAEL**  
*Larrimor's*

**HAROLD MILLER**  
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**MERRILL STABILE\***  
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*First Lutheran Church*

**CHARLES R. BROFF**  
*(At-Large)*

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*(At-Large)*

**ART VICTOR\***  
*Mayor's Office (City)*

**DEB DONLEY**  
*(At-Large)*

**GEORGE PRY**  
*(At-Large)*

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*(At-Large)*

**WILLIAM RUDOLPH**  
*(At-Large)*

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*Allegheny County*

**MARGARET BELL**  
*(At-Large)*

**DAVID CASE**  
*(At-Large)*

**MIKE ROMANO\***  
*(Tenant 100+k)*

**ERIC FEDER**  
*(At-Large) – Firstside District*

**PAUL HENNIGAN**  
*(At-Large)*

**TONYA PAYNE\***  
*6th District Pittsburgh City Council*

**F. BROOKS ROBINSON, JR.**  
*(At-Large)*

**AARON STAUBER\***  
*(At-Large)*

**JAKE WHEATLEY**  
*(At-Large)*

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*(Office 500+k)*

**ROMEL NICHOLAS**  
*(At-Large)*

**JOHN R. ROACH**  
*(At-Large)*

**GRANT MASON\***  
*(At-Large) – Mixed Use*

**CLARE MEEHAN**  
*(At-Large)*

## Ex-Officio

**HERBERT BURGER**  
*(Emeritus)*

**BARBARA MCMAHON\***  
*Representative, Greater Pittsburgh  
Hotel Association*

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*President, Building Owners &  
Managers Association (BOMA)*

**KEVIN JOYCE**  
*President, Western PA Restaurant Association*

**DAVID ONORATO**  
*Executive Director, Pittsburgh Parking Authority*

**JOHN VALENTINE\***  
*President, Downtown Neighborhood Association*

**TOM VANKIRK**  
*(Emeritus)*

\* BID Committee

# STAFF

“I think Downtown will reach a real high in 2010 when ...”

... significant projects are completed as new ones begin.”

**1 - PATRICIA S. BURK**  
Vice President of Economic Development

... Fifth Avenue finally reopens!”

**2 - MICHAEL M. EDWARDS**  
President & CEO

... investment in Downtown continues showing the true strength of our urban core.”

**3 - GEOFF COMINGS**  
Economic Development Manager

... more people in need receive help because of our new Street Team.”

**4 - PAUL HOCHENDONER**  
Manager, Clean and Safe Program

... Downtown bustles with activity after 5 pm every day of the week.”

**5 - ROBYN L. WILLIAMS**  
Finance Director

... Consol Arena opens and the Penguins play in their new home!”

**6 - CAROLE WEBER**  
Administrative Assistant Receptionist

... Market Square opens and people experience a renewed space.”

**9 - KATHLEEN ZAWROTNIAK**  
Program and Events Manager

... more people bike to work or use alternative modes of transportation to get around.”

**7 - LUCINDA G. BEATTIE**  
Vice President of Transportation

... DowntownPittsburgh.com goes mobile!”

**8 - BROOKE FORNALCZYK**  
Manager of e-Marketing and Promotions

... we celebrate the 50th Anniversary of Light Up Night®!”

**10 - HOLLIE R. GEITNER**  
Vice President of Marketing and Communications





The Pittsburgh Downtown Partnership Annual Report is sponsored by

LEECH TISHMAN  
FUSCALDO & LAMPL  
ATTORNEYS AT LAW



PITTSBURGH  
DOWNTOWN  
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