

## **Attachment A**

### **Downtown Phoenix, Inc. 2020 Proposed Work Program**

#### **Key Areas of Focus**

- Continue focus on issues related to homelessness in conjunction with the city, neighborhood and community groups, homeless advocates and human service providers.
- DTPHX is repopulating at a rapid pace. New residents and employees need to be connected to our Downtown community and become advocates for the continued development of a vibrant urban center.
- DTPHX needs a transportation system that accommodates the increased density in Downtown. The construction associated with light rail expansion and the implementation of a complete streets program that accommodates pedestrians, vehicles and bicycles needs attention.
- The Downtown amenity package of restaurants, bars and entertainment is enhancing the quality of life in DTPHX and driving our revitalized hospitality industry.

#### **2020 Work Program**

##### **Administration, Finance, and Information Technology**

- Create streamlined workflows for streetscape improvements to track work performed in the field
- Support the ongoing development of neighboring organizations (Warehouse District/RRCF)
- Develop additional revenue streams via SELLAs (Special Event Liquor Licenses) and banners
- Support community outreach efforts by DPP and affiliates

##### **Marketing & Events**

- Through our sustaining partnership with Artlink Phoenix, expand our arts programming and grow our public arts initiative
- Continue to diversify DTPHX's event portfolio by adding niche and startup events
- Take an instructional role with our hotel and convention center partners—hosting “Downtown 101” workshops—to keep them abreast on everything that’s happening in our rapidly evolving Downtown; the more they know the better positioned they are to have a positive impact on the visitor experience

## **Business Development**

- Continue enhancing walkability of Downtown and promote the area as a neighborhood-art, great schools, etc.
- Continue promoting Downtown as a home to creative and technology companies as well as to higher education and biomedical partnerships.
- Promote unique buildings that aren't commonly known about as potential gems for redevelopment as modern office space
- Continue to attract high quality bars and restaurants with a focus on core sites near the Convention Center, hotels, Van Buren, Monroe Street
- Continue outreach to broker community to keep them up to date on the rapidly changing Downtown

## **Operations/Business Improvement District**

- Increase the efficacy and efficiency of the Field Services team
  - Staff = Needs of the community
- Continue to impact the public realm
  - Explore the feasibility of increasing public amenities such as new public art pieces and murals
- Stakeholder Support
  - Support stakeholders during light rail and other construction impacts
- Outreach & Public Safety
  - Continue supporting public safety efforts
- Launch a bike commuter space at Cityscape to support and grow bike commuting