

## **Attachment A**

### **2023 Downtown Phoenix Partnership (DPP) Proposed Work Plan**

Created in 2013 as a community development group, Downtown Phoenix Inc. (DPI) promotes the continued revitalization of Downtown. Through collaboration with local businesses, City of Phoenix leadership, and community groups, DPI coordinates activities between the Downtown Phoenix Partnership (DPP), Downtown Phoenix Community Development Corp. (CDC), and Phoenix Community Alliance (PCA).

Effective July 1, 2022, the services provided to the Enhanced Municipal Services District (EMSD) will be assigned to DPI. Through a merger of DPP and DPI, the work will be conducted by a division of DPI and no longer by a separate entity and affiliate. The DPP Board of Directors will be renamed the DP BID Advisory Board and will continue to provide oversight and approval of the annual EMSD work plan and budget.

Developed by staff for Advisory Board and City Council approval, the following goals and objectives are guided by the priorities of Enhanced Municipal Service District (EMSD) stakeholders.

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

**Goal:** To manage shared resources and maximize efficiencies while supporting initiatives and projects organization-wide

#### **Proposed Objectives to Achieve Goal**

1. Implement customer relationship management (CRM) platform for stakeholder contacts and engagement as well as PCA membership
2. Continue to identify process improvements, training, budget saving opportunities, and ways to help staff across all DPI departments and affiliates work more efficiently and effectively
3. Support the work of all DPI departments and affiliates through finance, administrative, and IT services
4. Utilize and maximize resources within Emfluent program, a local Predictive Insights firm that specializes in talent optimization, office culture development, career pathing and hiring best practices
5. Prioritize employee development and retention throughout the year
6. Update office experience for both employees and visitors, making it an increasingly magnetic nexus of city building activity
7. Manage inventory and spending of Downtown Phoenix Inc. branded merchandise

#### **Marketing & Events**

**Goal:** Advancing the narrative of our evolving neighborhood through inclusive events, dynamic digital content, visitor resources and strategic media campaigns.

#### **Proposed Objectives to Achieve Goal**

1. Complete buildout of Downtown's first bike commuter facility
2. Continue to create content that enhances dtphx.org as an invaluable resource for Downtown news, event information, residential and education opportunities and development
3. Continue to enlist artists, community contributors, and social media influencers to help us tell authentically diverse Downtown stories
4. Safely and strategically grow our events portfolio, prioritizing public space activations, cultural events, intellectual events and family friendly events
  - a. Use mega events, especially Super Bowl, as opportunities to amplify Downtown's story
5. Evolve the events calendar platform, expand the Live Here section, and create a new Learn Here section of dtphx.org, all in an effort to deliver the content our analytics show site users are seeking
6. Add content manager position to oversee the ever growing and evolving website, social media strategy and collateral development
7. Continue to invest in Downtown Phoenix Inc. branded merchandise
8. Continue to promote and raise awareness of family-friendly infrastructure and programming in Downtown
9. Provide support to City of Phoenix as interactive kiosks are installed and activated
10. Continue to infuse Downtown with public art through our sustaining partnership with Artlink Phoenix and by advocating for the value of art across all constituencies
  - a. Increase investment in public art and complete cataloging of art in EMSD + Downtown Redevelopment Area (RDA) boundaries
11. Continue to work with Visit Phoenix, Phoenix Convention Center, and hospitality partners to attract convention business to Downtown
  - a. Use conventions to tout the transformative growth that continues to push Downtown forward

## **Community Engagement**

**Goal:** To ensure stakeholders are engaged, informed, and excited about being a part of an inclusive, dynamic, and hyper-local Downtown experience.

### **Proposed Objectives to Achieve Goal**

1. Fully migrate to and utilize new Client Relationship Management Platform (CRM) to improve data organization and consolidation so that stakeholder records can be accessed cross-departmentally
  - a. Streamline delivery lists for convention welcome posters and our popular What's Happening guides
2. Continue to work with Valley Metro and Kiewit to strategize around Light Rail construction mitigation
3. Ensure proper communication channels are in place with property management and security teams leading into Super Bowl 2023
4. Further multi-modal transportation initiatives and act on recommendations from both the Parking and Curb studies
  - a. Determine feasibility of a shuttle service to better connect residents, visitors, students, and employees in Central City South, Warehouse District, and Roosevelt Row to amenities in the EMSD

- b. Work with City of Phoenix Street Transportation Department to implement additional co-branded 15-minute metered parking spaces near new high rise residential and street level restaurants
- 5. Continue placemaking efforts by commissioning art, which could include 3-D pieces, concrete engraving, sidewalk chalk, pop-up parks, and create cross-collaborative pop-up activations with stakeholders in public spaces, including but not limited to Civic Space Park
- 6. Fully launch and manage, in partnership with Marketing + Events department, new
  - a. “DTPHX Flock” volunteer program by investing in Virtuous Volunteer Management Software, VOMO
- 7. Expand Banner Program through investment in street pole hardware and installation of new DTPHX evergreen banners

### **DTPHX Ambassadors and Clean & Green Team**

**Goal:** To curate a distinguishing sidewalk experience that is clean, safe, welcoming, and inclusive

### **Proposed Objectives to Achieve Goal**

#### **Ambassador Program**

- 1. Continue to serve as eyes and ears for Downtown by maintaining up to 24 full-time Ambassadors
- 2. Continue to develop Ambassadors through monthly trainings programs beyond 30/60/90-day onboarding
  - a. Provide familiarization tours to Ambassadors to keep up with the rapid growth and development of Downtown
  - b. Ongoing trainings such as nonviolent crisis intervention, CPR and self-defense
- 3. Continue to participate in the City’s coordinated efforts to reducing homelessness by connecting individuals in need to services
  - a. Expand professional outreach services in EMSD to (2) full-time Community Bridges Outreach Navigators
- 4. Modify “hydration stations” to be supplemental collateral kiosks and also battery powered for easier deployment
- 5. Increase inventory of DTPHX-branded merchandise for visitors and incentives for interactions with info tables and other Ambassador activations
- 6. Invest in a portable kiosk for special outdoor events and high-pedestrian traffic areas on busy nights in the EMSD

#### **Clean & Green Team**

- 1. Continue to clean and disinfect high-touch, high-traffic public spaces and infrastructure with upgraded pressure washing equipment
  - a. Invest in industrial grade equipment to better clean and disinfect public realm
- 2. Improve walkability of Downtown’s corridors and enhance the street level experience through landscaping
  - a. Increase shade through tree plantings and, in partnership with the City of Phoenix and Valley Metro, install shade structures for high traffic sidewalks where trees cannot be planted

- b. Continue adding planters with flowering plants to beautify building exteriors near main intersections throughout the EMSD
  - c. Focus on west/northwest portions of EMSD where thousands of apartment units have recently opened or will open in 2023
  - d. Support the creation of pop-up parks and provide maintenance, as needed
  - e. Design, install and maintain dog stations throughout the EMSD
- 3. Continue to assess and improve public amenities throughout the Streetscape Improvement District, such as:
  - a. Site furnishings like benches and chess/checkers tables
  - b. Outdoor string lights across pedestrian corridors and other decorative lighting
- 4. Continue to assess existing vehicular and pedestrian wayfinding signage throughout the EMSD and provide recommendations for updating or sunsetting existing signage
- 5. Continue to support Downtown's bike culture and pedestrian experience with an emphasis on improving the safety of sidewalks, crosswalks and bike lanes
  - a. Support stakeholders working with the City of Phoenix to create pedestrian malls/corridors
- 6. Update branding on Clean & Green trucks and equipment to align with corporate marks

## **Business Development**

**Goal:** To foster Downtown as the thriving and sustainable business, education, and urban living epicenter of our city and region

### **Proposed Objectives to Achieve Goal**

- 1. Promote and provide personalized tours—in partnership with city's Community & Economic Development Department (CEDD)—to developers, investors, companies, and brokers showcasing Downtown's growth and amenity package
  - a. Evolve & improve golf cart tours through new equipment and customized collateral
- 2. Attend all pre-development meetings at the City of Phoenix and offer support to developers and business owners looking for data or assistance to move their project forward
- 3. Continue to support the transition of the Phoenix Bioscience Core (PBC) into a major employment center in health, bio and life sciences
- 4. Focus on supporting current Downtown businesses, including restaurants and retailers, in partnership with CEDD
- 5. Act as the "one-stop" information resource for developers, brokers, investors, and companies interested in locating Downtown
- 6. Support co-working growth and the growing entrepreneurial/start-up ecosystem in Downtown
  - a. Rent desk space on a rotating basis at Downtown locations in order to establish relationships with businesses
  - b. When appropriate, help find maturing companies office space Downtown
- 7. To complement CEDD's business attraction efforts, focus on adding locally-owned retail offerings, including quick-service restaurant (QSR) concepts near the universities
- 8. Focus on adding family-friendly infrastructure and programming to emphasize Downtown as a competitive place where families can live, work, play, and learn

9. Proactively seek opportunities to use GIS mapping, digital twin and other interactive visual storytelling platforms to promote downtown and engage out-of-town audiences in its growth and development
10. Raise awareness of Downtown development outside of our local sphere by pursuing opportunities to participate on panels and engage in relevant industry conferences
11. Assess and implement sustainability programs that positively impact Downtown businesses, streetscape and environment
  - a. For example: Work with street-level restaurants to install motion detecting sensors on their patio misting systems
12. In partnership with CEDD, commission an updated Downtown economic impact study
  - a. Report the total tax revenue DTPHX generates for the City of Phoenix
  - b. Utilize data to help tell Downtown's story and make the case for additional investment