

## **Attachment A**

### **Downtown Phoenix Partnership 2021 Proposed Work Program**

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

- Continue to deliver a safe, welcoming, clean, disinfected and walkable Downtown through the services of the Ambassadors and Clean & Green Team
- Continue to establish connectivity and strengthen relationships with stakeholders in the EMSD to ensure residents, employees, students and visitors are represented in our community building efforts and the development of our vibrant urban center
- Maintain frequent and consistent stakeholder communications to share critical project updates and impact information related to Downtown development projects and light rail expansion construction
- Maintain business support and recovery efforts related to COVID-19 in order to help preserve the Downtown amenity package of restaurants, bars and entertainment that drives the quality of urban living in DTPHX and supports the hospitality industry when it begins to recover
- As multiple development projects will deliver more employees, residents and students in 2021, working with the City's Street Transportation department to identify multi-modal solutions and implement micro mobility and enhanced sidewalk infrastructure will continue to be a priority
- In partnership with affiliate Phoenix Community Alliance, the city, county, human service providers and neighborhood and community groups, continue to identify solutions and programs for challenges and impacts related to homelessness in the Downtown area

#### **2021 Work Program**

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

- Maintain reporting system for streetscape improvements and Ambassador assists to track accurately work performed in the field
- Manage internal controls and oversight of budget and annual audit to ensure good governance and accurate financial reporting
- Develop additional revenue streams via SELLA (Special Event Liquor License Areas) applications and street pole banner program
- Support community outreach efforts by Downtown Phoenix Partnership and affiliates

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

- Through our sustaining partnership with Artlink Phoenix, expand our outdoor placemaking efforts in the EMSD and match make artists with private developers and businesses to further Phoenix as a creative city
- Continue to diversify DTPHX's event portfolio by incubating family-friendly, educational and cultural events

- Reimagine events to achieve social distancing requirements for as long as needed and increase production of outdoor events/activations in an effort to bring more pedestrians to our sidewalks and businesses

#### **Business Development**

- Maintain business support related to COVID-19 impacts to provide information about grant/funding opportunities and other recovery resources and programs to businesses in the EMSD
- Focus business attraction efforts on bringing new restaurants and retail to recently vacated store fronts and core sites near the Convention Center, hotels, Van Buren and Monroe Streets
- Continue outreach to brokers of buildings within EMSD to keep them up to date on the rapidly changing Downtown
- Support co-working and entrepreneurial growth while promoting Downtown as a home to creative and technology companies as well as a leader in higher education and biomedical partnerships

#### **Operations**

- Continue to improve the walkability of Downtown through tree planting and shade structures, and enhance its neighborhood feel through placemaking efforts
- Impact the public realm by increasing public amenities such as interactive kiosks, pop-up play areas and support of outdoor performance stages
- Continue to support stakeholders during light rail and other construction impacts
- Grow communications within our safety network and participate in public safety coordination efforts
- Delayed due to COVID-19, launch, in partnership with RED Development and Valley Metro, the bike commuter space at Cityscape to support and grow bike commuting in Downtown