

ECONOMIC DEVELOPMENT AFTER HOURS

PITTSBURGH'S NIGHTTIME ECONOMY MANAGER



WHAT IS THE NIGHTTIME SOCIAL ECONOMY?

Restaurants
Cafes
Bars
Nightclubs
Nightlife

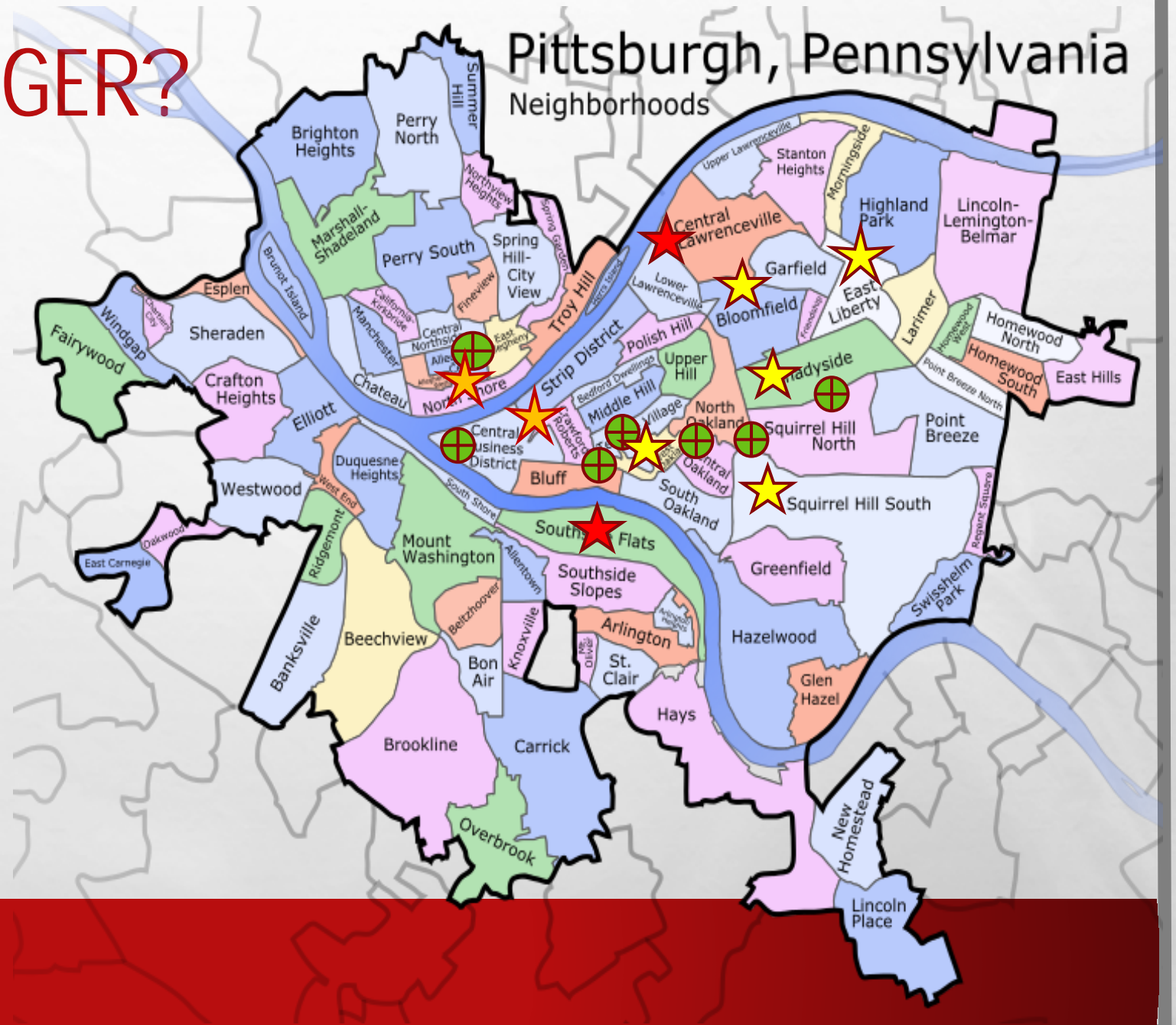
Theatre
Dance
Special Events
Concerts
Street Entertainment
Food Trucks
Sporting Events
Cinema
Live Music
Tattoo
Hookah
Fashion
Beauty Services

Parking
Taxi
Uber/Lyft
Pedicabs
Valet
Food Suppliers
Alcohol Distributors
Uniform Companies
Menu Graphic Design
Marketing/PR
Bartenders
Cooks
Servers
Hosts
Ushers
Musicians
Promoters

WHY A NIGHT MANAGER?

- 303,00 Population
- 80,000 Students
- 58 Sq. Miles
- 1,660 Alcohol licenses

- ⊕ College
- ★ Nightlife Node
- ★ Late Night Node
- ★ Event-Driven Node



ECONOMIC IMPACT

CP NEWS THINGS TO READ THINGS TO DO WATCH+LISTEN

NEWS+FEATURES » NEWS October 11, 2017

Like 450 Tweet G+ EMAIL PRINT FAVORITE SHARE

The restaurant industry is now the Pittsburgh region's biggest employer.

- \$690 Million
- Top Job Provider
- 87k jobs

MilwaukeeDowntown.com

Downtown Milwaukee's booming nighttime activity is vital to our economy.

Won't you help strengthen the framework for a more profitable and user-friendly entertainment zone.

The infographic features nine circular callouts with the following data points:

- NUCLEUS FOR THE PERFORMING ARTS COMMUNITY
- 61,879 FULL-TIME JOBS
- 30,000 TO 80,000 GUESTS ON ANY THURSDAY, FRIDAY OR SATURDAY EVENING
- \$1.4 BILLION IN INCOME FOR RESIDENTS
- 100+ TAXIS
- \$950 OF TAX RELIEF PER PERSON
- 30 VALET STANDS
- MILWAUKEE'S SECOND LARGEST INDUSTRY

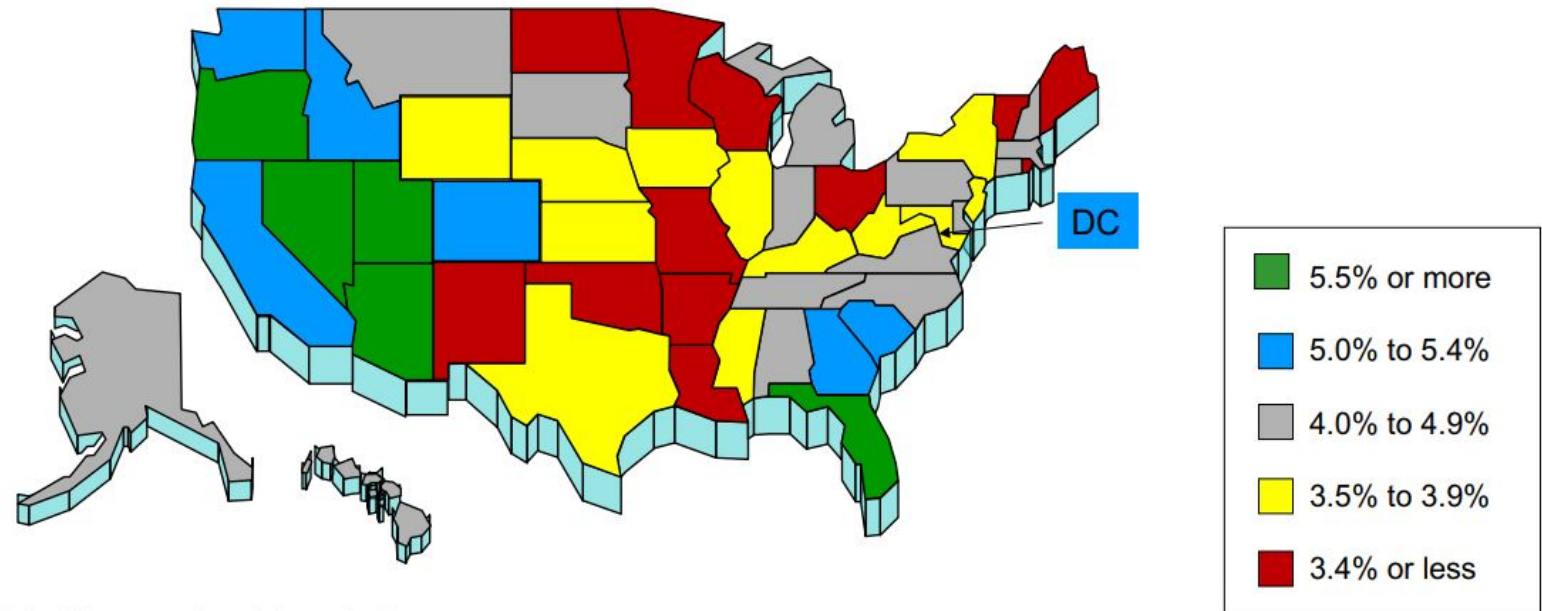
At the bottom, a logo for the 'RESPONSIBLE HOSPITALITY TASK FORCE' is shown, featuring a stylized city skyline and the text 'MILWAUKEE DOWNTOWN'.

CONSUMER DEMAND

- **Class of 2009**
- **Anticipate vs. Respond**

Projected Restaurant Sales Growth in 2017

National Average: 4.3%



Source: National Restaurant Association projections

Restaurant.org/Show | #NRAShow17

NATIONAL
RESTAURANT
ASSOCIATION

NRA SHOW 2017
THE INTERNATIONAL FOODSERVICE MARKETPLACE
MAY 20-23 | McCormick Place, Chicago, IL

DAY-CENTRIC SILOS



Night Venue

WHAT DOES THE NIGHT MANAGER DO?

ROLE OF NIGHTTIME ECONOMY OFFICE



SOCIABLE CITY VISION/MISSION

Vision

Safe and vibrant places to socialize for visitors and Pittsburghers of all ages, cultures and lifestyles.

Mission

Retain and grow the economic value of the social and nighttime economy while effectively preventing and addressing nuisance activities, managing public safety risks and alleviating quality of life impacts.



NIGHT MANAGER ROLE

| <u>Percentage</u> | <u>Job Duty</u> | <u>Frequency</u> |
|-------------------|-------------------------------------|-------------------|
| 30% | Community Relations | Daily |
| 20% | Project Management | Daily |
| 15% | Monitor Nighttime Economy | Weekly |
| 15% | Business Liaison | Weekly |
| 10% | Policy and Practices Advisor | Weekly |
| 5% | Guide Economic Development | Weekly |
| 5% | Improve Process Efficiency | Bi-Monthly |

HOW I WORK WITH STAKEHOLDERS

RESIDENTS, BUSINESS, DEVELOPMENT, CITY

RESIDENTS

- MONITOR TRENDS
- MITIGATE RESIDENT IMPACTS
- CONVENE HIGHER ED AROUND ISSUES
- UNOFFICIAL NIGHTTIME ECONOMY AKA “HOUSE PARTIES”



BUSINESSES

- LIAISON WITH MERCHANTS
- BI-ANNUAL REGULATORY UPDATES
- BUSINESS DISTRICT TRAINING
- HOW-TO GUIDES

HOSPITALITY BUSINESS GUIDE:

Opening a Food & Beverage Business in Pittsburgh

INTRODUCTION

Thank you for choosing Pittsburgh as the home for your business. We're grateful for your contribution to Pittsburgh and enhancing its vitality and quality of life for residents and visitors.

As Nighttime Economy Coordinator, I understand the vast range of entities with which a food and beverage business must interact and the myriad rules and regulations it takes to run an operation safely and profitably.

The impetus for this Guide came from hospitality business that participated in the creation of the Pittsburgh Sociable City Plan. They told us that, while opening any type of business can be a complex process, the additional layers of requirements for restaurants and bars makes the process even more challenging. This guide was compiled to clarify some of the requirements and give you resources so you know where to get your questions answered.

Beyond selling food and beverages, your business serves an important role in our City. Hospitality businesses provide space for people to meet face to face and interact, a somewhat rare event in today's culture. Socializing is an overlooked component of healthy citizen lifestyles and healthy communities. I encourage you to go beyond being a restaurateur or bar owner and embrace this role of facilitating connection and community.

Thank you for making Pittsburgh a Sociable City!

Allison Hamden
Nighttime Economy Coordinator
City of Pittsburgh



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CITY

- ADVISE COUNCIL/MAYOR
- POLICE/UBER PROBLEM SOLVING
- ORIENT DEPARTMENTS TO NIGHT VISION



- Food trucks
- Hookah
- Trash pickup
- Deliveries
- Drinking in Public
- Pedicabs
- Panhandling
- Live entertainment
- Amplification
- Extension of premise
- Public urination
- Taxi stands

Review & Adapt Codes using

- Sidewalk cafe
- Street vendors
- Street Performers
- Nuisance Business
- Noise
- Curfew
- Promoters
- Handbills

“Night Vision”



DEVELOPMENT

Pittsburgh Post-Gazette

Music Ecosystem Project: What does the Pittsburgh music scene need in order to thrive?

MICRO ECONOMIES - INFRASTRUCTURE

- **ORIENT NEW BUSINESSES**
- **REDEVELOPMENT AUTHORITY**
- **NURTURING MUSIC ECONOMY**
- **ALTERNATIVE ENTERTAINMENT**



PARKING ENHANCEMENT DISTRICT

WHY?

- POLICE OVER BUDGET
- REVERSE NEGATIVE PERCEPTIONS
- REDUCE RESIDENT IMPACT
- ADDRESS SAFETY ISSUES:
 - Vehicle Break-ins
 - Assault
 - Congestion
 - DUI



PARKING ENHANCEMENT DISTRICT

HOW?

- 1 year pilot
- Friday & Saturday Nights
- Extend meter hrs from 6p to 12a
- Projected annual revenue— \$200,000
- Pays for enhanced safety and cleaning
- Legislated creating District
- Meter → Parking Authority → City Trust Fund → Public Works



Night consumer participates in supporting nighttime economy infrastructure

NIGHTTIME PARK & RIDE



- 15 Minute loop
- Potential 1000 rider per night
- Reduce vehicles
- Remove Crime Opportunity
- Option to Meter
- Sponsored Shuttle
- FREE Remote City-owned Lot



IMPOSSIBLE WITHOUT PARTNERSHIPS

Brunner Creative
Lamar Advertising
Pittsburgh Transportation Group
South Side Chamber of Commerce
South Side Planning Forum
South Side Bar & Restaurant Assoc.
South Side Community Council
Point Park University Interns
Responsible Hospitality Institute
Birmingham Foundation
University of Pittsburgh Medical Center
Z-Trip
Uber
Lyft



Mayor Peduto
Councilman Kraus & Staff
Pittsburgh City Council
Pittsburgh Parking Authority
Pittsburgh Bureau of Police
Public Safety Administration
Mayor's Community Outreach Team
Department of Innovation & Performance
Department of Public Works
Department of Finance
City Law Department
City Print Shop

LESSONS LEARNED

Retailing

Amazon picks Pittsburgh as one of 20 potential cities for HQ2

- SOCIABLE CITY ATTRACTS OTHER INDUSTRY
- CONSUMERS OPERATE IN 24/7 WORLD:
GOVERNMENT IS DAY-CENTRIC
- IT MATTERS WHERE YOU PLACE THE OFFICE
- COLLABORATION/CHAMPIONS ARE CRUCIAL





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THANK YOU!

ALLISON HARNDEN, CITY OF PITTSBURGH

