

HOTEL
CONGRESS

FY19/20 ANNUAL REPORT

DOWNTOWN TUCSON
BUSINESS IMPROVEMENT DISTRICT



DOWNTOWN
TUCSON
PARTNERSHIP



**DOWNTOWN
TUCSON
PARTNERSHIP**

VISION

**DOWNTOWN TUCSON
IS A DOWNTOWN FOR EVERYONE –**
an eclectic, beautiful, fun, accessible,
pedestrian- and bike-friendly district
that embraces diversity. It is the
Southwest's premier urban hub for
living, dining, retail, business, art,
entertainment, and both historic and
contemporary architecture.

MISSION

Downtown Tucson Partnership strives to be
the catalyst for making Downtown Tucson the
place people want to live, work, and play; where
new ideas happen; and that is the economic
development and cultural epicenter of the region.

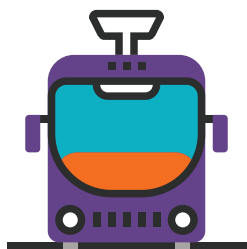


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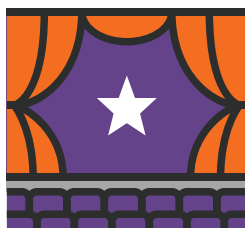
About the BID



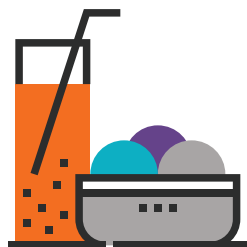
7 SUN LINK
STREETCAR
STOPS WITH AN
AVERAGE DAILY
RIDERSHIP OF
2,400 PASSENGERS



369
HOTEL ROOMS
UNDER
CONSTRUCTION



8
THEATER &
PERFORMANCE
VENUES



75
FOOD & DRINK
ESTABLISHMENTS



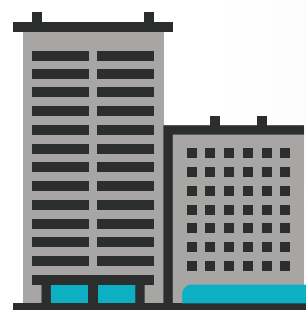
72
SHOPS &
ENTERTAINMENT
ESTABLISHMENTS

■ BID PROPERTIES
●● BID BOUNDARY

54
BLOCK AREA

193
ACRES

7.8M
BUILDING SQUARE
FEET ASSESSED

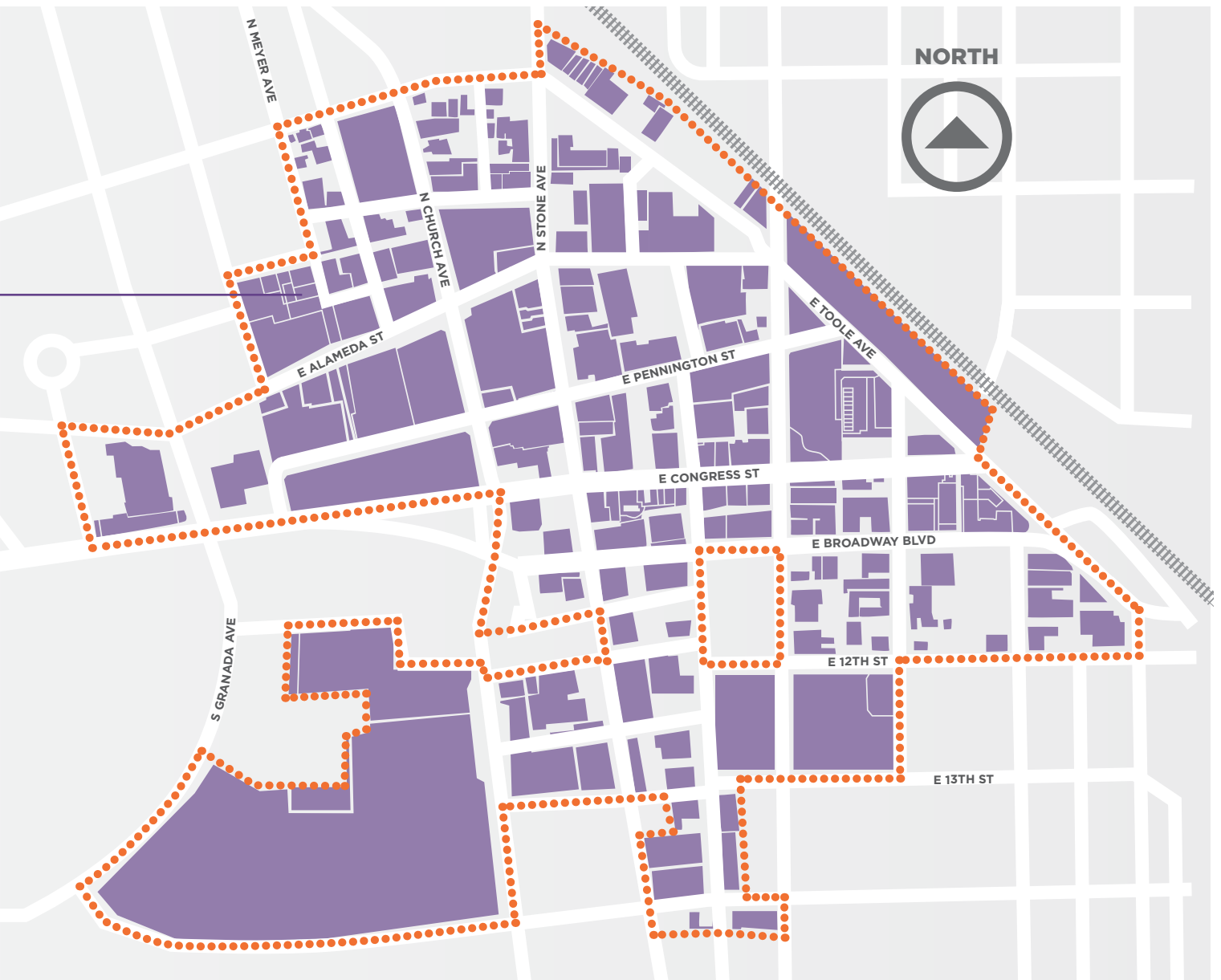


831
MULTI-FAMILY
RESIDENTIAL
UNITS

394
PROPERTIES



N FREEMAN RD



The Downtown Tucson Partnership is a nonprofit, 501 (c)(6) corporation created in 1998 to implement enhanced municipal services for the Downtown Business Improvement District (BID). As the primary advocate for Downtown Tucson, our top priority is to provide core services including economic development, clean and safe initiatives, marketing, programs and relationship building.

Clean & Safe

Increase sanitation, maintenance and safety standards downtown.

FY 19/20 Accomplishments

- Entire staff completed training to become Certified Tourism Ambassadors through Visit Tucson
- Installed 16 new solar-powered touchless trash compactors
- Reduced garbage collection costs by 80%
- Created maintenance and security zones, maps and checklists
- Provided maintenance and safety 24/7
- Deployed two police-grade bicycles
- Painted curbs throughout BID
- Worked with partners to address dumpster and alley issues
- Increased cleanliness of sidewalks, maintenance of planters, and sanitation of street furnishings
- Created Nighttime Economy subcommittee to address safety and accessibility issues
- Provided active-shooter training for area businesses and staff
- Heightened sanitation and safety levels during COVID-19 pandemic (see Rapid Response to the Pandemic for more information)
- Maintained open communications with Tucson Police Department (TPD) through weekly briefings
- Continued to provide 24/7 assistance for homeless community
- Continued to send notifications to businesses regarding road closures
- Updated the security reference card and created a public safety resource magnet for businesses and property owners
- Equipped all staff with communication devices (e.g. radios and cell phones)
- Provided enhanced maintenance and safety to special downtown events

FY 20/21 Objectives

- Install eight additional solar-powered touchless trash compactors
- Install touchless water bottle filling stations
- Provide new uniforms and rebrand the Desert Survivors crew to the Clean & Green Team
- Continue to send advisories including traffic alerts, road closures and other important community news that could affect downtown workers, residents and visitors
- Implement new technology to track and assign clean and safe issues
- Create business resource guide with contact information
- Create "We were here ..." door hanger for Maintenance & Safety services at businesses in the BID
- Advocate with the City for enhanced infrastructure maintenance and sanitation
- Create Homeless Resource Guide



100,920

gallons of
trash
collected

17,160

gallons of
recycling
diverted

2,082

blocks of
sidewalk
powerwashed

1,095

graffiti &
stickers
removed

Beautification & Greenscape

Enhance downtown's overall physical appearance through buildings, parks, streetscape, sidewalks, landscaping, parking lots, alleys and roadways. Create a welcoming, safe and attractive environment where people want to be.

FY 19/20 Accomplishments

- Planted and maintained over 200 City planters
- Advocated for replacement of damaged, dying and missing street trees
- Continued to revitalize Jácome Plaza with outdoor seating, new planters and landscaping maintenance
- Decorated Downtown Tucson for festive holiday season
 - Transformed Jácome Plaza into Tucson's central gathering place (see Public Space Activation for more information)
 - Expanded Building Illumination Program to include 58 buildings
 - Tight-wrapped 162 street trees in white holiday lights
 - Installed 32 street banners with original artwork
 - Organized the Window Decorating Contest
- Assisted businesses with outdoor café design and acted as liaison to expedite permitting

FY 20/21 Objectives

- Create Downtown Outdoor Café Grant program in partnership with Pima County
- Advocate for park improvements with the City of Tucson:
 - Jácome Plaza: repaint sculpture, new pathways, new shade trees
 - Armory Park: deploy social workers for homeless outreach
 - Veinte de Agosto: reopen park
- Work with City or private property owner to create a dog park downtown
- Replace damaged, dying and missing street trees downtown
- Perform alley audits and prioritize alleys for maintenance, safety and beautification through creative activation
- Continue and expand holiday lighting programs
- Refine plant pallet for City planters
- Add planters to El Presidio Neighborhood
- Advocate for completion of Scott Avenue streetscape improvement project
- Install consolidated newspaper racks where needed

205

City planters
maintained

46

merchant planters
maintained

36

park planters
maintained

10

new trees planted
downtown



Public Space Activation

Improve quality of life through programming and management of downtown's public space and urban parks.

FY 19/20 Accomplishments

- Continued programming, beautification and management of Jácome Plaza:
 - Outdoor Office bistro tables and chairs
 - Life-size game area with chess, connect four, cornhole, and foosball
 - Health at Jácome free outdoor fitness classes
 - Food Truck Tuesday and Thursday
 - Live at Lunchtime free live local music series
 - Downtown schools' recess program
 - Downtown employee appreciation program
 - Planted and maintained 36 park planters
 - Rotating messaging and graphics on park signage, including daily schedule of events
 - Deployed Info on the Go, a mobile visitor information center, at various locations and events downtown
 - Hydration station for visitors and those in need
- Transformed Jácome Plaza into Tucson's central gathering place for the holidays in partnership with Visit Tucson:
 - Installed entry trellis with lighting and original artwork
 - Installed larger community tree
 - Installed giant life-size and twinkling ornament for community photo opportunities
 - Illuminated the plaza with thousands of white LED lights
 - Added a stage for community events throughout the winter season
 - Friday Food, Fun and Flix free outdoor movie series
 - Mayor's Tree Lighting Ceremony
 - Parade of Lights & Festival





FY 20/21 Objectives

- Clarify role with City regarding Jácome Plaza activation
- Assist Pima County with maintenance, safety and activation:
 - El Presidio Park
 - January 8th Memorial
 - Pima County Courthouse Courtyard
- Help facilitate activation efforts in El Presidio neighborhood
- Perform alley audits and prioritize alleys for maintenance, safety, beautification and creative activation

Rapid Response to the Pandemic

The health and safety of Downtown Tucson is our #1 priority.

COVID Relief

- Increased sanitation levels by sanitizing all high-touch points and surfaces including trash compactors, door handles, hand-washing stations and park benches
- Implemented the DTP Gift Card Incentive Program, generating \$308,000 in two months for over 60 downtown businesses
- Initiated a partnership agreement with Pima County Back-to-Business:
 - Awarded \$303,500 to reinvest into downtown
 - Created Downtown Outdoor Café Grant Program
 - Created Downtown Rebound Grant Program
 - Distribution of PPE to downtown Business Improvement District
 - Acted as liaison for downtown businesses on the Ready for You program
 - Developed downtown reopening marketing campaign
- Advocated for and promoted Free 15-Minute Takeout Parking Zones
- Sent over 50 notifications to business and property owners through the new While You Were Out Program
- Created new COVID-19 resource page on website with new information daily and quick links to resources
- Frequent COVID-19 updates to stakeholders
- Daily Business Spotlight on social media
- Created Prevent the Spread Campaign – on public signage downtown, including Health & Safety signage for businesses to print and post immediately
- Cultivated multiple cross-agency partnerships
- Coordinated essential downtown ambassador lunch program with 12 downtown restaurants
- Conducted a Community Outreach Survey with 1,434 respondents (56% of them downtown employees)
- Conducted an Outdoor Café Survey with 33 downtown restaurant responses
- Responded to downtown riot on May 29:
 - Real-time communications to stakeholders
 - Coordinated next-morning cleanup effort
 - Hosted next-morning debriefing with County and City officials
 - Assisted in securing 44 buildings with plywood
 - Removed more than 100 graffiti tags
 - Maintained daily communications with TPD
 - Initiated and promoted window replacement program with Rio Nuevo



\$308,000

in gift card sales
(two months)

45

grant applications
received

\$611,500

raised and invested back
into the downtown

Marketing and Promotions

Market existing businesses, events, parks, available spaces, and business opportunities; promote an enhanced, vibrant image of downtown.

FY 19/20 Accomplishments

- Promoted downtown events and businesses through the Weekend Report email blast
- Promoted an enhanced, vibrant image of downtown through social media
- Coordinated co-op advertising campaigns
- Created a robust contact and data management system
- Promoted Desert Nights Downtown Lights, five weeks of festivities in Downtown Tucson, including cross-promoting other downtown holiday events and business specials:
 - Increased participation in third year of the Building Illumination Program with 58 buildings
 - Tight-wrapped 162 street trees in white holiday lights
 - Jácome Lights w/ Instagram Photo Contest
 - Window Decorating Contest
 - Small Business Saturday
 - Sponsored free Sun Link Streetcar
 - Friday Food, Fun and Flix
- Downtown Desert Deals – summer cross-promotional program
- Continued the Purple Parasol program to shade employees, residents and visitors from the desert sun as they move around downtown
- Subsidized ad rates in the Destination Downtown for downtown businesses
- Maintained press schedule to promote positive news coverage on downtown
- Promoted over 1,200 downtown events

100,800

combined social media followers

5 weeks

of holiday festivities

43,000+

Parade of Lights attendees

7,036

streetcar rides taken on
DTP sponsored day,
the biggest single day
of ridership for the streetcar
since 2015

FY 20/21 Objectives

- Post-pandemic Grand Reopening Campaign
- Public health and safety awareness campaign
- New website
- Implement new Downtown Alert through website banner
- Implement a new Downtown Tucson Gift Card Program
- Continue to market Desert Nights Downtown Lights
- Continue to promote an enhanced, vibrant image of downtown through social media and continue to increase following
- Create video promotion explaining the Business Improvement District and the work of DTP
- Create and distribute a downtown core map to area hotels and visitor centers
- Produce new monthly e-newsletter highlighting new businesses, interesting news and events
- Promote outdoor cafés and dog-friendly restaurants
- Create available property listing with photos updated in real time on website
- Create business recruitment packet
- Continue to provide economic development reports and updates regarding new businesses, developments and housing projects



Resource Development & Financing

Strengthen the organization's financing, staff and board structure, and organizational development and growth.

FY 19/20 Accomplishments

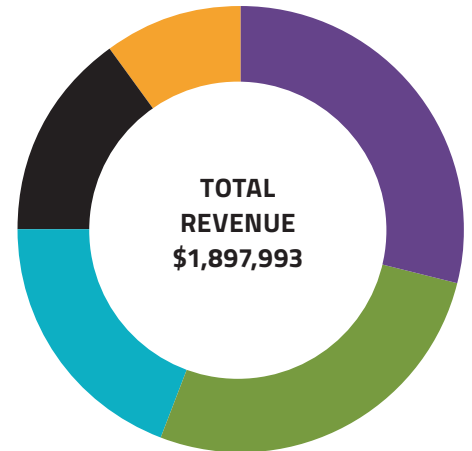
- Reviewed BID properties for accurate assessment
- Implemented new team project management software
- Initiated services agreement with Pima County in exchange for build-to-suit office for the Clean and Safe Team
- Raised \$797,161 in sponsorships and grants (\$283,500 applied to FY 20/21)
- Provided additional benefits for ambassadors including foot screening by podiatrist, new work boots, budgeting and financial advice, staff training and team-building activities
- Provided annual performance reviews, raises based on merit, and incentive program to include benchmarks and deliverables for staff

FY 20/21 Objectives

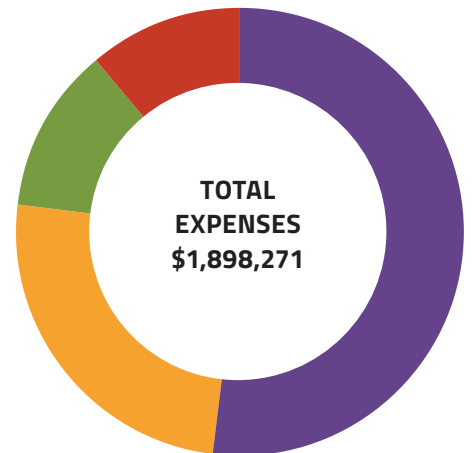
- Reach out to all non-contributing property owners located within the geographic boundaries or adjacent to the BID and request payment in exchange for benefits received
- Create new membership program for businesses located adjacent to BID boundaries
- Conduct board retreat to create new strategic plan and reassess vision and mission
- Create new social justice committee
- Continue partnership agreements with Pima County
- Continue to seek additional funding through sponsorships, grants and contributions
- Create a nonprofit division of the Downtown Tucson Partnership
- Re-evaluate board structure and makeup –and diversify board membership

FY 19/20 Financial Summary

DESCRIPTION	ACTUAL	%
Revenue		
Private Properties	\$544,232	29%
Enhanced Services Agreement	\$365,000	19%
Sponsorships, Grants & Other	\$513,661	27%
Rio Nuevo Properties	\$198,936	10%
Pima County Properties	\$276,164	15%
Total	\$1,897,993	100%



Expenses		
Maintenance & Safety	\$978,712	52%
Marketing	\$212,529	11%
Administration	\$236,069	12%
Economic Development	\$470,961	25%
Total	\$1,898,271	100%
<i>Net (deficit) before depreciation</i>	<i>(\$278)</i>	



Staff as of June 30, 2020

Kathleen Eriksen
President & CEO

Russ Stone
*Safety & Maintenance
Manager*

Zachary Baker
*Marketing &
Communications Manager*

Whitney Nesbitt
Office Manager

Safety & Maintenance Ambassadors

as of June 30, 2020

Lazaro Cabrera

Eric Christenson

Alfredo Cielo Jr.

Jose Dominguez

Jorge Felix

Jose Garcia

Matthew Guzman

Nathan Guzman

Harold Harris

Adrian Mercado

Daniel Romero

Antoine Smith

Rashawn Smith

Timothy Steele

Tom Vanata

Ryan Whitney

Desert Survivors

as of June 30, 2020

Jessie Felix

Alex Blatchford

Samuel Cabrera

Henry Vargas

Anthony Molina *mentor*

Foday Sallu *mentor*



In Memory of
Jose "Joe" Dominguez
August 1963-August 2020

Board of Directors FY 19/20

EXECUTIVE COMMITTEE	BOARD MEMBERS	EX OFFICIOS
Michael Crawford <i>Crawford Law PLLC</i>	Demion Clinco <i>Tucson Historic Preservation Foundation</i>	Melanie Morrison <i>MEB Management Services</i>
Darryl Dobras <i>Downtown Development Corporation</i>	Stacey Collins <i>Tucson Musicians Museum</i>	Andrew Owens <i>Pueblo Vida Brewing Company</i>
Randi Dorman <i>R+R Develop</i>	Marcel Dabdoub <i>CID Holdings</i>	Liz Pocock <i>Startup Tucson</i>
Todd Hanley <i>Hotel Congress and Maynards Market & Kitchen</i>	Zach Fenton <i>ZFI Holdings</i>	Ron Schwabe <i>D-S LLC</i>
Tom Heath <i>Nova Home Loans</i>	Isaac Figueroa <i>BFL Ventures</i>	Chris Squires <i>Ten55 Brewing Company</i>
Larry Hecker <i>Hecker & Pew PLLC</i>	Brett Goble <i>City High School</i>	Cameron Taylor <i>Imago Dei Middle School</i>
Chuck Huckelberry <i>Pima County Administrator</i>	Glenn Grabski <i>Tucson Convention Center</i>	Bob Vint <i>Vint & Associates Architects, Inc.</i>
Lisa Josker <i>Pima County Representative</i>	Tim Hagyard <i>DNaRC</i>	Art Wadlund <i>Berkadia Real Estate Advisors</i>
Julie Katsel <i>University of Arizona</i>	Nancy Johnson, RN, PhD <i>El Rio Health</i>	Kylie Walzak <i>Living Streets Alliance</i>
Fletcher McCusker <i>Rio Nuevo and UAVCF</i>	Lee Klein <i>Cox Media</i>	Adam Weinstein <i>The Gadsden Company</i>
Renee Morton <i>Mordasini Villas and HomeStyle Galleries</i>	Anne Lawrence <i>Holualoa Companies</i>	Zach Yentzer <i>DNaRC</i>
John O’Dowd <i>Amado and Associates</i>	Chris Leighton <i>Peach Properties</i>	
Michael Ortega <i>City of Tucson, City Manager</i>	Camila Martins-Bekat <i>Tucson Electric Power</i>	
Barbra Coffee <i>City Manager Representative</i>	Jeremy Mikolajczak <i>Tucson Museum of Art</i>	
Les Pierce <i>Downtown Neighborhoods and Residents Council (DNaRC) Chair</i>	Cami Cotton <i>Tucson Museum of Art Representative</i>	
Lucinda Smedley <i>TREND Report</i>	Omar Mireles <i>HSL Asset Management</i>	
Dillon Walker <i>Hydrant</i>		
		Christina Bertrand <i>Southwest Gas Corporation</i>
		Brent DeRaad <i>Visit Tucson</i>
		Donovan Durband <i>Park Tucson</i>
		Steve Kozachik <i>Tucson City Council, Ward 6</i>
		Diana Amado <i>Tucson City Council, Ward 6 Representative</i>
		Ted Maxwell <i>Southern Arizona Leadership Council</i>
		Nicole Barraza <i>Southern Arizona Leadership Council Representative</i>
		Jane McCollum <i>Marshall Foundation, Main Gate Square</i>
		Gary Molenda <i>Business Development Finance Corporation</i>
		Amber Moore-Smith <i>Tucson Metro Chamber</i>
		Michael Guymon <i>Tucson Metro Chamber Representative</i>



**DOWNTOWN
TUCSON
PARTNERSHIP**

**DOWNTOWN TUCSON
BUSINESS IMPROVEMENT DISTRICT**

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