



## Highlights

### Downtown BID and ESA Renewed for an Additional 5 Years / DTP Celebrates 25 Years of Service

The City of Tucson Mayor and Council unanimously approved the extension of the Downtown Tucson Business Improvement District (BID) and the Enhanced Services Agreement (ESA) for an additional five-year term. The DTP manages the BID and provides an enhanced level of services as defined in the ESA. Services include, but are not limited to, 24/7 clean and safe support, beautification, economic development, marketing, placemaking and advocacy for projects and resources that support a vibrant and sustainable downtown. The BID and ESA renewals occur during a landmark year for the DTP as we celebrate our 25 year anniversary! Thank you, City of Tucson for your continued partnership over the decades. Our team of dedicated staff and board members are honored and excited to begin another five years of caring for downtown.



### Fundraising

DTP had a gainful fiscal year with \$308,850 raised, avoiding a projected \$83,000 deficit at year's end. We appreciate all of the partner support enabling us to increase holiday lighting and add a new holiday tree, hire two customer service ambassadors, purchase two new golf carts, lease an additional 10 Bigbelly trash compactors and hire a new Marketing Specialist! Our fundraising partners included Pima County, Rio Nuevo, City of Tucson, Holualoa Companies, and Visit Tucson/Pima County.



### Ronstadt Transit Center Taskforce

Ronstadt Transit Center (RTC) has experienced a complete transformation resulting from the creation of the RTC Taskforce and the deployment of two off-duty police officers, funded by Rio Nuevo. The RTC Taskforce is laser focused on the opioid crisis, public safety and overall aesthetics, including the cleaning and maintenance of the restrooms, landscape and hardscape areas. DTP extends genuine appreciation and a huge thank you to Rio Nuevo, Sun Tran, the Tucson Police Department and Ward 6 for partnering with us. The taskforce met weekly to address critical safety and maintenance issues.



### On-Street Marketing Campaign

DTP welcomes Tucsonans and visitors alike with a fun new on-street marketing campaign. The whimsical messages and QR codes direct guests to downtown restaurants, bars, shopping, services and points of interest via business listings on downtowntucson.org.



The campaign includes 200 street banners featuring captivating images, 200 sidewalk decals, 300 planter signs and 38 Bigbelly trash compactors displaying 152 pieces of vinyl signage including a new user-friendly map of

downtown. Campaign funding was provided by Pima County and Visit Tucson. The final component of the program, to be revealed this fall, is the Storefront Vinyl Program (SVP). SVP utilizes the same cheerful color pallet used for the on-street marketing campaign, and will feature available commercial space, lease information and a vision for the future use of each individual space. A special thank you to Rio Nuevo for funding the SVP.

### CEO Update

The CEO Update is a new digital communication from Kathleen Eriksen, President & CEO. The intention is to bring awareness to the DTP as an organization and communicate with downtown stakeholders and downtown enthusiasts. The update highlights the DTP's Clean & Safe program, marketing efforts, planning, and work of DTP committees and taskforces. The update also shares other downtown news, partner updates, business resources, and upcoming events. Emailed every two weeks, the CEO Update is sent to DTP's 6,100 email subscribers and is posted to @DowntownTucson social media accounts with a combined following of over 130,000. 18 CEO Updates were delivered last fiscal year.



### Clean & Safe

DTP's Maintenance and Safety Ambassadors continue to provide 24/7 Clean & Safe support to businesses and properties located within the BID. Ambassadors clean, maintain, beautify and patrol downtown daily. Daily services include power washing, trash abatement, biohazard removal, planter maintenance and watering, landscape maintenance, graffiti/sticker/poster reporting and/or removal, safety escorts, law enforcement communication, crime reporting, homeless outreach, customer service and directions to visitors, and more. Ambassadors received relevant trainings to respond to the evolving needs of the downtown community including customer and visitor service, de-escalation, overdose response, and mental health first aid.



### Holiday Promotions

DTP continues to set the stage for a successful holiday season in Downtown Tucson. 148 street trees were tight wrapped in warm white LED lights. Funding for the tight wrapping of trees was generously provided by the City of Tucson and Pima County. 61 properties installed uniform white LED lights and clips to their rooflines through the DTP Building Illumination Program and a brand new 36-foot holiday tree was installed at Jácome Plaza. This tree was sponsored by Rio Nuevo and was the largest in southern Arizona. DTP's Desert Nights Downtown Lights holiday campaign promoted over five weeks of holiday festivities including hundreds of events and activities, small business specials and a festive environment downtown.



## By the Numbers

- 19** Safety & Maintenance Ambassadors
- 24/7** Safety & Maintenance
- 7,211** Calls for Service
- 38** Bigbelly Solar Powered Trash Compactors
- 136,013** Gallons of Trash Collected
- 3,828** Blocks of Sidewalk Powerwashed
- 1,992** Graffiti and Stickers Removed
- 258** Planters Maintained
- 148** Trees Wrapped in LED Lights
- 852** Banners, Planter Signs, Decals, Bigbelly Vinyl
- 157,125** Website Visitors
- \$33,385** In Downtown Tucson Gift Card Sales
- 131,448** Combined Social Media Followers
- 3,756,495** Social Media Impressions
- 64** Email Blasts Delivered
- 2,491** Events Promoted in Email Blasts
- 5** Year BID Renewal
- 0** Property Owners Contested the BID Renewal

## FIVE-YEAR STRATEGIC PLAN 2022-2027 Year One Accomplishments

The DTP made great progress in the first year of its new strategic plan, implementing and accomplishing several of the recommended tactics under the plan's five goals with 23 objectives. Scan the QR code to see what we accomplished in year one of the plan, in addition to DTP's daily enhanced services.



### GOAL 1

Continue to provide high-level enhanced services and outreach in downtown

### GOAL 2

Curate and support a vibrant storefront economy

### GOAL 3

Activate and maintain a physical environment that is beautiful, fun, accessible, and encourages people to spend time and explore downtown

### GOAL 4

Market and promote downtown to Tucsonans

### GOAL 5

Be a thought leader and champion to guide the future of Downtown Tucson

## Financials



### Revenue

- \$665,573 Private Properties
- \$365,000 City of Tucson ESA
- \$307,327 Pima County Properties
- \$222,869 Rio Nuevo Properties
- \$308,850 Sponsorships & Other

### Expenses

- \$1,223,211 Maintenance & Safety
- \$271,706 Administration
- \$180,998 Marketing
- \$203,792 Economic Development



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## About Us

The Downtown Tucson Partnership, or DTP, 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 clean and safe initiatives, beautification, economic development initiatives, marketing, placemaking, and advocacy for projects and resources that support a vibrant and sustainable downtown.

**MISSION** - To be the catalyst making Downtown Tucson the economic and cultural center of the region -- an inclusive place people want to live, work, and play, and where new ideas flourish.

**VISION** - Downtown Tucson is a downtown for everyone -- the region's eclectic urban hub, where people come to connect, be authentically inspired, prosper, and celebrate diversity.

## About the BID



**25 YEARS**  
1998-2023  
Caring for Downtown

100 N STONE AVENUE, SUITE 101  
TUCSON, AZ 85701  
DOWNTOWNTUCSON.ORG



@DOWNTOWNTUCSON



## FY 22/23 ANNUAL REPORT

### Board of Directors as of June 30, 2023

#### EXECUTIVE COMMITTEE

- Tom Heath *DTP Board Chair, Mortgage Guidance Group at NOVA Home Loans*
- David Bachman-Williams *Downtown Neighborhood and Residents Council*
- Michael Crawford *Crawford Law PLLC*
- Randi Dorman *R+R Develop*
- Todd Hanley *Hotel Congress & Maynards Market and Kitchen*
- Julie Katsel *University of Arizona*
- Jan Leshner *Pima County Administrator*
- Monica Perez *Pima County Representative*
- Fletcher McCusker *Rio Nuevo and UAVCF*
- John O'Dowd *Amado and Associates, CPA's*
- Michael Ortega *City of Tucson, City Manager*
- Barbra Coffee *City of Tucson City Manager Representative*
- Liz Pocock *Startup Tucson*
- Laura Shaw *Sun Corridor Inc.*
- Lucinda Smedley *TREND Report and Real Estate Consulting Group*
- Dillon Walker *Bourn Companies, LLC*

#### BOARD MEMBERS

- Chad Blair *CITY Center for Collaborative Learning*
- Corey Doggett *Tucson Police Department*
- Helen Gomez *Ben's Bells*
- Stephanie Gorton *El Rio Health*
- Glenn Grabski *Tucson Convention Center*
- Moniqua Lane *Downtown Business Owner*
- Kresta Leal *Downtown Resident*
- Chris Leighton *Peach Properties*
- Camila Martins-Bekat *Tucson Electric Power*
- Omar Mireles *HSL Asset Management*
- Crystal Moore *Presidio Tucson*
- Renee Morton *Mordasini Villas and HomeStyle Galleries*
- Joe Rottman *Caterpillar Inc.*
- McKay Stevens *Bourn Companies, LLC*
- Cameron Taylor *Imago Dei Middle School*
- Hilary Van Aisburg *Children's Museum Tucson|Oro Valley*
- Art Wadlund *Downtown Tucson Apartments*

#### EX-OFFICIO

- Rob Elias *Tucson Hispanic Chamber of Commerce*
- Felipe Garcia *Visit Tucson*
- Michael Guymon *Tucson Metro Chamber*
- Steve Kozachik *Tucson City Council Member, Ward 6*
- Diana Amado *Tucson City Council, Ward 6 Representative*
- Ted Maxwell *Southern Arizona Leadership Council*
- Nicole Barraza *Southern Arizona Leadership Council Representative*
- Jane McCollum *Marshall Foundation, Main Gate Square*
- Gary Molenda *Business Development Finance Corporation*
- Kylie Walzak *Pima County District 2 Representative*

### DTP Staff

#### ADMIN STAFF

- Kathleen Eriksen *President & CEO*
- Zachary Baker *Deputy Director*
- Russ Stone *Safety & Maintenance Director*
- Whitney Nesbitt *Office Manager*
- Jenny Knight *Marketing Specialist*

#### MAINTENANCE AMBASSADORS

- Antoine Smith *Supervisor*
- Jorge Felix
- Isaac Jump
- Festus Sallu
- Rashawn Smith
- Timothy Steele
- Tom Vanata
- Lee Whitney

#### SAFETY AMBASSADORS

- Harold Harris *Supervisor*
- Eric Christenson *Supervisor*
- Lazaro Cabrera
- Abigail Dominguez
- Jose Garcia
- Abby Grijalva
- Matthew Guzman
- Nathan Guzman
- Adrian Mercado
- Jaden Nesbitt
- Ryan Whitney



**In Loving Memory of Donovan Durband (1965-2023)**  
Downtown champion, Tucson leader, community event enthusiast, parking expert, dear friend, colleague and so much more.