The Downtown Tucson Partnership is committed to making Downtown Tucson the most dynamic urban center in the Southwest. The Partnership is a non-profit, 501(c)(6) corporation that creates a more vibrant community for businesses, property owners, residents, employees, and visitors. Our programs have led to increased investment, growing numbers of businesses of all types, improved streetscapes, and improved quality of life. The Partnership manages the downtown Business Improvement District, known as the BID. The Partnership provides enhanced maintenance and security services, along with marketing, public relations, advocacy, and economic development services to the 33-block area. Commercial property owners in the BID fund these services through an annual surcharge of .053 cents per $100 of assessed property value. In 2013, by overwhelming vote, the BID was renewed for another 5 years.

Downtown’s Remarkable Turnaround

Fiscal year 2012-2013 saw a continuation of the unprecedented economic transformation that has characterized the last four years of downtown’s remarkable turnaround. Cranes were seemingly everywhere you looked, a testament not only to the strength of Arizona’s recovery, but to the belief by area developers that the time has come to invest in Tucson’s urban core. New restaurants continued to pop up almost overnight. Proper Diablo Burger, Thunder Canyon Brewery, and Reilly’s Pizza are emblematic of our new entertainment district’s reputation for world-class cuisine. Quality, one-of-a-kind retail—like VII Grand and Inner Tie—began to make its appearance. But most encouraging is the amount and diversity of housing that was under construction or in the early stages of planning. Cadence, a 456-bed, student housing project at the east end of Congress is slated for completion by August. The Herbert, the conversion of the former Armory Park Senior Housing project into market-rate rentals has begun construction. One East Broadway represents the successful model of mixed-use development that is springing up in city centers across the nation. The seven-story complex on the corner of Broadway and Stone will offer parking, office and luxury apartments when it opens in September.

Of course the biggest news of the past twelve months is that the construction phase of the Modern Streetcar is nearly complete. This $192 million, four-mile, fixed-train system holds the promise of a new urban concept for the downtown core of our city with the merging of transportation, housing, entertainment, services, and employment into a seamless fabric of a new urban village. Fiscal year 2013-2014 promises to be equally exciting. With proposals for a re-visioning of the Rondstadt Transit Center, potential RFPs on other city-owned parcels, and new directions in the future of the Tucson Convention Center all under discussion, The Downtown Tucson Partnership’s role as an advocate for good urban design principles will be more important than ever.

Jan Cervelli
President
Downtown Tucson Partnership

About the Partnership

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Now more than ever, “It’s happening downtown” is an apt phrase, as an increasing number of businesses, arts and entertainment attractions, nightlife venues, special events—and residents—call downtown home.

The Partnership is pleased to share this annual report, which highlights what happened downtown from July 2012 to June 2013. It is structured around five areas on which the Partnership focuses:

1. **Marketing and promoting downtown** and its unique businesses, attractions, and events, to create a buzz;
2. **Supporting and co-sponsoring events** that help make downtown a destination and give it a positive vibe;
3. **Assisting businesses** to start-up or relocate, ensuring they have the resources to run a successful enterprise;
4. **Providing maintenance and security to keep downtown clean and safe**; and
5. **Supporting a walkable, vibrant, unique and authentic downtown** by being a visible advocate.

The Partnership’s work in these areas contributes to downtown success by making downtown safer, more accessible, more attractive, more exciting, more livable, a better place to visit, and a better place for commerce, which in turn supports our community’s comprehensive strategies for downtown redevelopment.

We thank the City of Tucson, Pima County, our Board and committee members, and all our other community partners for your commitment to building a vibrant and sustainable downtown. We look forward to continuing to work with you all to ensure that it’s happening downtown for years to come.

Michael Keith, CEO, Downtown Tucson Partnership
It has been said that the heart and soul of every community is its people and its downtown. In Tucson, downtown is again becoming the heart and soul of the region as new enterprises are taking root, and long-established ones are being re-energized. All this activity creates a buzz, as the word spreads that downtown is open for both business and pleasure, and offers many places to visit and things to do.

Through its marketing, promotion, and public relations efforts, the Downtown Tucson Partnership amplifies the buzz. The Partnership invites people to experience downtown, by promoting and co-sponsoring special events for a wide range of audiences. Through its website, DowntownTucson.org, and e-newsletter, the Partnership gives people something to talk about, presenting original stories about the unique businesses and events that are only downtown. The Partnership uses social media to encourage people to spread the word. Through Facebook and Twitter, everyone can check in, like, share with friends, and post about what’s happening downtown—people don’t have to take the Partnership’s word for it.

Additionally, in FY2013, the Partnership was able to purchase extensive advertising to round out the marketing mix, reaching tourists and locals alike, building awareness, changing misconceptions, and improving opinions about downtown.

The direct impact of marketing is seen in the hustle and bustle of Downtown Tucson. More businesses have been attracted to the area because of the buzz, more residents have spent time—and moved—downtown, and more tourists have come to experience our authentic downtown ambiance.
There is a different vibe downtown.

Downtown Tucson Partnership works with businesses and nonprofit organizations to create the downtown vibe—they enliven downtown with new and expanded happenings. Through collaborations with businesses and nonprofit organizations to produce and present events, the Partnership has helped to increase per person spending downtown. Downtown’s festivals and events are diverse—in size, theme, and audience. From 2nd Saturdays to Tucson Meet Yourself, Startup Tucson Weekend to Meet Me Downtown, from Cyclovia to El Tour de Tucson, there is something for every Tucsonan. DTP itself produces the Parade of Lights, which brings 25,000 people downtown for a day of holiday-themed activities, in venues ranging from the historic depot to the Fox Theatre. The family-friendly, fun-filled festivities have become a Tucson tradition.

The vibe reaches tourists as well. Visitors are not looking for “best kept secrets” or “solitude” when downtown but rather places where other people go, and things other people do. They want to be in a lively, interesting environment. Downtown has the activities and attractions to draw residents, and visitors follow.

**This is the downtown Tucsonans have been waiting for, and it feels like the party’s just getting started.**

### 2012-2013 DTP Sponsored Events

**August**: Los Descendientes del Presidio de Tucson  
**September**: Tucson Flamenco Festival  
**October**: Fall Crawl  
**Tu Nicko**: “The Duel”  
**Tucson Meet Yourself**  
**AIDS Walk Kid’s Day Downtown**: Kidical mass  
**November**: Fire Fighter’s Chili Cook Off  
**All Souls Procession Veteran’s Day Parade**  
**Open Studio Tour**  
**Fox Gala**: Chasing Rainbows  
**El Tour de Tucson**: Holiday Craft Market  
**December**: Downtown Parade of Lights  
**Light 4th Avenue Street Fair**  
**Toole Avenue Arts Bazaar**  
**LoVe and Rodeo Days**  
**Arts Celebration**  
**March**: Old Pueblo Grand Prix-Criterium  
**St. Patrick’s Day Parade & Festival**  
**4th Avenue Street Fair**  
**Spring Artsisans Market Ages & Stages**  
**April**: Criterium  
**Cyclovia Chess Fest**  
**Fiesta Grande**  
**Toole Avenue Arts Bazaar**  
**Let’s Get Fit!**  
**Tucson Children’s Museum**  
**Spring Art Block Party**

### FESTIVALS & EVENTS BY THE NUMBERS

**49**

**1.07 million**  
**EVENTS FOR PEOPLE OF ALL AGES & ALL WALKS OF LIFE sponsored by DTP**

**$1 million**

**IN NEW REVENUE**

**49**

**PARTICIPANTS FROM ACROSS METRO TUCSON TO DOWNTOWN**

### WHICH BROUGHT

**49**

**1.07 million**  
**AND**

**$1 million**

**IN NEW REVENUE**

**49**

**2nd Saturdays every month**

(Opposite page) Dance duo performs at Maker House art event.  
(Top left) A folklorico dancer lights up the night during the 2012 Parade of Lights.  
(Top right) MOCA Tucson draws contemporary art lovers from across the metro area.  
(Bottom left) Both it of us, a husband/wife duo whose style has been described as a little bit of pop, a little bit of prairie, and a little bit of jazz performs during 2nd Second Saturdays Downtown.

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Annual Report 2012-2013 - 7
Welcome to Downtown
July 2012–June 2013
Relocations Caliber Funding, Crossfit Kids, Gangplank Tucson New/Expansions Lulu’s Shake Shop, Café a la Carte expansion, Urban Fresh, La Plata, Junior’s, Reilly’s, Makerhouse/Artfire, Candy Strike, Proper, Diablo Burger, Thunder Canyon Brewery, New Housing Cadence

Downtowns are symbols of community economic health, and of partnership between the private sector and the public sector. When downtowns are healthy economically, the rest of the community—and region—thrives.

To make downtown a destination, it is important to build critical mass of diverse enterprises—different types of food service, specialty retail shops, and entertainment venues that are open after 6 pm. DTP worked closely with realtors, building owners, lenders, and city government to make it easier for businesses of all types to start up or relocate downtown. The result: All the signs in downtown Tucson are pointing in a positive direction.

There has been record development over the past 60 months, recently hitting the milestone of more than 150 new businesses and private projects in the heart of the city. Downtown is helping to lead Southern Arizona’s economic recovery, with thousands of new jobs created and increased sales tax revenue being reinvested in the community. Local small business owners and high-tech industry projects comprise a majority of this investment.

Since 2008, the city center has seen 34 new restaurants, 27 retail shops, 12 new art and cultural projects, 14 offices, nine health and wellness centers, nine high-tech businesses or business incubators, eight housing projects, six bars or nightclubs, five bakeries, two coffee shops, two salons, two schools, one craft brewery, one entertainment venue expansion and one hospitality renovation.

The open-window bar at Proper, 300 E. Congress Street, one of the new businesses that opened downtown during FY2012-2013.

Downtown
has become an
Enterprise zone
where businesses can thrive

Welcome to Downtown
July 2012–June 2013
Relocations Caliber Funding, Crossfit Kids, Gangplank Tucson New/Expansions Lulu’s Shake Shop, Café a la Carte expansion, Urban Fresh, La Plata, Junior’s, Reilly’s, Makerhouse/Artfire, Candy Strike, Proper, Diablo Burger, Thunder Canyon Brewery, New Housing Cadence

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The open-window bar at Proper, 300 E. Congress Street, one of the new businesses that opened downtown during FY2012-2013.
Downtown Tucson Partnership creates a positive sense of place by doing things you don’t see that make downtown safer, cleaner, and enhance the quality of experience.

The most important services DTP provides relate to the streetscape: painting curbs, picking up trash, emptying trash, maintaining flower pots and hanging planters, removing graffiti, and power washing five days a week. These behind-the-scene services are only visible when they don’t happen.

Security is also an important service for downtown merchants, their patrons, and their employees. DTP staff works closely with the Tucson Police Department to provide extra eyes and ears especially during busy downtown nights. DTP provides licensed security guards to ensure that when you come downtown you are safe and secure.

STREET SWEEPING & POWER WASHING
Partnership staff remove litter from sidewalks and tree wells; powerwash to keep sidewalks clean by removing gum, spilled liquids, paint, and other substances.

LANDSCAPING
Maintenance trims trees that obstruct sidewalks, and maintains the planters that are placed on almost every corner in downtown. DTP purchases, plants and waters an assortment of cacti and Southern Arizona native plants.

GRAFFITI REMOVAL
Maintenance removes graffiti and illegal handbills on a daily basis. Within the past two years, the Partnership has removed thousands of pieces of graffiti and maintains a goal to have graffiti removed within 24 hours.

THE PURPLE PEOPLE
The Purple People act as ambassadors for Downtown. They provide information about businesses, directions, and general information about downtown. They are also security ambassadors, who make downtown a safe environment all day, every day.

MAINTENANCE CREW
The maintenance crew performs daily litter removal, trash pickup, monitors alleys, buildings, gutters, plazas, Ronstadt Transit Center exteriors, underpasses, parking lots, trash cans, and street furniture to ensure they are de-littered. They report any sidewalk or street sign repair to the City of Tucson.

CLEAN & SAFE BY THE NUMBERS

2,000 pounds of trash collected each week

94 concrete planters maintained
13 hanging plants maintained
40 antique lights refinished
The vision that so many Tucsonans have had for so long, of an authentic downtown for everyone, with a wide variety of businesses, housing, and beautiful outdoor spaces suddenly seems attainable in a way that was unimaginable even a few years ago. This is due to the efforts of businesses, investors, neighborhood leaders, city officials and staff — and the Downtown Tucson Partnership.

The Partnership is playing an important role in downtown renewal because of the services we provide, the investment we encourage, and the advocacy we do for sound policies that support a healthy urban core. Through conversation and consensus building, we are building a vibrant downtown community.

DTP advocates for a walkable, urban environment, successful local businesses, a vibrant arts community, an up-to-date transit system, purposeful open space, and a unique and authentic downtown. We work to enact public policy—and implement public and private practice—that promotes a built environment that attracts people to live, visit, eat, shop, and spend time downtown.

BY THE NUMBERS, 2008-2013

PUBLIC INVESTMENT

$589 million

PRIVATE INVESTMENT

$209 million

RESTAURANT & BAR $12.43M

HOUSING $12.43M

ARTS & ENTERTAINMENT $4.93M

RETAIL $11.01M

OFFICE $12.43M

PRIVATE CREATED 906

PRIVATE RELOCATED 720

PUBLIC CONSTRUCTION 7144

2012

(Adjacent page) Two girls plotting the future. (This page, top) Participants reviewing ideas generated at a community planning session. (Center) Bus riders on the move at the Ronstadt Transit Center, a metro-area transit hub. (Bottom) Meet Me at Maynards participants enjoying the evening on the patio at Hotel Congress, a mainstay of our vibrant, authentic downtown. Photo credit: K Whelan, Meet Me at Maynards.
Downtown Tucson Partnership
Balance Sheet
as of June 30, 2013

ASSETS

Current assets
Cash and cash equivalents $343,280
Accrued expenses 11,887
Prepaid expenses 0
Deposits (State Fund only) 11,839
Inventory - Downtown Shop 12,187
Total current assets $683,385

Less accumulated depreciation 14,986
Total Assets $698,371

LIABILITIES

Current liabilities
Accounts payable $25,665
Payroll taxes payable 25,012
Accrued wages 75,325
Payroll taxes payable 25,012
Payroll taxes payable 4,397
Line of Credit - Chase and Wells Fargo 0
Line of Credit - DDC Line of Credit 34,100
Payroll taxes payable 101,650
Payroll taxes payable 0
Payroll taxes payable 0
Prepaid expenses 0
Deposits (State Fund only) 0
Total current liabilities 148,412

Less accumulated depreciation 14,986
Total liabilities 148,412

Net Income $635,960

Note: For FY2013, there was a carryover of grant funds for façade program. These funds covered the $19,509 difference in revenue and expenses.