



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

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.

For more information about partners, budget, timelines, or any other aspects of this Strategic Plan, please contact the Downtown Tucson Partnership at: info@downtowntucson.org

FIVE - YEAR

STRATEGIC PLAN

2017 to 2021



GOAL 1

Clean and Safe

Increase sanitation, maintenance and safety standards Downtown.



GOAL 2

Beautification and Greenscape

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



GOAL 3

Downtown Accessibility

Make it easier to get into and around Downtown.



GOAL 4

Business Recruitment and Retention

Recruit key businesses and venues that respond to the Downtown market needs including those of residents, employees, businesses and tourists. Provide support services and education to help existing businesses improve and thrive.



GOAL 5

Marketing and Promotions

Market existing businesses, events, parks, available spaces, and business opportunities. Promote an enhanced, vibrant image of Downtown.



GOAL 6

Resource Development, Finance and Planning

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



GOAL 7

Residential and Mixed-Use Development

Implement and support aggressive housing and mixed-use development effort.



GOAL 8

Relationship Building

Strengthen our relationship with merchants, property owners, developers, neighborhood groups, historic preservationists, City, County, Rio Nuevo, U of A, stakeholders and partners.



GOAL 9

Enhanced Services Agreement and Fee for Service Contracts

Exceed expectations and contract requirements. Provide the highest level of professionalism and customer service to the City of Tucson.