



CEO report

year in review

A Message from Kathleen Eriksen, President and CEO of the Downtown Tucson Partnership

FY 17/18 was a landmark year for the Downtown Tucson Partnership. Significant changes can be seen everywhere. From the remarkable transformation of Jacome Plaza and a dramatic decrease in chronic street homelessness, to the impressive holiday décor and building illumination program. This has been a truly amazing year! The board and staff have made great progress while charting a new and exciting direction for the future of Downtown. 2018 marks Downtown Tucson Partnership's 20th year anniversary and we thank our partners for continuing to support our efforts. We would like to take a moment to reflect on some of the highlights of this past fiscal year.

CLEAN & SAFE: Increase sanitation, maintenance and safety standards Downtown.

- Reduced chronic street homelessness by 96% (approximately 84 to 5)
- Created Downtown homeless outreach program, DTP Connects, through partnership with Old Pueblo Community Services.
- Created Homeless Resource Guide.
- Increased visibility and effectiveness of Clean and Safe team through stricter uniform policies, increased hours on evenings, weekends and holidays. Emphasized being "on the street" and visible. Implemented timed route patterns, patrol areas, cameras, walkie talkies, body cams and trackers.
- Installed Doggie Doo-Doo stations in high dog traffic areas.
- Create Lights-out Report and process for timely rebulbing system with City.
- Improved sidewalk cleanliness through new power-washing methods, equipment and increased cleaning schedule.
- Implemented new volunteer cleaning crew three days a week through a partnership with Workability.

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.

- Created Building Illumination Program. 52 Downtown buildings participated.
- Implemented extensive holiday lighting program including 157 tight wrapped trees, poinsettia-themed planters, Window Decorating Contest and the Building Illumination Program.
- Reactivated Jacome Plaza from homeless encampment to vibrant public plaza through pilot park management program. Management included initial physical improvements (e.g. tables, chairs, shade sails, lighting, games and gaming area, free wifi, etc...), marketing the space to outside groups for programming, daily management, maintenance and security. 97% increase of new park users, 275+ new park users, 73% of new park users are women, 62% children.
- Created Downtown Planter Program. 14 businesses participated; 27 planters total.
- Implemented Summer Flag Day display on Downtown light poles.
- Coordinated tree planting in Jacome Plaza through partnership with Tucson Clean and Beautiful.
- Created comprehensive landscaping plan for all City planters. Native plants grown from seed, planted and maintained by landscape architect-botanist/developmentally disabled team of five through a partnership with Desert Survivors.
- Provided design guidance for outdoor cafes and signage to Downtown businesses.

RESOURCE DEVELOPMENT AND FINANCING: Strengthen the organization’s financing, staff and board structure and organizational development and growth.

- Created Five-Year Strategic Plan and clearly defined vision and mission.
- Created and implemented yearly action plans FY17-18 and FY 18-19.
- Balanced Budget for FY17-18 and FY 18-19
- Updated ESA to reflect strategic plan and successfully renewed the BID for five more years.
- Reviewed current BID assessment methodology and accuracy through NBS Consulting.
- Raised \$135,000 in sponsorship and grants.
- Hired new staff and restructured existing.
- Provided quality workplace conditions through programming and benefits. (Quarterly Biggest Loser Competitions, Reduced Rate - Gym Memberships, Increased Wages, Performance-based Bonuses, Improved Health Insurance, Annual Performance Reviews, 401K Program.)
- Selected to participate in IDA’s Value of Downtowns study.

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

- Created 6-week holiday celebration – Desert Nights, Downtown Lights.
- Retooled the Parade of Lights and Festival to be more Downtown centric and festive for children (fresh snow).
- Created Friday Food, Fun and Flix – Holiday outdoor movies series in Jacome Plaza.
- Conducted multiple surveys.
- Coordinated Small Business Saturday event.
- Increased Social Media quality and impact – 74,000 combined followers / giveaways and takeovers.
- Created Health at Jacome – fitness series.
- Provided merchants with multiple co-op advertising campaigns.
- Provided merchants with marketing consultation and graphic design assistance.
- Created Economic Development Report and Monthly Pulse.
- Re-designed Weekend Update (Weekly Distribution).
- Formalized street closure notification process
- Produced Annual Report.
- Implemented monthly press schedule.
- Partnered with El Presidio Museum to create Neighborhood Gastronomy Tour.

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

- Improved overall communication and trust with Merchants.
- Created and facilitated sub-committees of the Merchant Council (Security Workgroup, Marketing Workgroup)
- Acted as liaison between City and Downtown businesses and property owners. Helped to facilitate approvals and help navigate through application and approval processes.
- Created seasonal Merchant mixers.
- Created partnerships with Downtown schools for usage of Jacome Plaza as a playground and outdoor classroom.
- Strengthened a cooperative relationship with Tucson Police Department.
- Improved overall reputation of Downtown Tucson Partnership as a service-orientated “get it done” organization.

