**Mission & Vision**

**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.

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**Highlights**

**DTP Connects**

Connected 84 individuals with housing through the DTP Connects program in the first three months. Through a partnership with OPCS, individuals experiencing homelessness received services and were placed in homes and shelters utilizing the Housing First model. Onsite interviews and assessments were provided by a dedicated community engagement specialist at homeless encampments in Downtown parks and public spaces via a DTP Connects mobile unit. The mobile unit continues to patrol the Downtown every week day connecting individuals in need with housing and supportive services.

**Activation of Jacome Plaza**

Jacome Plaza was transformed into to a vibrant public plaza through a pilot park management program. Management included initial physical improvements (e.g. red bistro tables and chairs, shade sails, lighting, life size games and gaming area, free Wi-Fi, Outdoor Office, landscaping), marketing the space to outside groups for programming, partnering with Downtown schools for daily recess, daily management and oversight, maintenance and security. The results were staggering, there has been a 97% increase in new daily park users.

**Merchant Meetings**

Monthly meetings, seasonal mixers and solution-based task forces are conducted regularly with the Downtown merchants and property owners to maintain a positive and cooperative relationship while addressing critical issues facing Downtown.

**Comprehensive Landscaping Plan for City Planters**

Drought tolerant plants, grown from seed and native to the Sonoran desert were planted and are being maintained by a landscape architect-botanist and a team of individuals with intellectual and developmental disabilities through a new partnership with Desert Survivors. DTP is responsible for maintaining over 180 City planters and landscape areas throughout Downtown.

**Downtown Planter Program**

This new beautification program provided 27 customized planters, made in house out of recycled scrap metal to fit the exact dimensions of each individual storefront. 14 businesses participated. Each season, a selection of flowering annuals are offered to participants.

**Parade of Lights & Festival**

The 23rd Annual Parade of Lights & Festival was one for the record books. Tucson’s most spectacular holiday parade and festival welcomed a record number of attendees; 10,400+ and a new route, returning this iconic event back to the center of Downtown. The all-day festival included over 7,000 participants, a parade through the heart of Downtown and a new route, returning this iconic event back to the center of Downtown. The all-day festival included more diverse entertainment, as well as 15 tons of fresh shaved snow, all free attractions for the community!

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**By the Numbers**

**FY17-18**

- **21** Security & Maintenance Ambassadors
- **24/7** Security & Maintenance
- **10,400+** Hours Sweeping & Power Washing Sidewalks
- **15 Tons** of Trash Bags Discarded
- **84** Homeless Individuals Connected w/ Housing
- **275** New Daily Park Users in Jacome Plaza
- **73%** Women & **62%** Children
- **74,000** combined social media followers
- **2,793** events promoted through Weekend Report
- **90** businesses highlighted through social media & Weekend Report
- **5 weeks** of Holiday Promotions w/ **224** Poinsettias Planted
- **2018** Marked Downtown Tucson Partnership 20 Year Anniversary
- **5 Year BID Renewal**
- **0** Property Owners Contested the BID Renewal
- **32** local businesses participated in **Small Business Saturday**

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**Year in Review**

**Financials**

**Revenue**

- **$350,301** Private Property Owners
- **$365,000** City of Tucson
- **$303,946** Park Tucson Contract
- **$193,261** Sponsorships, Grants, Other
- **$188,477** Rio Nuevo
- **$180,000** Pima County

**Total Revenue:** $1,770,982

**Expenses**

- **$884,822** Maintenance and Security
- **$287,460** Park Tucson Contract
- **$280,495** Administration
- **$159,397** Economic Development
- **$152,268** Marketing

**Total Expenses:** $1,764,442

**Net Surplus:** $6,540

*excluding depreciation
Five-Year Strategic Plan
2017–2021

GOAL 1
Clean and Safe
Increase sanitation, maintenance and safety standards Downtown.

GOAL 2
 Beautification & 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 & 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 & Promotions
Market existing businesses, events, parks, available spaces, and business opportunities. Promote an enhanced, vibrant image of Downtown.

GOAL 6
 Resource Development, Finance & Planning
Strengthen the organization’s financing, staff, board structure and organizational development and growth.

GOAL 7
 Residential & 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, Río Nuevo, U of A, stakeholders and partners.

GOAL 9
 Enhanced Services Agreement & Fee for Service Contracts
Exceed expectations and contract requirements. Provide the highest level of professionalism and customer service to the City of Tucson.

Board of Directors

Larry Hecker
Hecker PLLC
Chuck Huckelberry
Pima County
Nancy Johnson
El Rio Community Health Center
Julie Katsel
University of Arizona
Lee Klein
CarMedia
Anne Lawrence
Holualoa Companies
Fletcher McCusker
UAWCF, Río Nuevo
Jeremy Mikolajczak
Tucson Museum of Art
Omar Mireles
HSL Properties
Melanie Morrison
MB Management Services
Renée Morton
Home Style Galleries
John O’Dowd
Amado & Associates
Michael Ortega
City of Tucson
Andrew Owens
Pueblo Vida Brewing Company
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DNARC, Chair
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Startup Tucson
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Wells Fargo Bank
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Peach Properties
Lucinda Smedley
Trend Report
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Image De Middle School
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Vint & Associates Architects
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Berkadia Real Estate Advisors
Dillon Walker
Tucson Young Professionals
Kyle Walzak
Living Streets Alliance
Tom Warne
J. Investments
Adam Weinstein
Gadsten Company LLC
Zach Yentzer
DNARC, Menlo Park
Kari Zimmell
Tucson Electric Power

Ex Officio

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Visit Tucson
Donovan Durband
Park Tucson
Richard Elías
Pima County Board of Supervisors, District 5
Steve Kozachik
Tucson City Council, Ward 6
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Southwestern Arizona Leadership Council
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Marshall Foundation, Main Gate
Matt Minder
Southwest Gas Corporation
Gary Molenda
Business Development Finance Corp.
Lea Marquez Peterson
Spanish Chamber of Commerce
Fred Ronstadt
Fourth Avenue Merchants Association
Amber Moore Smith
Tucson Metro Chamber

Thank you to our Funding Partners!

Private Property Owners Located within the Business Improvement District
City of Tucson
Pima County
Río Nuevo
I. Michael and Beth Kasser
Our Many Sponsors and Partners

Our Many Sponsors and Partners

ABOUT THE PARTNERSHIP

The Downtown Tucson Partnership is a non-profit, 501(c)(6) corporation created in 1998 to implement enhanced municipal services for the Downtown Business Improvement District. In FY17-18, the Business Improvement District was renewed for five more years.

DOWNTOWN TUCSON PARTNERSHIP
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