<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda Item</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 am</td>
<td>Welcome &amp; Introductions/Merchant Leadership Council</td>
<td>Tom Heath, Council Chairman &amp; The Heath Team at NOVA Home Loans</td>
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<tr>
<td>9:05 am</td>
<td>Inspiration</td>
<td>Theresa Fichter, Graduate Support Coordinator at Imago Dei Middle School</td>
</tr>
<tr>
<td>9:10 am</td>
<td>Security Update</td>
<td>Tucson Police Department</td>
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<tr>
<td>9:15 am</td>
<td>Downtown Tucson Partnership Update</td>
<td>Kathleen Eriksen, CEO&lt;br&gt;Russ Stone, Security &amp; Maintenance Manager&lt;br&gt;Zach Baker, Marketing &amp; Communications Manager</td>
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<tr>
<td>9:30 am</td>
<td>Downtown Tucson Development Update</td>
<td>Zach Baker, DTP, Marketing &amp; Communications Manager</td>
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<tr>
<td>9:45 am</td>
<td>Park Tucson Update</td>
<td>Donovan Durband, Parking Administrator, Park Tucson</td>
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<tr>
<td>9:55 am</td>
<td>Announcements / Open Discussion</td>
<td>March Merchant &amp; Retail Council Meeting</td>
</tr>
<tr>
<td>10:10 am</td>
<td>Adjourn</td>
<td>Upcoming Meetings: Next Merchants and Retail Council Meeting – April 18th, 2019 (third Thursday of each month at 9am – location subject to change)</td>
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*Check Out Upcoming Major Events on the back*
## Upcoming Major Events:

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>March 22nd-24th</td>
<td>4th Avenue Street Fair (Spring)</td>
</tr>
<tr>
<td>April 6th – 7th</td>
<td>Tucson Folk Fest (Jacome Plaza and other venues)</td>
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<tr>
<td>April 6th</td>
<td>Baja Beer Festival (Armory Park)</td>
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<tr>
<td>April 7th</td>
<td>Cyclovia Tucson (Banner/UA to the Warehouse Arts District)</td>
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<tr>
<td>April 13th</td>
<td>2nd Saturdays Downtown (Congress St &amp; Scott Ave)</td>
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<tr>
<td>April 13th</td>
<td>Black and White Dazzle Ball Gala MOCA (MOCA &amp; McCormick St)</td>
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<tr>
<td>April 10th – 21st</td>
<td>28th Arizona International Film Festival (The Screening Room)</td>
</tr>
<tr>
<td>April 23rd – May 5th</td>
<td>Agave Heritage Festival (Hotel Congress &amp; various venues)</td>
</tr>
</tbody>
</table>

Please submit large-scale events to zach@downtowntucson.org
welcome
merchants and retail council meeting
3.21.19
dtp update
merchants and retail council meeting
3.21.19
This planter is part of a larger beautification effort made possible through a joint partnership between Desert Survivors Inc. and the Downtown Tucson Partnership. Base plants are drought tolerant, native to the Sonoran desert and grown from seed at Desert Survivors Native Plant Nursery.
Marketing and Promotions

OLD PUEBLO POEMS

life in the city
Resource Development and Financing

**Highlights**

**DTP Connects**
Connected 1,816 individuals with housing through the DTP Connects program in the first three months. Through a partnership with OPCS, individuals experiencing homelessness received individualized assessments and supports to obtain housing. The model includes telephonic interventions and services for individuals who are unhoused.

**Merchant Meetings**
Monthly meetings, seasonal inns, and volunteer dashboards are conducted regularly with the Downtown merchants and property owners to maintain a positive and cooperative relationship and address critical issues facing Downtown.

**Comprehensive Landscaping Plan for City Plazas**
Brantley town plazas, grown from seeds at the Sonoran Desert Botanical Garden, are now part of a landscape architecture, including a team of individuals with intellectual and developmental disabilities through a new partnership with Desert Survivors. DTTP is responsible for maintaining over 110 city planters and landscape areas throughout Downtown.

**Activation of Jacome Plaza**
Jacome Plaza was transformed into a vibrant public plaza through a pilot park management program. Management included initial physical improvements (e.g., new benches, tables, and chairs, shade sails, lighting, and outdoor games and gathering area, from Kitco Outdoor Office, and landscaping) and converting the space outside groups for programming, partnering with Downtown Tucson for daily meals, daily management, and oversight, maintenance, and security. The results were surprising; there has been a 50% increase in new daily park users.

**Building Illumination Program and Holiday Decor**
This innovative lighting program highlighted Downtown Tucson in an elegant and festive display of thousands of white LED lights rented from over 50 participating buildings, visible from 1-10 and the Four Hills. Participating buildings’ planters, Hanging baskets, and storefronts as Hundreds of poinsettias and over 50 decorated storefronts.

**Parade of Lights & Festival**
The 23rd Annual Parade of Lights & Festival was on for record break. Tucson’s most spectacular holiday parade and festival welcomed a record number of attendees, approximately 25,000, and a new route, returning to the civic center back to the center of Downtown. The whole day event included more diverse entertainment, as well as 15 tons of fresh snow, snow slide, and live attractions for the community.

**Downtown Planter Program**
This new beautification program provided 17 customized planters, made from recycled plastic, to Haney’s, La Roca, and the Sonoran Desert Botanical Garden. The program included a selection of flowering annuals and perennials provided to participants.

**By the Numbers**

- **21** Security & Maintenance Ambassadors
- **24/7** Security & Maintenance
- **10,400+** Hours Sweeping & Power Washing Sidewalks
- **15 Tons** of Trash Bags Discarded
- **1038** graffiti tags removed
- **185** Planters & Landscape Areas Maintained
- **84** Homeless Individuals Connected w/ Housing
- **275** New Daily Park Users in Jacome Plaza
- **73%** Women & **62%** Children

**Additional Insights**
- **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 Year Anniversary, **5 Year BID Renewal**, **0 Property Owners contested the BID Renewal**, **32 local businesses participated in Small Business Saturday**.
The Flin – Under Construction

- Former La Placita Village site
- 6-story residential building - 220,725 sqft
- 243 market rate apartments (studios, 1, 2 and 3 bedroom units)
- Restaurant and Retail: 4,500 sqft
- Two levels of underground parking with 262 spaces
- Expected Completion: Summer/Early Fall of 2020

Developer: HSL Properties
City Park – Complete/Under Construction

- City Park includes properties 20, 40 and 60 E Congress
- 5-story mixed-use
- Hexagon Mining – Mining technology world headquarters, leasing floors 3 through 5
- 2nd floor, seeking additional office tenant
- 1st floor food hall with up to 12-15 local vendors
- 60 E Congress – 10,000 sqft of mixed-use – could be restaurant and/or office

Developer: Bourn Companies
RendezVous Urban Flats—Under Construction

- Site adjacent to One S Church, along Stone between Broadway and Congress
- Six story 121,000 sqft primarily residential building
- 100 market rate apartments (1 or 2 bedroom units)
- 4,500 sqft of ground floor retail/restaurant space
- Expected Completion: Early 2020

Developer: Aerie Development
75 Broadway– Proposed

- Pima County owned lot, along Broadway between Scott Ave and 6th Ave
- Proposed 12-story mixed-use building
- Top 5 floors to be Class A office space
- Middle 5 floors – approx. 350 parking spaces
- Bottom 2 floors – retail and/or dining
- Waiting for final construction clearance and finalizing lease with developer
- Expected start: Fall 2019
- Expected Completion: Early 2021

Developer: JE Dunn
Cathedral Square—Complete/Under Construction

- Conference and Education Building – April Completion
- 50,000 sqft complex with 500 seat conference center, community space, and offices
- The Marist mid-rise – Complete, Leasing, 75 units (low-income senior)
- The Marist College Building – Complete, Fully Leased, 8 units (low-income senior)

Developer: Bourn Companies
New Businesses Since the Start of 2017: 70
Housing Units Currently Under Construction: 696
Worth of Projects Currently Under Construction: $360 million