9:00 am  Welcome & Introductions/Merchant Leadership Council  
Tom Heath, Council Chairman and The Heath Team at NOVA Home Loans

9:05 am  Merchant Success Story  
Dalice Shepard, Marketing Director at Hotel Congress and Maynards Market & Kitchen

9:10 am  Safety Update  
Capt. Chris Dennison, Tucson Police Department  
Lt. Stacie Schaner, Tucson Police Department  
Russ Stone, Downtown Tucson Partnership

9:35 am  Downtown Tucson Partnership Update  
Kathleen Eriksen, CEO  
Russ Stone, Safety & Maintenance Manager  
Zach Baker, Marketing & Communications Manager

9:45 am  Parking Update  
Zach Baker, Marketing & Communications Manager

9:50 am  Comments / Concerns / Questions

10:00 am  Adjourn

Check Out Upcoming Major Events on the back  
Additional merchant resources can be found at downtowntucson.org/merchants.
A * indicates the event has ROAD CLOSURES. See downtowntucson.org/roadclosures.

January 18th
*Zoom Zoom! (Children’s Museum Tucson)

January 19th
*Dillinger Days reenactments (Hotel Congress)

January 20th (MLK Jr. Day)
*Tucson Jazz Festival – Downtown Jazz Fiesta

January 24th – 25th
Tucson Roadrunners Home Games (Tucson Arena)

January 31st – February 1st
Tucson Roadrunners Home Games (Tucson Arena)

February 1st – 16th
Tucson Gem, Mineral & Fossil Showcase

February 8th
*2nd Saturdays Downtown (Congress St & Scott Ave)

February 15th
Tucson Craft Beer Crawl

February 15th
Family Sci Fest (Children’s Museum Tucson)

February 21st – 22nd
Tucson Roadrunners Home Games (Tucson Arena)

February 26th
Tucson Roadrunners Home Game (Tucson Arena)

February 29th
Rialto Theatre Gala

March 7th
*Tucson Gran Fondo – Ride/Festival

March 10th – 11th
Tucson Roadrunners Home Games (Tucson Arena)

March 13th – 15th
Spring Art Market & Flower Festival (Tucson Museum of Art)

March 14th – 15th
Tucson Roadrunners Home Games (Tucson Arena)

March 14th
*2nd Saturdays Downtown (Congress St & Scott Ave)

March 15th
*St. Patrick’s Day Parade & Festival (Armory Park & Stone Ave)

March 20th – 22nd
*Fourth Avenue Spring Street Fair

March 27th – 28th
Tucson Roadrunners Home Games (Tucson Arena)

March 29th
Tucson Sugar Skulls – Opening Home Game (Tucson Arena)

April 3rd – 4th
Tucson Roadrunners Home Games (Tucson Arena)

April 3rd – 5th
Tucson Folk Festival (Jacome Plaza)

April 4th
Baja Beer Festival (Armory Park)

April 11th
*2nd Saturdays Downtown (Congress St & Scott Ave)

April 11th
Tucson Sugar Skulls (Tucson Arena)

April 15th – 26th
29th Arizona International Film Festival

April 18th
2020 MOCA Local Genius Awards Gala

April 23rd – May 5th
Agave Heritage Festival

May 2nd
Tucson Sugar Skulls (Tucson Arena)

See a major downtown event missing (attracting +200)?
Please submit large-scale events to zach@downtowntucson.org.
Welcome Downtown Merchants
Parade of Lights celebrates record-breaking year!

- 25th Annual Parade of Lights
- Highest Streetcar Ridership Since 2015
- Highest # of Parade Attendees
- Most Floats
- Most Lights Downtown
- Highest Fund Raising - $122,186
- Largest Sponsors

Marketing and Promotions
Window Decorating Contest - 1st Place Winner – Imago Dei
Window Decorating Contest – 2nd Place Winner – MEB Mgmt
1st Place: Tony Aragon
2nd Place: Ray Cleveland
3rd Place: Kristian Larry

presented by:

Visit Tucson

Marketing and Promotions
Big Belly – Solar Powered Trash Receptacles

- Increased Capacity
- Reduced Collections & Cost by 80%
- No Visible Waste or Pests
- Total Containment
- Cleaner Safer Public Space
Downtown Planter Program

Beautification and Greenscape