# DOWNTOWN MERCHANTS & RETAIL COUNCIL

MEETING AGENDA
March 21st 2019
Park Tucson Conference Room
110 E Pennington St
*(Enter via Pennington St)*

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

**9:05 am** **Inspiration**
*Theresa Fichter, Graduate Support Coordinator at Imago Dei Middle School*

**9:10 am** **Security Update**
*Tucson Police Department*

**9:15 am** **Downtown Tucson Partnership Update**
*Kathleen Eriksen, CEO*
*Russ Stone, Security & Maintenance Manager*
*Zach Baker, Marketing & Communications Manager*

**9:30 am** **Downtown Tucson Development Update**
*Zach Baker, DTP, Marketing & Communications Manager*

**9:45 am** **Park Tucson Update**
*Donovan Durband, Parking Administrator, Park Tucson*

**9:55 am** **Announcements / Open Discussion**
*March Merchant & Retail Council Meeting*

**10:10 am** **Adjourn**
*Upcoming Meetings: Next Merchants and Retail Council Meeting – April 18ht, 2019 (third Thursday of each month at 9am – location subject to change)*

*Check Out Upcoming Major Events on the back*

**Upcoming Major Events:**

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

*Please submit large-scale events to zach@downtowntucson.org*

# welcome

## merchants and retail council meeting

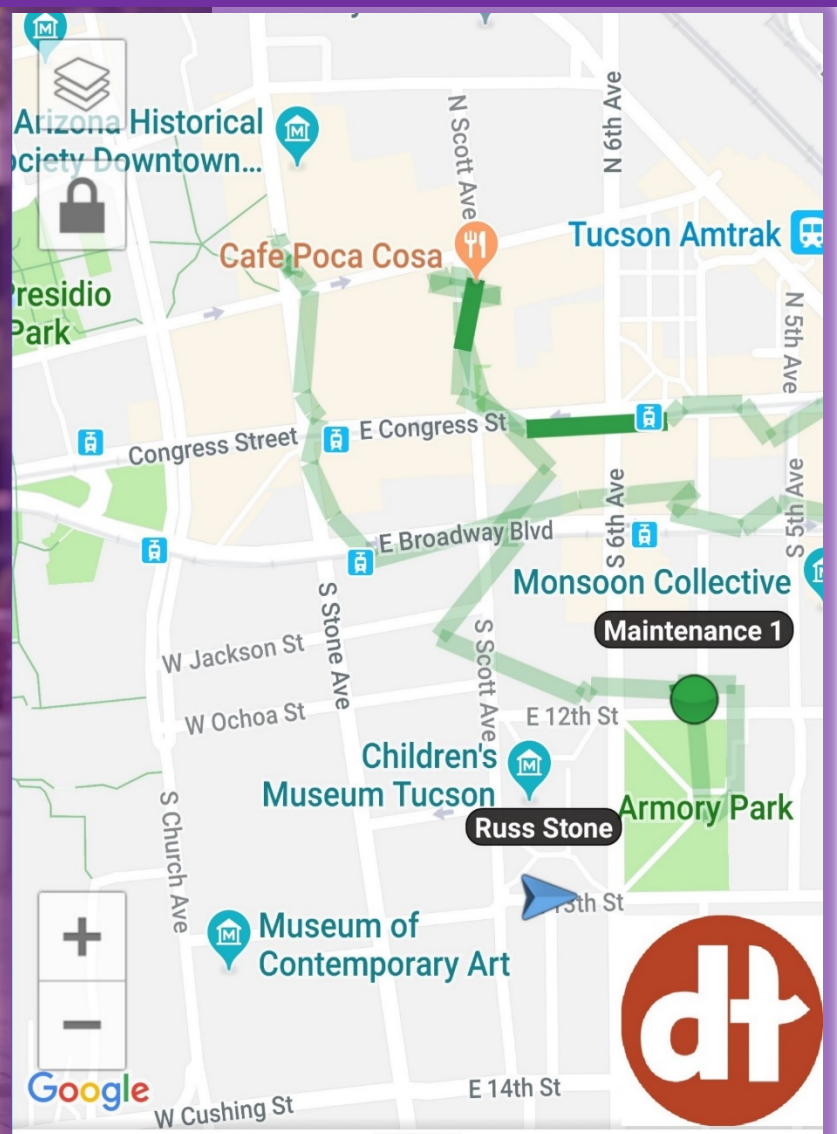
3.21.19

# dtp update

## merchants and retail council meeting

3.21.19

# Clean and Safe




DOWNTOWN TUCSON PARTNERSHIP

*Technology and Tools, Increased Coverage, Desert Survivors, DTP Connects*

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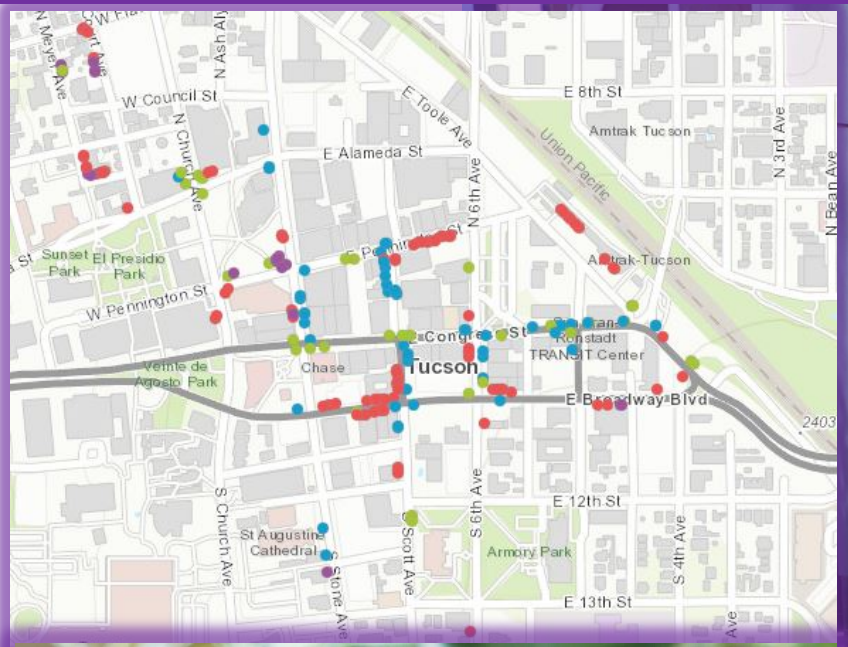
# Beautification and Greenscape



DOWNTOWN TUCSON PARTNERSHIP

# Marketing and Promotions

OLD PUEBLO

POEMS

*life in the city*

DOWNTOWN TUCSON PARTNERSHIP

THE UNIVERSITY OF ARIZONA POETRY CENTER

# Relationship Building and Communications

DOWNTOWN TUCSON PARTNERSHIP

*Dusk Survey Results*

# Resource Development and Financing

## 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.

### Building Illumination Program and Holiday Decor

This innovative lighting program highlighted Downtown Tucson's skyline in an elegant and festive display of thousands of white LED lights emitted from over 50 participating buildings, visible from 1-10 and the Foothills. Participating buildings purchased uniform clips and light lines. This incredible installation was complemented by 154 tight wrapped street trees, hundreds of poinsettias and over 50 decorated storefronts.

### 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.

### 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; approximately 35,000 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!

### 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.

## By the Numbers

**21** Security & Maintenance Ambassadors

**24/7** Security & Maintenance

**10,400+** Hours Sweeping & Power Washing Sidewalks

**15 Tons** of Trash Bags Discarded

Removed **1038** graffiti tags

**185** Planters & Landscape Areas Maintained

**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**

# *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

# 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*

# Downtown Tucson Development Outlook

**New Businesses Since the Start of 2017**

**Housing Units Currently Under Construction**

**Worth of Projects Currently Under Construction**

# Accessibility