

FY 25-26 By The Numbers

July 15, 2026

Operations

Clean & Safe Downtown – Clean Team

24.9 Tons

Trash removed



7,749

Trash bags pulled



339

Graffiti removals



468 hrs

Pressure washing



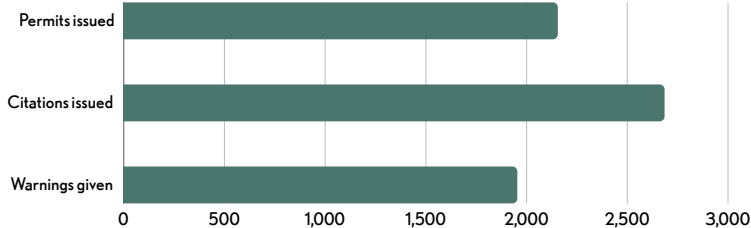
244 hrs

Plaza & Neon Garden upkeep

32 / 2 x yr

Sculptures cleaned, 50 volunteer

Parking Management



Special Event Parking

94

Shows served at Sirrine Garage
(Mesa Arts Center)

13,399

Cars Parked across the year

Marketing & Promotions

Reach & Engagement

Website Engagement (May 2025 - April 2026)

567,000

Pageviews

355,000

User engagement

213,000

First-time visitors

Social Media Growth

24,500

Instagram



19,286

Facebook



1,600

TikTok



Public Relations

Mentions in Media: 581

Average PR Audience:

142,036,761

Value: \$6,824,140



E-Blasts

E-marketing: 8,749 Subscribers
(17.6% +)

Open Rate: 17.57%

Increased frequency: 7.8% +



Events

EVENT NAME	NUMBER OF RECURRENCES / DAYS	ESTIMATED ATTENDANCE
Sunset Market	9	5,400
Storytime	28	3,000
Halloween	1	1,500
BBQ Classic	2	3,500
Merry Main Street Market	1	3,000
Cookies-n-Cocoa	1	150
Noon Years Eve	1	1,500
Baseball Block Party	1	2,000
Easter	1	2,000
Mesa Amplified	2	27,600*

Business Engagement



5

Business Promotions



Quarterly

Merchant Meetings



Bi-weekly

Merchant Newsletters



Ongoing

Business visitations



Ongoing

Flyer & notice delivery



3

Ribbon Cutting Events



4

Walking tours & presentations



Ongoing

Giftcard Program
40 Participating Businesses
\$11,384.00 in sales