2015-2016
ANNUAL REPORT
DOWNTOWN TEMPE
DEAR DOWNTOWN STAKEHOLDER

The past year has been a year of refined focus for our organization. We are grateful to be in a position to fine tune our work and look at ways to have an even greater impact on the vibrancy of our downtown. As an organization, we have successfully managed our clean and safe programs for many years, and we consistently receive praise for the quality of the public spaces throughout Downtown Tempe. It is now our job to think strategically as we move forward, thoughtfully creating shared spaces that draw downtown residents and visitors, while integrating local artists and community groups into the process and curation of these spaces. DTA spent the last year with a group of experts in placemaking and we plan to begin executing a three-year masterplan beginning in the 2017-2018 fiscal cycle. Simultaneously, our organization is deeply concerned about the quality of life for all downtown residents, including the underserved individuals and families who call our streets home. We are dedicated to raising funds and awareness in partnership with local social service agencies and the City of Tempe in hopes of moving toward a day when homelessness is no longer a reality in our downtown. It is our job to respond to the needs of our downtown and to continuously work to improve the quality of life available in this urban, walkable city. Our impact is regional, but our story is global.

Sincerely,

Kate Borders  
Executive Director

Matt Mooney  
Board Chair  
Cousins Properties
High-tech and innovative companies appear to have a magnetic attraction to Downtown Tempe, Arizona, an area constantly gaining new residents and businesses.”

- LIVABILITY
341
RESIDENTIAL UNITS ADDED
DOWNTOWN TEMPE BY THE NUMBERS

Population Growth (1mi)

2015: 19,318
2010: 18,353

Residential Units (1mi)

2015: 5,054
2010: 4,715

Average Condo Price per Sq Ft (1mi)

2015: $279
2010: $215

A VIBRANT COMMUNITY

$33,161 average median household income of residents
11% Tempe jobs in downtown district
6,512 residents have earned a college degree or higher
19,300+ weekday population

OPEN FOR BUSINESS

170+
Restaurants, bars, nightlife, retail and amenities

BID Assessments

$827 thousand 2015
$680 thousand 2010

CONTINUED GROWTH

Hotel Rooms (BID)
795 Current Inventory
0 Under Construction
550 Pipeline

Residential Units (BID)
1126 Current Inventory
265 Under Construction
500 Pipeline
KEEPPING DOWNTOWN CLEAN & SAFE

A clean and safe Downtown Tempe is our top priority. In addition to keeping Downtown Tempe looking beautiful, the Clean Team crew is a great source of information. This past year, the committed maintenance personnel assisted 2,259 people with hospitality related inquiries alone, and even went the extra mile by escorting 280 of those inquiring folks to their final destinations. Downtown Tempe’s very own custodial team is ultimately responsible for keeping the public right-of-way looking clean and pristine. Day and night, the Clean Team crew works diligently while assisting residents, employees and visitors every step of the way.

As goodwill ambassadors for Downtown Tempe, the highly visible, well-trained staff of yellow shirted Safe-T-Patrol guides have welcomed and enhanced experiences for residents, visitors and employees in Downtown Tempe. They provide an enhanced security presence on the streets and lakeside, patrolling on foot, bicycle and by boat seven days a week. This past year, the Safe-T-Patrol responded to 13,642 incidents, that included 1,271 connections to social service agencies on behalf of homeless individuals in the district. Downtown Tempe’s Safe-T-Patrol guides are always ready to help.

CLEAN

Clean Team Statistics

10,962 times that flowers were maintained
2,658 pieces of graffiti were removed
8,779 gum spots were removed
2,409 bags of trash were collected
5,430 times that street furniture and trash receptacles were cleaned

SAFE

Safe-T-Patrol Statistics

1,271 social service connections were made
10,678 responses to hospitality inquiries
2,076 responses to business community concerns
47 personal safety escorts provided
20 responses to disabled motorists
PARKING MANAGEMENT

Within Downtown Tempe, there are a total of 15,988 parking spaces between on-street metered locations and off-street lot and garage locations. DTA manages the enforcement of the on-street parking as well as the majority of off-street parking locations in Downtown Tempe. Nearly 600 spaces are on-street meters that can accept payment using multiple methods for the convenience of users. These include cash, credit and/or debit card, and the ParkMobile app.

In FY 2015-2016, the City of Tempe generated $2,700,000 in parking revenue. An additional $4,005,500 of revenue was generated in Downtown Tempe for private clients.

Parking Statistics

16 parking locations managed by DTA

15,988 parking spaces managed by DTA

2.1 million customer parking transactions this past year

76% of parking transactions via credit and/or debit cards

1 hr 21 mins is the average length a customer parks at an on-street meter

2 hrs 33 mins is the average length a customer parks in an off-street location
12,220

HOURS SPENT CLEANING AND PATROLLING THE DISTRICT

BLOCK BY BLOCK PARTNERSHIP

The sidewalks and streets of Downtown Tempe are maintained and patrolled by our Clean Team crew and Safe-T-Patrol guides. Both groups are staffed through a partnership with Block by Block, a company that specializes in providing clean and safe services to downtown improvement districts.

DTA has been partnering with Block by Block since 2013, addressing the issues that affect how people think, feel and essentially interact with Downtown Tempe. Downtown Tempe continues to see the benefits of Block by Block services, which maximize dollars invested in Downtown Tempe, and ultimately benefit every stakeholder.
# ECONOMIC IMPACT

## SIGNIFICANT OFFICE LEASES | 2015-2016

<table>
<thead>
<tr>
<th>TENANT</th>
<th>BUILDING</th>
<th>ADDRESS</th>
<th>SQ FT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zenefits</td>
<td>Hayden Ferry III</td>
<td>40 E Rio Salado Pkwy</td>
<td>135,000</td>
</tr>
<tr>
<td>iFactor</td>
<td>Hayden Ferry III</td>
<td>40 E Rio Salado Pkwy</td>
<td>17,000</td>
</tr>
<tr>
<td>Interactive Sites, Inc.</td>
<td>Hayden Ferry I</td>
<td>80 E Rio Salado Pkwy</td>
<td>15,811</td>
</tr>
<tr>
<td>Gingerbread Shed</td>
<td>SE Corner of 5th &amp; Mill</td>
<td>425 S Mill Ave</td>
<td>11,425</td>
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<tr>
<td>Genius Monkey</td>
<td>Hayden Ferry I</td>
<td>80 E Rio Salado Pkwy</td>
<td>4,618</td>
</tr>
<tr>
<td>SparkPoint Studio</td>
<td>Hayden Ferry I</td>
<td>80 E Rio Salado Pkwy</td>
<td>3,311</td>
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<tr>
<td>Tempe Tourism</td>
<td>Tempe Gateway</td>
<td>222 W Rio Salado Pkwy</td>
<td>2,956</td>
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<tr>
<td>Revel Systems</td>
<td>Hayden Station</td>
<td>51 W 3rd Street</td>
<td>2,689</td>
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Restaurants, Bars, Nightlife, Retail and Amenities

This past year was an outstanding one for retail and hospitality in Downtown Tempe. Showcase openings included Pedal Haus Brewery and the relocation, remodel and reopening of a downtown favorite, MOJO Yogurt. Hospitality highlights included the completion and opening of the AC Hotel alongside the Hayden Ferry Lakeside properties. The DTA played a role on both the industry and consumer side, providing information and business services to new retail tenants and hospitality developers, and promoting local businesses and hotels in our marketing materials, tours, and meetings.

**NOTABLE OPENINGS IN 2015-2016**

<table>
<thead>
<tr>
<th>AC Hotel</th>
<th>Pedal Haus Brewery</th>
<th>Creations Boutique</th>
</tr>
</thead>
<tbody>
<tr>
<td>Escape Zone</td>
<td>Grill on Mill</td>
<td>Sirius E-Bikes</td>
</tr>
<tr>
<td>Walden King Game Studios</td>
<td>Cornish Pasty</td>
<td>Club Nutrition</td>
</tr>
<tr>
<td>Bacus Bros Hotdogs &amp; Beer</td>
<td>Residences on Farmer</td>
<td>Sole Assassin</td>
</tr>
<tr>
<td>US Fries</td>
<td>MOJO Yogurt</td>
<td>Critical Threat Comics &amp; Games</td>
</tr>
</tbody>
</table>
TOURS

This past year, Downtown Tempe hosted 7 tours, showcasing Downtown Tempe’s unique attractions and amenities. The tours included everything from new restaurant openings to new residential living opportunities. The tours were specifically geared toward those who work in the hospitality industry -- hotel concierge and our very own Safe-T-Patrol guides and Clean Team crew. Combined, they made almost 13,000 hospitality contacts this past year while patrolling and maintaining the streets.

RESOURCES

To assist district businesses, DTA engaged district businesses in a variety of creative ways and provided the following assistance throughout the course of the year:

• District-wide Merchant Meetings
• Merchant Marketing Symposiums
• Merchant Committee Meetings
• Dinner & A Show Program with Gammage
• Matinee & A Meal Program with Childsplay
• Dine Around Program with IRONMAN
• Shop Small Saturday Program
• Merchant Holiday Tree Challenge
• Merchant Participation in Special Events

LIAISON

In addition, DTA continued to participate in synergy meetings and explored partnerships with the following groups, events and community partners:

• Tempe Tourism
• City of Tempe - Various Departments
• Tempe Police Department
• City of Tempe Special Event Task Force
• ASU’s Devils on Mill/Devils on College
• BOLO Conference
• PHX Start Up Week
• ASU Ceramics Museum Ceramarama Gala
DTA SIGNATURE EVENTS

Tempe Festival of the Arts
During December 4-6, more than 225,000 people attended the 47th Annual Fall Tempe Festival of the Arts, while over 200,000 people attended the 39th Annual Spring Tempe Festival of the Arts. The festival won numerous awards this past year, including IFEA’s Best Event Within Existing Festival for the Chalk Mural Contest, APS AzTEC Awards’ Best Event Poster, and Phoenix New Times’ Best Arts Festival. The fall and spring festivals combined received very favorable media attention with over 40 digital features and television coverage from 5 local news outlets. Between the 2 festivals, it was estimated that the Tempe Festival of the Arts received over $200,000 in earned media coverage.

Fantasy of Lights
On November 28, approximately 50,000 Tempe and Valley residents and visitors continued their tradition of attending the Fantasy of Lights Opening Night Parade, sponsored by Wells Fargo. For the first time in many years, the event featured parade announcers through a partnership with ASU’s Broadcast Journalism students. The parade concluded at Centerpoint Plaza with a Tree Lighting Ceremony, sponsored by Tempe St. Luke’s Hospital. The Fantasy of Lights theme carried through to December 12 for the Fantasy of Lights Boat Parade, sponsored SRP, where an estimated 30,000 people gathered around Tempe Town Lake to witness this one-of-a-kind event in the Valley. The event featured a VIP section for the first time, where tickets were sold and a new source of revenue was generated.

New Years Eve Block Party
This past year marked the first year that DTA produced the New Years Eve Block Party in house. In previous years, the event was produced by a third party vendor. DTA drastically changed the format of the event, working with the bars and restaurants on Mill Avenue, giving them the opportunity to act as the points of sale for food and beverage sales on the street. This essentially created an open carry alcohol policy throughout the footprint of the event. The event received very favorable media attention with over 30 digital features and television coverage from 5 local news outlets that ran from the morning of NYE through the conclusion of the event. It was estimated that the New Years Eve Block Party received over $300,000 in earned media coverage.
COMMUNITY INITIATIVES

TEMPE TALES
This public art project was executed by the DTA in coordination with the City of Tempe. Tucson artist, Mark Rossi, was commissioned to bring 14 jackrabbits to life. There are now 14 of these life-size wanderers installed throughout Downtown Tempe, with a Scavenger Hunt booklet available online and at select locations within the district. The Tempe Tales project was a placemaking effort to enhance the street level experience in Downtown Tempe and encourage pedestrians to engage with their surroundings. The hope is that people begin to associate these whimsical additions with Downtown Tempe.

TEMPE YOUNG PROFESSIONALS
This past year, DTA recognized a need for a young professionals networking group in Downtown Tempe. This recognition led to the establishment of Tempe Young Professionals (TYP). The first mixer was held in November at Silicon Valley Bank and drew over 70 young professionals who were eager to learn more and get involved. TYP held networking mixers every other month throughout the course of the year, with the goal of building community among young professionals. This forum provides an opportunity for social networking, civic engagement, professional development and more.

BRUNCH CRAWL
The inaugural Downtown Tempe Brunch Crawl was designed with two goals in mind. The first was to encourage foot traffic during the summer months, and the second was to sway older, non-student Valley residents to explore Downtown Tempe’s daytime food scene. The Brunch Crawl accomplished this by showcasing 3 brunch eateries to a group of almost 70 attendees. The post-event feedback from brunch crawlers was overwhelmingly positive with 90% of respondents indicating that they would absolutely attend another Brunch Crawl and 95% of respondents indicating that they would definitely recommend the Brunch Crawl to friends and family. DTA plans to continue the Brunch Crawl as an annual event.

LUNCHTIME & SPRING TRAINING TROLLEYS
For the second year in a row, DTA provided a free lunchtime trolley service in partnership with Dunn Transportation. This year’s route included the Marina Heights development and operational hours were adjusted to 11a-2pm year around. The total number of riders for this past fiscal year was 7,023. DTA also offered free trolley service from/to Downtown Tempe to/from both Tempe Diablo Stadium and Sloan Park during the Cactus League Spring Training season. The total number of riders that rode the spring training trolleys during this time was 4,474. DTA will look at scaling both trolley services back due to Downtown Tempe’s increased walkability and the popularity of ride share programs.
ENGAGING CONSUMERS WITH DOWNTOWN

The marketing department partnered with Bright Brothers Strategy Group and Royal & Design in order to execute and implement a strategic vision that created awareness and drove traffic to Downtown Tempe businesses and events this past year. The strategic vision included a thoughtful approach, known as the POSTR process. This process led to the development of 10 downtown personas, which were used as a baseline for all marketing and event efforts, including the initiation of interactions, calls to action, content strategy and communications. Our approach allowed us to connect with our target audiences via the channels they prefer to use in a clear and succinct way, using a consistent brand voice to elicit attraction, conversion and retention. The new Downtown Tempe branding continued to establish place and display a vibrant downtown through the use of creative and professional photography and cinematography. Through increased use of beautiful imagery, we were able to promote hundreds of businesses, events, and programs on DowntownTempe.com, and used social media to increase exposure for our website content, which included a refreshed blog.

DOWNTOWN WEBSITE

- 454,147 page views
- 338,493 new users
- 13,000+ email subscribers
- 19% email open rate

DOWNTOWN SOCIAL MEDIA

- 15,004 Facebook fans
- 9,421 Twitter followers
- 8,616 Instagram followers
MARKETING

MEDIA COVERAGE


DOWNTOWN DIRECTORIES

DTA distributed approximately 70,000 directories, highlighting Downtown Tempe attractions, points of interest, restaurants, bars, shops and business services.

NEWSLETTERS

Merchant News

DTA held 4 quarterly merchant meetings and maintained regular communications with all property owners and merchants in the district. The Merchant News provided information on DTA programs, events, and operations to keep stakeholders informed.

Monthly Email Newsletters

Subscribers to the Monthly Email Newsletter received monthly newsletters that highlighted new businesses, events, seasonal marketing campaigns, and exclusive specials. The emails had a 19% average open rate, exceeding the 17% industry standard.
2016 AWARDS

DOWNTOWN TEMPE

International Downtown Association (IDA)
Downtown Achievement Award
Marketing & Communications - Telling a New Story (Downtown Tempe’s Rebrand)

TEMPE FESTIVAL OF THE ARTS

International Festivals & Events Association (IFEA)
Haas & Wilkerson Pinnacle Award
Best New Promotional Activity - Art is Everyday Sweepstakes

International Festivals & Events Association (IFEA)
Haas & Wilkerson Pinnacle Award
Best Event Within Existing Festival - Chalk Mural Contest

APS AzTEC Award
Best Event Poster

NEW YEARS EVE BLOCK PARTY

International Festivals & Events (IFEA)
Haas & Wilkerson Pinnacle Award
Best Miscellaneous On-Site Decor - Oversized 2016 Photo Opp

International Festivals & Events (IFEA)
Hass & Wilkerson Pinnacle Award
Best Street Banner

APS AzTEC Award
Best Photo of Participants

APS AzTEC Award
Best Food/Beverage Element

APS AzTEC Award
Best Social Media Program
DTA BOARD OF DIRECTORS

Matt Mooney
Chair
Cousins Properties

Charles Goffnett
Vice Chair
Brand X & ICON

Corey Woods
Treasurer
Greater Phoenix Urban League

Kate Borders
Secretary/President
Downtown Tempe Authority

Charles Huellmantel
Immediate Past Chair
Huellmantel & Affiliates

Melissa Besemer
AMC Centerpoint

Andrew Ching, City Manager
City of Tempe

Angela Creedon
ASU/Community Affairs

Grady Gammage
5th & College LLC

Sam Gordon
Wexford Developments

Darwyn Harp
Hines/US Airways

Josh Harrison
Corner Bakery

Cheryl Hornyan (Advisory)
Adjacent Neighborhood Resident

Spike Lawrence
Lawrence & Geyser Development

Mayor Mark Mitchell
City of Tempe

Jim O’Meara
Courtyard by Marriott

Kate Borders
Executive Director

Jane Mittness
Executive Assistant

Miranda Edwards
Director of Messaging

Aminda Villamagna
Marketing Coordinator

Lori Foster
Director of Business Relations

Erika Rubio
Program Assistant

Julie Kent
Director of Placemaking

Jesus Gutierrez
Event Coordinator

Andrew Peters
Controller

Adam Jones
Deputy Director

Brian Gatch
Area Manager/Facility Services

Samantha Chaloupka
Parking Compliance Services

Kelly Fogg
Safe-T-Patrol Manager

Fallyn Cook
Parking Office Assistant

Greg Janiak
Field Services Supervisor

Anthony Strait
Facilities Assistant Manager

Amber Brown
Receptionist/Parking Administration

FOUNDATION BOARD OF DIRECTORS

Corey Woods
Chair
Greater Phoenix Urban League

Charles Goffnett
Vice Chair
Brand X & ICON

Pam Goronkin
Secretary
Independent Public Policy Professional

Kate Borders
Treasurer
Downtown Tempe Foundation

Maja Aurora
City of Tempe Public Art Coordinator

Bill Epps
Tempe Community Action Agency (Retired Director)
THANK YOU
2016 State of Downtown Sponsors

IMPACT AWARDS SPONSOR
aps

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tempe Refreshingly arizona

DOWNTOWN SUPPORTER
SMITHGROUP JJR

WEXFORD DEVELOPMENTS

TEMPE MISSION PALMS
A DESTINATION® HOTEL