

**Downtown Tempe Authority
Mission Campaign Update - Final
December 7, 2020**

The Downtown Tempe Authority launched the Mission Campaign in the summer of 2016. The goal was to raise awareness and funds for the service providers that are aiding the unsheltered within our downtown community. Not only did we want to raise money, we wanted to increase donations that went directly to those entities, increase volunteer time with those organizations, and make connections between our merchants and the service providers.

We raised a total of \$106,206.85 in cash and in-kind donations for this campaign. Components of the campaign included a variety of awareness and marketing promotions in partnership with our merchants and the community. In addition we launched the rebranded Mission Meters. We increased our volunteer time and encouraged merchants to find creative ways to come to the table.

1 - Cash ...

Cash donations were received from:

- Riot Hospitality Group
- Four Peaks Brewery
- CASA/Shady Park
- Granite Construction
- NCounter (Now Daily Jam)
- AC Marriott Tempe
- Genius Monkey
- Kiewit/Sundt Joint Venture
- Craftworks Foundation
- House Of Tricks
- Tempe Festival of the Arts
- Hackett House / Wildflower Bread Company
- Tempe Mission Palms
- Fantasy of Lights Parade
- Silicon Valley Bank
- APS

\$69,511.50 – CASH
\$36,695.35 – IN-KIND
Total = \$106,206.85

2 – Mission Meters ...



The meters were rebranded to coordinate with the Mission Campaign. The meters have been installed at every wayfinding kiosk. In addition, we created a mobile meter that went to various locations for extended periods of time. The installed meters are all located within the downtown district. The mobile meter has spent time at Silicon Valley Bank, Tempe St. Luke's, events such as Tempe Festival of the Arts and others.

Meters have raised **\$2,246.64** of the total cash raised. While that isn't a huge amount of money, it was secured with little to no effort. The meters were donated and the promotion was largely earned media.

3 – Cool Stories ...

One of the main goals of the campaign was to raise awareness. Here are a few examples of partnerships or give back campaigns that came from this effort.

- Mission Brew – When the campaign launched, the Mission Brew was a collaboration between the three breweries that were downtown at that time, Gordon Biersch, Blasted Barley and Pedal Haus. The breweries collaborated on brewing the beer and distributing it to area restaurants. When guests purchased a pint of beer from any establishments, \$1 went to the campaign. This generated **\$4,000** for the campaign.
- House of Tricks created a menu item that was sold each Monday for a year of the campaign and donated \$1 for each time the item was purchased.
- I-Help Meals were donated by NCounter (now Daily Jam) on 10 separate occasions for a total in-kind contributed value of **\$4050.**
- These merchants also donated meals, gift cards, toiletries, and other in-kind items of value:
 - US Fries
 - Grill on Mill
 - Pedal Hause
 - Elizabeth Arden Red Door
 - Revel Systems
 - Postino Annex
 - Café Boa
 - Lotions and Potions
 - Earl of Sandwich
 - DUFL
 - Escape Zone
 - Low Key Piano Bar
- Barb Harris owner of Teamworks PR donated 10 hours of PR support.
- The AC Marriott Tempe held a silent auction at their grand opening and auctioned works of art with proceeds going to the Mission Campaign, which raised **\$1,430.**



- APS won a cash award at the Fantasy of Lights opening night parade in 2018 and donated their **\$1,000** cash prize to the Mission Campaign.
- Hackett House made the Mission Campaign the recipient of funds at their annual soup salad fundraiser event (Lunch with a Mission) in January of 2017 and raised **\$4,000** for the campaign.
- Silicon Valley Bank heard that we were **\$5,000** short to complete the campaign and made that donation in December of 2019 to help us raise our goal of \$100,000 (cash and in-kind).
- Our staff alone, volunteered a total of 144 hours for service providers.
- Mission Palms donated their parking revenue from the Tempe Festival of the Arts parking weekend, totaling **\$3,051**.
- The City of Tempe donated one day of downtown parking meter revenue, for a total of **\$5,609.35**.
- Summer 2020, ASU, Canopy Hotel and DTA collaborated to create a shaded waiting area outside of Salvation Army for clients to have seating and a cooler area to congregate while waiting to receive services.

4 – Where did the \$ go?

All cash contributions were distributed to the following organizations/programs:

- \$30,475 to TCAA (some of these were donor directed)
- \$22,000 to Care 7
- \$5,000 to Community Bridges
- \$5,500 to Salvation Army
- \$4,250 to the City of Tempe HOPE team
- \$1,186.50 to EPICS program at ASU for a mobile cooling station
- \$500 to Aris Foundation
- \$600 signage for Salvation Army and HOPE team

The campaign came to a close at the end of 2020 with all funds distributed.