Downtown Tempe Authority is a private non-profit organization that works to increase the value of Downtown Tempe on behalf of members & stakeholders.
CONTENTS

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#DowntownTempe

OVERVIEW 04/05

ACCOUNTING/ADMINISTRATIVE GOALS 08/09

OPERATIONAL GOALS 10/11

PARKING GOALS 12/13

MARKETING/COMMUNICATIONS GOALS 14/15

GROWTH MANAGEMENT GOALS 16/19

15/16 BUDGET 20/21

EXECUTIVE RECAP 24/25

CLEAN & SAFE RECAP 26/29

BUSINESS DEVELOPMENT RECAP 30/31

MARKETING RECAP 32/35

PARKING RECAP 36/37
Downtown Tempe Authority, Inc. (DTA) is the Enhanced Municipal Services District that manages the Downtown Tempe district between Tempe Town Lake, College Avenue, University and Farmer. The district has recently reinvented itself in an effort to be more inclusive of the entire downtown Tempe area. We are no longer calling ourselves the Mill Avenue District. Our organization has been in existence for over 20 years and while Historic Mill Avenue is one of the most notable within our Downtown, it is not the only asset. Therefore, we felt it was time to demonstrate our support for businesses that are not located along Mill Avenue but add just as much value. The past year has seen significant growth and development within Downtown Tempe and there are more projects currently turning dirt and others in the approval process. The next 10-20 years will be a busy era for our district and we are excited to be stewards of that development. While there are many new businesses locating in our Downtown, there are also new residential developments opening their doors. The most dynamic downtowns have fostered an environment where a resident can enjoy the ease of downtown living and co-exist with the business community. That is what we are striving to achieve. Downtown Tempe is currently the most walkable downtown in the Valley and we intend to strengthen that selling point as we constantly improve the street level experience. Our three core focus areas have not changed, but our direction within those will be slightly different. In the coming year, our focus will be directed on the following:

**Marketing** – Now that we have rebranded the organization it is time to effectively and responsibly execute a marketing plan to sell Downtown Tempe as a destination, like Nowhere Else. We will explore all traditional as well as newer avenues for marketing.

**Partnerships** – We will continue to strengthen relationships with all of the stakeholders who have played, and will play, a role in Downtown Tempe’s success. We recognize that none of our initiatives occur in a silo and we are at our best when we collaborate with others. From the businesses located in Downtown Tempe, to the developers and brokers that are bringing new life into our district … from our incredibly engaged owners to the people newly deciding to call Tempe home (and Downtown their living room), we will be a resource to each of these entities. We owe a great deal of gratitude to our partners at the City of Tempe, ASU, Tempe Tourism and others and we look to continue to engage.

**Distinction** – We will strive to create an environment throughout our Downtown that lives up to our tagline ~ “Nowhere Else”. In this year, we will bring nationally recognized urban planners to Tempe to assist us in creating a Downtown Masterplan. We hope to spend the next decade improving every aspect of the public realm within the district and this Masterplan will define the vision and provide the path. This will include an assessment of our business mix, our events, our street level engagement, parking, and public spaces.
We're your dedicated team of dreamers & doers, buzz builders & business boomers, and overall urban advocates leading the rise of Downtown Tempe.

Nowhere Else.
GOALS

2015/2016

Nowhere Else.
**GOAL 1: PROVIDE RESPONSIBLE FINANCIAL MANAGEMENT.**

**Objective: Streamline existing procedures and reporting.**

Tactic 1 | Improve upon existing month-end reporting to the Board of Directors to allow for informed decision-making.

Tactic 2 | Complete cross-training of all impacted personnel to manage front line parking duties.

Tactic 3 | Complete all filings and document amendments to transition fully from Downtown Tempe Community to Downtown Tempe Authority, Inc.

**Objective: Seek new revenue sources and expense reduction.**

Tactic 1 | Improve expense analysis/evaluation and perform comparisons for greatest savings.

Tactic 2 | Seek foundation and corporate giving.

**Objective: Utilize all available technology fully for greatest utilization of software interface and staff utilization.**

Tactic 1 | Work toward 100% utilization of all software systems in use presently as well as evaluation of alternative systems that may better meet needs.

Tactic 2 | Complete utilization of web interfacing for parking accounting functions to allow for online payments for all garages and parking programs.

Tactic 3 | Improve the quality of our parking database to ensure accurate billing, accounts receivable, billing rates, contact information, etc.

Tactic 4 | Improve account set up process for parking program allowing for greater ease of card/permit activation.

Tactic 5 | Maximize our banking relationship and functionality of technology banking programs, such as bill pay, online banking, and the credit card auto-

**GOAL 2: NURTURE THE GROWTH AND DEVELOPMENT OF ALL STAFF.**

**Objective: Continue to enhance the work environment that instills a desire for best performance outcomes by all staff.**

Tactic 1 | Conduct a formal personality assessment of all staff through partnership with the City of Tempe to better understand each person’s work style and communication methods.

Tactic 2 | Continue employee interactions and incentives to reward performance.

Tactic 3 | Move toward a standard performance review process attached to goals and outcomes for all full time staff.

**GOAL 3: IMPROVE CONSISTENCY AND QUALITY OF COMMUNICATIONS WITH STAKEHOLDERS.**

**Objective: Continue to improve interface with committees and Board of Directors.**

Tactic 1 | Improve consistency and quality of reporting to the Board of Directors.

Tactic 2 | Annually review the focus of each committee and invite new contributors.

Tactic 3 | Continue to share successes quarterly with all stakeholders, including City of Tempe, ASU, property owners, businesses owners, etc.
Objective: Continue to receive feedback from the community and provide constant communication regarding DTA programs and activities.

Tactic 1 | Conduct focus groups of various target groups during the slower summer months, including workers, owners, customers, visitors.

Tactic 2 | Conduct street polling in conjunction with Safety Patrol team.

Tactic 3 | Attend homeowner meetings of surrounding neighborhoods to inform them of upcoming initiatives and offer them specific ways to become involved.

Tactic 4 | Continue to conduct a public State of Downtown to showcase achievements and include an Awards Program to highlight the quality of contributions to our community.
OPERATIONAL GOALS
GOAL 1: TEMPE WILL BE RECOGNIZED AS THE MOST ATTRACTIVE, CLEANEST AND SAFEST DOWNTOWN IN THE VALLEY.

Objective: Continue to improve the overall appearance of our Downtown by building on successful programs and seeking out successful examples and best practices from around the country.

Tactic 1 | Continue to maintain flowers year round in the tree well planters, hanging baskets and the free standing pots.

Tactic 2 | Expand hanging flower baskets to all of College Avenue beginning in October 2015.

Tactic 3 | In conjunction with Tempe Public Works install and maintain new gang style news racks on Mill Avenue. This will involve creating a daily maintenance schedule to maintain superior cleanliness.

Tactic 4 | In conjunction with Tempe Public Works identify, purchase and install new trash and recycling containers on Mill Avenue that will match the new news racks. This will also involve refurbishing the old ones and moving to other areas of the downtown that need additional containers.

Objective: Continue to improve the overall cleanliness of the entire district by focusing our efforts on sidewalks, curbs and graffiti removal.

Tactic 1 | Work closely with new downtown supervisor of Tempe PW to ensure we are deploying resources that truly enhance what the city is doing by creating a master cleaning schedule that includes both The City and DTA efforts for maximum efficiency and results.

Tactic 2 | Deploy an average of four hours daily pressure washing Monday – Friday for concentrated cleaning of brick sidewalks.

Tactic 3 | Repaint curbs and parking stall lines quarterly on Mill Avenue in order to maintain a constantly clean appearance.

Objective: Continue efforts to tackle quality of life issues such as vagrancy, disruptive behavior and homelessness.

Tactic 1 | Launch a social awareness campaign to highlight existing programs, bring resources to the individuals in need within Downtown Tempe, and create consistent messaging regarding expected behaviors.

Tactic 2 | Add additional Safety Patrol deployments when and where needed through additional funds being budgeted. Our greatest tool right now is having a strong presence on the streets and to be as visible as possible.

Tactic 3 | Continue to work with the City and Tempe PD in an effort to bring back the sidewalk sitting ordinance in some form.

Tactic 4 | Continue to work with the Tempe Homeless Coalition closely with all service providers to increase outreach efforts in Downtown Tempe.

OPERATIONAL GOALS
**GOAL 2: TEMPE WILL BE RECOGNIZED AS HAVING THE MOST CREATIVE, TECHNOLOGICALLY ADVANCED AND USER-FRIENDLY PARKING SYSTEM IN THE VALLEY.**

**Objective**: Enhance the overall experience of visitors to downtown by the constant evaluation of what is working well and what needs improvement and implement changes.

Tactic 1 | Implement new delivery zone ordinance which will alleviate afternoon overcrowding of the downtown streets and parking lots by restricting deliveries to early morning hours.

Tactic 2 | Work with the City of Tempe on the realignment of 5th Street which will include rolling out multi-space meters on 5th Street to replace the single space meters. These meters can be used as informational kiosks as well.

Tactic 3 | Expand the signage package for delivery zones that is currently on Mill Avenue to the rest of Downtown Tempe.

Tactic 4 | Following the successful pilot program for bicycle corral parking, it is our goal to add a bike corral for every block on Mill Avenue and College Avenue in partnership with Tempe Public Works.

**Objective**: Utilize the most recent advancements in technology applications to improve the parking experience.

Tactic 1 | Roll out the much awaited parking way finding app by spring 2016.

Tactic 2 | Continue to upgrade older access control systems with newer and better functioning systems that add additional service features for payment and reservations of parking.

Tactic 3 | Continue moving toward a centralized command center for our off-street parking operations through the use of appropriate technology including cameras and intercoms at all locations.

Tactic 4 | Move toward a more response based enforcement program through the use of new citation issuing handhelds that will be in communication with sensors and meters. This will reduce the amount of driving our enforcement employees currently do. This will allow for better service to focus more time on motorist assistance such as jump starts.
Objective: Create a thoughtful marketing campaign that promotes the district as a whole as well as the unique businesses within the district.

Tactic 1 | Utilize various marketing avenues, including those that have been ignored in the recent past, to communicate with our larger market.

Tactic 2 | Incorporate messaging about the individual businesses within our district as the elements that determine our success.

Tactic 3 | Revamp our current printed directory to become an important tool for all traveling visitors and local downtown guests.
**Objective: Communicate the “Nowhere Else” message and #TempeRising through every avenue.**

Tactic 1 | Regarding social media, utilize strategic posts and promotions to drive our message to our targeted audiences.

Tactic 2 | Maintain an active blog site that includes posts about places, businesses and events that are of interest to our various audiences.

Tactic 3 | Increase Facebook, Twitter, Instagram and Pinterest followers and drive traffic through innovative campaigns.

Tactic 4 | Constantly strive for a dynamic website that attracts new and repeat visitors because of changing content.

Tactic 5 | Continue to engage our stakeholders and encourage the use of these tools for consistent messaging regarding Downtown Tempe. These include City of Tempe, ASU, the Development community and others.

**GOAL 2: REDEFINE THE DOWNTOWN TEMPE EXPERIENCE.**

**Objective: Create an annual calendar of events that engages with every demographic throughout the year, both produced in house and through partnerships with other organizers.**

Tactic 1 | Continue to review each of our existing events while studying similar events that are successful in other markets to identify ways to reinvent the experience.

Tactic 2 | Consider the entire history of existing events and review the goals of each to ensure that we are meeting specific event goals.

Tactic 3 | Create new experiences that generate a renewed excitement in Downtown Tempe.

**Objective: Engage nationally respected consultants to create a Downtown Masterplan with a focus on public spaces, activation and placemaking throughout Downtown Tempe.**

Tactic 1 | Conduct community meetings that involve all stakeholders including businesses, property owners, residents, employers and employees.

Tactic 2 | Include the Board of Directors, City of Tempe, ASU and others in the direction of the Downtown Masterplan.

Tactic 3 | Conduct extensive research into the vision and goals that stakeholders feel are relevant for the downtown core over the next twenty years.

Tactic 4 | Generate an outcome driven plan to instill collaboration and guide initiatives and funding moving forward.
GROWTH MANAGEMENT GOALS

GOAL 1:
CONTINUE TO ACT AS A RESOURCE FOR AGENCIES AND INDIVIDUALS IN DOWNTOWN TEMPE, WHETHER FOR BUSINESS OR PERSONAL USE.
**Objective: Maintain reports and data that are relevant for assessment of Downtown Tempe.**

**Tactic 1**
Determine all reporting that would be useful to the development community as well as individuals gathering information on relocating to Downtown Tempe.

**Tactic 2**
Improve quality of data collected as well as the report generated during quarterly pedestrian reports.

**Tactic 3**
Enhance the reporting section of DowntownTempe.com to become a powerful resource with a breadth of data included.

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**Objective: Work with property owners, agents, and others to be a conduit to potential tenants.**

**Tactic 1**
Generate a target list of businesses/services that would be favorable additions to downtown.

**Tactic 2**
Establish a relationship with brokers and developers that are working within the downtown market and meet regularly with them individually.

**Tactic 3**
Establish bi-annual brokers meetings to showcase the work being done in Downtown Tempe.

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**Objective: Engage the Visitor sector in a more meaningful way.**

**Tactic 1**
Improve the existing professional relationship with Tempe Tourism and define ways to pool resources for increased downtown tourism.

**Tactic 2**
Engage the concierge community through bi-annual tours of new Downtown Tempe venues.

**Tactic 3**
Conduct visitor polls at existing events that typically engage a visitor population.
GOAL 2: ENGAGE WITH EXISTING BUSINESSES AND SERVE AS A RESOURCE.

Objective: Increase business retention efforts through stakeholder communications.

Tactic 1 | Continuously improve the quality and reach of our regular newsletters, including those directed to merchants, employees, and the general public.

Tactic 2 | Continue to reinvent Welcome Packets that go out to new businesses locating in the District as well as Welcome Packets geared toward new employees moving into the District.

Tactic 3 | Continue to deploy our Director of Business Relationships to regularly engage with business owners, operators and employees to keep in touch with the pulse on the front line.

Tactic 4 | Conduct regular group meetings of merchants to solicit feedback and provide current programmatic information.

Tactic 5 | Continue training to familiarize all staff with the district businesses and incentivize them to visit to the businesses on their own time.

Tactic 6 | Create a young professionals network that meets regularly and incentivize retention of young talent.

Objective: Increase business engagement through promotions and activities.

Tactic 1 | Create new promotions that draw attention to the area such as pub crawls, restaurant promotions, cash mobs, etc.

Tactic 2 | Work with merchants to ensure a positive interaction with existing events and inform them of ways to participate fully.

Tactic 3 | Continue to promote the Seasonal Lunchtime trolley system to transport employees from area office buildings into the district during the heat of the summer.

GOAL 3: ENGAGE WITH DOWNTOWN TEMPE RESIDENTIAL COMMUNITY.

Objective: Interact with existing residents.

Tactic 1 | Attend HOA meetings of existing residential communities and regularly provide information regarding our programs and activities.

Tactic 2 | Create membership opportunities for residents and invite them to fully engage with our organization.

Tactic 3 | Act as a liaison between residents and merchants to ensure residential needs and concerns are communicated and responded to.

Tactic 4 | Create VIP opportunities for downtown residents through local businesses and downtown events.
**Objective:** Interact with newly relocating residents.

Tactic 1 | Engage with management companies as residential properties are in construction and communicate progress with the greater population.

Tactic 2 | As new residential communities open in downtown Tempe, begin the relationships with Welcome Packets and manage interactions similarly to existing residential populations.

Tactic 3 | Engage with all individuals interested in downtown living through the Annual Urban Living Tour, which takes place in March.
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**NET ORDINARY INCOME** $ (178,357)

**UNRESERVED RETAINED EARNINGS APPLIED** $ 178,357

**NET GAIN (LOSS)** $ (0)
YEAR AT A GLANCE

2014/2015
Unity is strength... when there is teamwork & collaboration, the most wonderful things can be achieved.

~ Mattie J.T. Stepanek
ADMINISTRATIVE UPDATES

From an administrative perspective, a concerted effort was made to increase functionality within the organization and stimulate a culture of positive reinforcement. In addition, we reviewed our organizational documents to ensure that they reflect accurately our current vision.

HIRED 3 NEW POSITIONS

REVISED MISSION & VISION STATEMENTS

REVISED ORGANIZATIONAL BYLAWS TO INCLUDE ALL CURRENT PROCEDURES

REORGANIZED THE ORGANIZATIONAL CHART & REWROTE THE MAJORITY OF JOB DESCRIPTIONS WITHIN IT

REVIEWED THE COMMITTEE STRUCTURE & LAUNCHED 3 NEW COMMITTEES | MARKETING, MERCHANT & TEMPE MUSIC
Highly trained and distinctly uniformed Safety Patrol Guides patrolled the streets of the downtown on foot and bike while patrolling the Lake area on bike and in a truck. Since the inception of this program the Safety Patrol Guides deterred numerous quality of life issues and enhanced the sense of security for the Downtown workforce, residents and visitors alike.
### IN ADDITION TO SECURITY...

- **Served as friendly goodwill ambassadors** by welcoming residents, workers, students and visitors.
- **Provided directions** for parking, transit & business information.
- **Made recommendations** for shopping, dining & attractions.
- **Removed graffiti, paper signs & handbills** from public right-of-way.
- **Provided complimentary motorist assistance**, such as changing flat tires and offering jump starts.
- **Utilized a guard tour system** to track movement of Safety Patrol Guides ensuring proper coverage throughout the district.
- **Assisted in overall crime prevention and reduction** by working closely with the Tempe Police Department to provide a highly visible presence and act as additional “eyes and ears.” The use of a Tempe Police Department radio by the Lead Safety Patrol Guide on each shift greatly improves communications and ensured prompt response times.

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**Worked closely with the Tempe Homeless Outreach Task Force** thus ensuring those that we encountered that were in need and wanted services received the appropriate care.

**Utilized smart phones with proprietary apps that provided information about Downtown businesses and events, parking information, incident report preparation and completion of real time logs of their daily activities.**
Nothing is more important to the DTA and its Operations Team than the safety, security and cleanliness of the Downtown District which encompasses a 54 square-block area and is separated into three designated service zones. Without streets that are safe and clean, the DTA would not be able to showcase the Downtown as an attractive destination for professional services, entertainment, retail and residential.

The Clean and Safe Teams, two of the DTA’s most visible and successful programs, incorporate cleanliness, maintenance, public safety and ambassador services to enhance the Downtown. Serving an area frequented daily by thousands of employees, residents, students, shoppers and tourists, their mission is to supplement municipal services. Within the boundaries that we cover are some of the valley’s finest office buildings, restaurants, residential towers, theaters and historic sites.
Downtown beautification was the main goal for Ground Support team members. As the team begins its work early each morning to ensure that the central business district remained attractive and clean, the uniformed and radio-equipped personnel accomplished the following:

- Swept litter, debris & refuse from sidewalks & curb lanes.
- Operated a high-pressure wash system to ensure that all sidewalks were kept clean.
- Ensured that public landscaped areas & tree wells were well maintained & free of litter & weeds.
- Completed 2 plantings of flowers in more than 30 tree wells & stationary pots and more than 100 hanging baskets.
- Removed graffiti, paper signs & handbills from public right-of-way.
- Provided directions & answered questions.

**CLEAN & SAFE RECAP**

61,575 POUNDS

TRASH COLLECTED

11,204

GUM SPOTS REMOVED

950 pieces of graffiti removed.

2,835 hospitality contacts.

237.5 power washing hours.
The business liaison holds monthly Merchant Committee meetings to discuss issues, solicit feedback, solve problems and advance opportunities for merchant engagement for the good of the district. The Merchant Committee also works to create the agenda for the quarterly district-wide merchant meetings. The quarterly meetings offer merchants an opportunity to socialize, learn about initiatives in the district and discuss merchant issues with each other and the DTA operations and marketing staff members.

Currently, the Downtown Tempe district has 179 street level merchants. To improve the relationship between the DTA and the merchants, a business liaison works daily with business owners and operators to keep in touch with the pulse on the front line. Since July 2014, 71% of the street level merchants have been engaged by the business liaison: 107 merchants have been personally engaged by the liaison and an additional 20 have been engaged via email.

A Merchant Resources webpage serves as a centralized location for communication between the DTA and the stakeholders in the district. The webpage offers a merchant event calendar, marketing opportunities, access to marketing classes, event information, forms and applications. In addition, blog entries featuring merchant profiles are added bi-monthly to the website. Each new merchant to the district receives a welcome packet and in development are welcome packets for new employees and new residents.

IMPROVEMENT OF MERCHANT RELATIONS

EXPANSION + RETENTION

A component of a vibrant downtown district is the expansion and retention of businesses in the district. The key to this is consistent communication with merchants and stakeholders. This has been established through the implementation and on-going training of a robust database program that not only tracks contact with merchants and stakeholders, but also integrates email blasts and newsletters. As a result, bi-monthly merchant newsletters and monthly newsletters are sent to employees of major employers and building tenants in the district.

The webpage offers a merchant event calendar, marketing opportunities, access to marketing classes, event information, forms and applications. In addition, blog entries featuring merchant profiles are added bi-monthly to the website. Each new merchant to the district receives a welcome packet and in development are welcome packets for new employees and new residents.

The business liaison holds monthly Merchant Committee meetings to discuss issues, solicit feedback, solve problems and advance opportunities for merchant engagement for the good of the district. The Merchant Committee also works to create the agenda for the quarterly district-wide merchant meetings. The quarterly meetings offer merchants an opportunity to socialize, learn about initiatives in the district and discuss merchant issues with each other and the DTA operations and marketing staff members.
MARKETING SYMPOSIUMS

In Spring 2015, DTA launched “Marketing in the Modern Day Symposiums” for not only businesses in the district but for out-of-district businesses as well. The symposiums tackle a variety of critical topics of interest to Downtown Tempe merchants. The Downtown Tempe Authority strives to be the primary resource for merchants for all consumer activities.

PROMOTIONS + ACTIVITIES

Expansion and retention of businesses in the district is increased by the creation of promotions that draw people to the downtown area and activities that are geared to help the merchants increase their revenue. Promotions and activities in the 2014 – 2015 fiscal year include:

- Gammage's Dinner & A Show
- Childsplay's Matinee & A Meal
- ASU Events including move-in and game day events
- Ironman Dine-Around Program (over $40,000 paid out to participating DTA merchants)
- Collaboration with USA Racquetball Tournaments
- Bi-annual Concierge Tours
- Monthly Familiarization Tours for Safe-T-Patrol and Ground Support Teams
- Small Business Saturday Passport Program
- Vendor and Extension opportunities for Annual Events
- Lunchtime Trolley Merchant Advertising Program
- Spring Training Trolley Advertising & Sampling Program
- Local First AZ Membership Drive
- Cash Mobs & Pub Crawls
- Urban Living Tour
- Merchant Sustainability Survey
- Pop-up Lunch in Office Buildings
+391%  
SOCIAL MEDIA FOLLOWING
## MARKETING + BRANDING

Generated RFP for Rebranding of the “Mill Avenue District” image to convey a more inclusive message

Reviewed all responses and selected AWE Collective

Worked with AWE to hold surveys and conduct research prior to establishing new brand identity

Launched #TempeRising as a call to action to get merchants and developers excited about the rebranding

Unveiled new “dt” logo at first State of Downtown event in November 2014

Redesigned logo | General + Fantasy of Lights + Festival of the Arts

Redesigned entire business package (letterhead/business cards/etc.)

New tagline | “Nowhere Else”

Redesigned website | www.downtowntempe.com | Implemented TagBoard

Created promotional video

Redesigned all social media pages | @DowntownTempe

Redesigned street pole banners | General + Fantasy of Lights + Festival of the Arts

Redesigned wayfinding kiosks (installed July ’15) | Selfie Stations

New exterior building signage | #TempeRising

Updated & Reskinned Business Directory

Compiled most relevant Downtown Tempe data & created a printed Brag Sheet

Created a folder system for merchant interactions and other uses

Redesigned monthly newsletter

Launched blog on website | Posts occur every 2-3 days

Engaged public with various social media contests

Built library of 20 high quality images for marketing

Integrated photos, social links, and social feed into merchant landing pages on the website

Systemized content & posting schedule for social media, blogs, and monthly newsletters

Designed Window Clings for Merchants to display on storefront

Redesigned & installed new office signage on windows

Redesigned & installed new Lunchtime Trolley signage

Redesigned Downtown Tempe Gift Card

Branded Promotional Items | T-Shirts, Water Bottles, Pins, Stickers, Step & Repeat

Received $500K+ of Earned Media/PR

#TempeRising
Events are excellent marketing for any destination. They provide a personal interaction with people that gives them a memory to associate with a place. Events provide an experience that sticks with people and we can often get them to visit downtown for an event even if they aren’t regular users. We produced many events, large and small, in 2014/2015 and touched an estimated 460,000 individuals.
**Public Activations**

**Achievements**

**Tempe Festival of the Arts** | Created a three year plan for improvements to the festival including programming, artist selection, VIP event, extended evening programming, shifting of the layout, etc.

**Holiday Lights Parades** | Held both the annual street parade and the annual boat parade. These community centric events are an exceptional way to engage with families during the holidays.

**NYE Block Party** | Held the 2nd Annual NEW New Years’ Eve.

**Small Events** | Dinner Lab, Love-Bomb-A-GO-GO, Watermelon Giveaways, Shop Small Saturday, Giant Checkers & Complimentary Caricatures

**Tempe Music** | Held a fall series of 4 Friday concerts and a Spring series of 36 pop-up street corner performances.

**Tempe Music Walk Plaques** | Worked with the Tempe Music Committee to install 2 plaques on Mill Avenue on the NE and SE corners of 4th Street. Recognized Walt Richardson & the Gin Blossoms through these plaques.

**Urban Living Tour** | 1st annual event showcased the various options for living in (and within walking distance of) Downtown Tempe. 160 individuals participated in the tour of 12 different properties, some available for sale and others not.
The parking operations department of the DTA continued to thrive in fiscal year 2014 – 2015. During this past year we added two additional surface lots to our management program adding an additional 250 public parking spaces to our inventory. Additionally we were awarded the management contracts to the Marina Heights complex and the Hanover Garage on Maple. When these facilities are completed this will add an additional 10,000 parking spaces to our inventory bringing us to almost 20,000 spaces that we manage. Our unique selling proposition (USP) is that we reinvest the management fees back into our downtown. Our USP in conjunction with managing the facilities effectively and efficiently for our clients have fueled our growth.

**PARKING RECAP**

- **$87K**
  2009-2010 Earned Management Fees

- **$325K**
  2014-2015 Earned Management Fees
  
  An increase of more than 270%

- **15**
  Number of locations DTA manages.

- **9,622**
  Number of spaces DTA manages.

- **1.8M**
  Number of customer transactions.
We are constantly evaluating our efforts and making adjustments where needed to better serve the customers that use our facilities. We were the first downtown in Arizona to rollout credit card enabled smart meters, credit cards accepted across all facilities, transitional on-street spaces (loading zones by day, taxi zones by night), pay-by-smart phone service, in-ground sensors and an online event parking reservation system.

During this past year we rolled out new customer service training, parking enforcement training and conflict resolution training. As we deploy more and more technology where appropriate it is important to have highly trained and motivated staff and we are making every effort to stay ahead of the curve on this front.

As a result of the Parking Strategic Plan completed earlier this year, we worked closely with the City of Tempe to roll out a new parking demand modeling software known as Park Plus. This will allow the City to evaluate all potential developments or change of uses in order to determine the effect to the parking supply throughout downtown. We also worked closely with ASU Parking and Transportation Services to merge both demand models as to determine the effect on one another whether it is a city project or an ASU project. Another project that came about as a result of the study was the pilot program of deploying our first bike corral on Mill Avenue. Provided this proves to be successful, we will add several more bike corrals in the coming year.

Other projects still in the works include revising the loading zone ordinance to encourage deliveries to occur in the early morning hours each day, the redesign of 5th Street and a parking availability app for mobile phones.

68% | Percentage of transactions by credit card.

1 HR. 12 MIN. | Average length of stay on-street.

2 HR. 29 MIN. | Average length of stay off-street.