

Merchants & Retailers Meeting

August 19, 2026



**DOWNTOWN
TUCSON
PARTNERSHIP**

An aerial photograph of downtown Tucson, Arizona, showing a dense urban landscape with various buildings, streets, and green spaces. In the background, the rugged Tucson Mountains are visible under a clear blue sky. A semi-transparent purple rectangle is overlaid on the left side of the image, containing the text.

Welcome

Crystal Moore,
President & CEO

A message from:



Local **First**
ARIZONA

A message from:

Ballet TUCSON



Ballet TUCSON

40th
Anniversary



Ballet Tucson brings world-class professional ballet to Southern Arizona through education, community outreach initiatives, and performances including beloved classics like The Nutcracker in partnership with the Tucson Symphony Orchestra and works by acclaimed choreographers like George Balanchine and three-time Tony Award winner Justin Peck.

Our school offers students of all ages high caliber training emphasizing love for the art form and self-expression.

STEPS FORWARD



SEPTEMBER 11, 2026

Berger Performing Arts Center

Ballet TUCSON

**2026
2027**
Season

SPIRIT GARDEN

AND OTHER WORKS

OCTOBER 23-26, 2026
Temple of Music and Art

Ballet TUCSON
**2026
2027**
Season

THE NUTCRACKER

IN PARTNERSHIP WITH



TUCSON
SYMPHONY
ORCHESTRA

DECEMBER 18-20, 2026

Linda Ronstadt Music Hall

Ballet TUCSON

**2026
2027**
-Season





CARMEN

AND OTHER WORKS



FEBRUARY 26-28, 2027

Temple of Music and Art

Ballet TUCSON

**2026
2027**
Season

APPALACHIAN SPRING

AND OTHER WORKS

APRIL 9-11, 2027

Temple of Music and Art



Ballet TUCSON

**2026
2027**
Season

Hansel and Gretel

MAY 22-23, 2027

Temple of Music and Art



Ballet TUCSON

**2026
2027**
Season





Looney Hall

STAIRS / ESCALERA

The Tucson Museum of Art and History Block recognizes and thanks the following donors who contributed during the 2013-2014 fiscal year. Their financial support is vital to TMA's ability to fulfill its mission of connecting art to life through meaningful and engaging experiences that inspire discovery, spark creativity, and promote cultural understanding.

Major Donors

James Clenden

Major Donors

Robert Wall Foundation

Major Donors

John and Linda Brown

Major Donors

Paul and Linda Brown

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PUBLIC TOURS

Days and

Times

and

Costs

are

available

on

the

website

at

[tucsonmuseumofart.org](#)

or

by

calling

520-325-7272

ext. 222

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Ballet TUCSON



A message from:



TUCSON
CONVENTION
CENTER

500,000+



The Opportunity

Every concert, convention, sporting event, tradeshow, and community gathering creates an opportunity to introduce visitors to Downtown Tucson.



A Downtown for Everyone

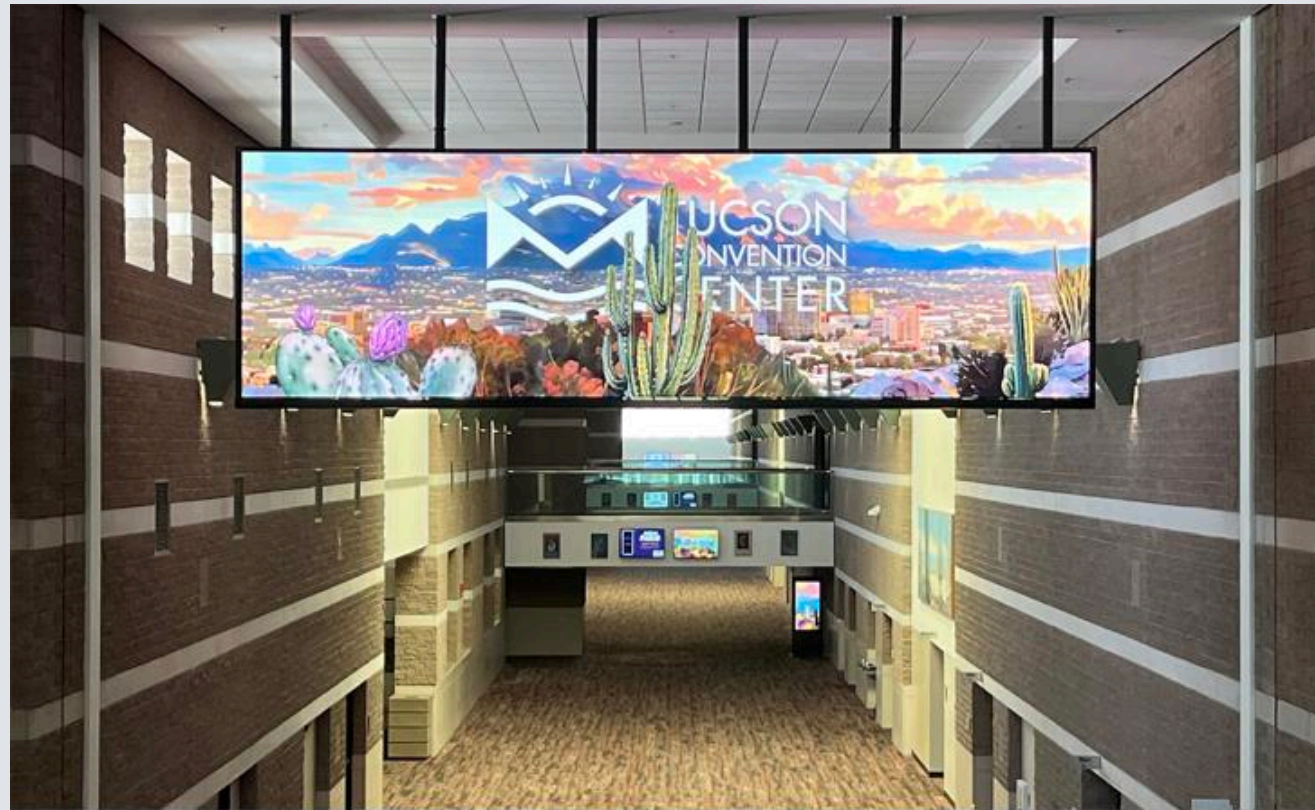


Maximum Coverage. Maximum Impact.

20 kiosk
faces

7 impactful
LEDs

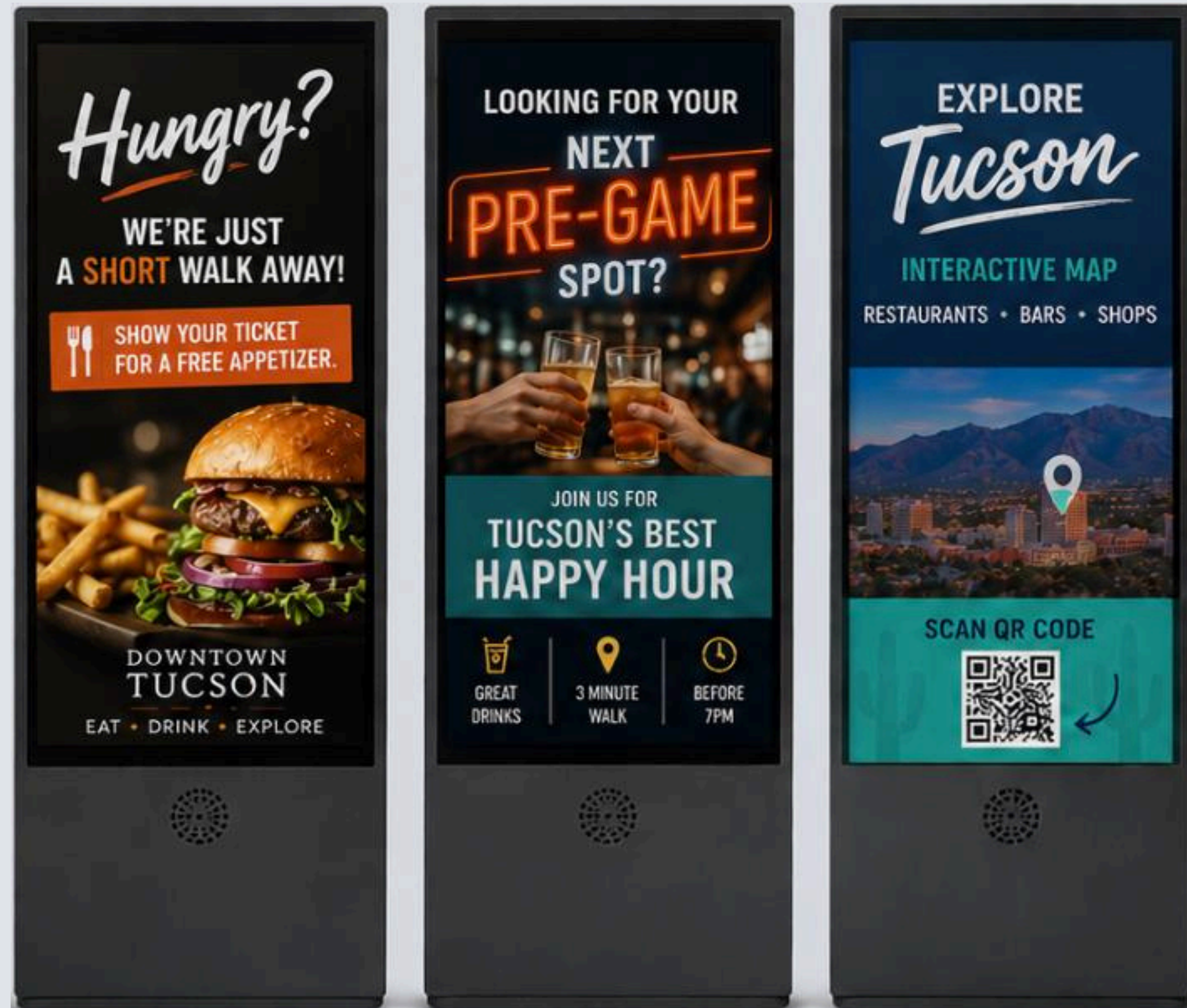
33 IPTV
displays



TCC Digital Screen Network

An integrated network of 60 digital displays, including IPTV screens, LED walls, and interactive kiosks, delivering engaging content while providing a powerful platform to target audiences by event, location, and time of day.

Influence the Moment Decisions Are Made



From Event Guests to Repeat Customers

Every concert. Every convention. Every sporting event.
Becomes an opportunity to introduce someone to Downtown Tucson.



Arrive

Visit TCC for an event



Discover

See downtown business promotions on screens



Explore

Walk to neighborhood spots



Return

Come back as loyal customers



SPECIAL END-OF-YEAR PILOT PRICING FOR DOWNTOWN TUCSON BUSINESSES

Tucson Comic-Con | Roadrunners Hockey | Southern AZ Fall Home Show | El Tour de Tucson | Concerts + Entertainment

TRY IT

\$299

3 EVENTS

- 12-second ad
- 1 creative message
- Offer and/or QR code supported
- Select 3 eligible events*

DRIVE TRAFFIC

\$499

5 EVENTS

- 12-second ad
- Up to 2 creative messages
- Offer and/or QR code supported
- Select 5 eligible events*

OWN THE MOMENT

\$799

10 EVENTS

- 12-second ad
- Up to 3 creative messages
- Offer and/or QR code supported
- Select 10 eligible events*

Limited advertising inventory. Maximum 10 Downtown partners per event. Approximately 14 plays per hour.

**Eligible events subject to available TCC digital inventory and event-specific restrictions.*

El Tour de Tucson, Nov. 21, eligible TCC screens available outside the Grand Lobby.

FOUNDING TCC LOCAL MERCHANT

Be part of the TCC experience through the end of the year.

FOUNDING TCC LOCAL
MERCHANT

\$1, 499

END-OF-YEAR PACKAGE

- ✓ 12-second ad
- ✓ Runs during and between eligible TCC events through December 31st
- ✓ Up to 4 creative messages
- ✓ Offers and/or QR codes supported

Limited to the first 10 businesses

EVENT DAYS

Reach visitors attending concerts, conventions, sports and entertainment.

BETWEEN EVENTS

Stay visible to meetings, visitors, staff, tours and everyday TCC traffic.

END-OF-YEAR PRESENCE

Build familiarity through repetition instead of relying on a single exposure.

Always-on presence turns advertising into part of the TCC experience.

We'll Help Make Your Message Screen-Ready

You know your business and your customers. We'll provide the specifications and guidance you need to create content that works across the TCC Digital Network.

YOU PROVIDE

- Finished, screen-ready creative
- Offer or key message
- Website or QR destination
- Content provided in required duration and format

WE INCLUDE

- Screen sizes and technical specifications
- Creative guidelines and best practices
- Submission and approval requirements
- Guidance on compatible screen placements

KEEP IT SIMPLE

- One clear message
- Bold, easy-to-read creative
- Minimal copy
- Strong call to action
- Designed to be understood quickly

Upcoming Events

Date	Event	Venue
Sep 4-6	Tucson Comic-Con	Convention Center
Sep 18	Marco Antonio Solís, Tour Gratiitud	Tucson Arena
Sep 19	Symphony Showcase	Linda Ronstadt Music Hall
Sep 20	“Weird Al” Yankovic, Bigger & Weirder Tour	Tucson Arena
Sep 25 & 27	Tchaikovsky Violin Concerto, Tucson Symphony	Linda Ronstadt Music Hall
Oct 3-4	Roadrunners vs. Colorado Eagles	Tucson Arena
Oct 6	Brit Floyd	Linda Ronstadt Music Hall
Oct 16-18	Southern Arizona Fall Home Show	Convention Center
Oct 16-17	Roadrunners vs. San Diego Gulls	Tucson Arena
Oct 23	Gabriel Iglesias, The 1976 Tour	Tucson Arena
Oct 23 & 25	Latin Sizzle, Tucson Symphony	Linda Ronstadt Music Hall
Nov 1	Día de los Muertos, Tucson Symphony	Linda Ronstadt Music Hall
Nov 6-7	Roadrunners vs. Coachella Valley Firebirds	Tucson Arena
Nov 7	The STARS Tour featuring Anne Wilson	Linda Ronstadt Music Hall
Nov 13 & 15	Beethoven Triple Concerto, Tucson Symphony	Linda Ronstadt Music Hall
Nov 14-15	Roadrunners vs. Texas Stars	Tucson Arena
Nov 21	El Tour De Tucson	Convention Center
Nov 22	Brad Williams, The Tall Tales Tour	Linda Ronstadt Music Hall
Nov 28	Adrián Uribe, 50 y Pico Tour	Linda Ronstadt Music Hall
Nov 28-29	Roadrunners vs. San Jose Barracuda	Tucson Arena
Dec 4 & 6	Scheherazade, Tucson Symphony	Linda Ronstadt Music Hall
Dec 11-12	Roadrunners vs. Henderson Silver Knights	Tucson Arena
Dec 15-16	Roadrunners vs. Ontario Reign	Tucson Arena
Dec 18-19+	Ballet Tucson, The Nutcracker	Linda Ronstadt Music Hall
Dec 29 & 31	Roadrunners vs. Colorado Eagles	Tucson Arena



Let's Connect



Don Berg

President/CEO,MaxMedia

dberg@maxmedia.com

(404) 277-6717



DTP Staff Updates & Remarks

Crystal Moore
President & CEO

Jennifer Mead
Marketing and
Communications Manager

Taylor Mercer
Digital Marketing
Specialist

Kaylee Prinz
District Programs
Coordinator

Marisol Maldonado
Administrative
Assistant

Building a Downtown That Feels Safe

Increase Downtown Economy by Decreasing Nighttime Conflict

Better Manage the Nighttime Economy

- Late night food ordinance.
- Evaluate temporary Congress Street closures during peak nightlife hours.
- Established monthly family event.

In Process

- Establish designated rideshare pickup and drop-off zones.
- Coordinate traffic and crowd management for major events and busy weekends.
- Nighttime employee parking
- Strengthen coordination among venues, public safety, ambassadors, and transportation partners.



De-escalation Training Opportunity

De-escalation training is available to interested businesses and their staff.

To learn more or sign up, please contact:
Darrell.Hussman@TucsonAZ.gov

Hands-On First Aid Training: TPD may offer training for downtown businesses. Classes would be limited to 20 participants. Please let us know if you or someone from your business is interested.



Patronscan

Patronscan Privacy Information

- IDs are scanned to verify identity and support safety and security efforts.
- Information collected may include name, date of birth, gender and ZIP code.
- Personal information is permanently deleted within 21 days unless it is connected to a reported incident.
- The system may identify individuals involved in incidents at participating establishments.
- Businesses using PatronScan are encouraged to display a privacy notice for patrons.



Nighttime Employee Parking

Merchant Employee Parking – Toole Lot

50 spaces available beginning August 1, 2026

Evening and weekend access:

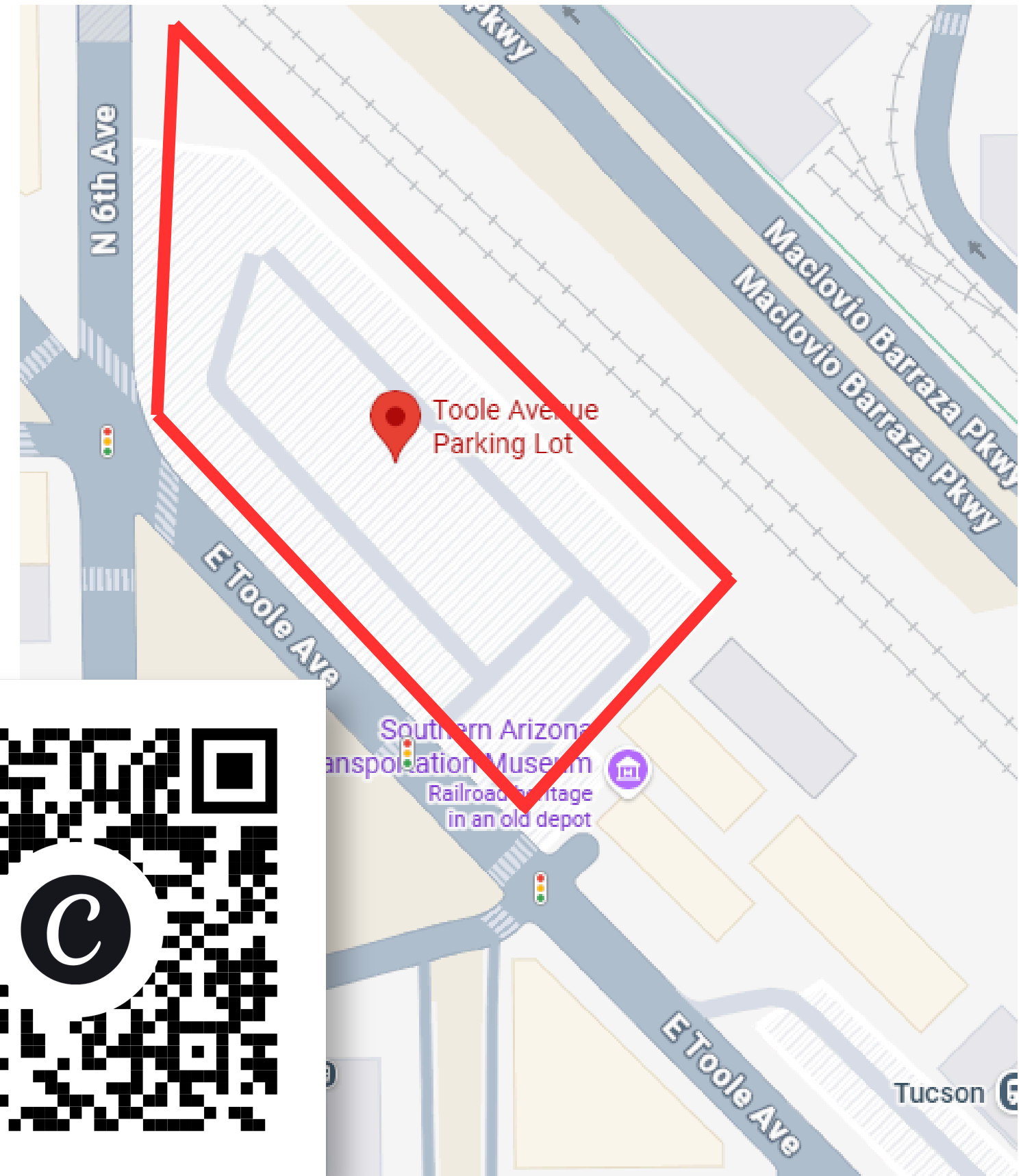
Monday–Friday: 5:00 p.m.–6:00 a.m.

Saturday–Sunday: All day

Monthly permit: \$50

Businesses renting spaces for employees should create an account using the QR code to access monthly billing, payment options, and employee assignments.

Employees paying individually may contact or visit Park Tucson for assistance purchasing a permit.



Rideshare

Designated Uber/Lyft Locations - COT T&M, Park Tucson

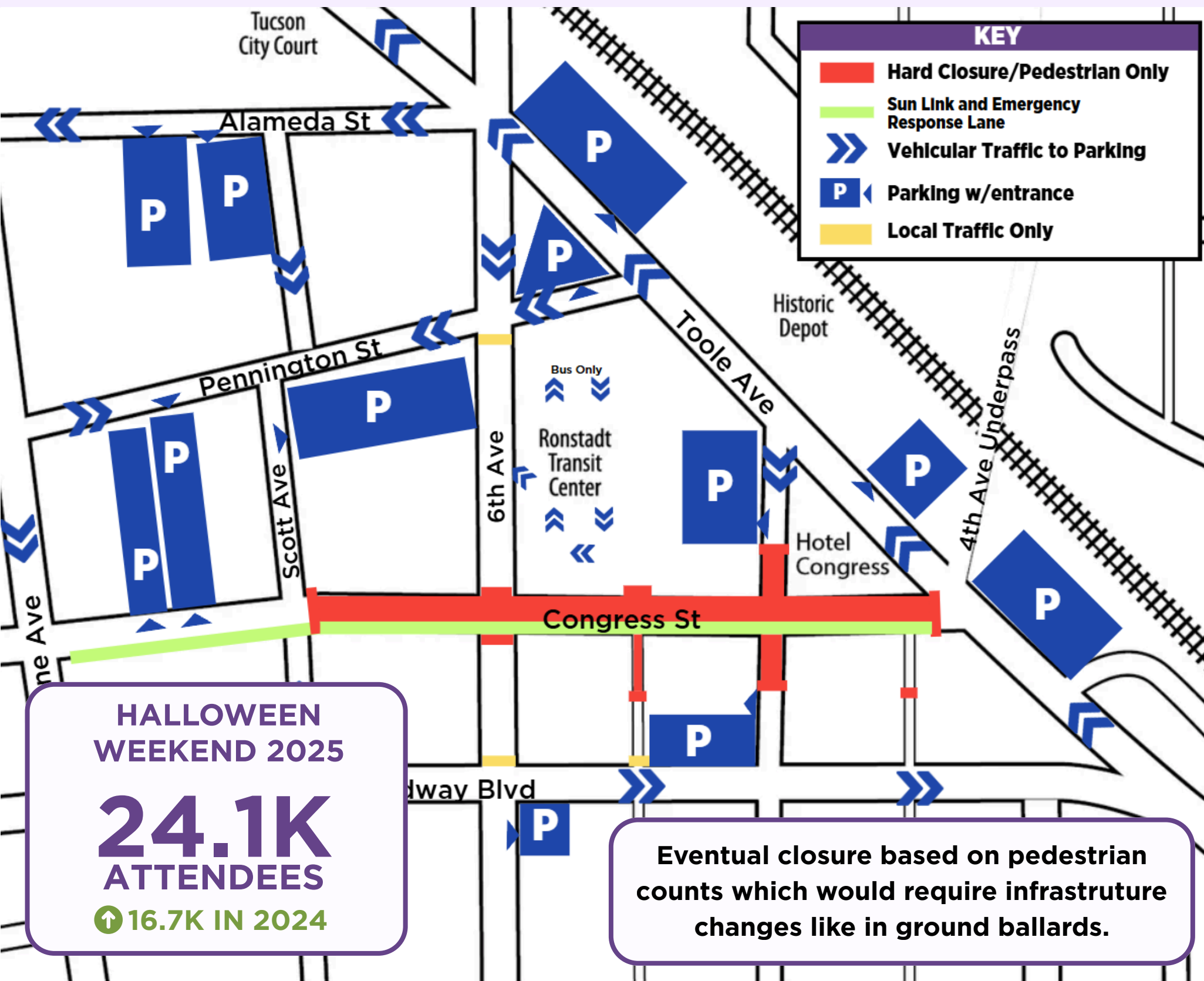
Starting September 1

- ***Safer Streets*** – Reduces pedestrian conflicts and unsafe vehicle stopping.
- ***Better Traffic Operations*** – Keeps vehicles moving and minimizes congestion.
- ***Enhanced Visitor Experience*** – Creates a convenient, organized, and welcoming arrival and departure process.



PILOT Congress Closure INVESTIGATION

Suggested Pilot Events- Halloween & NYE **AND** midnight to 3 am



Project Scope

- 24-hour closure of Congress
- Maintain streetcar and emergency access
- Install barricades, fencing, and traffic control
- Deploy wayfinding signage

Expected Outcomes

- Improve public safety and pedestrian flow
- Increase foot traffic and support downtown businesses
- Gather pilot data to inform future street closures
- Evaluate LINKS as a traffic diversion strategy
- Build the case for a more pedestrian-friendly downtown

DTP has proactively communicated the concept with downtown businesses, stakeholders, community organizations, TPD.

Trash Compactor Updates

Ronstadt Center Trash Area

Trash compactor
serviced weekly



Trash containers
will be serviced
daily



Trash Compactor Updates

Scott Ave Trash Area

Trash compactor
serviced weekly



Trash containers
will be serviced
daily



Tucson Rodeo Activation

Confirm Participating Merchants by November 1

- **Downtown Rodeo Passport**
- **Western Window Decorating Contest**
- **Rodeo Cocktail + Food Week**
- **Live Music Partnerships**
- **Family Western Activities**
- **Pancake Breakfasts**
- **Country Nights Downtown**
- **Merchant Specials**

Email marketing@downtowntucson.org to confirm participation





Cultivating Experiences Worth Sharing

Merchant Marketing Updates

Merchant Marketing Updates

New Biweekly Email Cadence

What This Means for You

- Submit your events to our calendar as early as possible.
- Any event on our calendar before the newsletter deadline has the opportunity to be featured.
- Earlier submissions = greater visibility for your events.
- Last minute event? Still let us know! This new cadence allows for flexibility to feature impromptu happenings.



Merchant Marketing Updates



Block A:
30k Views
1,299 Likes
551 Shares

everyone's talking about the
new kid on the block

Lava Bar:
52k Views
1,349 Likes
1,237 Shares



if you think tucson's already hot enough...

Social Media & Spotlighting Your Business

What's Changing

- We're evolving our social media strategy to continue to build on what we have seen be successful with our audiences.
- More human-centered storytelling approach that incorporates trends, personality, and authentic moments to better connect with our audience.

What This Means for You

- This gives us the opportunity to tell your story in a more engaging way while reaching new audiences.
- We'll be reaching out to coordinate visits over the coming months.

A nighttime photograph of downtown Tucson, Arizona, featuring a purple semi-transparent overlay on the right side. The city lights, including long-exposure light trails from traffic, and the silhouette of a mountain are visible against a twilight sky. The text 'Open Discussion' is centered in white on the purple background.

Open Discussion

60-Second Spotlight Talks



Thank you!

Save the date, our next meeting
will be September 16

Stay connected with the DTP & our downtown
Merchant Community!

For marketing and communications support,
email marketing@downtowntucson.org

For general questions or other inquiries,
email info@downtowntucson.org