



Downtown Tucson Annual Report

FY2025-26: July 1, 2025 - June 30, 2026



**DOWNTOWN
TUCSON
PARTNERSHIP**



WELCOME TO DOWNTOWN TUCSON

About Downtown Tucson Partnership

Downtown Tucson Partnership (DTP) is dedicated to strengthening downtown as a vibrant, safe, and economically resilient district. The organization delivers clean and safe services, supports local businesses, activates public spaces, and leads initiatives that enhance the overall downtown experience.

Through collaboration with stakeholders, property owners, public agencies, and community partners, DTP helps shape a district that attracts investment, supports tourism, and fosters a sense of place for residents and visitors alike.

DTP also engages with the broader community to build awareness and strengthen relationships, extending the impact of downtown initiatives across the region.

OUR MISSION

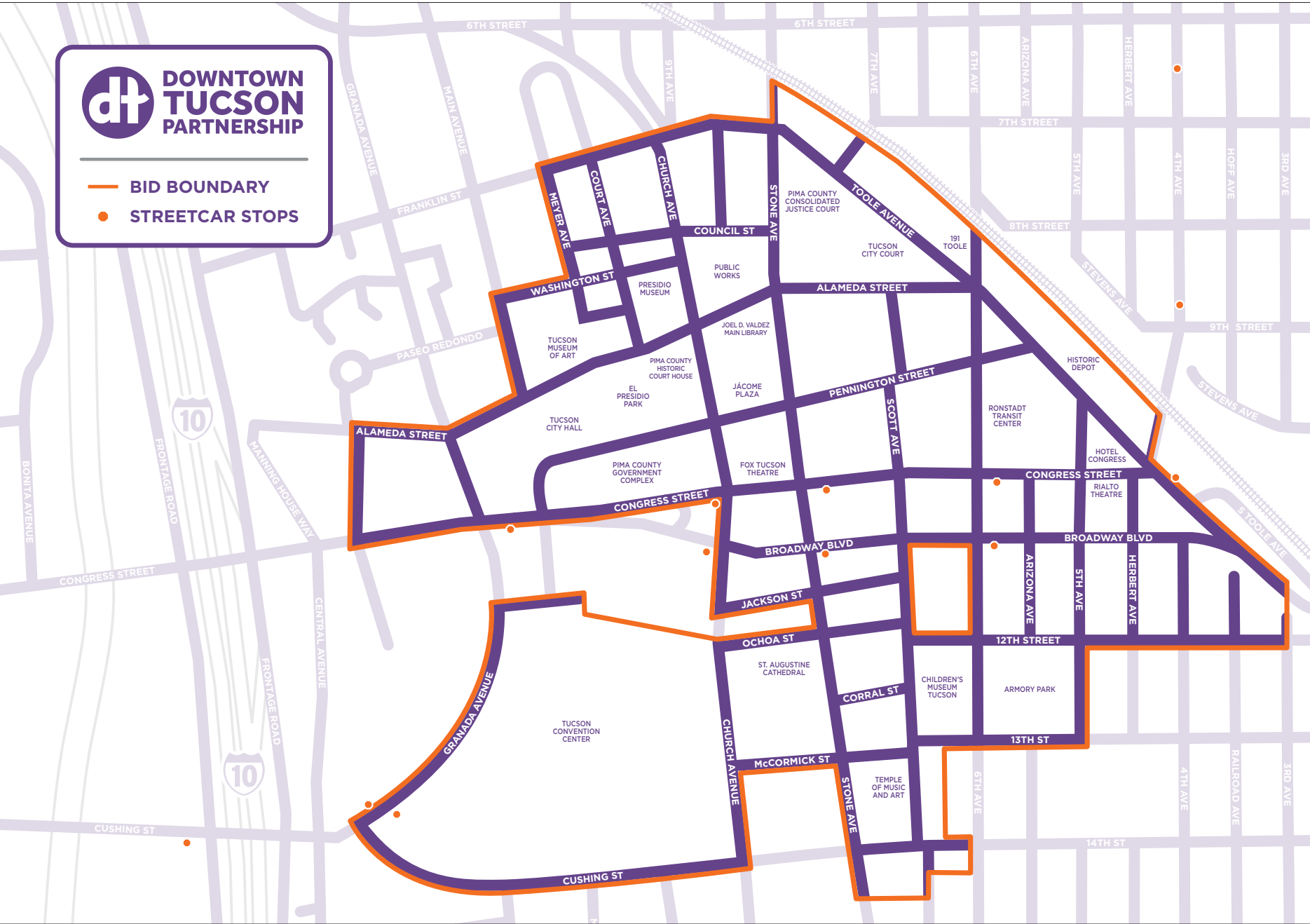
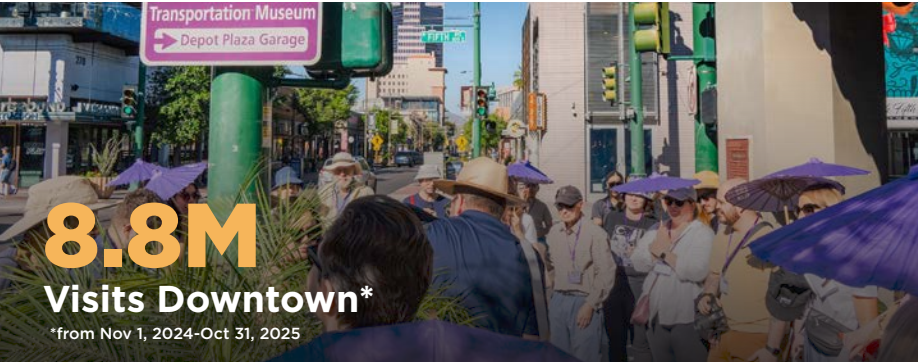
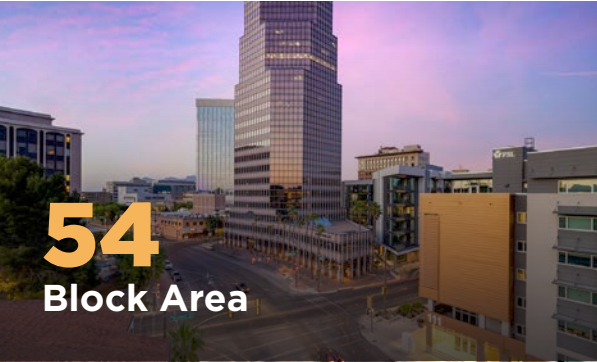
To be the catalyst making Downtown Tucson the economic and cultural center of the region — an inclusive place people want to live, work, and play, and where new ideas flourish.

OUR VISION

Downtown Tucson is a downtown for everyone — the region's eclectic urban hub, where people come to connect, be authentically inspired, prosper, and celebrate diversity.

BUSINESS IMPROVEMENT DISTRICT (BID)

DTP by the Numbers



Funding and Partners



DTP operates within a Business Improvement District (BID), where property owners collectively fund services and enhancements beyond those provided by the city. As a true public-private partnership, DTP is funded through BID assessments from private property owners, along with public funding from the City of Tucson, Pima County, and Rio Nuevo. These funds support essential services in a dynamic district with a high concentration of businesses, large employers, entertainment venues, apartments, hotels, and thousands of annual events and festivals.

Property owners contribute based on the BID Assessment Formula. The formula for FY 25-26:

\$0.08473 X ([lot square feet X 2] + [building square feet])

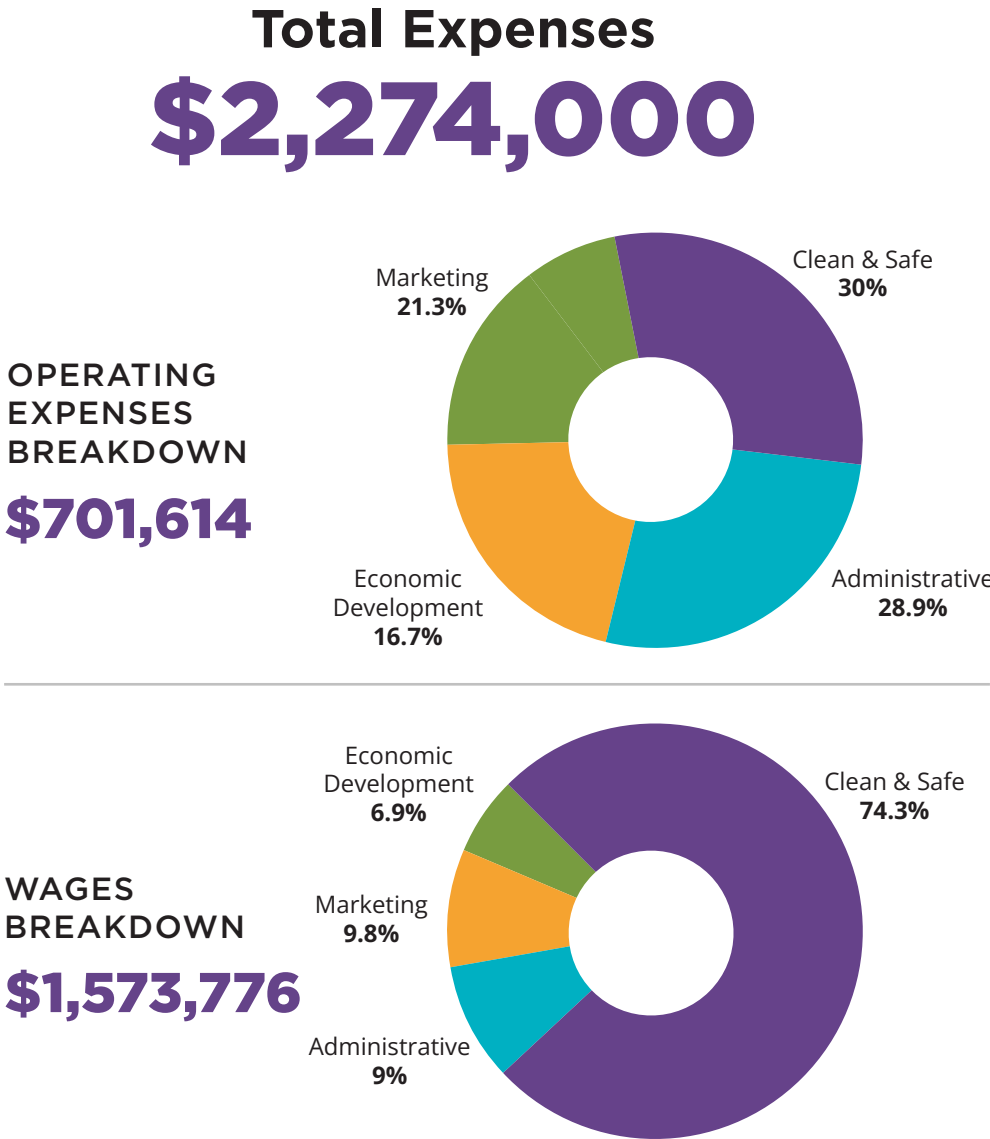
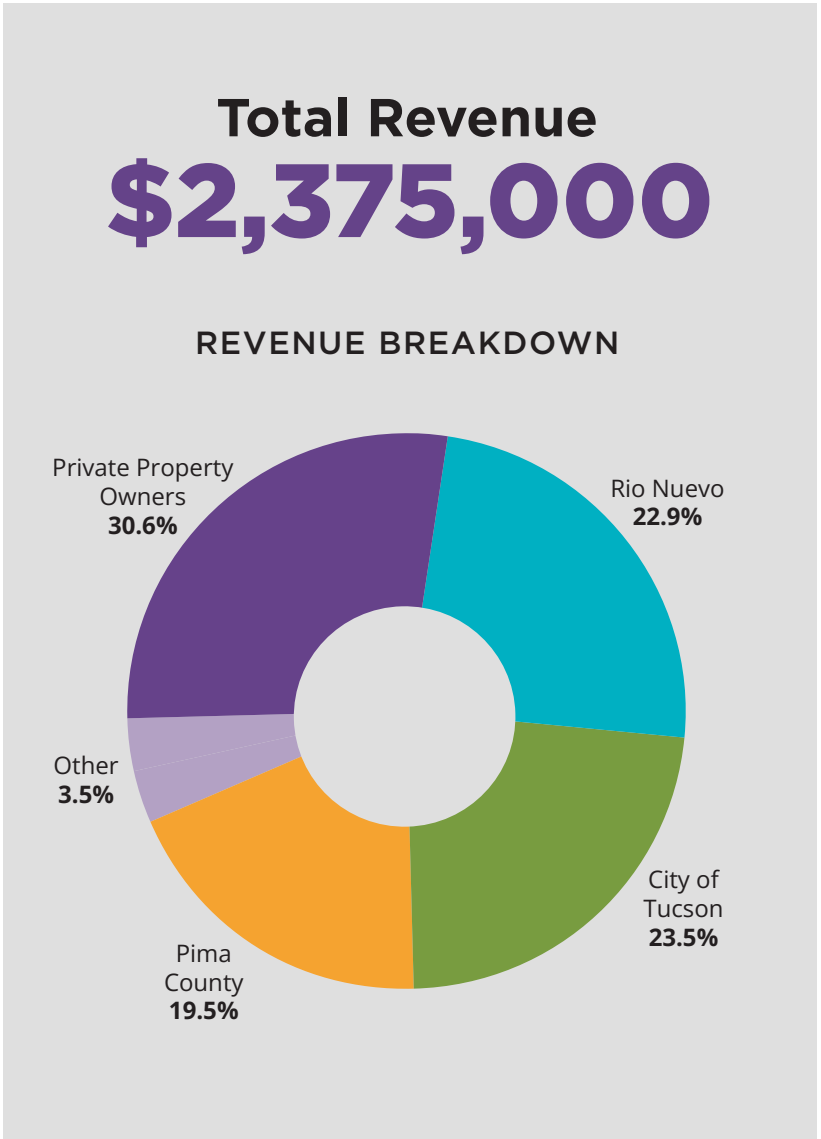
This calculation considers both land and building sizes, ensuring a fair distribution of costs.

Thank you to our funding partners:



FY2025-26: JULY 1, 2025 - JUNE 30, 2026

Financials to Date



MAINTAINING DOWNTOWN

Clean & Safe Ambassadors

DTP’s dedicated team of Clean & Safe Ambassadors keep Downtown Tucson **clean, safe and welcoming** by:



Cleaning & Maintenance Tasks

Removing litter, graffiti, and weeds; power-washing sidewalks; maintaining planters; and assisting with special events.



Safety & Hospitality

Serving as extra eyes and ears for downtown safety, providing directions and assistance, and working closely with Tucson Police.



Outreach & Support

Connecting individuals in need with social services and assisting downtown businesses with safety concerns.

NEW NIGHTTIME WATERING PROGRAM

Thanks to the support of Rio Nuevo, DTP was able to expand the care of the downtown streetscapes with a new 500 gallon water trailer. This new resource helps the team care for the plants and flowers that help make downtown welcoming and inviting.



DTP employs 21 full-time Clean & Safe staff dedicated to maintaining and serving the downtown district around the clock.

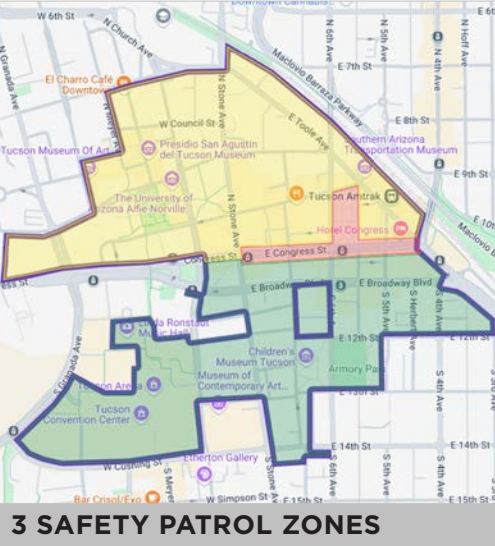


Clean Ambassadors

To provide strategic coverage, DTP Clean Ambassadors cover the downtown district via 4 zones and across 3 shifts.

NUMBER OF CLEAN AMBASSADORS PER SHIFT

	MON	TUE	WED	THU	FRI	SAT	SUN
3 AM - 11AM	2	2	2	2	2	0	0
6 AM - 2 PM	4	4	4	4	4	1	1
9 PM - 5 AM	1	1	1	1	0	0	1



Safe Ambassadors

DTP Safe Ambassadors have 3 established patrol zones with the central zone focused on the highly trafficked Congress Avenue and surrounding the Ronstadt Transit Center.

NUMBER OF SAFE AMBASSADORS PER SHIFT

	MON	TUE	WED	THU	FRI	SAT	SUN
6 AM - 2PM	3	3	4	3	3	3	3
2 PM - 10 PM	3	3	4	4	4	3	3
10 PM - 6 AM	2	2	2	2	0	0	2

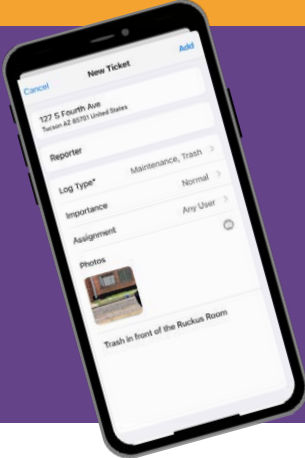
JUNE 30, 2025 - APRIL 23, 2026

Clean & Safe Tasks Completed

118,699

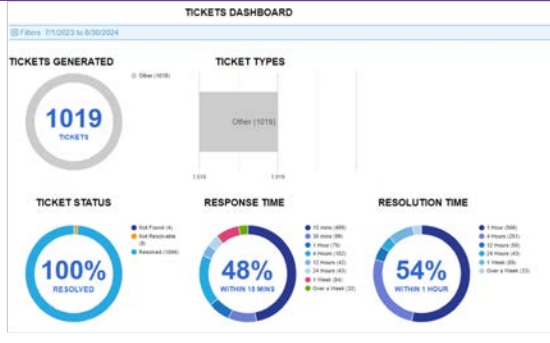
Total tasks logged





TECHNOLOGY SUPPORTS EFFICIENT OPERATIONS

Behind the scenes, the DTP Ambassador team uses Eponic software to track their work and measure impact. This technology helps streamline daily operations, improve reporting, and ensure resources are used effectively across cleaning, safety, and outreach.



11

FY 2025-26 Annual Report: Clean & Safe



39,369

Business Check-ins



29,797

Trash & Litter Removal



6,370

Big Belly Trash Can Service



992

Feces Clean Up



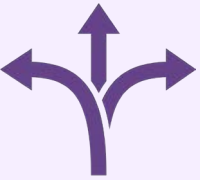
2,886

Street & Sidewalk Sweeping



1,852

Pressure Washing



1,368

Provided Directions to Visitors



3,173

Graffiti & Handbill Removal



1,283

Planter Maintenance

PROACTIVE INFORMATION

Promoting Downtown Safety



Together Tucson

Together Tucson is a safety initiative led by Downtown Tucson Partnership in collaboration with local nightlife businesses to promote a safer, more welcoming downtown experience. Since its launch in 2025, the program has contributed to a measurable reduction in fights and disruptive incidents, with more than 65 individuals banned across participating venues through a shared, real-time system.

As participation continues to grow, businesses are working collectively to proactively address unsafe behavior, reduce nighttime conflict, and increase accountability across the district. These efforts not only enhance public safety but also support economic activity and improve overall perception of downtown as a vibrant and enjoyable destination.

Together Tucson demonstrates how coordinated, data-informed strategies can strengthen both safety and economic vitality while fostering a positive nightlife environment.

Since August 2026, Together Tucson has partnered with PatronScan to introduce ID scanners across participating establishments. The system provides businesses with a more streamlined shared network, allowing for real-time updates when individuals are flagged across venues. The scanners also provide establishments with enhanced tools to identify fake IDs, further strengthening safety and accountability throughout downtown.

Together Tucson is a collaborative nightlife safety initiative that reduces incidents through shared tools, real-time communication, and business partnership.

324

Individuals Banned from Participating Establishments

100

Requests for Reinstatement

13

Individuals Granted Re-entry



BLOCK WATCH

DTP Block Watch

The DTP Block Watch is an email alert series for downtown businesses and stakeholders, providing timely updates on safety-related incidents, including crime activity, protests, major events and other situations that may impact downtown operations.

This communication channel allows DTP to share real-time information, helping businesses stay informed, make proactive decisions, and remain connected during evolving situations. Block Watch has become a valued resource within the BID community for supporting awareness and coordination.

FY 2025-26

Downtown Growth & Improvements



Photo courtesy of Downtown Parade of Lights



Photo courtesy of Downtown Parade of Lights

Increased Downtown Visitation

Halloween, the Parade of Lights and New Year's Eve events across downtown in 2025 saw record-breaking attendance. This growth strengthens DTP's mission by expanding free and low-cost community programming, fostering cultural expression, and creating welcoming public spaces that serve residents, workers, and visitors alike.

HALLOWEEN
WEEKEND 2025

24.1k

Attendees

Up from 16.7k in 2024

DOWNTOWN PARADE
OF LIGHTS 2025

23.3k

Attendees

Up from 22.4k in 2024

NEW YEARS EVE
BOWL BASH 2025

8.3k

Attendees

Up from 4.8k in 2024



Storm to Shade Program

DTP helped facilitate the activation of Tucson's Green Stormwater Infrastructure program in downtown. This program captures stormwater to grow trees and vegetation, providing shade, cooling, and environmental benefits resulting in new plants and growth in the downtown BID.

\$147,000 in New Voluntary Commitments

Looking ahead to FY 2026–2027, DTP secured approximately **\$147,000 in voluntary participation commitments** from Tucson Electric Power, Tucson IDA and the owners of 345 E. Congress Street—organizations and property owners outside the Business Improvement District that are not required to pay a BID assessment.

These commitments expand DTP's reach, leverage additional resources for downtown and demonstrate confidence in the value of DTP's services and partnerships.



Tucson Electric Power



Centro Garage

IDA Tucson

Downtown and Safe City Best Practices

DTP staff attended the International Downtown Association Conference and the Sociable City Summit to learn from peer cities and national experts on best practices in downtown safety, marketing, and economic development. These conferences provided insight into emerging trends, including experience-driven visitation, coordinated safety strategies, and the importance of strong partnerships between businesses, public agencies, and community stakeholders.

These insights are helping inform DTP's work strengthening collaboration, refining marketing and communications strategies, and exploring new ways to support a safe, welcoming, and vibrant downtown.





PROMOTING DOWNTOWN

Marketing Reach

DTP marketing efforts reach audiences across website, email, social media, and beyond, driving awareness and engagement with downtown Tucson. Through these channels, DTP promotes businesses, events, and experiences to both local audiences and visitors, while actively supporting downtown businesses and event partners with strategic promotion, collaboration, and increased visibility.

Website

248k

Website Sessions*

Visitors exploring downtown content online

Email

8.8k

Email Subscribers**

Audience receiving regular downtown updates

Social Media

140k

Combined Social Audience**

Followers across Instagram, Facebook, and LinkedIn

20.6k

Average Sessions Per Month*

Consistent monthly traffic to downtown resources

44.4%

Average Open Rate**

Strong engagement with email content

592.4k

Avg. Monthly Social Media Impressions*

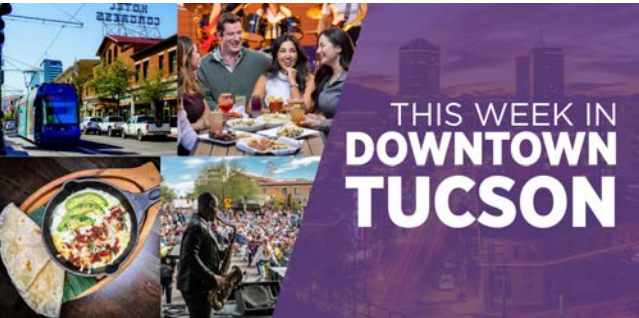
Ongoing visibility for downtown content

*Based on data from Sept 1, 2025 - June 30, 2026
**Website data excludes identified BOT traffic

HIGHLIGHTS

Marketing in Action

DTP marketing efforts translate into real engagement across channels, helping drive traffic to events, increase visibility for businesses, and connect audiences with what’s happening downtown.



The Events Calendar continues to be a top visited page, accounting for 16% of website page visits.



The DTP Haiku Hike event drew over 1,800 link clicks in one email.



Weekly Instagram event roundup posts reaches 8K-34K accounts per post.



Sharing DTP’s Mission

DTP continues to actively engage with local organizations and community groups, including Commercial Real Estate Women (CREW), the Presidio Neighborhood Association, Youth on Their Own, and others. These engagements provide opportunities to share the story of downtown Tucson, communicate DTP’s vision for growth, and strengthen relationships across the community.

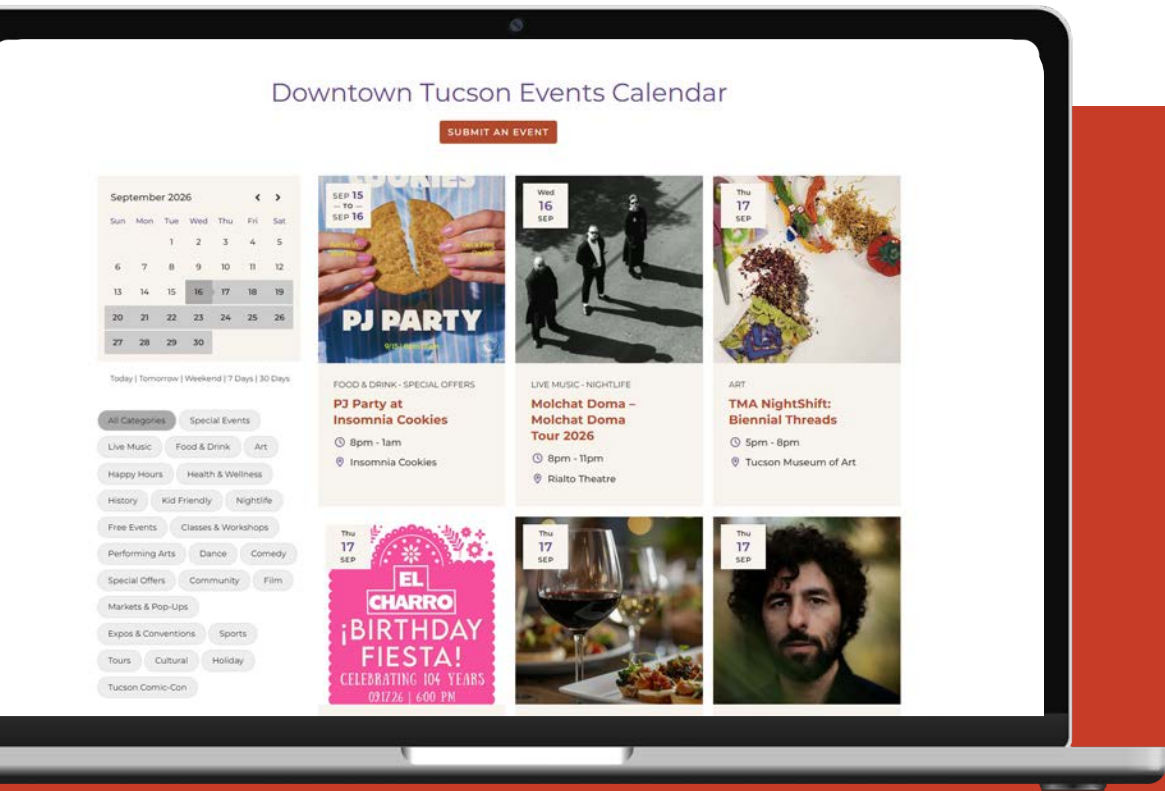
This ongoing outreach supports greater collaboration, alignment, and shared investment in the continued success of downtown.

WEBSITE IMPROVEMENT

Downtown Events Calendar

In January 2026, DTP launched a significant update to the Events Calendar to improve how visitors discover and explore what’s happening downtown. The previous list-based format was replaced with a more visual, user-friendly experience that highlights event imagery, uses a searchable calendar, and allows users to browse by category.

These improvements have led to stronger user engagement, with visitors spending more time exploring events and viewing more content per visit. For downtown businesses and event organizers, this means increased visibility, greater discovery of events, and more opportunities to attract attendees.



EVENTS CALENDAR REDESIGN IMPACT

Users are spending more time and exploring more events per visit following the redesign.

+60%
Average Engagement Time

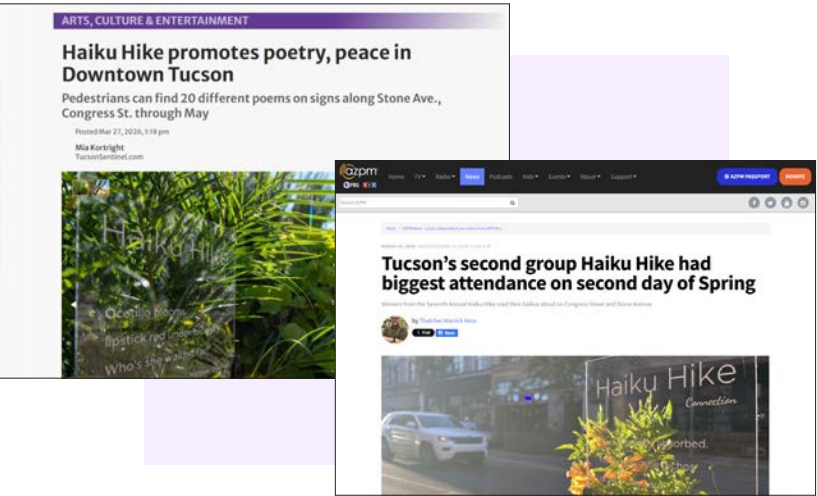
+11.8%
Views Per Active User

Data from: Jan 16, 2026 - June 30, 2026 compared to the same period in the prior year

AMPLIFYING DOWNTOWN

Advertising, Media & PR

DTP continues to expand awareness of downtown Tucson through a strategic mix of advertising, media partnerships, and earned coverage. These efforts help amplify downtown businesses, events, and experiences, reaching both local audiences and visitors through multiple channels.



PR and Earned Media

With a renewed focus on media outreach, DTP has strengthened relationships with local outlets to increase earned media coverage and share the story of downtown Tucson. The 7th Annual Haiku Hike served as a strong example, resulting in features across AZPM, Tucson Weekly, Tucson Sentinel, KVOA, and University of Arizona News, expanding visibility for downtown events and businesses.

Multi-channel Campaign

In Fall 2025, DTP launched an integrated campaign promoting downtown Tucson as a destination for dining, events, and exploration. The campaign included social media, print advertising, billboards, and radio placements across the Greater Tucson area, increasing awareness and encouraging audiences to visit and explore downtown.



ACTIVATING DOWNTOWN

DTP Events and Activations

Downtown Tucson Partnership brings the district to life through creative, community-driven activations designed to spark engagement and encourage exploration of downtown spaces. From the Downtown Haiku Hike to the Downtown Eggventure, these initiatives create memorable, shareable experiences for a wide range of audiences. DTP’s activation efforts support local businesses, enhance the vibrancy of downtown, and reinforce DTP’s role in creating meaningful connections between people and place.

Event & Activation Highlights



Dusty’s Holiday Tree Lighting

A collaborative holiday activation with the Tucson Roadrunners, Tucson Sugar Skulls, and local businesses that brought the community together in downtown Tucson. The event contributed to record-breaking ticket sales for the following three Roadrunners home games, highlighting the value of partnership-driven activations.



Spring Collaborations

Spring activations included a family-friendly partnership with the Children’s Museum featuring a costumed bunny experience, alongside the Downtown Eggventure, a QR code egg hunt across participating businesses. These efforts encouraged visitors to explore downtown, engage with local businesses, and participate in seasonal programming.



Coordinated Activations

Through programs like the Convention Visitors Welcome Program and themed promotions tied to events such as the Tucson Rodeo and St. Patrick’s Day, DTP collaborates to create unified downtown experiences. These efforts invite participation through special offers and events promoted collectively to increase visibility and drive foot traffic across downtown.

7TH ANNUAL

Haiku Hike

The 7th Annual Haiku Hike transformed downtown into a seasonal literary trail, featuring 20 winning poems displayed on custom plaques installed in planters along Congress Street and Stone Avenue. With over 1,600 submissions from 35 states and 29 countries, the program reflects broad community participation. A kickoff community hike drew the largest attendance to date, with participating businesses offering discounts to encourage continued exploration of downtown.

1,606
Haiku Total
Submissions

1,325
Haiku Submissions
from Tucson

20
Winning Haiku
Plaques Installed



OUTREACH & ENGAGEMENT

Supporting Downtown Businesses

Downtown Tucson Partnership provides a range of accessible resources designed to support the success and growth of businesses within the district. As a centralized hub of information, DTP connects businesses to key programs, city services, and partnership opportunities, providing access to tools and resources that support ongoing business development. By prioritizing accessibility and ongoing support, DTP empowers downtown businesses to stay informed, engaged, and positioned for long-term success.



Merchants & Retail Council

DTP’s Merchants & Retail Council serves as a consistent point of connection between downtown businesses and the broader work of DTP and partner organizations. These recurring meetings provide a space for merchants, property owners, and stakeholders to stay informed, share feedback, and engage directly in conversations shaping the future of downtown. Through open dialogue, participants gain updates on initiatives, events, safety efforts, and economic development projects, while also bringing forward on-the-ground insights that help guide DTP’s priorities.

Facilitating Parking Conversations

Downtown Tucson Partnership has played an active role in addressing parking and accessibility challenges by facilitating conversations between businesses, city partners, and key stakeholders. Through efforts such as employee parking surveys and coordinated listening sessions with Ward 6 and Park Tucson, DTP helps surface real-time concerns and identify opportunities for improvement to share with key leaders.



Business Resources



MARKETING AND PROMOTION

Amplifying downtown businesses through social media, newsletters, and the DTP website and events calendar.



AMBASSADOR SUPPORT

Providing on-the-ground assistance, safety support, and hospitality services throughout downtown.



DTP GIFT CARD PROGRAM

Driving customer spending at participating businesses through a district-wide gift card program.



MERCHANTS FACEBOOK GROUP

Connecting downtown businesses through a shared online space to exchange updates, opportunities, and real-time information.



BUSINESS RESOURCES HUB

Offering tools, guides, and key information to support daily operations and long-term growth



ADVOCACY & CONNECTIONS

Facilitating connections to city services, partners, and initiatives that impact downtown.

DTP STAFF

Who We Are

The small but dynamic DTP team is agile, enthusiastic and creative in their tireless pursuit to make Downtown Tucson a welcoming, safe and vibrant community for all.



TEAM & CONTACT INFORMATION

- Crystal Moore, President & CEO

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- Russ Stone, Safety & Maintenance Director

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- Taylor Mercer, Digital Marketing Specialist

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- Kaylee Prinz, District Programs Coordinator

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- Marisol Maldonado, Administrative Assistant

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(520) 268-9033
- DTP Ambassadors Team

(520) 940-1038

Thanks to our Board

Executive Board

- Hilary Van Alsburg

Children’s Museum Tucson | Oro Valley *(Board Chair)*
- Cameron Taylor

Imago Dei Middle School *(Vice Chair)*
- Helen Gomez

Non Profits *(Board Secretary)*
- John O’Dowd

Amado and Associates, CPA’s *(Board Treasurer)*
- Jacquelyn Vega

City of Tucson, City Manager Representative
- Michael Crawford

Crawford Law PLLC
- Randi Dorman

R+R Develop
- Monica Perez

Pima County Administrator Representative
- Fletcher McCusker

Rio Nuevo / UAVCF
- Julie Katsel

University of Arizona

Board Members

- Felipe Garcia

Visit Tucson
- Rebecca Hanley

Hotel Congress
- Patricia Schwabe

Downtown Property Manager
- Teresa Bravo

Tucson Electric Power
- Renee Morton

Mordasini Villas
- Liz Pocock

Startup Tucson
- Julie Ramseth

Bourn Companies, LLC
- Joe Rottman

Caterpillar Inc.
- Heather Wuelpern

Gordley Group

Ex-Officio

- Rob Elias

Tucson Hispanic Chamber of Commerce
- Michael Guymon

Tucson Metro Chamber
- Nicole Barraza

Southern Arizona Leadership Council
- Ted Maxwell

Southern Arizona Leadership Council
- Marlene Avelino

City of Tucson Council, Ward 6
- Monteserrat Caballero

Pima County

*Board Roster as of May 1, 2026



SPONSORSHIP OPPORTUNITIES

Help Shape the Future of Downtown Tucson

A thriving downtown directly impacts employee attraction, retention, and overall quality of life. Through sponsorship partnerships, companies can play a meaningful role in supporting the programs, events, public spaces, and experiences that contribute to a vibrant urban core while aligning their brand with the continued growth and energy of Downtown Tucson.

Sponsorship Opportunities May Include:

- Downtown event and activation sponsorships
- Holiday tree lighting and seasonal programming
- Downtown beautification and placemaking initiatives
- Branded ambassador or facilities vehicles
- Big Belly waste and recycling station branding
- Public art and streetscape enhancements
- Community and safety initiatives
- Visitor engagement and welcome programs
- Marketing and promotional collaborations



Light up downtown streets with tree wraps



Be visible downtown with vehicle sponsorships



Be a visible part of keeping downtown clean with Big Belly branding

DTP offers flexible sponsorship opportunities that can be customized to align with a partner’s goals, audience, and level of involvement.

Potential Sponsor Benefits:

- Recognition across DTP marketing channels
- Website and newsletter visibility
- Social media features and collaborative promotion
- Event signage and on-site recognition
- Branded downtown placements and activations
- Naming opportunities for select programs or initiatives
- Association with community investment and downtown revitalization

For custom sponsorship opportunities, please contact:

info@downtowntucson.org



**Sponsor
Downtown
Tucson’s
Holiday Tree**



**DOWNTOWN
TUCSON
PARTNERSHIP**

MAILING ADDRESS:

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