**Highlights**

**DTP Connects**
Connected 84 individuals with housing through the DTP Connects program in the first three months. Through a partnership with OPCS, individuals experiencing homelessness received services and were placed in homes and shelters utilizing the Housing First model. Ongoing interviews and assessments were provided by a dedicated community engagement specialist at homeless encampments in Downtown parks and public spaces via a DTP Connects mobile unit. The mobile unit continues to patrol the Downtown every week day connecting individuals in need with housing and supportive services.

**Activation of Jacome Plaza**
Jacome Plaza was transformed into a vibrant public plaza through a pilot park management program. Management included initial physical improvements (e.g. red bistro tables and chairs, shade sails, lighting, life size games and gaming area, free Wi-Fi, Outdoor Office, landscaping) marketing the space to outside groups for programming, partnering with Downtown schools for daily recess, daily management and oversight, maintenance and security. The results were staggering, there has been a 97% increase in new daily park users.

**Merchant Meetings**
Monthly meetings, seasonal mixers and solution-based task forces are conducted regularly with the Downtown merchants and property owners to maintain a positive and cooperative relationship while addressing critical issues facing Downtown.

**Comprehensive Landscaping Plan for City Planters**
Drought tolerant plants, grown from seed and native to the Sonoran desert were planted and are being maintained by a landscape architect-botanist and a team of individuals with intellectual and developmental disabilities through a new partnership with Desert Survivors. DTP is responsible for maintaining over 180 City planters and landscape areas throughout Downtown.

**Downtown Planter Program**
This new beautification program provided 27 customized planters, made in-house out of recycled scrap metal to fit the exact dimensions of each individual storefront. 14 businesses participated. Each season, a selection of flowering annuals are offered to participants.

**Parade of Lights & Festival**
The 23rd Annual Parade of Lights & Festival was one for the record books. Tucson’s most spectacular holiday parade and festival welcomed a new route, returning approximately 35,000 visitors to the Festival welcomed a new route, returning approximately 35,000 visitors to Towne Plaza through a Pilot Park into a vibrant public plaza.

**Mission & Vision**
**VISION** – Downtown Tucson is a Downtown for everyone – an eclectic, beautiful, fun, accessible, pedestrian and bike-friendly district that embraces diversity. It is the Southwest’s premier urban hub for living, dining, retail, business, art, entertainment, and both historic and contemporary architecture.

**MISSION** – To be the catalyst for making Downtown Tucson the place people want to live, work, and play; where new ideas happen; and that is the economic development and cultural epicenter of the region.

**By the Numbers**

<table>
<thead>
<tr>
<th>By the Numbers</th>
<th>FY17-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>Security &amp; Maintenance Ambassadors</td>
</tr>
<tr>
<td>24/7</td>
<td>Security &amp; Maintenance</td>
</tr>
<tr>
<td>10,400+</td>
<td>Hours Sweeping &amp; Power Washing Sidewalks</td>
</tr>
<tr>
<td>15 Tons</td>
<td>of Trash Bags Discarded</td>
</tr>
<tr>
<td>84</td>
<td>Homeless Individuals Connected w/ Housing</td>
</tr>
<tr>
<td>275</td>
<td>New Daily Park Users in Jacome Plaza</td>
</tr>
<tr>
<td>73%</td>
<td>Women &amp; 62% Children</td>
</tr>
<tr>
<td>74,000</td>
<td>combined social media followers</td>
</tr>
<tr>
<td>2,793</td>
<td>events promoted through Weekend Report</td>
</tr>
<tr>
<td>90</td>
<td>businesses highlighted through social media &amp; Weekend Report</td>
</tr>
<tr>
<td>5 weeks</td>
<td>of Holiday Promotions w/ 224 Poinsettias Planted</td>
</tr>
<tr>
<td>2018</td>
<td>Marked Downtown Tucson Partnership 20 Year Anniversary</td>
</tr>
<tr>
<td>5</td>
<td>Year BID Renewal</td>
</tr>
<tr>
<td>0</td>
<td>Property Owners Contested the BID Renewal</td>
</tr>
<tr>
<td>32</td>
<td>local businesses participated in Small Business Saturday</td>
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**Financials**

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<tr>
<th>Revenue</th>
<th>$1,770,982</th>
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<tr>
<td>Private Property Owners</td>
<td>$540,301</td>
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<tr>
<td>City of Tucson</td>
<td>$365,000</td>
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<tr>
<td>Park Tucson Contract</td>
<td>$303,946</td>
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<tr>
<td>Sponsorships, Grants, Other</td>
<td>$193,261</td>
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<tr>
<td>Rio Nuevo</td>
<td>$188,474</td>
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<tr>
<td>Pima County</td>
<td>$180,000</td>
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</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>$1,764,442</th>
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<tbody>
<tr>
<td>Maintenance and Security</td>
<td>$884,822</td>
</tr>
<tr>
<td>Park Tucson Contract</td>
<td>$287,460</td>
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<tr>
<td>Administration</td>
<td>$280,495</td>
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<tr>
<td>Economic Development</td>
<td>$159,397</td>
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<tr>
<td>Marketing</td>
<td>$152,268</td>
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<tr>
<td>Net Surplus</td>
<td>$6,540</td>
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</tbody>
</table>

*excluding depreciation
## Five-Year Strategic Plan 2017–2021

**GOAL 1**  
**Clean and Safe**  
Increase sanitation, maintenance and safety standards Downtown.

**GOAL 2**  
** Beautification & Greenscape**  
Enhance Downtown’s overall physical appearance through buildings, parks, streetscape, sidewalks, landscaping, parking lots, alleys and roadways. Create an environment that is welcoming, safe and attractive; where people want to be.

**GOAL 3**  
** Downtown Accessibility**  
Make it easier to get into and around Downtown.

**GOAL 4**  
** Business Recruitment & Retention**  
Recruit key businesses and venues that respond to the Downtown market needs including those of residents, employees, businesses and tourists. Provide support services and education to help existing businesses improve and thrive.

**GOAL 5**  
**Marketing & Promotions**  
Market existing businesses, events, parks, available spaces, and business opportunities. Promote an enhanced, vibrant image of Downtown.

**GOAL 6**  
** Resource Development, Finance & Planning**  
Strengthen the organization’s financing, staff, board structure and organizational development and growth.

**GOAL 7**  
** Residential & Mixed-Use Development**  
Implement and support aggressive housing and mixed-use development effort.

**GOAL 8**  
** Relationship Building**  
Strengthen our relationship with merchants, property owners, developers, neighborhood groups, historic preservationists, City, County, Rio Nuevo, U of A, stakeholders and partners.

**GOAL 9**  
**Enhanced Services Agreement & Fee for Service Contracts**  
Exceed expectations and contract requirements. Provide the highest level of professionalism and customer service to the City of Tucson.

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### Board of Directors

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Hecker PLLC

Chuck Huckelberry  
Pima County

Nancy Johnson  
El Rio Community Health Center

Julie Katsel  
University of Arizona

Lee Klein  
Cox Media

Anne Lawrence  
Holualoa Companies

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UA/KC, Tao Nuevo

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HSL Properties

Melanie Morrison  
MEB Management Services

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Living Streets Alliance

Tom Warne  
Investments

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Gadljen Company LLC

Zach Yentzer  
DNARC, Mend & Park

Karl Zimmel  
Tucson Electric Power

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Donovan Durband  
Park Tucson

Richard Elias  
Pima County

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Tucson City Council, Ward 6

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Gary Molenda  
Business Development Finance Corp.

Lea Marquez Peterson  
Hispanic Chamber of Commerce

Fred Ronstadt  
Fourth Avenue Merchants Association

Amber Moore Smith  
Tucson Metro Chamber

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**ABOUT THE PARTNERSHIP**  
 Created in 1998 to implement enhanced municipal services for the Downtown Business Improvement District. The Business Improvement District was recently renewed for five more years.

**Thank you to our Funding Partners!**

Private Property Owners Located within the Business Improvement District

City of Tucson

Pima County

Rio Nuevo

I. Michael and Beth Kasser

Our Many Sponsors and Partners

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**Visit Tucson Partners!**

To Learn More about our Funding Partners, Exceed expectations and contract requirements. Provide the highest level of professionalism and customer service to the City of Tucson.