

# Annual Report

Kathleen Eriksen



## **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.

## **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.

# Downtown Tucson Business Improvement District

**54**

Block Area

**193**

Acres

**384**

Parcel Properties

**8.5M**

Building. Sq. Ft.  
Assessed

**4**

Sun Link  
Streetcar Stops

**73**

Food & Drink  
Establishments

**40**

Shops

**32**

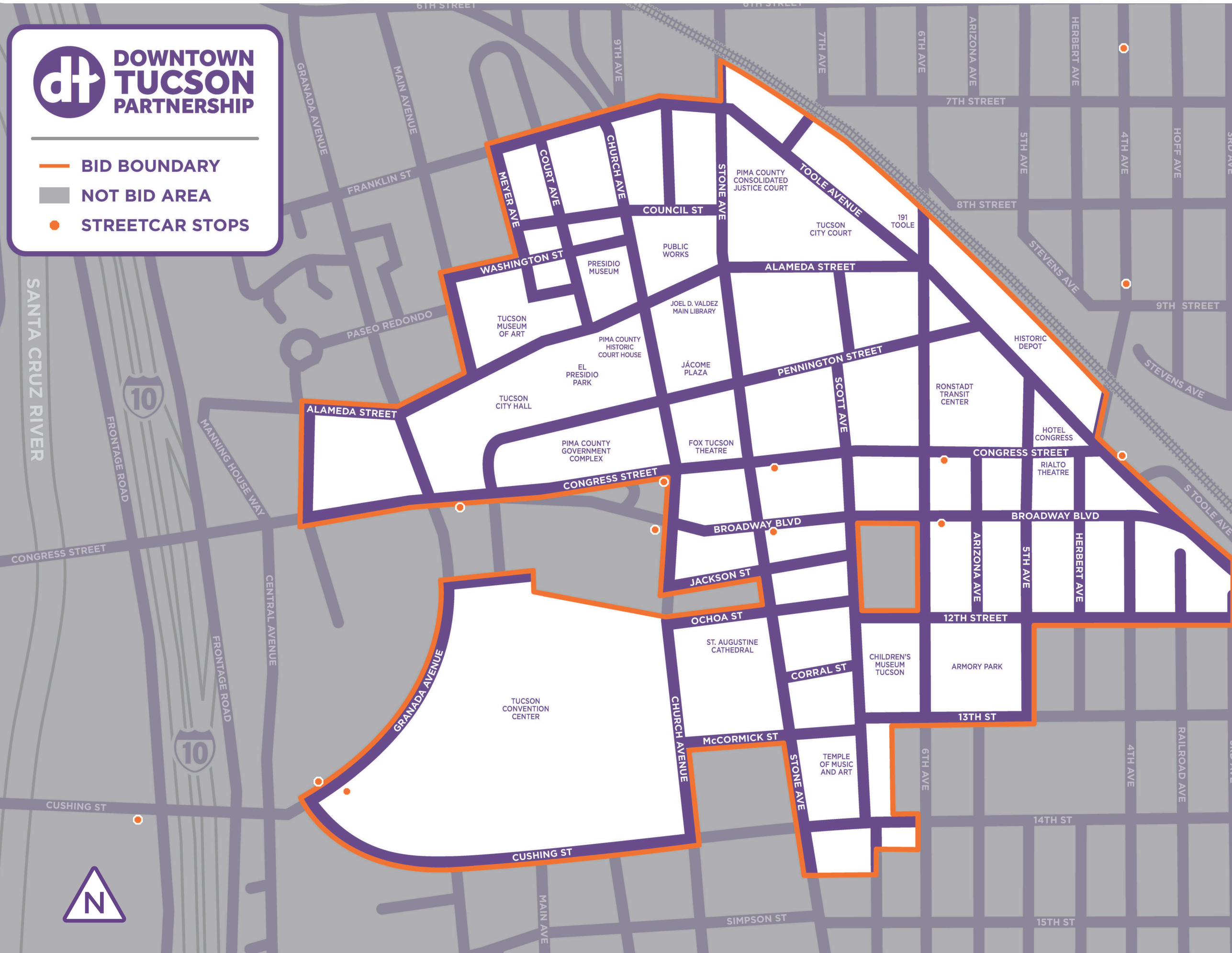
Arts, Museums &  
Entertainment

**1072**

Multifamily  
Residential Units

**700**

Hotel Rooms



# 10,850

Email Subscribers

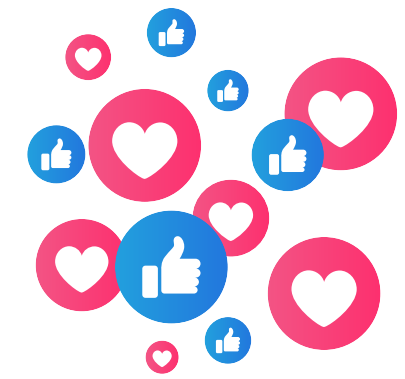


# 147,740

Social Media Followers

# 43%

Total Increase in Subscribers

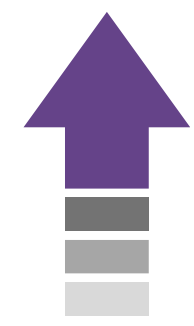


# 12,300,000

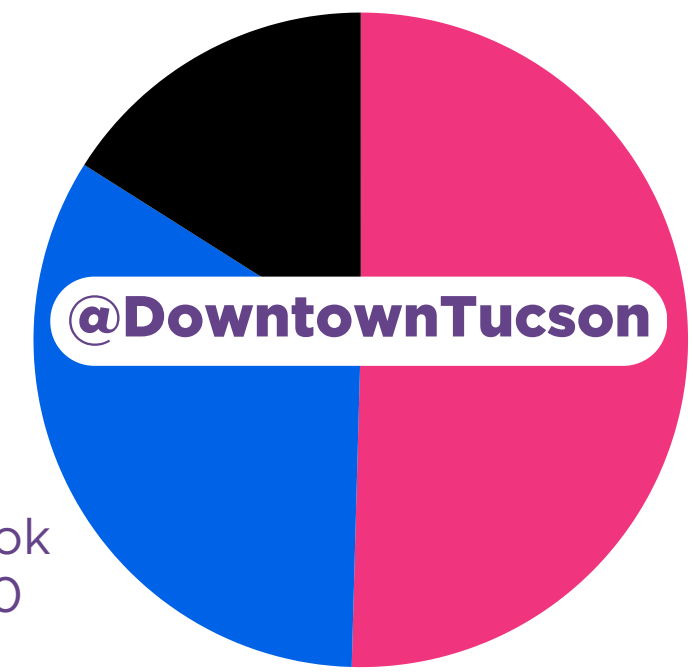
Total Social Media Impressions

# 6,131

Subscribers on June 1, 2023



X (Twitter)  
23,600



Instagram  
74,300

Facebook  
49,400

LinkedIn: 611

Our Reach





# Tucson Lifestyle



Short Takes PEOPLE

## Q&A

**Kathleen Eriksen** / President & CEO of the Downtown Tucson Partnership  
Photo by Thomas Veneklasen



- Q: Where were you born?**  
Jackson, Michigan
- Q: How did you become interested in your career field?**  
Before embarking on my journey in Downtown Development, I co-owned and managed a series of establishments, including Otello's Ristorante, Renee de Paris, Theatre Coffee, and Grand Catering, situated in the heart of downtown Jackson, Michigan. These ventures were housed in historically significant buildings facing the threat of demolition. Through determination and effort, my brother and I not only preserved these structures but also transformed them into thriving retail spaces with residential units. The experience of revitalizing those old buildings and fostering a sense of community sparked my enduring commitment to enhancing urban spaces and assisting others in achieving their aspirations.
- Q: What is the greatest reward of your job?**  
Our ability to affect change. We work on meaningful projects from beginning to end and are able to see the impact of our work.
- Q: Where would you most like to vacation next — and why?**  
I'd like to return to Europe and explore Italy and France. I would love to see the architecture, explore the cities, and of course eat the wonderful cuisine! I would like to return to Denmark too. Their cities are so peaceful. Less traffic, more bikes and my heart just felt at ease there.
- Q: What was the last book you read, and what did you enjoy the most about it?**  
*The Mountain is You*. There was so much great content. I love the idea that to become a master of oneself is first to take radical and the complete responsibility for your life. This includes that which is beyond your control. A true master knows that it is not what happens, but the way one responds, that determines the outcome.
- Q: When you have the time, what is your favorite TV show to binge watch?**  
I try to be very intentional about my TV watching habits and avoid binge watching. When I do watch TV it's usually something uplifting or is aligned with my interests. I really like Apple TV, specifically *Ted Lasso*, *Loot* or any number of special interest or inspirational movies and documentaries.
- Q: What's your favorite food indulgence?**  
Love, love, love Italian food — pasta is my favorite.
- Q: In 20 words or less, describe your perfect day.**  
Rise to morning meditation, hike in nature, shared lunch and laughter with friends, end with movie night and loved ones.

ESTATE MARKET UPDATE  
SIDE TO SUMMER FUN  
TRANS IN ARIZONA  
HISTORIC FORT LOWELL HOME

# Biz Tucson

SUMMER 2024 THE REGION'S BUSINESS MAGAZINE

## WOMEN LEADING THE REGION

SPECIAL REPORT: Tucson Metro Chamber Town of Oro Valley

Biz Tucson NEWS UPDATE FREE e-mail newsletter Register at: BizTucson.com/NEWS

# Building DTP Awareness



## Clean, green and safe: How sweating the small stuff in Downtown Tucson set the table for success

*Making things look nice and fastidiously keeping them that way are top priorities of the Downtown Tucson Partnership*



As of March 21 in Albuquerque, the 1,083-foot stretch of Central between Third and Sixth had nine planters, none of which had plants in them. As of March 14 in Tucson, the 1,150-foot stretch of Congress Street between Sixth and Church had 19 planters - all with plants. This one featured a typical array of flowers.



## Building Downtown Tucson's brain

*How the business improvement district there gives the city center a voice and a forum to solve its own problems*

*Though somewhat behind the scenes organizing is critical to the success of downtown areas across the country*

*Cities don't generally step in to replace what BIDs do, and we might not want that anyway*

— PART FOUR OF FOUR —



The board of the Downtown Tucson Partnership, a business improvement district, includes Downtown residents, the executive director of a children's museum, a middle school principal, a vice president of a credit union, a trial attorney, and representatives of the city manager, Tucson Police Department, Tucson Electric Power, and the University of Arizona. JJ Snyder Photography

TUCSON — There was plenty of routine business on the agenda March 14 when the board of the Downtown Tucson Partnership gathered in the airy conference room of a historic courthouse for its regular meeting. Someone gave a presentation on an effort to beautify and generally "activate" a section of El Presidio, a historic district on the edge of the Downtown core. CEO Kathleen Eriksen shared the news that the DTP had won an award for a marketing campaign. There was also some discussion of street banners and a program meant to turn vacant storefront windows into giant attractive Downtown-boosting advertisements. And someone previewed an event called the *Haiku Hike*, in which Tucsonans are encouraged to visit 20 planters around the city center in which poems are posted, having been selected from over 2,000 submissions.



EMAIL SIGN-UP



Search



DINE & SHOP EVENTS EXPLORE LIVE HERE DO BUSINESS ABOUT

## Chela's Latin Cuisine

CATEGORIES **MEXICAN / LATIN** NIGHTCLUB

### ADDRESS

256 E Congress St  
Tucson, AZ 85701  
(520) 867-6096

VISIT WEBSITE

VIEW ON GOOGLE MAPS

### SOCIAL MEDIA



### DETAILS

Dive into a world of mouthwatering Mexican fare at Chela's Latin Cuisine, where every bite is a celebration of flavor and tradition while bringing together traditional recipes with a modern twist. Indulge in savory birria, sizzling fajitas, street-style elote, enchiladas, and many more Mexican favorites! Vegetarian options are also available. When the stars come out on Friday and Saturday nights, Chela's turns into a lively nightclub.



### Nearby Dining

**Le Macaron French Pastries**  
260 E Congress St (31 feet E)

**HUB Restaurant & Ice Creamery**  
266 E Congress St (66 feet E)

**The Screamery**  
250 E Congress St (68 feet W)

**HighWire**  
14 S Arizona Ave (115 feet SW)

### Nearby Shopping

**Bruja**  
245 E Congress St (140 feet NE)

**Tucson Gear**  
245 E Congress St (140 feet NE)

**Johnny Gibson's Downtown Market**  
11 S 6th Ave (224 feet SW)

**Sport Class Customs**  
300 E Congress St (259 feet E)

### Nearby Services

**Tierra Antigua Realty**  
216 E Congress St (126 feet W)

**Istari Tattoo Studio**  
245 E Congress St (136 feet NE)

**Playground Bar & Lounge**  
278 E Congress St (156 feet E)

**Ronstadt Transit Center**  
215 E Congress St (173 feet NW)

### Nearby Parking

**AC Hotel Tucson Downtown Garage**  
151 E Broadway Blvd (165 feet SE)

**Depot Plaza Garage**  
45 N 5th Ave (251 feet NE)

**6th Avenue and Broadway Lot**  
105 S 6th Ave (417 feet SW)

**Metro Chamber Lot Valet**  
212 E Broadway Blvd (418 feet SE)

# 33

## New Downtown (BID) Businesses in FY 23/24

Scan here to see who's opened recently:



IF YOU HAVE AN EMERGENCY, CALL 911

Call or Text  
**(520) 940-1038**  
for 24/7 Clean & Safe Support



Business & Property Resources

Russ Stone | Downtown Safety & Maintenance Director  
(520) 940-0806 [russ@downtowntucson.org](mailto:russ@downtowntucson.org)

IF YOU HAVE AN EMERGENCY, CALL 911

## City of Tucson Resources



Tucson Police  
Downtown District



City Graffiti  
Removal Program



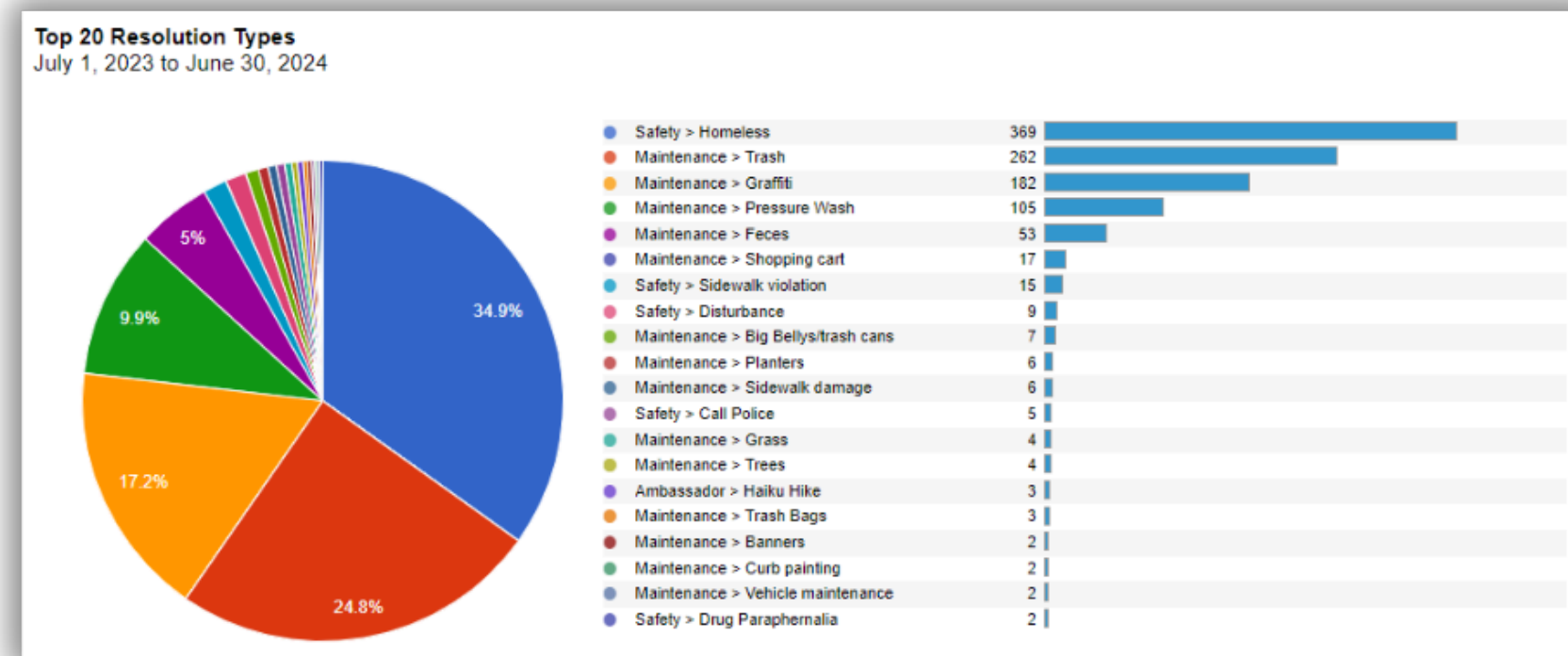
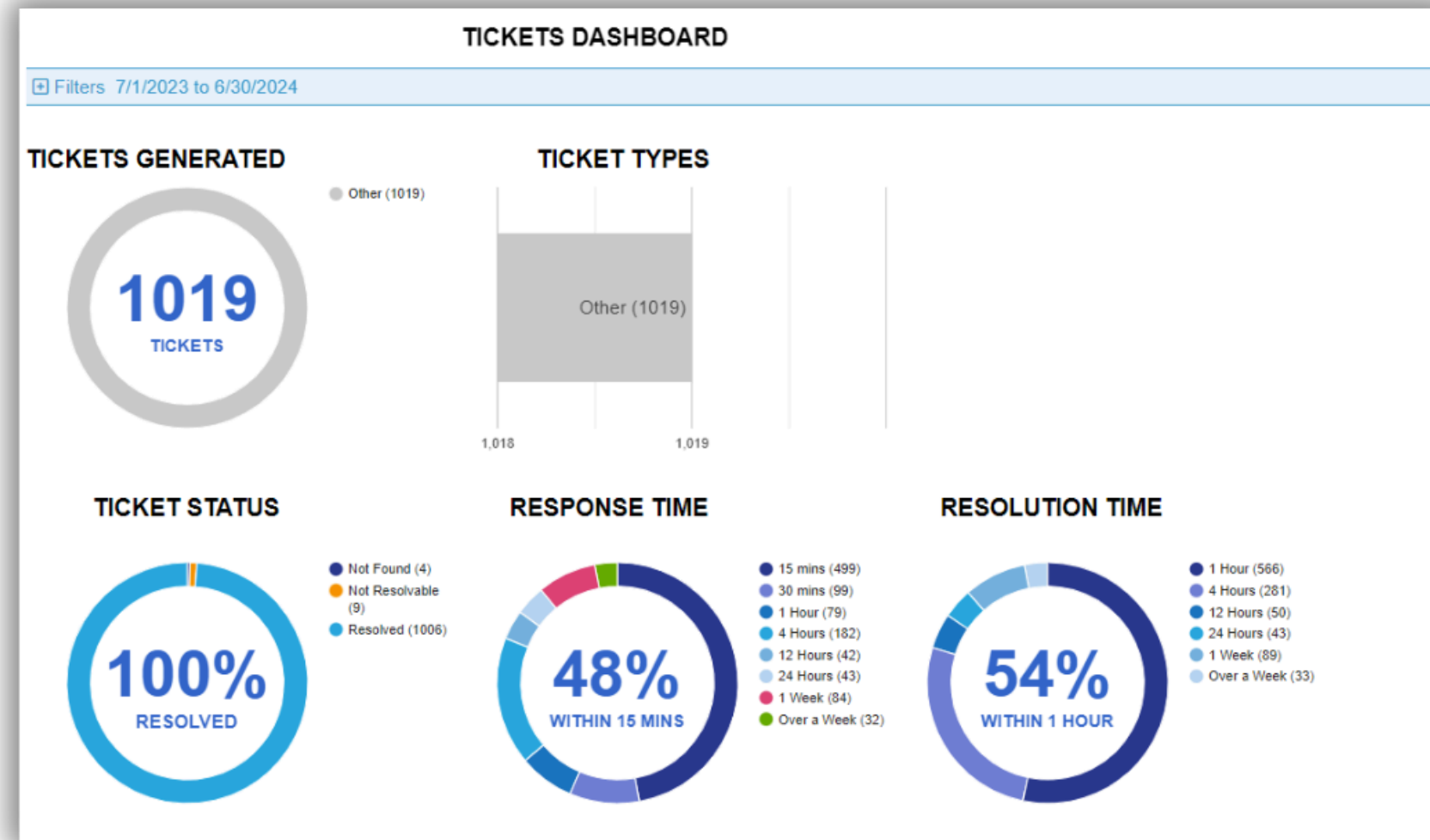
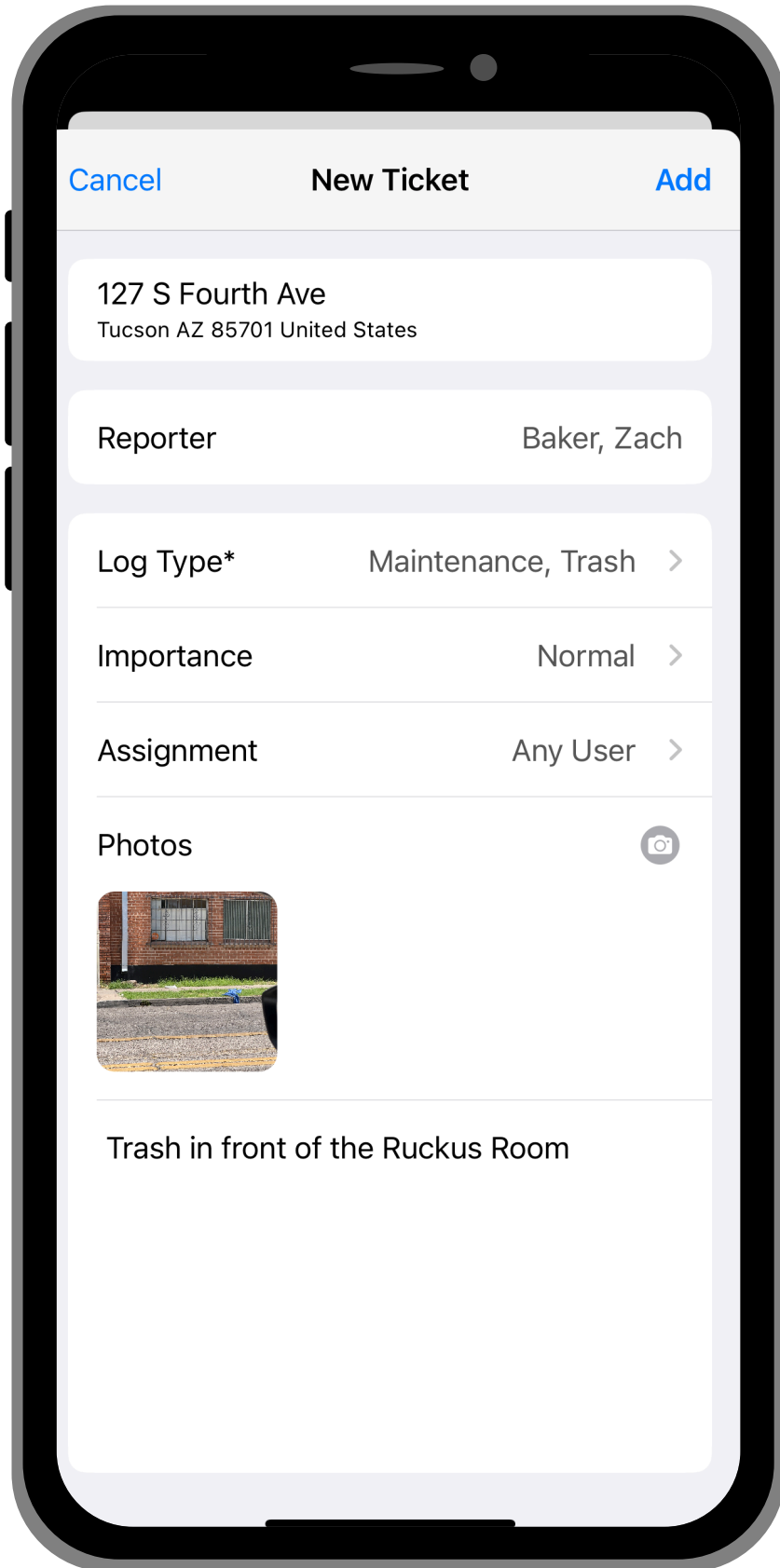
Homeless  
Resources





Clean & Safe Ambassadors





Ticket #46646 Resolved

**Reported by:** System User - Eric Christenson  
**Via:**  
**Location at:** 260 S Scott Ave Tucson AZ 85701  
**Reported Time:** 11/15/2023 3:55 am

"Unattended shopping cart"

Response Time: **1 MIN** | Time to Complete: **2 MIN** | Time on Site: **1 MIN**

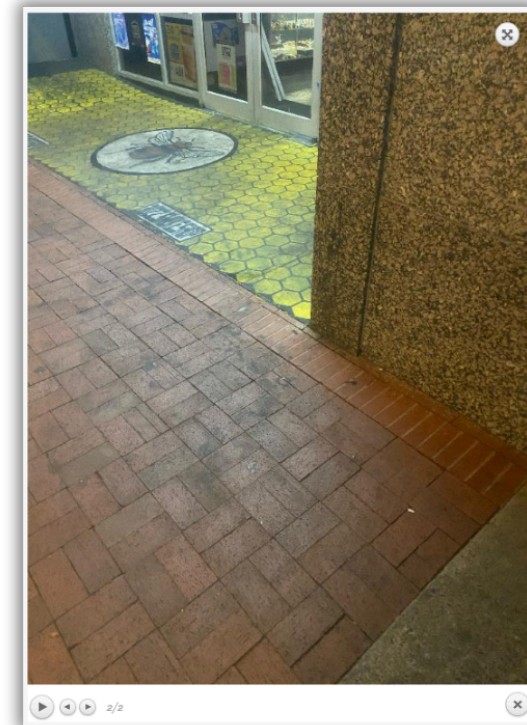
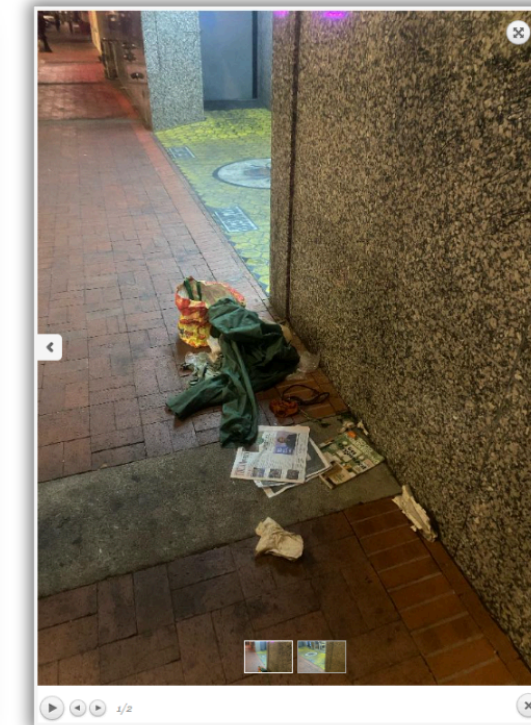
3:55a 11/15/23 | 3:56a | 3:57a

Wednesday November 15, 2023 3:56 AM  
near 260 S Scott Ave  
25s

Eric Christenson  
25656295

Maintenance : Shopping cart

Nov 15, 2023 at 3:56a AM  
Removed





**dt** DOWNTOWN  
TUCSON  
PARTNERSHIP



Haiku Hike  
*Serenity*

Little cactus wren  
Pirouettes on prickly pear  
As monsoon gathers

- Lily Sklar

THE UNIVERSITY OF ARIZONA  
**POETRY CENTER**

**dt** DOWNTOWN  
TUCSON  
PARTNERSHIP



Public Space Activation





Stone Avenue

IHOLA!  
LETO PARA ESTIVAR  
DOWNTOWN

ONE WAY  
ONLY

BE SAFE - STAY SAFE  
WEAR A MASK  
SPREAD OUT  
CLEAN HANDS

Caring for Downtown

Stone Plaza

 DOWNTOWN  
TUCSON  
PARTNERSHIP



# Haiku Hike

*Serenity*

Lone star suspended  
between bright fingers of clouds-  
darkness touching dawn.

- Scott Shields



THE UNIVERSITY OF ARIZONA  
**POETRY CENTER**



**DOWNTOWN  
TUCSON  
PARTNERSHIP**



**DOWNTOWN  
TUCSON  
PARTNERSHIP**

Haiku Hike



Activate El Presidio





# Storefront Vinyl Program



**6**  
Vacant Storefronts  
Wrapped to Date

**64**  
Empty Windows  
Wrapped

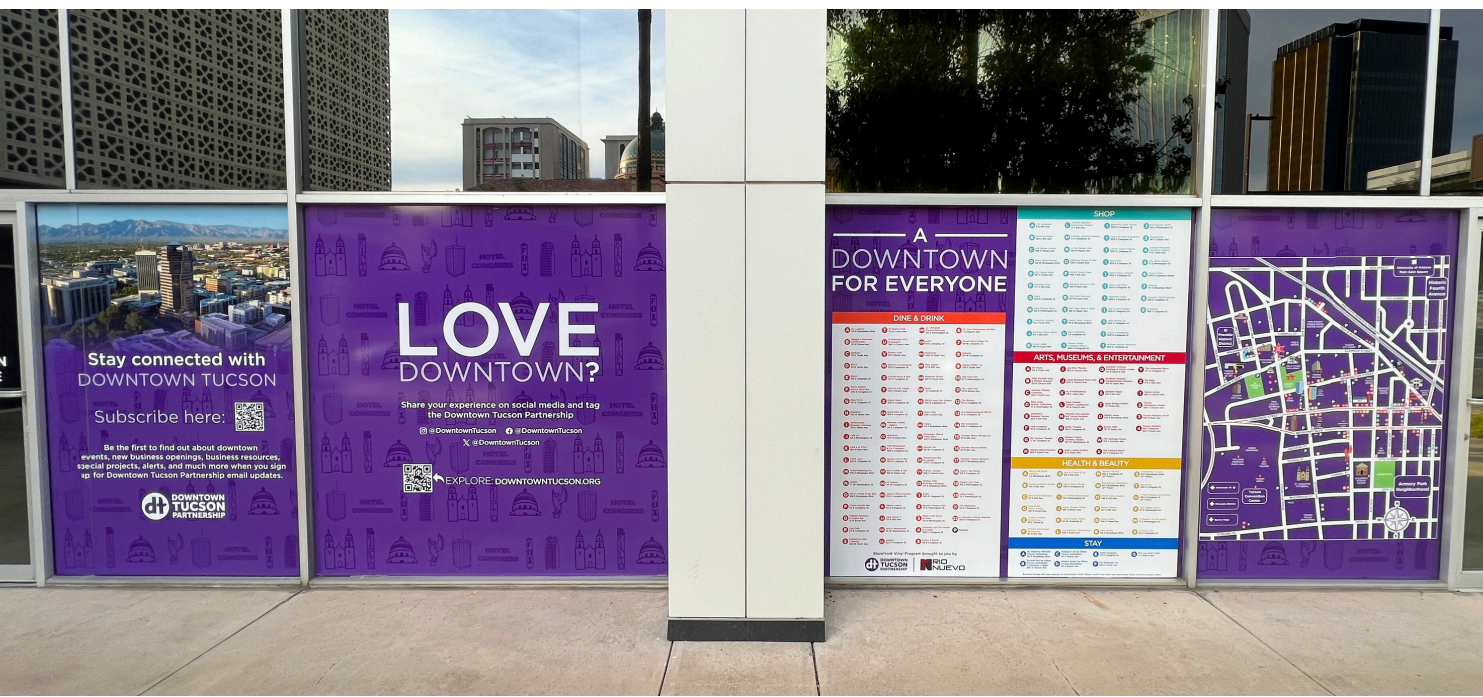


**1183**

Square Feet of Window  
Space Wrapped

**177**

Businesses Listed on  
Downtown Map





# DOWNTOWN TUCSON FOR EVERYONE

Grant Program

Sponsored by:



+



# \$20,000

Total Granted to 20 Culturally Diverse Events in the BID





**DOWNTOWN  
TUCSON  
PARTNERSHIP**

**New DTP Office**

# Thank You to our Funding Partners

**BID  
PROPERTY  
OWNERS**

