



DTP ONE-YEAR ACTION PLAN
Fiscal Year 2024-2025

Goal #1: Continue to provide high level enhanced services and outreach downtown

Objective A: Improve the perception and reality of safety in downtown, with a focus on evening hours

Activity
Continue collaborating with Rio Nuevo funded off-duty police officers or other personnel to support Ambassadors during hours that are most prone to disruptive behaviors
Continue convening the Downtown Traffic Safety Task Force in collaboration with TPD, DTM, Rio Nuevo, downtown merchants, property owners, and other stakeholders to collectively brainstorm solutions
Take an inventory of existing cameras in downtown and explore whether property owners would be willing to provide access to footage; encourage downtown merchants and property owners to sign up for TPD's Camera Registry
Continue to build relationships with staff at downtown bars and encourage them to employ protocols to prevent overserving patrons
Continue partnering with TPD to provide annual de-escalation training for merchant employees
In collaboration with property owners, merchants, and TPD, consider implementing a surveillance camera network, which would supplement exiting cameras with additional surveillance in key areas
Partner with Rio Nuevo to expand DTP's Clean & Safe Ambassador Program

Objective B: Actively engage with partners to support the unhoused population in downtown and those with mental health and/or substance abuse issues

Activity
Continue partnering with the City’s CSHW program, housing first program and TPD’s MHST on the DTP Connects program, to provide a Community Outreach Specialist to accompany DTP Ambassadors in connecting individuals experiencing homelessness, and/or those with mental health issues, with services
Continue to distribute the TPCH “Need Help?” pamphlet for those experiencing homelessness, on where to find food, water, shelter and other services
Advocate for permanent supportive housing (housing with wrap-around services that can include mental health, job placement, etc.) in downtown and throughout the City
Continue updating and distributing the Safety Pocket Card for downtown businesses, residents and visitors with numbers to DTP Ambassadors, QR code to DTP Resources, and QR codes leading to City resources including Downtown District Police Officers and Homeless Resources for businesses

Objective C: Continually seek ways to improve cleanliness throughout downtown

Activity
Continue maintaining and enhancing the overall cleanliness and upkeep of sidewalks, planters, and street furnishings
Create a Resource Guide for downtown businesses, residents, visitors, and others, that includes contact information for specific maintenance, security and sanitation concerns
Continue advocating for higher frequency of cleaning and hours of operations at public restroom facilities at Armory Park and the Ronstadt Center
Maintain standards for the timely removal of graffiti, and continue reporting graffiti through the City’s app that is outside of DTP’s scope
Establish new technology for crowdsourcing maintenance issues

As a climate action measure, utilize the City's new reclaimed water source near the Children's Museum for planters and power washing
Continue utilizing Eponic software to log all clean and safe tasks and track activities of Ambassadors
Continue to offer contracted Clean & Safe Services to Special Events taking place within the downtown BID. Continue to advocate for proper clean up after major special events with event organizers and City
Continue power washing of high traffic areas regularly

Goal #2: Curate and support a vibrant storefront economy

Objective A: Activate and populate vacant storefronts in downtown

Activity
Continue helping entrepreneurs identify and move into downtown spaces that best fit their needs
Encourage property owners with vacant space to help incubate new businesses by offering small spaces, below market rate, for a period of time. Property owners who participate would be recognized for encouraging innovation in downtown
Encourage temporary uses of vacant storefronts (e.g. seasonal market, pop-up concepts)
Continue Storefront Vinyl Program to advertise available spaces, for wayfinding, and to market Downtown Tucson businesses and cultural assets
Explore a partnership with the City, County, and/or Rio Nuevo to provide small business grants that could be used for tenant improvements, or other identified uses
Develop a retail recruitment program for downtown (to include DEI goals in Objective B.) to include recruitment packet and webpage

Partner with the City, Rio Nuevo and others to encourage ground floor retail in new developments that provide everyday amenities desired by downtown residents and employees (e.g. pharmacy, groceries)

Objective B: Pro-actively recruit diverse businesses to Downtown Tucson

Activity

Assist business owners from historically underrepresented communities in identifying and securing space in downtown

Identify partners and build relationships to connect with business owners and entrepreneurs within historically underrepresented communities

Partner with Rio Nuevo on an open house for food and beverage prospects

Create a New Business and Entrepreneur Hub on the DTP website for guidance on resources, partner organizations, grant funding and more

Objective C: Provide ongoing support for existing businesses

Activity

Continue welcoming new businesses that are opening in downtown (includes information on DTP, resources on who to call, and cross promotion of grand opening event through DTP's digital channels)

Continue weekly drop-ins with existing businesses to build relationships and understand current needs

Connect and market existing partner trainings of interest to merchants (e.g. growing a social media presence, website development, etc.)

Annually survey downtown employees and residents to understand their likes, dislikes, and suggestions for improvement

Objective D: Understand and proactively disseminate downtown market information to partners

Activity
Continue maintaining an inventory of downtown properties (sq. footage, type of property)
Collect and disseminate downtown market data to property owners, developers, brokers, and prospective tenants through annual development reports
Stay informed of international, national and local trends that impact Tucson and share information with partners
Continue to cross-promote existing Tucson Trolley Tours to familiarize brokers, investors, and potential new residents from the surrounding region with the downtown market

Goal #3: Activate and maintain a physical environment that is beautiful, fun, accessible and encourages people to spend time and explore downtown

Objective A: Green, and shade, downtown

Activity
In pursuit of climate action goals, work with partners to enhance the downtown tree canopy; develop a plan for new plantings, funding, and ongoing maintenance of current trees, and responsibilities of each party
Work with partners to explore creative ways, outside of trees, to add shade structures throughout downtown (e.g. colorful awnings, solar panels)

Objective B: Enliven public spaces through culturally sensitive placemaking

Activity
Support the City in finalizing a simplified and seamless process for parklets and streateries and encourage utilization by downtown property and business owners

Partner with cultural institutions to increase the prevalence of outdoor art in downtown (e.g. Downtown Tucson “Art Trail”)

Objective C: Enhance the downtown streetscape

Activity

Continue to act as a liaison to connect business owners with appropriate city departments in navigating permits for cafes, streateries, signage and other activations in the public ROW

Partner with Rio Nuevo to reintroduce DTP’s successful Outdoor Café Grant to help downtown businesses purchase new amenities for outdoor dining

Continue offering the Merchant Planter Program for privately owned planters to add high-quality color and greenery to merchant storefronts and cafes

Continue enhanced holiday décor through Building Illumination Program, Street Illumination and Community Christmas Tree. Seek funding to enhance decorations and cover increased prices

Objective D: Activate downtown parks to provide and enhanced

Activity

Establish an agreement with municipal partners to allow DTP to implement simple, inexpensive activations at El presidio Park, Stone Plaza, Jácome Plaza, Armory Park, and other public spaces – and work with partners to identify funding for the same

Continue engaging with the city, neighbors and other stakeholders on Prop 407 improvements to Armory Park which include a proposed dog park and other amenities

Goal #4: Continue to market and promote downtown to Tucsonans

Objective A: Elevate and promote businesses in and near downtown

Activity
Continue using @DowntownTucson social media, DTP newsletters, emails, and earned media articles to highlight downtown businesses
Continue to produce the Weekend Update email blast highlighting downtown events and business specials occurring each week on Fridays, Saturdays, Sundays and save the dates
Continue to maintain the Downtown Events Calendar
Continue administering the Downtown Tucson Gift Card program, accepted at over 55 local downtown businesses where 100% of gift card funds go directly to the participating business
Develop a membership program for businesses, located in proximity to the BID, that would like to be part of DTP marketing, promotions, and select programs like the Downtown Tucson Gift Card
Partner with Tucson Foodie on their new hub (coming soon) called “The Downtown Foodie” with DTP as a supporter
Partner with Tucson Foodie on co-creating a new Whole Food Plant-Based Guide to eating in Downtown
Reach out to media influencers with free Downtown Tucson Gift Cards to promote new local businesses and specials at existing businesses
Continue distributing the Shop Downtown rack card which lists 36 local retail business; consider expanding to a full brochure to include dining, bars, entertainment and QR codes to DTP events’ emails

Objective B: Re-think DTP’s role in downtown events

Activity
Continue maintaining the overall mentality of DTP as an event “facilitator” rather than an event “producer”; encouraging smaller, culturally diverse events to be successful and make their home in downtown

Continue administering the Downtown Tucson For Everyone Grant Program biannually which provides up to \$2,000 grants to small scale events hosted in downtown that demonstrate a commitment to diversity, equity, and inclusion, and reach underserved communities
Continue partnering with the University of Arizona Poetry Center and Tucson's Poet Laureate on the Haiku Hike, to promote vibrancy, culture and outdoor activity downtown
Continue to assist event organizers with logistical questions and direct them to the City's Special Event process
Continue providing DTP's feedback through the City of Tucson's Special Events Review Committee (SERC) streamlined SERC Review Form for each downtown event

Objective C: Encourage Tucsonans to visit and explore all Downtown Tucson has to offer

Activity
Continue award-winning DTP on-street marketing campaign to enhance downtown's sense of place and connection to downtown businesses and amenities through QR codes
Continue to provide information to hotel concierges on what there is to do in downtown. Continue printing and distributing downtown QR code pocket cards
Partner with Rio Nuevo and Visit Tucson on a collaborative marketing campaign for downtown, promoting destinations, events, festivals and urban living
Partner with Tucson Foodie to help DTP promote downtown events through articles and collaborative social media campaigns
Continue Desert Nights Downtown Lights holiday campaign, promoting all holiday events and activities happening downtown, and an overall festive environment downtown
Work cooperatively with partners to market street car, including upcoming 10-year anniversary event, and cross-promote adjacent business districts
Create and distribute map (tear sheet) to area hotels and visitor centers

Objective D: Increase connection and communication with residents in and adjacent to downtown

Activity
Create and maintain a downtown residential database for targeted communications
Continue to connect with the Downtown Residents Association (DRA) to build relationships
Periodically engage with residents in and around downtown through surveys, focus groups, or other engagement to understand their needs and what would improve their perception and patronage of downtown

Objective E: Increase awareness of DTP as an organization

Activity
Continue to expand ways to drive more visitation to the DTP website and its many resources
Continue increasing the number, and engagement, of weekly eblast subscribers. The goal is to reach 10,000 subscribers or more by the end of 2024
Continue to grow social media presence, content, and followers; partner with local influencers for original content, Instagram Takeovers, etc.
Continue producing the CEO Update email update with an emphasis on DTP initiatives, programs and staff, and other partner news
Partner with Tucson Foodie to provide DTP with broader brand awareness opportunities via ad space on Tucson Foodie's website (200-300k unique visitors/month) and ad space in weekly newsletters (40k)

Goal #5: Be a thought leader and champion to guide the future of Downtown Tucson

Objective A: Encourage long-term initiatives to plan for the future of downtown

Activity
Continue to serve on the Park Tucson Commission to ensure that there is adequate parking Downtown and non-vehicular access to same
Assist Park Tucson in surveying and engaging with downtown stakeholders on proposed changes to parking meter hours of enforcement (8am-8pm, Monday-Saturday)
Continue to invite project managers and leaders of proposed downtown projects to DTP Board Meetings and relevant committee meetings
Continue serving on other city committees including Infill Incentive District Design Review Committee, Park Tucson Subcommittees, Tucson Norte-Sur Steering Committee, SERC, Plan Tucson working groups, etc.
Continue the conversation with the City of Tucson DTM and other partners to further review traffic patterns and accessibility issues after the Downtown Links project is completed

Objective B: Identify, and encourage, sources of funding that can be used to support community benefit

Activity
Continue updating and creating new sponsorship opportunities through the website Sponsorship Opportunities page on the DTP website

Objective C: Be a conduit to share stakeholders' voices around important topics in downtown

Activity
Help to convene groups of merchants, property owners, residents, employees and other downtown stakeholders to share perspectives for proposed City of Tucson improvement projects like the Stone Avenue Complete Street, Church Avenue Complete Street, and the Armory Park Prop 407 Improvement Project
Work with developers and property owners of catalytic sites to help engage the downtown community on what they would like to see for the future

Continue inviting project managers, municipal staff or other leaders to relevant DTP committee meetings

Continue partnering with City DTM and its contractors on communicating surveys, public outreach events and important construction updates for Downtown Links and proposed Complete Streets projects on Church and Stone

Executive Summary

Our One-Year Action Plan serves as a condensed roadmap derived from the Implementation Matrix within our Five-Year Strategic Plan 2022-2027. It encompasses ongoing operations, activities, and enhanced services for the Business Improvement District. While not exhaustive, this plan directs our focus towards the highest priority items outlined in DTP's Strategic Plan, ensuring alignment with our mission, vision and objectives. This document remains flexible and responsive, subject to monthly review and edits to adapt to evolving needs and circumstances.

In formulating this One-Year Action Plan, we have carefully considered the commitments, priorities, and objectives of our partner organizations. By fostering strong partnerships with the City of Tucson, as outlined in the Enhanced Services Agreement, alongside collaborative efforts derived from the Rio Nuevo District Master Plan, Pima County, Visit Tucson, Tucson Foodie Annual Partnership, and various stakeholders, we aim to maximize collective resources for the betterment of downtown.

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