

Merchants & Retailers Meeting

October 21, 2026

DOWNTOWN TUCSON PARTNERSHIP


Welcome
Crystal Moore,
President & CEO
DOWNTOWN
TUCSON
PARTNERSHIP

SEE *YOU* DOWNTOWN

Fundraising Campaign







Creating Reasons to Come Downtown—and Confidence to Stay

Strategic investments in marketing, activation, safety and merchant support will strengthen the downtown experience during Tucson's critical fall, holiday and Gem Show seasons.

Marketing – *$70,000*

A coordinated marketing campaign will promote Downtown Tucson's events, businesses and experiences through radio, digital advertising, billboards, and local and regional media. Content will also address common barriers to visiting downtown by showing people how to park, ride the streetcar, use the downtown shuttle and easily navigate the district.
The goal is simple: increase visitation while building a more positive and confident perception of downtown.

Website & Visitor Experience Modernization - $30,000

Modernize Downtown Tucson's primary visitor resource to make planning a downtown experience easier and more intuitive. Improvements will include better parking and transportation information, enhanced wayfinding, an interactive mural map, event and business discovery tools, and mobile-friendly visitor resources that encourage people to explore more of downtown.

Public Space Activation - $45,000

Create consistent, free programming in Jácome Plaza, Presidio Park and Armory Park, with approximately 12 hours of activation each week. Rotating Friday evening and Sunday programming will feature local musicians, performers, fitness and wellness instructors, and other community experiences—bringing positive activity into public spaces while creating paid opportunities for local talent. Funding includes approximately $8,000 for reusable programming equipment.

Enhanced Clean & Safe Initiatives - $75,000

Provide enhanced Clean & Safe resources during downtown's highest-attendance periods, including fall festivals, holiday activities, public-space programming and the Gem Show season. Funding would support supplemental safety resources, targeted lighting improvements at key downtown gateways, and fee-for-service Ambassador coverage in strategic areas immediately beyond the DTP boundary when those areas directly affect the downtown experience and public perception.

Safe Ride Home - $20,000

Relaunch DTP's Safe Ride Home program, providing up to $40 toward an Uber ride from downtown during peak late-night hours. The program will also give participating late-night businesses a resource to help patrons who should not drive get home safely. Operating within a designated downtown geofence, Safe Ride Home encourages responsible transportation while supporting a safer nighttime economy.

Merchant Activation Grants $75,000

Establish a competitive grant program providing downtown businesses with awards of $1,000 to $10,000 for projects that increase visitation and strengthen the downtown experience. Eligible uses could include special events and activations, storefront and façade improvements, and other visible enhancements that encourage people to visit, explore and support downtown businesses.

Program Investment: $315,000

Capital Assets

Strategic capital investments will give DTP the equipment and mobility needed to maintain a clean, welcoming and accessible downtown during this high-traffic season and beyond. Unlike temporary programming expenditures, these assets extend the value of Pima County's investment by strengthening DTP's ability to serve downtown for years to come.

Downtown Connector Shuttle Pilot - $50,000

Launch a free evening shuttle pilot Thursday through Saturday from 5–11 p.m., connecting major parking facilities with restaurants, entertainment, events and public-space activations. The larger-capacity shuttle would complement DTP's parking connector carts and test a scalable transportation model designed to make downtown easier to access and explore during peak evening periods.

Downtown Parking Connector Carts - $40,000

This investment would support a six-passenger and four-passenger cart used to provide free transportation between downtown parking garages, businesses, entertainment venues and key destinations along a designated route. The service would make downtown easier to navigate, reduce parking-related barriers and encourage visitors to park once and explore more of downtown.

Clean Ambassador Equipment - $7,200

Equip DTP's Clean Ambassadors with mobile push carts and essential tools needed to address litter, debris and other maintenance needs throughout the district. The equipment will allow ambassadors to work more efficiently while increasing the visibility of cleaning services at street level.

Capital Investment: $97,200



SEE YOU DOWNTOWN

$412,200 ONE-TIME INVESTMENT

Help Downtown Tucson Partnership create a cleaner, safer, more active and easier-to-navigate downtown during one of Tucson's most important economic seasons—from fall festivals and the holidays through the Gem Show.

$315,000

Marketing • Public Space Activation • Safety • Merchant Support

$97,200

Capital Assets • Clean & Safe Equipment • Downtown Mobility

More reasons to come downtown.
More confidence to stay.
More reasons to return.

Transportation Plan - Approved

Halloween, October 31, 5 pm to 3 am



Congress Street Pedestrian Pilot

Years of discussions and studies have identified Congress Street as an ideal location for a pedestrian-friendly zone. The challenge has always been how to safely divert vehicle traffic. The LINKS project now provides an opportunity to test that concept.

Halloween Attendance Growth

- 2024: 16,700 attendees
- 2025: 24,100 attendees (+44%)
- 2026: 35,000 projected (+45%)

With Halloween attendance more than doubling since 2024, the need for safer, more pedestrian-friendly public spaces continues to grow.

A message from:

TUCSON GREEK FEST

DOWNTOWN TUCSON PARTNERSHIP

TUCSON GREEK FESTIVAL

NOV 6 + 7

TUCSON GREEK FESTIVAL 2026 · JÁCOME PLAZA

FIFTY YEARS OF OPA.
NOW DOWNTOWN.

Two days and two nights of Greek music, dance circles, incredible food and the kind of kefi you cannot get anywhere else, in the heart of downtown Tucson.

Friday, Nov 6 · 3:00 PM to 10:00 PM **Saturday, Nov 7 · 11:00 AM to 10:00 PM**



LAST YEAR

2,000

PEOPLE WERE TURNED AWAY IN 2025.

The 2025 festival sold out. So this year we built a bigger one.

THE 2026 FESTIVAL

BIGGER IN EVERY WAY.

7,000

Guests expected across two days

2 DAYS

Friday and Saturday, day into night

18 HOURS

Of food, music and dancing

50 YEARS

Of the Tucson Greek Festival tradition

A new downtown home at Jácome Plaza, a bigger stage and a bigger footprint.

DAY INTO NIGHT

TWO DAYS. TWO NIGHTS.

Athens by day: families, food and culture. Mykonos by night: music, dancing and the after work crowd.

THAN LAST YEAR, THERE IS

MORE KEFI
MORE DANCING
MORE FOOD
MORE HOURS

MORE OPA!





THE FOOD

COME HUNGRY.

GENERAL ADMISSION FOOD

Gyro · Chicken Souvlaki · Greek Salad · Pastitsio · Tiropita · Spanakopita · Saganaki

GENERAL ADMISSION DESSERTS

Loukoumades · Baklava · Kourambiedes · Ouzo Cake · Kouloria

ALL INCLUSIVE VIP

ALL YOU CAN EAT.

A Greek buffet of mezethes, gyros, chicken, rice, Greek salad, dolmades, saganaki and roasted lamb.

Plus a dessert buffet with every sweet on the plaza: loukoumades, baklava, kourambiedes, ouzo cake and kouloria.

Refreshments and alcohol included at the exclusive VIP bar.



THE VIP EXPERIENCE

ALL THE PERKS.
NONE OF THE LINES.

REFRESHMENTS
Refreshments and alcohol at the VIP bar

ALL YOU CAN EAT
Roasted lamb, saganaki, desserts

WINE TASTING
Greek wine tasting included

FAST LANE
Skip the line at the gate

VIP RESTROOMS
Just for VIP guests

ALL ACCESS
Every VIP + GA area

VIP hours: Friday 5:00 PM to 9:30 PM · Saturday 3:00 PM to 9:30 PM





THE ENTERTAINMENT

LIVE BOUZOUKI. A DJ AFTER DARK.

Athens by day, Mykonos by night. Plus a Zeibekiko competition and military appreciation on stage.

BOUZOUKI

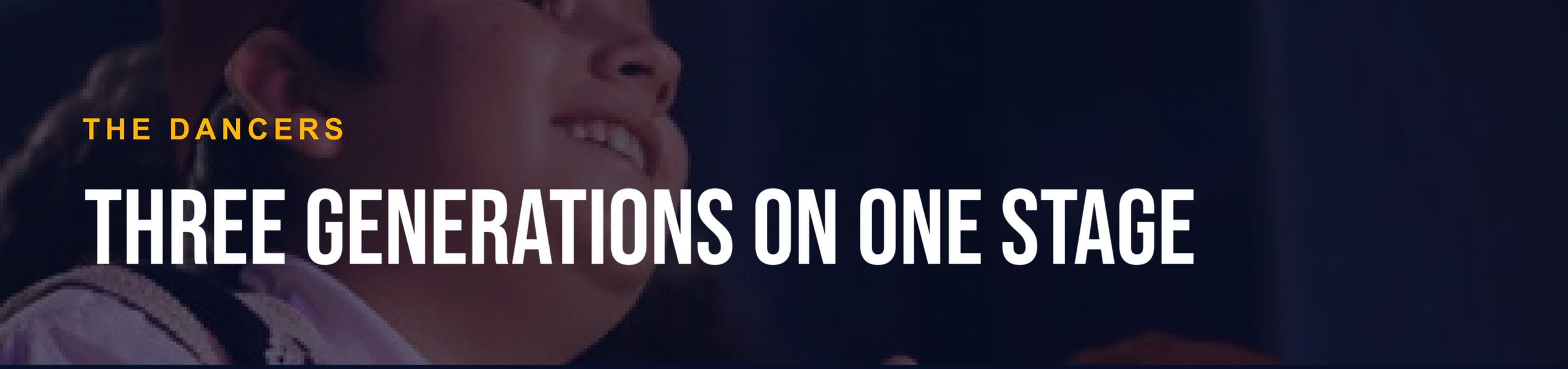
JIM KAPARANIS

Live Greek music on the main stage.

DJ

ANASTASIOS VLAHOS

Sundown turns the plaza into Mykonos.



THE DANCERS

THREE GENERATIONS ON ONE STAGE

THE LITTLE ONES

OI SPOROI

Our youngest dancers, in full traditional costume.

MIDDLE + HIGH SCHOOL

PYROTECHNIMATA

The next generation of Greek dance in Tucson.

ADULTS

PEPROMENO

The troupe that pulls the whole crowd into the circle.



NEW THIS YEAR

MORE TO EAT. MORE TO DO.

DEBUTING 2026

YIAYIA'S HOUSE

Traditional Greek pastries in Grandma's living room. Plastic on the couch with coffee. Let the guilt trips begin.

NEW

PAPPOU'S KAFENIO

Greek coffee, loukoumades dripping in honey and a backgammon board waiting for you.

FAMILIES

KIDS ZONE

Games, inflatables and room to run wild. A bar for the grown-ups steps away.

GAME DAY

SPORTS LOUNGE

Wildcats and the big games on big screens. Nobody misses the party for kickoff.

NEW! STARTS NOW

INTRODUCING THE NEW FAMILY PACK

4 General Admission tickets for only $30. Just $7.50 a person. Kids 6 and under get in free, and the Kids Zone is ready for them.

$30 Friday · $30 Saturday



ALL 4 FOR

$30

PER DAY

THE EXPERIENCE

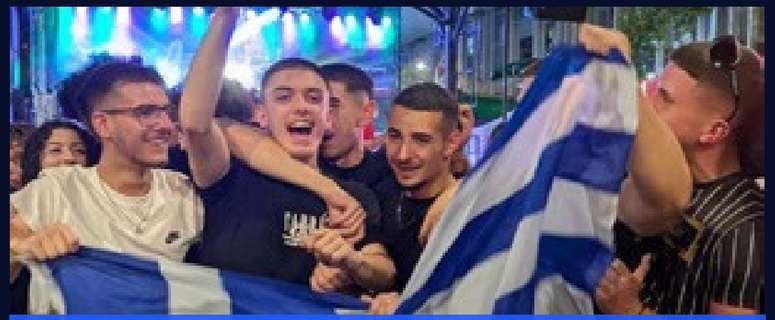
YOU DO NOT WANT TO MISS



THE SMELLS



THE TASTES



THE ART



THE CULTURE



THE COSTUMES



THE MUSIC

GIVING BACK

GIVING BACK TO THE PEOPLE WHO GIVE.

$2,500

To Operation WarmHeart, together with Winers and Diners.

$1,000

In festival tickets for Davis-Monthan Airmen.

ON STAGE

Military appreciation, honoring the people who serve.

UNITED WAY

Partnership with United Way.

IN THE NEWS

THE BUZZ IS BUILDING.

ARIZONA DAILY STAR

KGUN 9

GRANT KRUEGER

KOLD 13

DOWNTOWN TUCSON PARTNERSHIP

VISIT TUCSON

RIO NUEVO

DUSK

TUCSON FOODIE

ARIZONA LOTUS RADIO

BUSTOS MEDIA

THE NAMES BEHIND GREEK FEST

IN GREAT COMPANY.

Tucson Appliance, Tucson Federal Credit Union, the Joannides Family Foundation, Rio Nuevo, Winers and Diners and dozens of the best names in Tucson stand behind this festival.

Ευχαριστώ πολύ!



EVERY NAME ON OUR WALL

SEEN BY ALL OF TUCSON.

- On stage, in front of the crowd at Jácome Plaza
- On banners across the festival grounds
- On our website and in every email
- In social media spotlights all month
- In the post festival impact report and media events

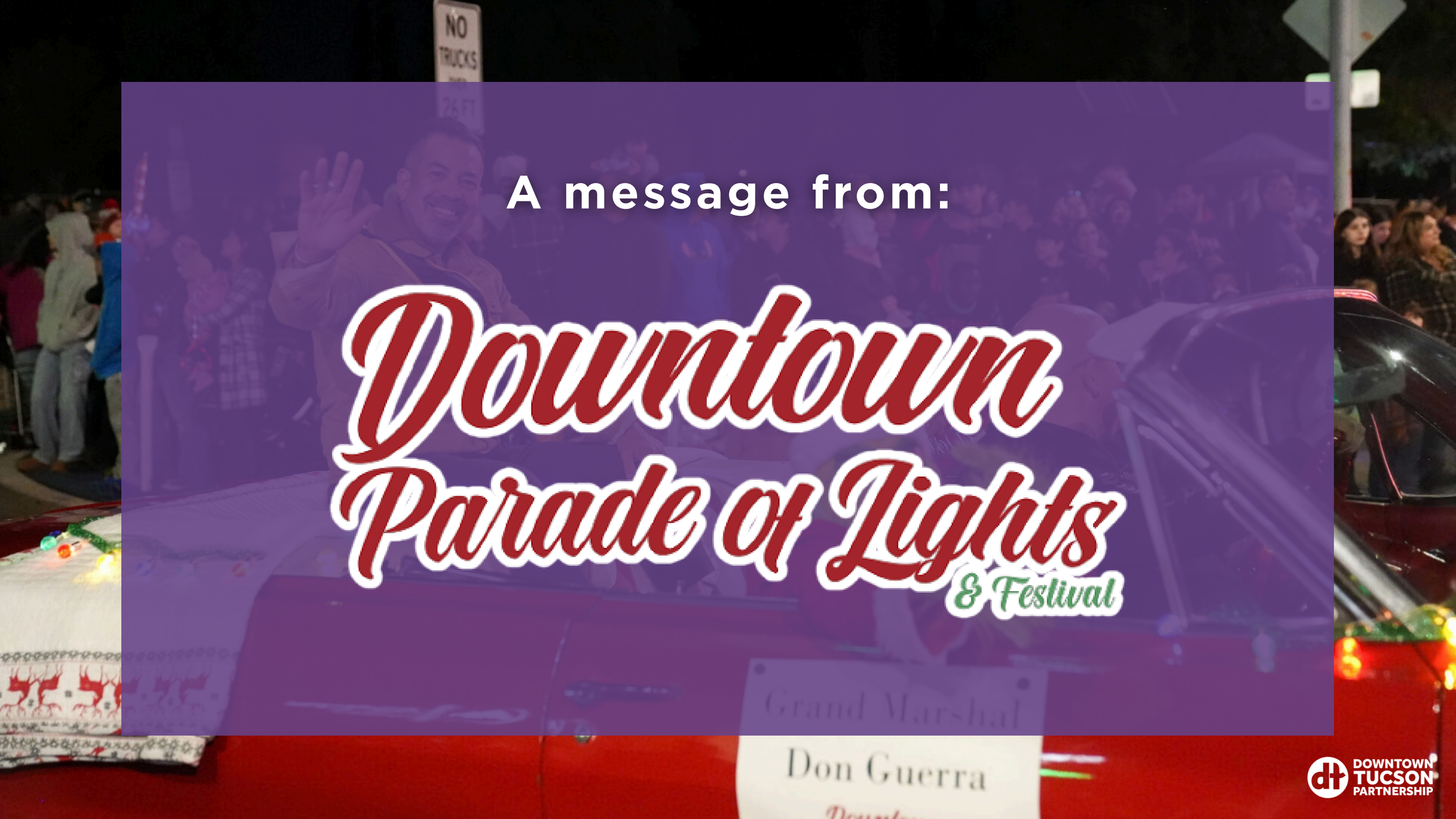


PHILOXENIA

THERE IS ALWAYS ROOM AT THE TABLE.

Philoxenia is the Greek love of welcoming every guest like family. Fifty years in, that is still the heart of this festival. Opa!

TUCSON GREEK FEST



A message from:

Downtown Parade of Lights & Festival

DOWNTOWN TUCSON PARTNERSHIP

Downtown Parade of Lights

& Festival

Saturday, December 5, 2026
El Presidio, Jacome Plaza, 101 N. Stone Avenue, Tucson, AZ 85701

Festival at Jacome Plaza: 3 PM – 8 PM

Parade: 6:30 PM




BEETLEJUICE
BEETLEJUICE



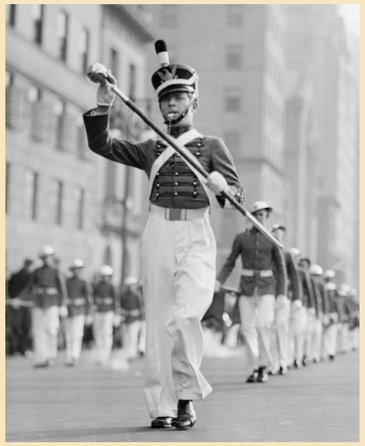







LOVE
PEACE





DOWNTOWNPARADEOFLIGHTS.COM

Now at

JACOME PLAZA

32nd Annual

DOWNTOWN PARADE OF LIGHTS

FREE EVENT
SATURDAY
DECEDMBER 5TH

FESTIVAL STARTS 3:00PM
PARADE STARTS 6:30PM

RIO NUEVO

DOWNTOWN TUCSON PARTNERSHIP




Franklin St.
Start
End
Granada Ave.
Alameda St.
Council St.
Church Ave.
Stone Ave.
Toole Ave.
Pennington St.
Congress St.
N


A message from:
HSL PROPERTIES
TUCSON
JAZZ
FESTIVAL
DOWNTOWN
TUCSON
PARTNERSHIP

2027

Tucson Jazz Festival

TJF Partnership Opportunities

TOPAZZ : The Old Pueblo + Jazz

Festival Dates: January 15th - 23rd

TOPAZZ is a restaurant partnership with Tucson Foodie that boosts local restaurants & bars that create signature jazz-inspired cocktails and/or dishes for guests. The festival brings upward of 12,000 people to Downtown Tucson, both locals & tourists, which provides a perfect opportunity for our partners to capitalize on the crowds. Now in our third year of working with restaurants, attendees will be looking for businesses that offer live music & jazz-inspired fare to enhance their TJF experience. Our TJF app has a dedicated Google Map that will show only our partners and gives directions to your business.





TASTE

Partner Receives

- Inclusion on the TOPAZZ website page of tucsonjazzfestival.org with your name, logo, and jazz inspired dishes/cocktails
- Inclusion on interactive partner map within the TJF App
- Listing on partner page within the TJF App
- Dedicated Tucson Jazz Festival/TOPAZZ interactive guide
- A minimum of one (1) Tucson Foodie Article about TOPAZZ/TJF
- A minimum of three (3) Tucson Foodie Newsletters sponsored by TJF

Free to participate

TASTE& LISTEN

Partner Receives

All included within the Taste section plus:

- Help booking talent during festival dates that are within your budget

$25 per booking

OR

$60 for 3+ bookings

TASTE, LISTEN SHARE

Partner Receives

All included within the Taste & Listen section plus:

- A professional 30+ second highlight reel of your jazz-inspired item(s)
- Highlights your space and your item

$150 (Booking Fees Included)

Deadlines:

Sign-upbyNovember 2nd, 2026

Submit your jazz-inspired special by November 16th

We are open to unique ideas!

Email lucas@tucsonjazzfestival.org with any questions!



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

DOWNTOWN TUCSON PARTNERSHIP

Fall Festival Schedule

Big Gay 5k
October 24

Cyclovia
October 25

Tucson Greek Fest
November 6-7

Garmin Marathon
November 8

Dusk Music Festival
November 13-14

Tree Lighting
November 20

El Tour De Tucson
November 21

Small Business Saturday
November 28

Parade of Lights
December 5

Chanukah
December 6

NYE Bowl Bash
December 31

Tucson Jazz Festival
January 15-23

Halloween Trick-or-Treating

Saturday, October 31 | Starting at 5pm



How merchants can participate:

- Welcome trick-or-treaters at your business beginning at 5 PM
- Hand out candy to families visiting downtown

DTP will provide:

- Candy for businesses needing assistance
- Promotion highlighting participating businesses

Interested in participating? The registration form was previously shared via email. To request the link again, please contact info@downtowntucson.org.

Holiday Window Decorating



$150 Decorating Assistance

For the first 25 eligible downtown businesses to register

How merchants can participate:

- Register your business
- Decorate your windows by Nov. 20
- Keep it decorated through the holidays

Interested in participating? The registration form was previously shared via email. To request the link again, please contact info@downtowntucson.org.

Downtown Hospitality Trade Show

OCTOBER
28

Hospitality Experience

Feature your business in our presentation to hospitality professionals.

SLIDE DUE OCTOBER 23

JANUARY
12

Hospitality Trade Show

10AM - 1PM | The Grand
Hosy a table and connect with hospitality teams.

REGISTER BY DECEMBER 1

FREE TO PARTICIPATE • Help make Downtown Tucson top of mind for visitors!

Interested in participating? The registration form was previously shared via email. To request the link again, please contact info@downtowntucson.org.

Activation Deadline Reminder

NOVEMBER

01

TUCSON RODEO ACTIVATIONS
SMALL BUSINESS SATURDAY

Please confirm your participation no later than November 1.

Email info@downtowntucson.org if you'd like to participate



Open Discussion

DOWNTOWN TUCSON PARTNERSHIP



60-Second Spotlight Talks

DOWNTOWN TUCSON PARTNERSHIP



Thank you!

Save the date, our next meeting will be November 18 at Block A

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

DOWNTOWN TUCSON PARTNERSHIP