

Merchants & Retailers Meeting

September 16, 2026



**DOWNTOWN
TUCSON
PARTNERSHIP**

An aerial photograph of downtown Tucson, Arizona, showing a dense urban landscape with various buildings, streets, and green spaces. In the background, the rugged Tucson Mountains are visible under a clear blue sky. A semi-transparent purple rectangle is overlaid on the left side of the image, containing the text.

Welcome

Crystal Moore,
President & CEO

Creating Experiences

Giving people a reason to engage with downtown

EXPERIENCE → CONNECTION → STORY → CHOICE

Connecting Experiences

**Connecting existing assets
in ways that create new
experiences.**

Food + Culture

Progressive dinners, museum +
restaurant pairings

Arts + Exploration

Mural walks, live music, public art
experiences

Events + Merchants

Broadway in Tucson, Rodeo, Comic-
Con, conventions

Families + Community

Scavenger hunts, holiday activities,
volunteer activations

Place + Storytelling

Banners, lighting, streetscape, social
storytelling

What else could we connect?



A message from:

Cyclonia Tucson

LIVING
STREETS
ALLIANCE

25

Cyclonia Tucson

LIVING
STREETS
ALLIANCE

**Sunday, October 25th
9am - 3pm**





Presents | presenta

Cyclovía Tucson

You're
Invited!
¡Estás
invitado!

25th

Downtown ↔
South Tucson

Sunday | domingo

Oct 25, 2026

9am – 3pm

Car-free streets for walking, biking,
playing and all out fun!

¡Calles libres de carros para caminar,
andar en bicicleta jugar, y divertirse!

with support from | con el apoyo de



CREATE & CONNECT
CREA Y CONÉCTATE



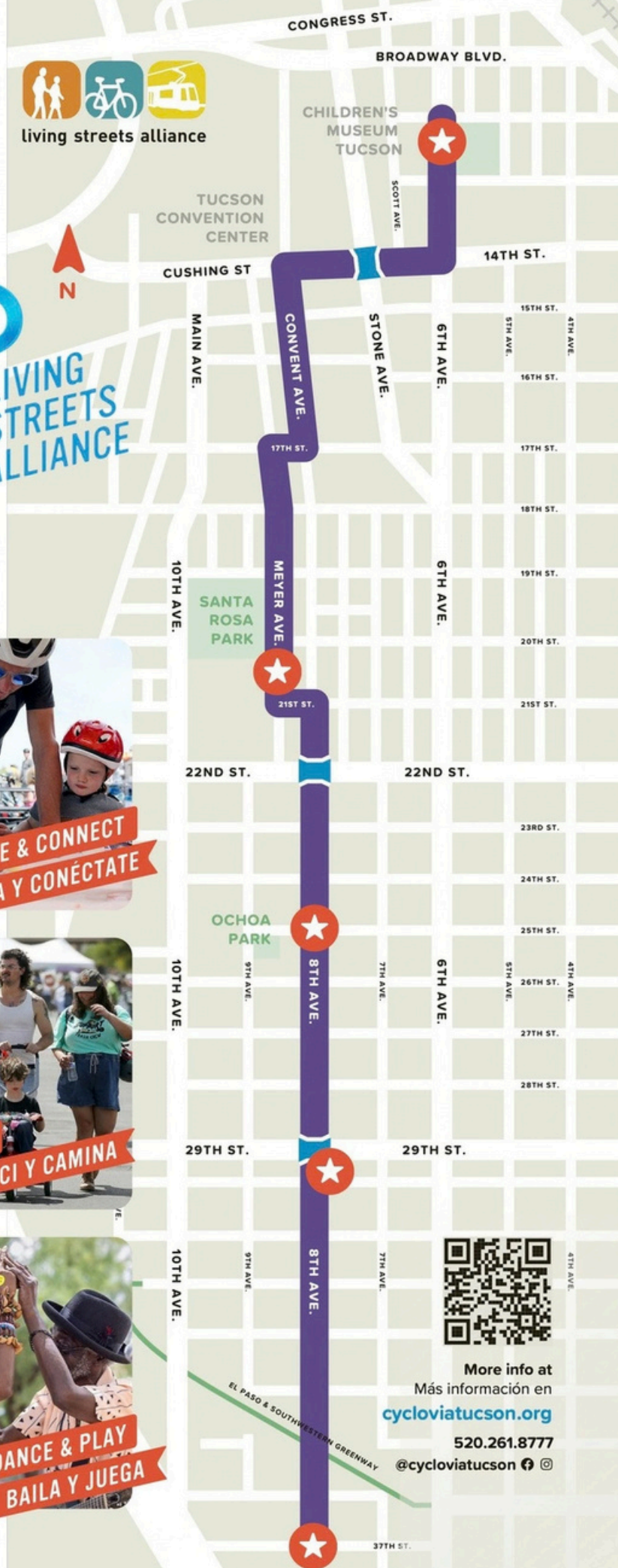
BIKE & WALK
ANDA EN BICI Y CAMINA



DANCE & PLAY
BAILA Y JUEGA



LIVING
STREETS
ALLIANCE



More info at
Más información en
cycloviatucson.org
520.261.8777
@cycloviatucson

25

Cyclovía Tucson

LIVING
STREETS
ALLIANCE

Sunday, October 25th
9am - 3pm



25

Cycloviva Tucson

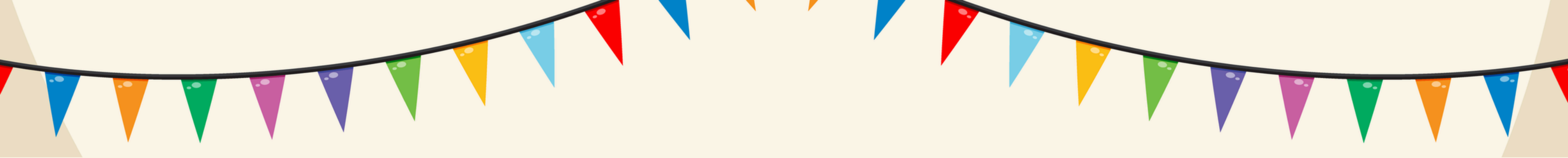
LIVING
STREETS
ALLIANCE

**Sunday, October 25th
9am - 3pm**

COMMUNITY BLOCK PARTY

- Started in Bogota, Colombia 50+ years ago
- Walk, bike, connect, and play in car-free, care-free streets
- Free, all ages/abilities
- Celebrate our neighbors
- Not a race, start anywhere











Event of the People

- 30,000 people attend from 48 zip codes
- 25% are first-time attendees
- 47% of attendees spent at least 20\$ during the event and 55% discovered a new local business
- 1 in 3 participants brought children!
Cyclovia gets more than 13,500 families active at each event.

OUTREACH AND SAFETY

- Get the word out through:
mailers, door-to-door knocking,
- Work with all city departments
- Hire barricading and off duty officers
- Info Booths and EMTs
- Over 100+ volunteers





Join Us!

We'd love to have you
join the event!

- ActivityHost -Connectwith thousands of participants
- Bring family/friends out for exercise and enjoy the streets!



GET IN TOUCH

Prabjit Virdee

cyclovia@livingstreetsalliance.org

520-304-4657

cycloviatucson.org

A message from:





More sparkle than speed

GAY 5K

BIG

TUCSON
Armory Park
Saturday, Oct24
9:00A Start

BIG GAY 5K

Notes:

8:00A - Runner support live

9:00A - Start of 5K

10:30A - Start of High Heel Havoc



BIG GAY 5K



Impact:

- Parking meters hooded around Armory Fri & Sat
- Amplified audio Sat 8A-1P
- Road closures

BIG GAY 5K



Course:

- 3.1 miles of historic Tucson
- Road closures immediately around Armory Park (4A-2P)
- Road closures on course (8A-10/rolling reopen)
- Impact is entirely south of Broadway

BIG GAY 5K



Benefits:

- Currently:
 - 265 registrations more than 5 weeks out
 - On target for over 1,000
 - 11 states represented
 - 20%+ from Phoenix metro
- 3 days of queer-focused events about to be promoted

BIG GAY 5K



Current Beneficiaries:

- BOSS (BuildingOutSaferSpaces)
- Desert Voices
- Southern Arizona AIDS Foundation (SAAF)
- Southern Arizona Senior Pride
- Tucson Roller Derby

BIG GAY 5K



Current Partners:

- Highwire
- Owls Club
- Rio Nuevo
- Long Realty
- RayRay's Sonoran
- Parch
- The Loft
- The Tuxon
- Harlow Gardens

BIG GAY 5K



Opportunities:

- Custom discountcode for your patrons, your subscription list, your staff
- Sponsorship (\$250-\$1,000)
- Runner perks inclusion...

BIG GAY 5K



Runner Perks

(aka SHOW ME YOUR BIBS):

- You identify a discount, a free item, a perk or enticement of your choosing (10%+ perceived value)
- Confirm with me no later than October 15
- I include in final weekend instructions
- I bring you a flyer to hang in a window over event weekend
- Participant flashes your staff a bib or a medal and they get the discount

BIG GAY 5K



Get in touch:

Lee Collenberg

Text/Call: 858-761-2104

Insta: @RunBigGay5K

Email: Hello@RunBigGay.com



A message from:

children's
museum tucson



CMT Events

Aya Pickett
Senior Manager of Events



What I Do All Day

- Community Events
 - 4 events, 4 themes
 - Pay what you wish/regular admission
 - Street closure
 - Food trucks
- Nostalgia Night (21+)
- Annual Gala (21+)
- Facility Rentals
 - Museum (after hours)
 - Education Center
- Amongst other things...



Community Events

- Block Party
- What Can I Be? (prev, Futureville)
- Desert Discovery Day
- PBS Kids Day (November 14th)
- Future goals
 - More highly curated, exhibitors by invite only



Nostalgia Night (21+)

- Drinks!
- Food Trucks!
- Nostalgic Crafts!
- Fun!!!!



Annual Gala: Evening of Play (21+)

- October 3rd
- 10 restaurants
- Silent Auction
- Grab Bags
- Seeking:
 - Restaurants
 - Silent Auction donations
 - Gift card donations



2027

January						
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31						

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28						

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November						
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December						
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26	27	28	29	30	31	



Facility Rentals

- Museum
 - 6-8pm
 - \$1,500
 - Includes tables and chairs if needed
- Education Center
 - More flexible hours
 - \$100/hour/room
- Interested? Contact me at aya@childrensmuseumtucson.org



Seeking Downtown Partnerships!

- Food truck contacts
- Item/ gift card donations
- Local restaurants
- Partnerships for Community Events
 - On theme
 - Kid friendly!

Aya Pickett
Senior Manager of Events
aya@childrensmuseumtucson.org





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

Parking Validation



**PARKING
VALIDATION
AVAILABLE**

Ask a staff member for details.

✓ AVAILABLE HERE

Tucson Example

Main Gate Square

1. Park in the Tyndall Avenue Garage
2. Make a purchase at a participating Main Gate Square business
3. Ask the business for a validation ticket
4. Scan the ticket at the garage exit for discounted or free parking

Phoenix Example

Arizona Center, Downtown Phoenix

1. Park in the Arizona Center Garage
2. Show or dine at a participating retailer or restaurant
3. Ask the business for a validation ticket
4. Receive two free hours and pay for any additional time

UA Opportunity



THE UNIVERSITY OF ARIZONA
**W.A. Franke
Honors College**

Share your downtown perspective with the students

- Semester-long student project exploring the future of downtowns in mid-sized American cities
- Downtown Tucson will serve as the students' primary focus
- Opportunity for merchants to participate in a panel discussion
- Share your firsthand perspective, experiences and ideas for downtown's future
- Interested in participating? Let us know by emailing kaylee@downtowntucson.org

Big Belly Sponsorships

Increase your organization's visibility while supporting a cleaner, more welcoming downtown. Each annual sponsorship includes two custom-designed panels.

\$5,000

SINGLE-CONTAINER

\$8,000

DOUBLE-CONTAINER

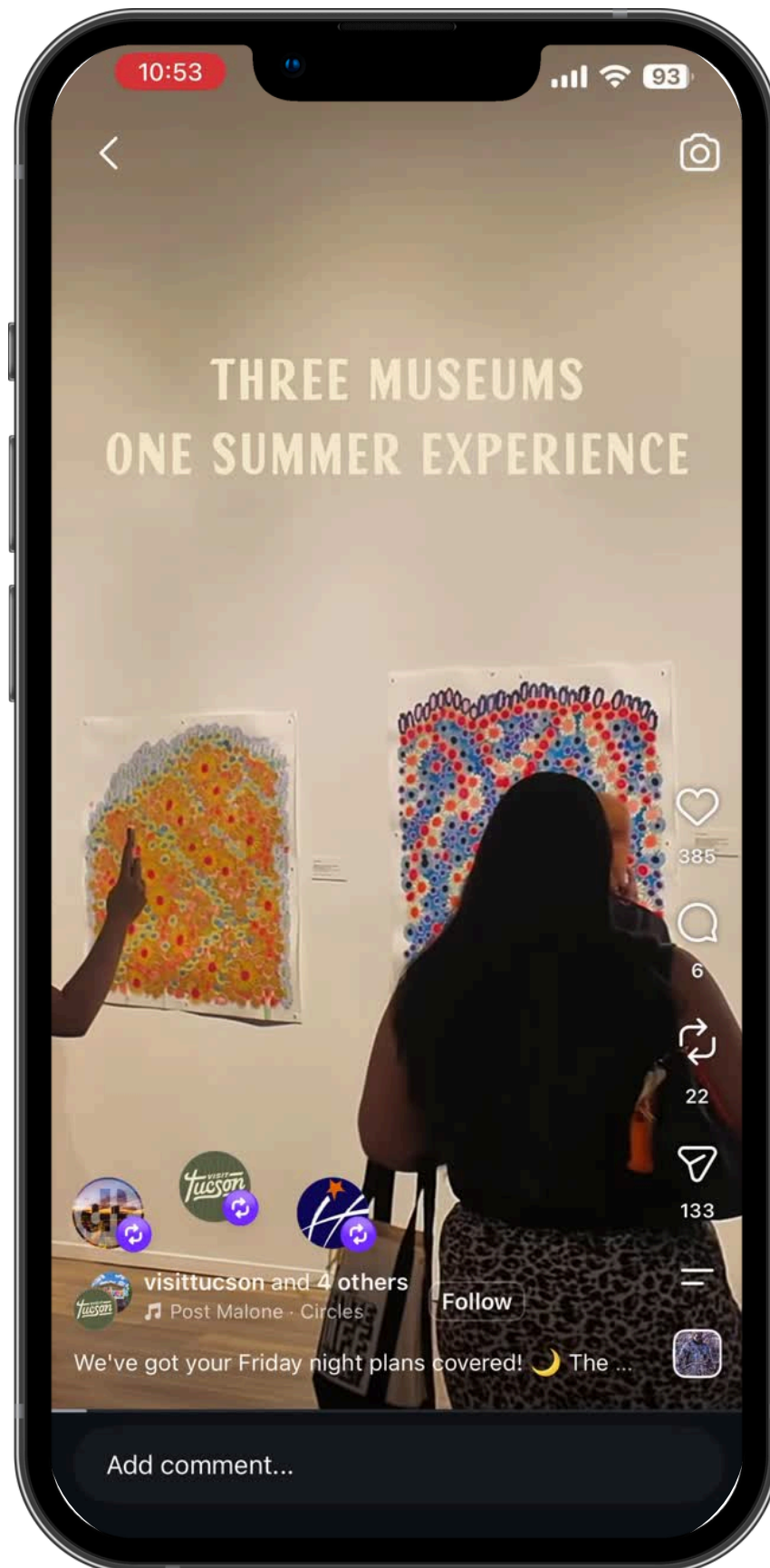
ANNUAL SPONSORSHIP / MULTI-UNIT DISCOUNTS AVAILABLE

Interested in sponsoring a station?

Email marketing@downtowntucson.org



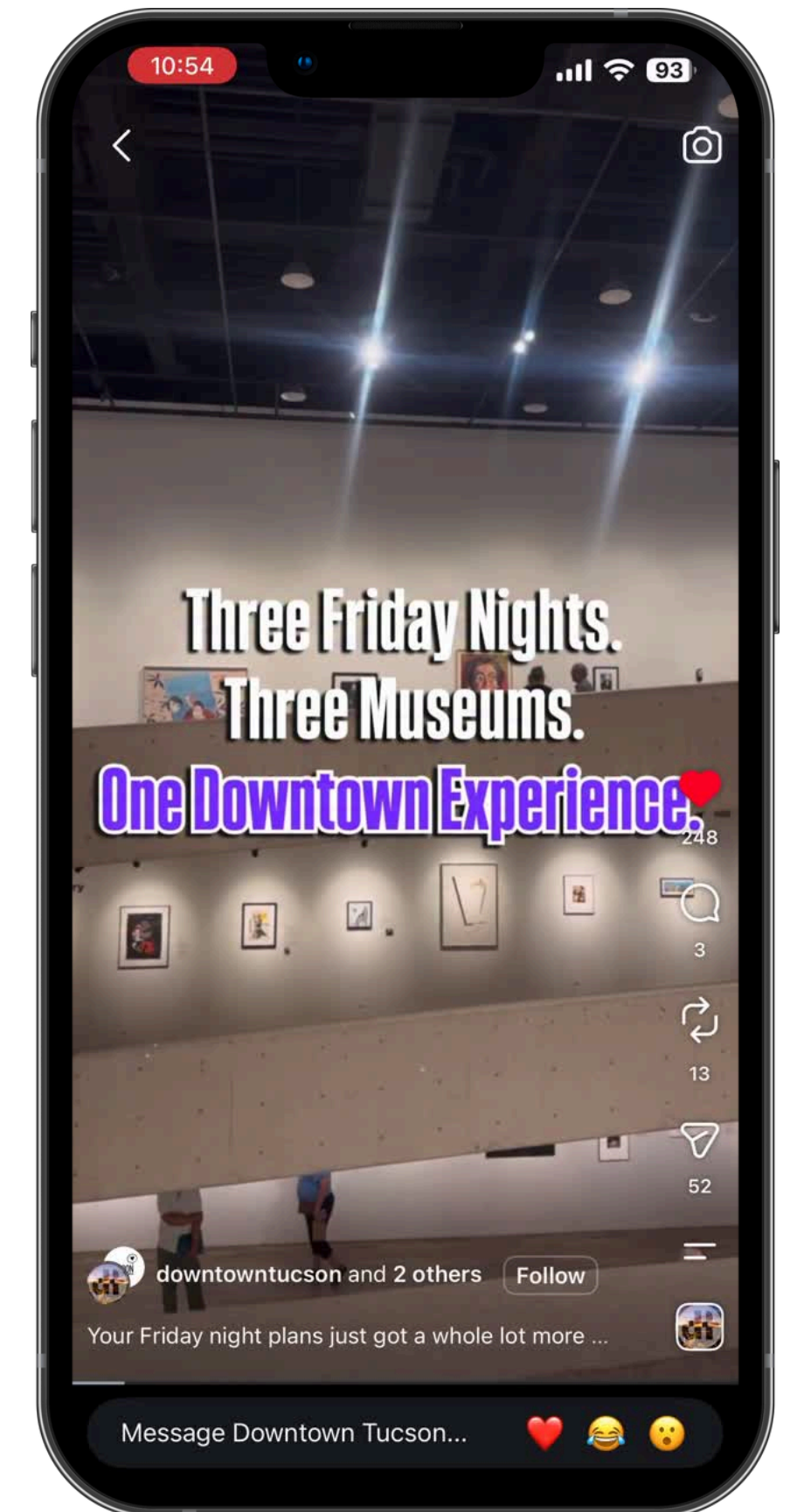
Fall Museum Activations



THE *Downtown* EXPERIENCE

- Opportunities for merchants to collaborate with museum activation themes
- Offer a special or experience for guests before or after their museum visit
- Gain added exposure through coordinated Downtown Museum Experience promotion
- Dates and additional details coming soon!

Email marketing@downtowntucson.org
to confirm participation



Small Business Saturday

We're planning ahead and looking for downtown businesses that want to participate!

Ways to participate:

Offer a Small Business Saturday promotion at your business

or

Offer a free sticker (provided by DTP) with purchase

**FIRST 10 BUSINESS TO CONFIRM PARTICIPATION ARE
GURANTEED IN THE INCLUSION OF DTP PROMO REELS**

Email marketing@downtowntucson.org to confirm participation by November 1

**Come Downtown &
Support Local Businesses!**

Downtown Parade of Lights



The Downtown Parade of Lights returns Saturday, December 5!

Festivities at Jacome Plaza from 3pm-9pm

The parade will travel through downtown along the route below from 630pm-8pm



We are needing volunteers for marshalls!
Email kaylee@downtowntucson.org

Holiday Prep



Let's bring back the holiday spirit!

We're bringing back downtown's annual holiday window decorating tradition and inviting businesses to help make the district feel festive again.

Decorate your window or storefront and help create a lively holiday experience throughout downtown.

Participation details coming soon.

De-escalation Training

Tuesday, September 29, 3-5 p.m



Email info@downtowntucson.org to confirm participation

PARTICIPATION DEADLINE REMINDERS

**NOVEMBER
01**

TUCSON RODEO ACTIVATIONS SMALL BUSINESS SATURDAY

Please confirm your participation no later than November 1.

**OCTOBER
13**

FRIDAY THE 13TH (NOVEMBER)

DTP is planning to feature downtown tattoo shops offering Friday the 13th specials. Let us know what your shop has planned!

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

A nighttime photograph of downtown Tucson, Arizona, featuring a purple semi-transparent overlay on the right side. The city lights, including long-exposure light trails from traffic, and the silhouette of a mountain are visible against a twilight sky. The text 'Open Discussion' is centered in white on the purple background.

Open Discussion

60-Second Spotlight Talks



Thank you!

Save the date, our next meeting will be October 21 at The Board Room

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

