



# 2020 Year in Review

## BUSINESS SUPPORT

10

NEW BUSINESSES  
WELCOMED TO  
THE DISTRICT



We advocated for and promoted financial resources, such as PPP loans, the Tarrant County Small Business Assistance Grants, and other resources for small businesses and constituents impacted by the COVID-19 pandemic.

2

COVID-19 COMMUNITY  
IMPACT SURVEYS  
DISTRIBUTED

## COMMUNICATIONS & MARKETING SUPPORT

We provided sponsorships and marketing dollars to diverse organizations such as: The Arlington Music Hall, The Arlington Historical Society, the Levitt Pavilion, Theatre Arlington, The University of Texas at Arlington's Emergency Assistance Fund, the Arlington Museum of Art and 817 Art Alliance.



We coordinated communications and messaging with the City of Arlington and other health and public officials to provide timely COVID resources through email and a dedicated COVID-19 resources webpage.

## DOWNTOWN DELIVERS

CURBSIDE • DELIVERY



A week after the shut-down, we launched the Downtown Delivers platform to keep the restaurant business top of mind, providing strong online presence for more than 19 restaurants & bars. To date, it's received over 8.5K page views.



35

SMALL BUSINESSES TRAINED TO USE THE NEW WEBSITE'S INTERACTIVE DIRECTORY

Our new website provided for each business within the BID to have their own page, providing a valuable benefit for small businesses without their own internet presence.



We convened impacted stakeholders and provided regular updates on the "My Abram" construction project, celebrating the Ribbon Cutting ceremony in October 2020

## UNIQUE PROGRAMMING

Introducing

**Downtown Arlington  
Employee Appreciation Day**

- JANUARY 30TH -

6

ARLINGTON  
ON TAP  
PROGRAMS



\$1,800

RAISED FOR MISSION ARLINGTON FROM 25 RESTAURANTS  
AND BARS THROUGH THE RESTAURANT RALLY

## COMMUNITY SERVICES



We collaborated with the City of Arlington, the Greater Arlington Chamber of Commerce, the Arlington Convention and Visitors Bureau, and the Texas Rangers to distribute thousands of masks to our citizens and employees during the pandemic.

## SUPPORT FOR THE ARTS

PLUS AN ADDT. 3 WEBINARS FOR ARTISTS  
AND ARTS ORGANIZATIONS ABOUT  
STREAMING, DATA COLLECTION &  
ANALYTICS, MARKETING & FUNDRAISING,  
AND EDUCATION & OUTREACH WITH OVER  
65 ATTENDEES

\$100K

GRANT FUNDS SECURED  
FROM THE STATE OF TEXAS  
& PARTNERS TO CONDUCT A  
SHARED ARTS FEASIBILITY  
STUDY

We also now have a dedicated Cultural Arts District page on our website, an arts & culture directory, and popular self-guided public art tours of downtown.



## PLANNING & ECO DEV

IUS  
INSTITUTE OF URBAN STUDIES

We conducted a Pedestrian and Walkability study in conjunction with the UTA Institute of Urban Studies aimed at improving walkways and lighting around the campus edge and to/from student-oriented downtown destinations.

DAMC is playing a leadership role on the Collaborators Committee, an initiative of the University of Texas at Arlington, with a focus of creating an entrepreneurial ecosystem here. We advocated for and promoted significant other new residential and commercial development, bringing further value and activity.

## MEDIA COVERAGE

Downtown Arlington and its businesses were featured in over 50 major news stories and publications, with news outlets such as...

TexasMonthly

Observer

Fort Worth Star-Telegram

The Dallas Morning News

ARLINGTON  
your community • your magazine

Today

5 NBCDFW  
culturemap  
DALLAS

95.9 FM  
RANCH  
THE SOUND OF  
TEXAS

6  
MORE



# 2020 Year in Review

## ONLINE GROWTH



We created and launched our new website redesigned for a mobile-friendly user experience, with updated branding, an interactive directory with individual business listings, and dedicated pages for Downtown Arlington's unique history and the Cultural Arts District in February 2020.

**102,850+**  
PAGE VIEWS  
**37,000+**  
UNIQUE USERS

Google  
Lighthouse  
Scores

98

Accessibility

93

Best  
Practices

92

SEO



47.6% ↑ Page Reach  
450,779 Total Page Views  
14,430 Total Page Likes



155% ↑ Page Reach  
16,831 Total Page Views  
3,693 Followers

## COMMUNITY ENGAGEMENT

**60** TOTAL VIDEOS  
PRODUCED

**17+** HRS. OF  
VIDEO CONTENT

**108,214**

Facebook views of videos showcasing Downtown's identity, history, and the businesses and their entrepreneurs that make it so special



**62K+**  
VIEWS



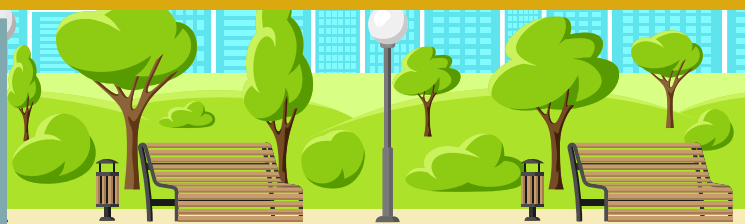
**4.2K+**  
VIEWS

**215+** MEETINGS  
HOSTED

**110** BOARD & COMMITTEE  
VOLUNTEERS

## THANK YOU!

This past year would not have been possible without the support of many individuals, organizations and others, including the Texas Commission for the Arts, the Arlington Tomorrow Foundation, the Texas Rangers, and our many sponsors and supporters. Special thanks, as always, to the City of Arlington and the University of Texas at Arlington, and their respective leaders, for our long-standing and unique partnerships. We look forward to how we can best serve our downtown stakeholders in 2021.



## BEAUTIFICATION

Provided **4** storefront improvement grants, leveraging addt. investments and improvements of over **\$561,000**



Consulted with more than **12** addt. property owners about these available grants for storefront & landscape improvements

## CLEAN & SAFE

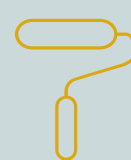
Through a unique partnership with Mission Arlington, we provided more than 711 hrs of litter patrol in the district. Jerry removed over 2,151 bags of litter from Downtown Arlington's sidewalks and streets—more than 2x last year's activity.



**23**  
NEW  
TRASHCANS  
ADDED



**6,339+**  
TIMES TRASHCANS  
WERE SERVICED



**2**  
NEW MURALS  
COMMISSIONED



We received a grant and introduced the new Abram St banners as part of continued placemaking efforts in keeping with the Downtown Master Plan's vision for an inviting, walkable downtown.

In this year marked by social unrest and global health concerns, we advocated for increased coordination and communications regarding public health and safety concerns.