



Mesa City Council
May 18, 2017

Downtown Mesa Association

Downtown Mesa Association History

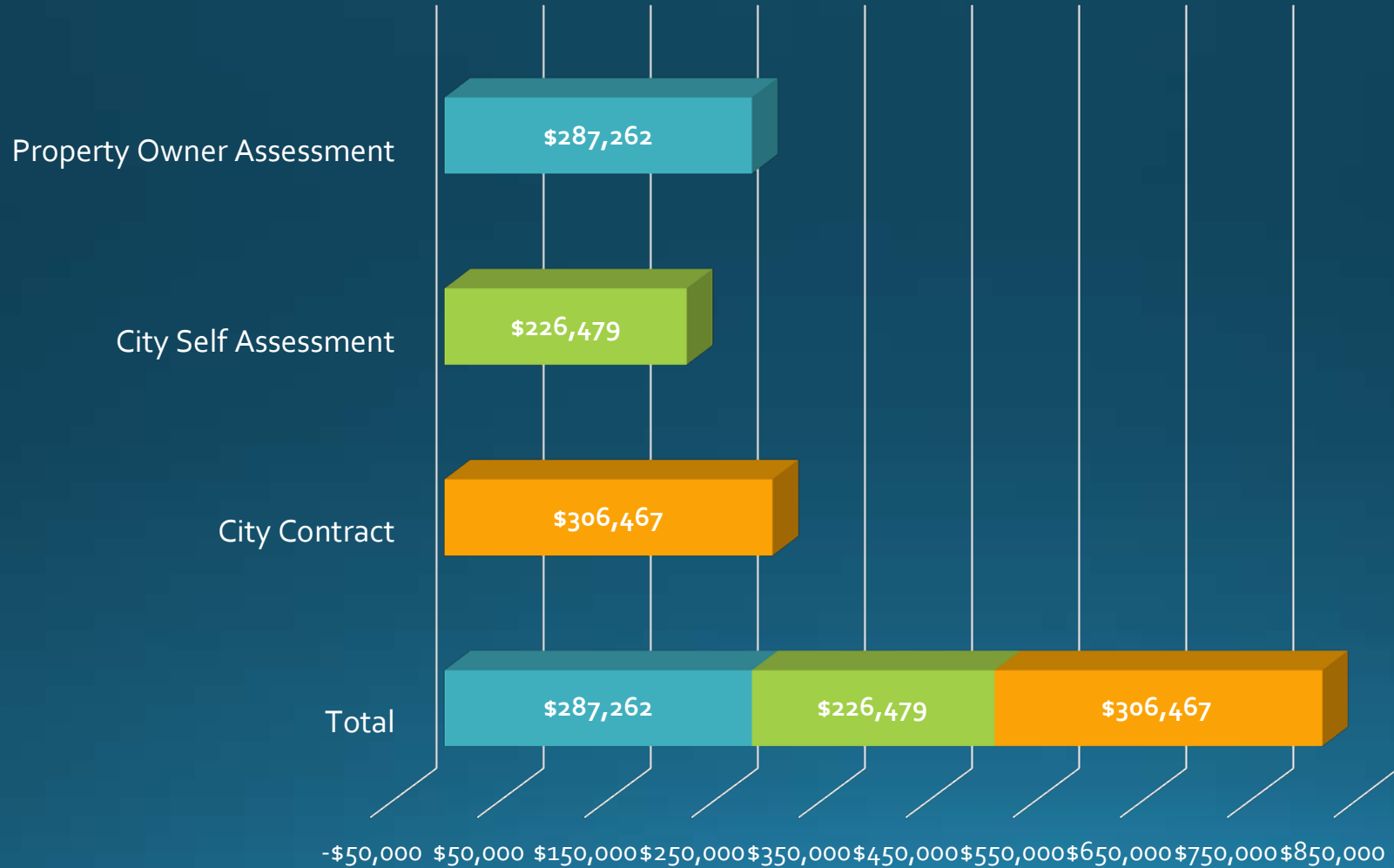
Providing enhanced services for 31 years

- District established in 1985
- First Business Improvement District in Arizona
- District Boundaries are Mesa's original Square Mile
- Represent 475 Property Owners
- Represent over 400 Businesses



DMA Operating Budget

Budget Breakdown by Source



Elevating Downtown Mesa



16,896 Trash Cans
Emptied
324 Grocery carts
reclaimed
120 Graffiti
Removed
218 Homeless
Campsites Removed
17.18 Tons Refuse in roll
off containers
Avg. Per Year

Public Space Maintenance



16 Parking Lot
Garages and lots
patrolled & cleaned
6,175 Parking
Spaces
9,722 Permits
Administered
816 Warnings /
Violations issued
Avg. Per Year

Parking Management



Marketing & Promotion



Events



Elevating Downtown Mesa Enhanced Services

Marketing & Promotion

Rebranding Initiative

- New Logo Design
- Website Redesign
- Color Scheme Update
- Tag Line Creation: "Make Your Mark"
- Branding Campaign



Elevating Downtown Mesa Enhanced Services

Marketing & Promotion

4.14 M+

PEOPLE REACHED THRU
DIGITAL CAMPAIGNS

Campaigns



Elevating Downtown Mesa Enhanced Services

Marketing & Promotion

Social Media Analytics



22,136

Total Followers

New Likes: 5,188

Reached: 3.89M+



5,107

Total Followers

New Likes: 2,120

Reached: 90,639



2,264

Total Followers

New Likes: 1,860

Engaged: 5,488

PEOPLE REACHED

3.98M+

THRU SOCIAL MEDIA



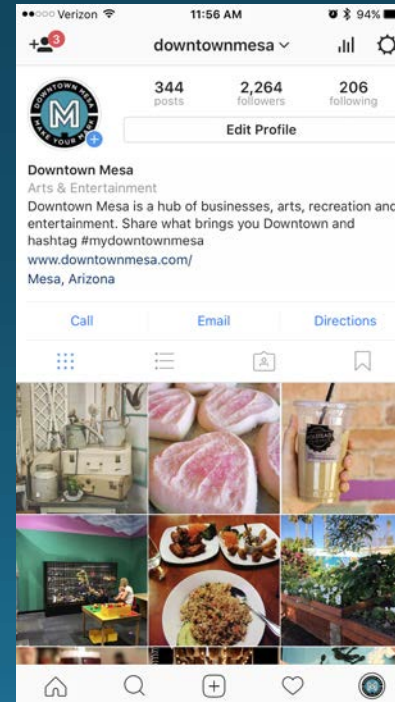
Elevating Downtown Mesa Enhanced Services

Marketing & Promotion

Analytics

8.12 M+
TOTAL REACHED
DIGITALLY

181,179
WEBSITE VIEWS



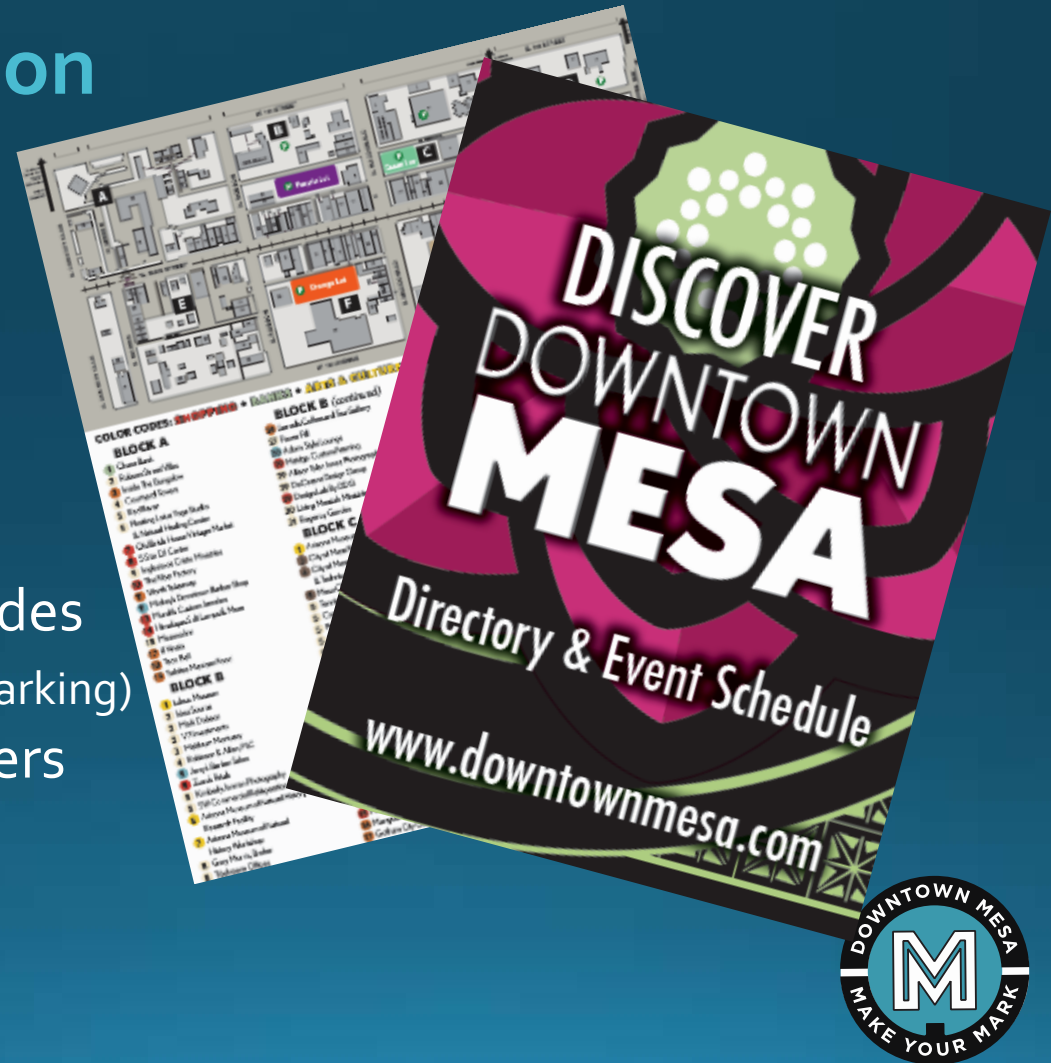
Elevating Downtown Mesa Enhanced Services

Marketing & Promotion

Print Materials

Printed Annually:

- **5,000** Downtown Brochures
- **2,000** Sculpture Guides
- **2,000** Downtown Dining Guides
- **20,000** Downtown Dollars (Parking)
- **10,000+** Event Flyers & Posters



Elevating Downtown Mesa Enhanced Services

Marketing & Promotion

Print Advertising

Printed Annually:

- **4 Ads in** JAVA Magazine (Arts, Food & Culture Magazine)
- **3 Ads in** AZ Parenting Magazine
- **1 Ad in** Visit Mesa Guide
- **1 Ad in** Green Living Magazine
- **1 Ad in** East Valley Tribune's Best of Mesa Issue
- **3** Utility Bill Inserts



Elevating Downtown Mesa Enhanced Services

Marketing & Promotion

Banners

Seasonal Banners

- Spring Training
- Holiday
- Arts & Culture
- Celebration of Freedom
- Hometown Heroes
- Wilkes University
- Benedictine University

Year Round Banners

- Downtown Mesa
Branding



Elevating Downtown Mesa Enhanced Services

Marketing & Promotion

Kiosks

Eight Double-Sided Kiosks
Updated Bi-Annually



Elevating Downtown Mesa Enhanced Services

Marketing & Promotion

Downtown Dollars & Gift Card Programs




\$36,000+ in Gift Card Sales
Since Program Inception in 2012



Elevating Downtown Mesa Enhanced Services

Marketing Available Property

Interactive Available Property Search Web Tool




5

20 West 1st Street, Mesa, AZ 8...

\$1,465,000.00

✕

4196 sq ft




7

54 W. Main Street, Suite 3, Me...

\$400.00

✕


300 sq ft



1

131 W University Dr Mesa, AZ 8...

\$14.95



1

77 W University Dr Mesa, AZ 85...

\$1,264,494.00

Price

min

max

sq ft

min

max

Category

Category

Type

Type

Key words

RESET

SEARCH



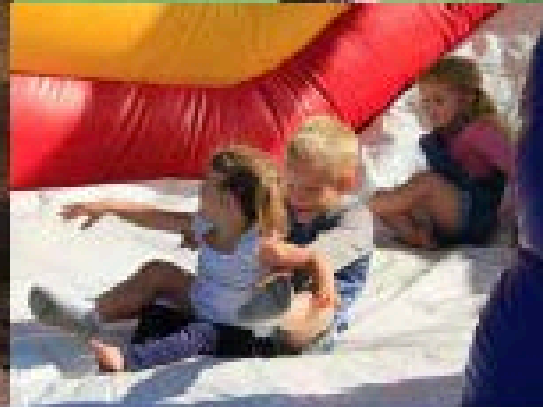
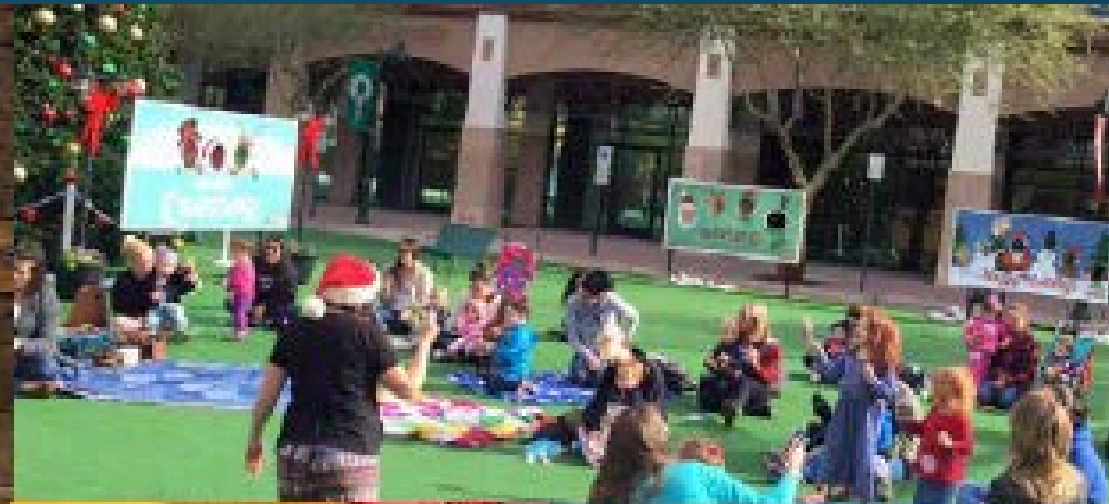
Elevating Downtown Mesa Enhanced Services

DMA Events

Each year DMA Produces

58 events attracting more than 59,000 attendees.





Elevating Downtown Mesa Enhanced Services

DMA Partner Events

2016 Event Season

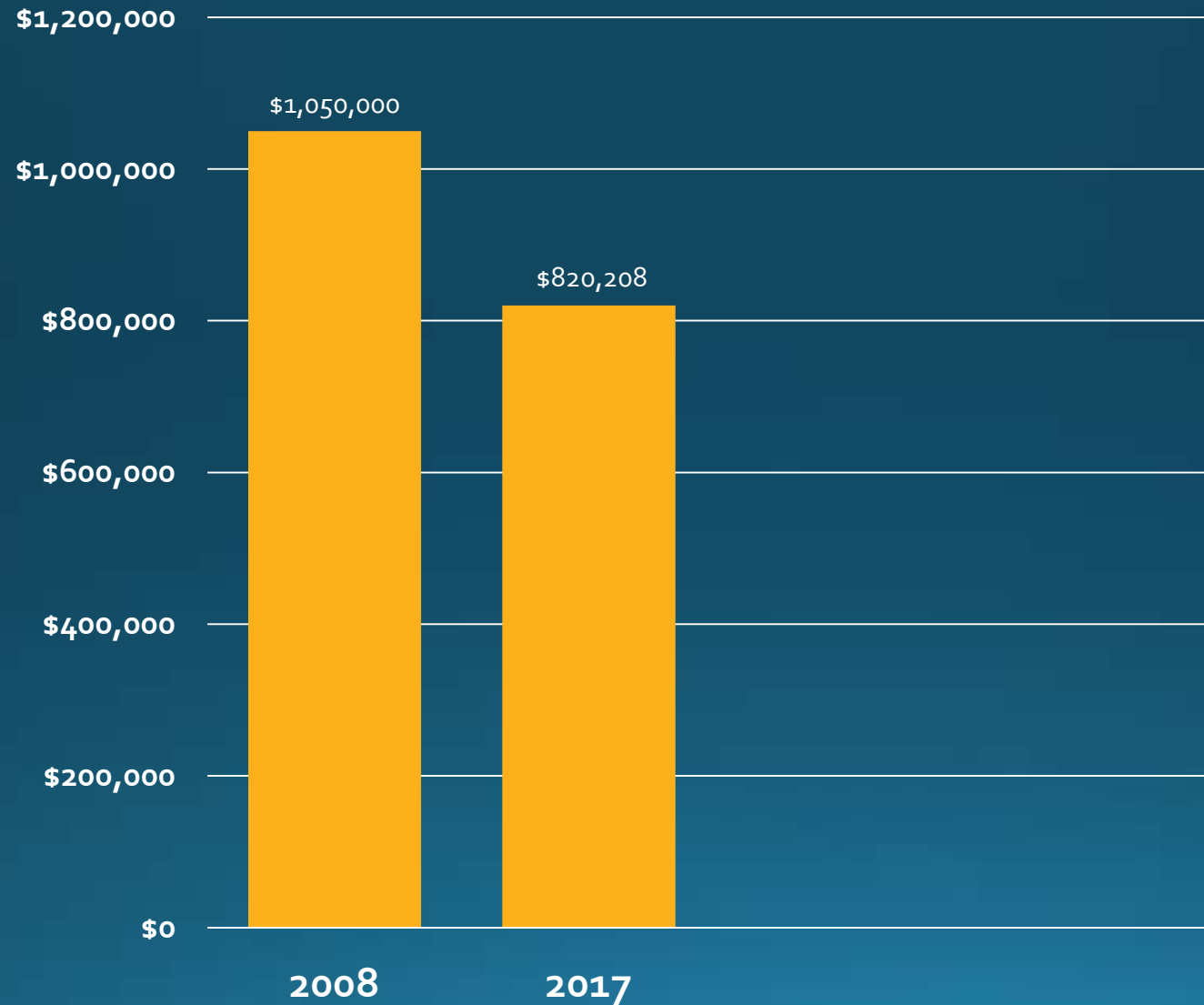
DMA sponsored 8+ events attracting over 200,000+ attendees.



East Valley Veterans Parade



DMA Operating Budget



Elevating Downtown Mesa Enhanced Services

Next 5 Years

Increase in:
Residents
Businesses
Employees
Customers
Cars

=

Increase in:
Services
Trash
Parking Needs
Marketing
Resources



Contact Us!

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