

Downtown Mesa Association

FY 2025-26

Accomplishments

FY 2026-27 Workplan

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Executive Director, Downtown Mesa
Association

Jeff McVay, Manager of Urban
Transformation

DOWNTOWN



Introduction

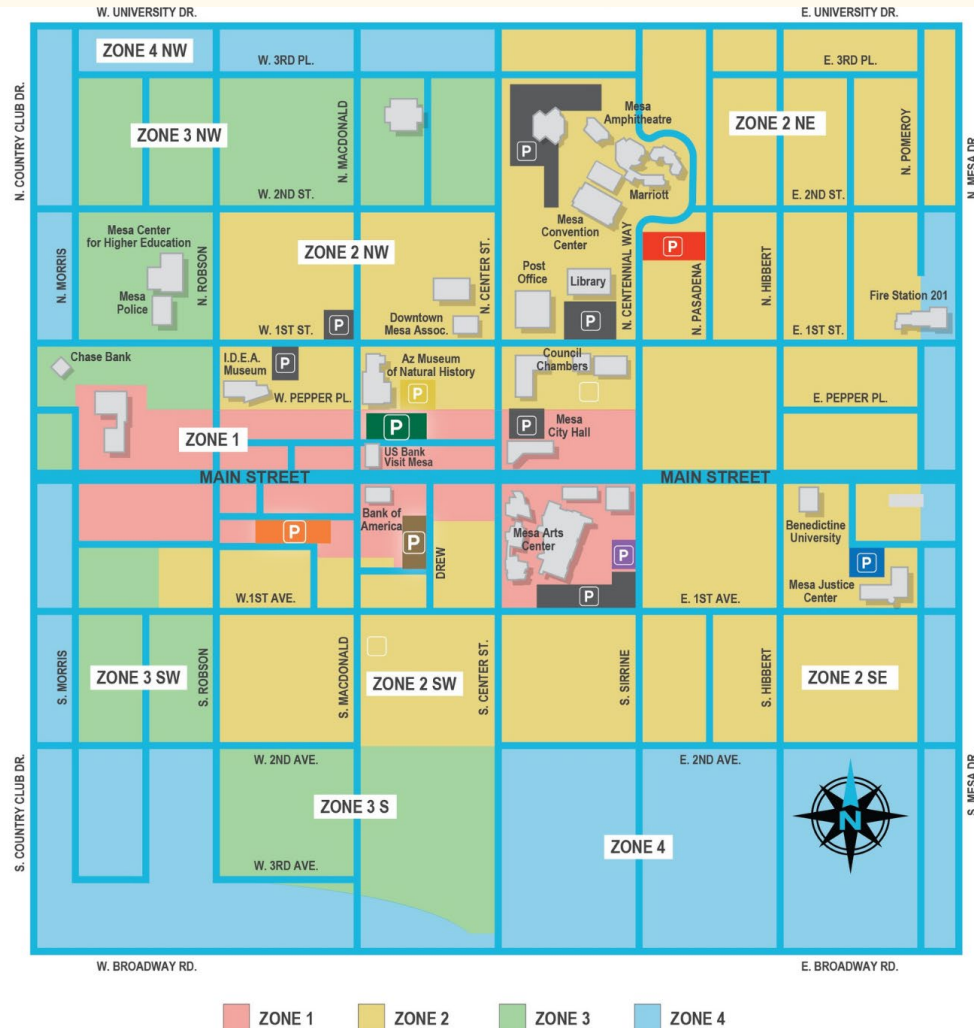
What is DMA

- Enhanced Municipal Services District
- Formed in 1985
- 501c6

Mission

To provide vision and leadership for Downtown Mesa, establishing our community as a clean, safe, and dynamic regional destination through activation, beautification, and communication.

Introduction



- 1 Sq Mile
- Legally defined geographic boundary
- Enhanced Municipal Services District
 - Services above and beyond general municipal services
 - Commercial Properties
 - Zones for Level of Service

Introduction

Priorities

- Appearance and Safety
- Parking Management
- Communications
- Activation and Placemaking
- Business Engagement



Operations



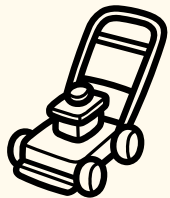
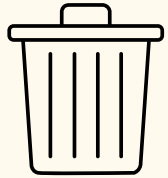
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Clean Team

- 6 Full-Time Team Members
- Provide Service 7 Days a Week
- Visible Presence On-Street
- Pro-Active Service
- Also Maintains Parking Lots, Garages, City Plaza, The Post, and Neon Garden



Clean Team



Service Category	2023-24	2024-25	2025-26
Trash Removal (Tons)	14.86	31.44	29.4
Trash Bags Pulled	4460	6208	7749
Graffiti Removal	481	511	339
Pressure Washing Service Hours	336	406	468
Plaza & Neon Garden Maintenance Hours	N/A	N/A	244

Clock Tower Repair



100th Anniversary of the Mesa Town Center Clock

- Replaced Clock Mechanism
- Replaced Signage
- Replaced Interior Lights
- Revealed Copper
- Painted Base

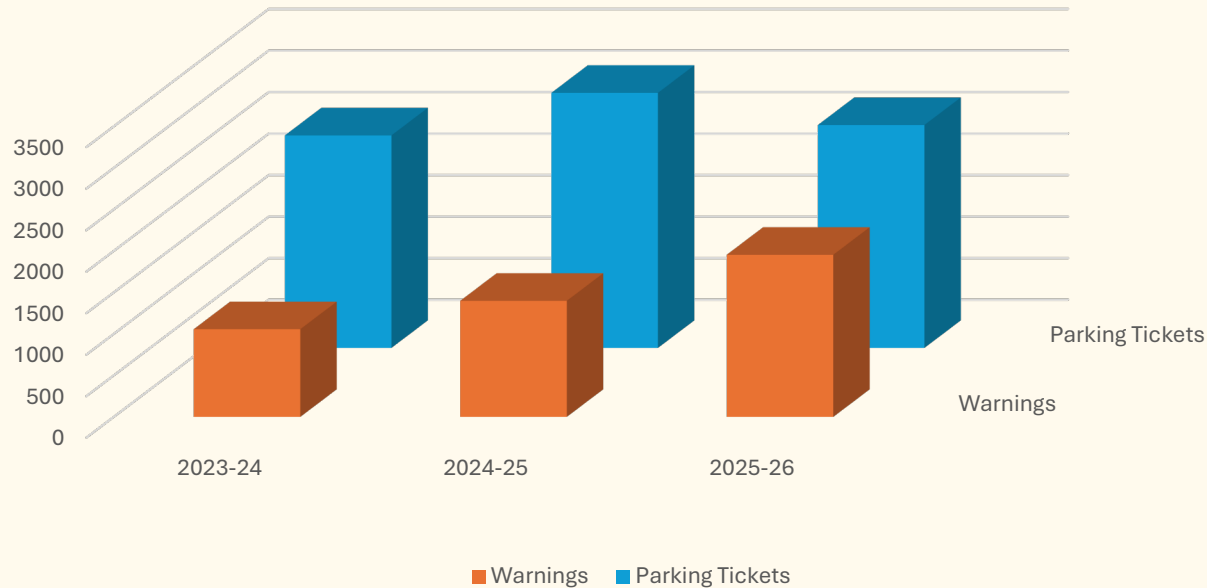
Statue Cleaning

- Purpose: Preserve and Maintain Downtown's Public Art
- Twice Annually (April & October)
- 32 Art Pieces
- 50 Volunteers
- Business Support = Discounts & Free Items for Volunteers



Parking Permits and Enforcement

Parking Citations



- On-Street Spaces and 13 Garages and Lots Monitored
- 2155 Permits Managed
- 2685 Tickets Issued
- 1954 Warnings Issued

Special Event Parking

- Serrine Garage
- 94 Events
 - 13,399 Cars Parked
- New Tablets
- New Uniforms



Marketing and Promotions

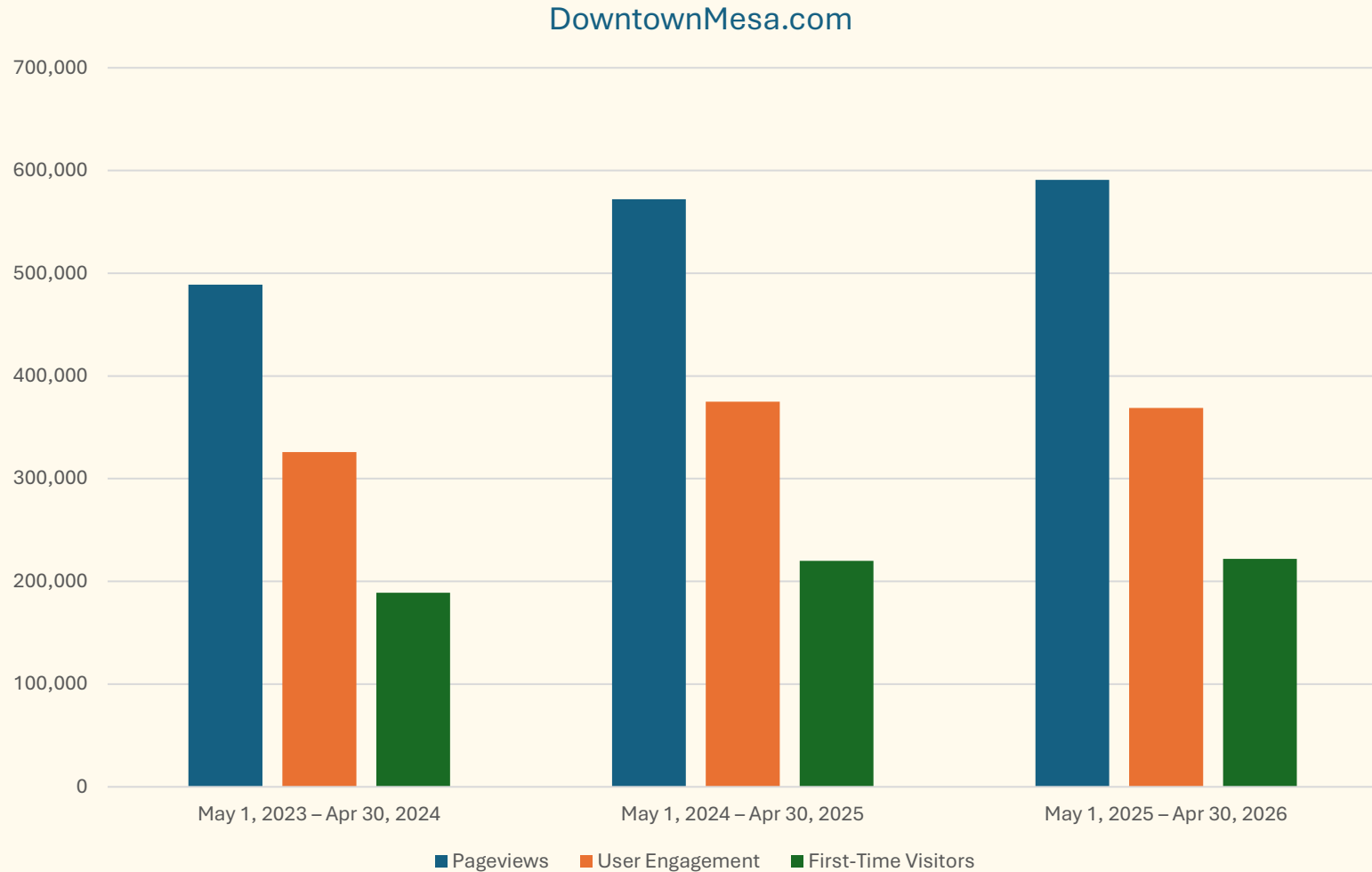


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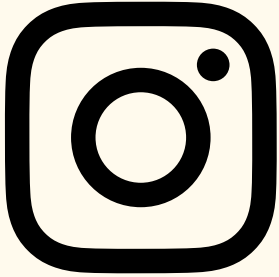
Website

2025-26

- 591k Pageviews
- 369k User Engagement
- 222k First Time Visitors



Social Media



Followers: 24,100
Total Views: 553,000 Since January 2026



Followers: 19,286
Total Views: 80,900



Followers: 1,600
Total Views: 29,000



Meet me in
Mesa

Meet Me in Mesa Campaign
Walk in introduction video
6 videos completed
60,800 views

The image shows a vertical video thumbnail with a blue border. The top half of the video shows an outdoor courtyard with string lights and a brick wall. The text 'Meet me in Mesa' is overlaid in white. The bottom half of the video is a solid blue background with white text providing campaign statistics.

Media and Outreach



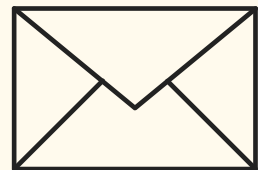
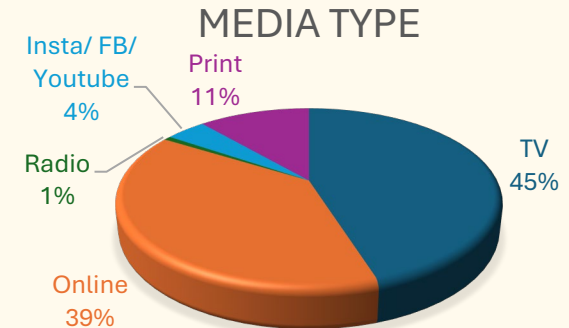
Public Relations

Mentions in Media: 581

Average PR Audience:

142,036,761

Value: \$6,824,140



E-Blasts

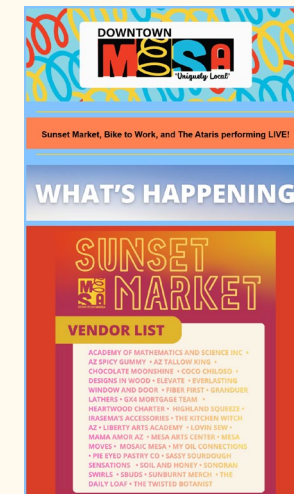
E-marketing: 8,794 Subscribers

(17.6% ↑)

Open Rate: 17.57%

Increased frequency: 7.8% ↑

Refreshed look in March 2026



Advertising

- Spring Training Guide
- Tribune
 - BBQ Classic
 - Holiday Shopping Passport
 - Noon Year's Eve
 - Baseball Block Party
 - Mesa Amplified



**PREGAME...
POSTGAME...**

**We're a
HOMERUN!**

Mesa
DOWNTOWNMESA

DOWNTOWNMESA.COM



**DOWNTOWN MESA
BARBEQUE
Classic**

LEGACY TRADITIONAL SCHOOLS
VISIT MESA CITY LIMITLESS
FiberFirst
SEMPER FI

BBQ • BEER • LIVE MUSIC • VENDORS

Beer Garden, Cigar Lounge, Food and Retail Vendors, Mechanical Bull and More!

NOVEMBER 7th & 8th

MACDONALD & MAIN ST, MESA, AZ
DOWNTOWNMESA.COM/BBQ

Free Entry!
Family Friendly

5:00 PM-9:00 PM **FRIDAY** **SATURDAY** 11:00 AM-5:00 PM

Dessert & Appetizer Competition
\$2 tasting tickets while supplies last

Four Meat Competition
\$2 tasting tickets while supplies last
Kid's Q Come see the next generation of grill masters

Mesa Tribune Partnership



- Contribute Content for Publication
- Downtown Focused Public Interest Stories
 - DMA Events
 - Restaurant Features
 - Visitor Guides

Banner Program

- 106 Banner Locations
 - Center St, Main St, Macdonald, Robson
- Rotating Displays
 - Supporting community events, branding, and messaging
- Partners Include:
 - City of Mesa
 - Benedictine University
 - Mesa Arts Center
 - Hohokams
 - Mesa Public Schools
 - Mesa Chamber

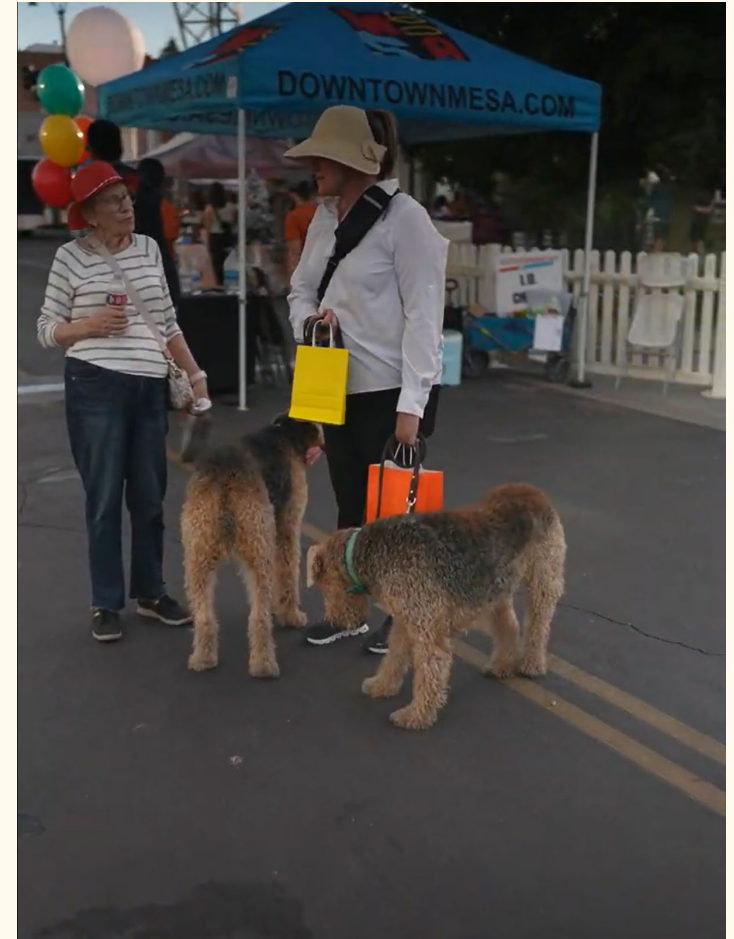


Events



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Events



Events

Event Name	Number of Recurrences/ Days	Estimated Attendance
Sunset Market	9	5,400
Storytime	28	3,000
Halloween	1	1,500
BBQ Classic	2	3,500
Merry Main Street Market	1	3,000
Noon Years Eve	1	1,500
Baseball Block Party	1	2,000
Easter	1	2,000
Mesa Amplified	2	27,600*

MESA AMPLIFIED

MUSIC, CULTURE & COMMUNITY



Over 100 Bands
27.6k people in Downtown
19 Stages
4x Web Traffic

Business Engagement



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Business Engagement

- 5 business promotions
- Quarterly merchant meetings
- Bi-weekly Merchant Newsletters
- Business Visitations
- Flyer & Notice Delivery
- 3 Ribbon Cutting Events
- 4 Walking Tours & Presentations



Gift Card Program



- 2025-26 Sales = \$11,384.00
- 40 Businesses Participating

Administration



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Administration

New Staff

- New Executive Director
- New Marketing, Events, & Engagement Team

Property Owner Mixer

- Opportunity to introduce current board members and new leadership

Reviewing Board Structure/ Bylaws



2026-2027 Priorities



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2026-27 Priorities

- Engage Mesa Residents
 - District Focused Events
 - Meet Your Neighbors Nights
- Grow Signature Events
 - Bluegrass & BBQ
 - Mesa Amplified
- Enhance Marketing Efforts
 - Summer Ad Campaign
- Alley Activation Pilot



City Participation



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Professional Services Agreement

- DMA is contracted with the City of Mesa through a Professional Services Agreement
- The Professional Services Agreement includes the following services

Baseline Services

Funded through the annual SID 228 assessment and City voluntary self-assessment

- Clean team ambassadors
- Pressure washing
- Promotion/ marketing
- Weed control/ graffiti abatement
- Business development

Enhanced Services

Funded through the Professional Services Agreement

- Parking management and enforcement
- Promotional programming
- Banner & kiosk program
- Special event production – 3 per year minimum
- Enhanced public space management
- Maintenance of Plaza at Mesa City Center

Professional Services Agreement

Funding for the Professional Services Agreement comes from three primary sources:

- Annual SID 228 Assessment
- City-owned property voluntary contribution
- Enhanced Services

Annual SID 228 Assessment – Commercial Properties \$351,293.45	City Voluntary Self-Assessment – City-Owned Property \$230,577.77	Enhanced Services \$400,604.05
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**Plaza, Neon Garden, & The Post Landscaping
& Maintenance**
Up to \$58,032.00



Professional Services Agreement

2026-27

DMA Annual Budget Amount

\$982,475.27

Special Event Parking Fund

Allotment

\$50,000