



Downtown Mesa Association

Efforts to Create a Thriving Downtown

FY 2023-2024 Accomplishments

FY 2024-2025 Work Plan

Terry Madeksza, President & Executive Director, Downtown Mesa Association
Jeff McVay, Manager of Downtown Transformation, City of Mesa
Jimmy Cerracchio, Office of Urban Transformation, City of Mesa





Introduction

Terry Madeksza

- Started mid-January after a competitive, nationwide executive search
- +25 years downtown management experience
- Washington, DC, St. Louis, Phoenix, Flagstaff, Mesa
- Expertise: Advocacy, Downtown Champion, Placemaking, Signature Events & Programming, Parking, Increased Investment and Engagement

Areas of Focus:

- Implemented New Financial Controls, Policies and Procedures, Transparency and Responsible Stewardship Practices
- Board Engagement and Reporting
- Staff and Work Program Development
- Events, Promotions, Public Space Programming



Background

Goals of the District include:

- Improve the appearance and safety of the District
- Encourage new business development
- Attract a variety of businesses and services
- Make Downtown attractive to all Mesa communities

What Was New in 2023/ 2024:

- New Staff (Exec Dir & Events)
- The Yard & added programming
- New activations and events
- Consistently and efficiently delivered services



*"The time for Downtown Mesa is NOW." **Tim Sprague, Habitat Metro / ECO MESA***

OPERATIONS: CLEAN, SAFE & PARKING INITIATIVES

Clean Team Ambassadors

July 2023 – April 2024

BEFORE



AFTER



2645 Maintenance Calls

*Bulky Items, Graffiti, Shopping Carts,
Overflowing Dumpsters*

3147 Hospitality Interactions

*Business Checks, Directions (in District),
Directions (outside of District), Publications
Distributed*

851 Quality of Life Issues

*Blocking Sidewalks, Encampments, Mental
Health & Wellness Checks*

354 Drug & Alcohol Paraphernalia Removed

"Loving the clean sweep program, the team is super visible!" **Kelsey Strother, Worth Takeaway**

Mesa Police Collaboration

Create a sense of safety for merchants and visitors, focused on:

- Minimized vandalism and encampments
- Decreased harassment at sidewalk dining areas
- Improved relationship with businesses and Mesa Police Department
- Reduced the occurrence of nuisance behaviors and response time

2023/2024:

- Downtown Engagement Team
- Crime suppression efforts
- Monthly safety meetings
- BAND App for increased communication

Although the increased presence is throughout Downtown, the priority area of service is **Zone 1**, the only zone that pays for this level of enhanced service.



Parking Program

- Brought Special Event Parking Management in-house
- Access to MVD database to enforce citations and defend in court
- Accommodated businesses and customers in new ECO MESA garage
- Updated all parking agreements in partnership with City of Mesa Real Estate Services Department

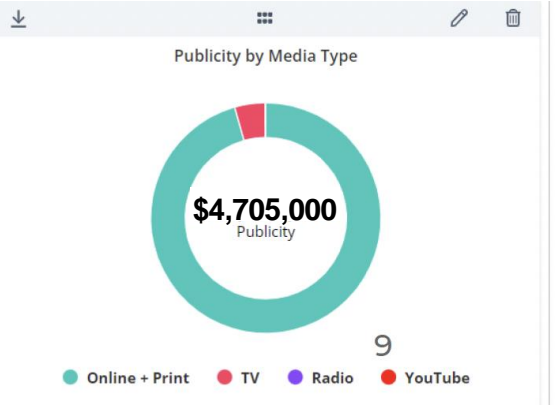
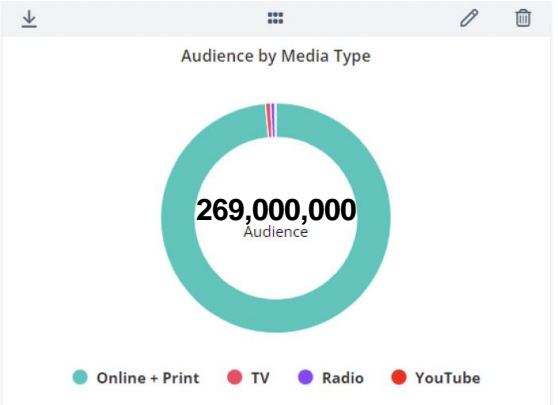
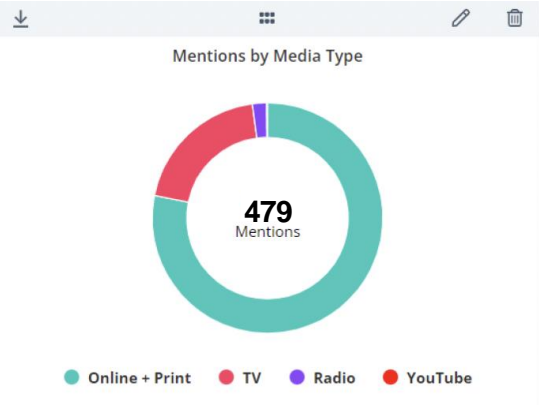


DOWNTOWN MESA IN THE MEDIA



Media Mentions

July 2023 – April 2024



Highlights



Oro Brewing, 2024 East Valley Tribune, Best Craft Beer / Best Brewery

Roberto Centeno, Espiritu, James Beard Semifinalist, Emerging Chef

Republica Empanada, Keith Lee, Influencer / 2.1M Followers



Worth Takeaway, Yelp's Top 100 Places to Eat in 2024

New apartments usher in residents in downtown Mesa



Workforce housing complex 2nd Avenue Commons opens in downtown Mesa



Warm welcome, high hopes for new downtown Mesa complex





PROMOTIONAL & SIGNATURE EVENTS



Downtown Mesa Gift Card Program



Redesigned

Redesigned to reflect new **downtown branding**

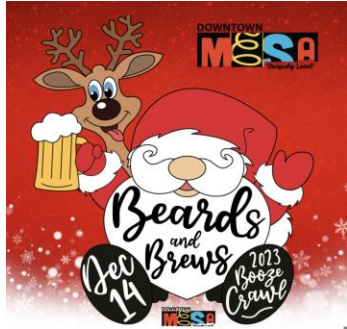
\$16,415.65 sold

More than **\$16,000 sold** providing a **direct benefit** to downtown businesses

40+

Participating **Downtown Mesa Merchants**, including Shopping, Dining and Specialty

Promotional Activations



Beards & Brews

- 13 participating businesses
- Tickets: +100



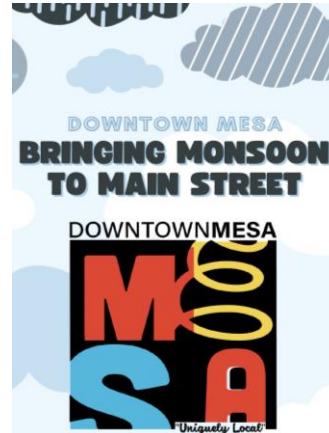
Moms on Main

- Shopping/ Dining promotion



Shop Small

- 45 participating locations
- Revenues: \$50,500



Monsoon on Main

- Summer promotion
- Shop & win prizes

Signature Events

EASTER

- 3,500+ visitors throughout the event
- 16,000+ Easter eggs hidden in the Yard and at Main Street businesses
- 15+ businesses participated in the egg hunt
- Free activities, arts and crafts, Easter Bunny photos, and interactive entertainment along Main Street



HAUNTING ON MAIN STREET

- 5,000+ visitors throughout the day
- 30 merchant & museum trick-or-treat stations
- Distributed over 10,000 pieces of candy to participants
- Continued Window Décor Contest, added participating businesses
- Grand Haunting Award: Milano Music Center
- Gruesome Garden Award: Crismon's Flowers
- Skeleton Crew Award: Phend Plumbing
- Thrills & Chills Award: Level One Arcade & Bar
- Sweeney Todd Award: Fritz's Barber Shop



MESA MUSIC FESTIVAL

In partnership with the City of Mesa; produced by Motor Media

- 3,000 visitors Friday, 6,000+ visitors Saturday
- Over 200 bands performed
- 14 businesses participated creating performance venues throughout downtown
- Many businesses claimed MMF is their highest grossing day



AMERICA'S PREMIER MUSIC INDUSTRY FESTIVAL

Over 250 Performances, Food Trucks, Vendors

MUSIC INDUSTRY SYMPOSIUM WITH SPEAKERS, CLINICS ONE ON ONE MENTORING SESSIONS AND WORKSHOPS, VIP PARTIES AND MUCH MORE!

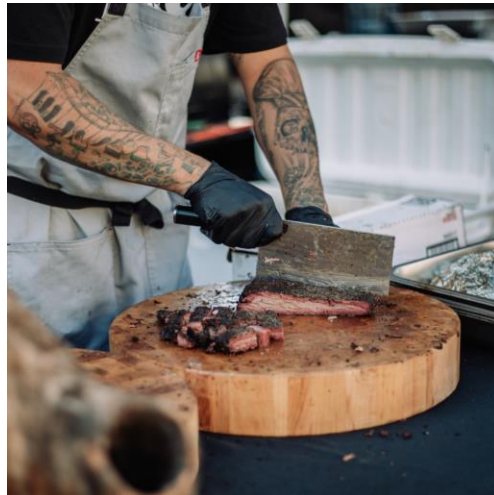
APRIL 18 - 20, 2024
DOWNTOWN MESA, AZ

Amazon, Coca-Cola, MESA Center, Motor Media, Eiffel, BOOMBOX APOCALYPSE, and many more sponsors.



BBQ CLASSIC

- Inaugural barbeque competition
- 5,000+ attendees
- Award-winning pitmasters from around the world competed
- All-ages, food trucks, barbeque, live music



SUNSET MARKETS

- Monthly evening market with artisans, food and live music
- Attracts residents and downtown employees
- 30+ vendors



MERRY MAIN STREET

Santa's Merry Makers Marketplace:

- Holiday night market on Main & Macdonald
- 31 vendors participated in the first weekend
- 10,000+ attended the first weekend
- Goal: increase to 40 vendors

Holiday Lights & Decor

- Partner with City to help program, create connections and add holiday décor and engage businesses
- DMA led efforts to light street trees along Main Street



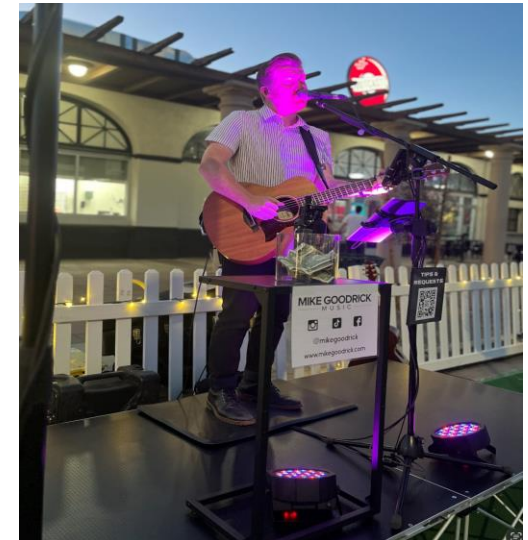
MENORAH LIGHTING

- Part of Merry Main Street
- Beloved tradition bringing hundreds into downtown
- Attended by Mayor Giles and City Council
- Candle lit by Rabbi Blotner



THE YARD OFF MAIN

- DTT received a grant to activate Macdonald in front of the Post
- DMA added pedestrian amenities such as giant games, bistro tables and umbrellas
- Daily activities occurred – some planned, some passive
- Larger events held – inaugural Baseball Block Party, princess parties, dramatic story time, live music Friday evenings

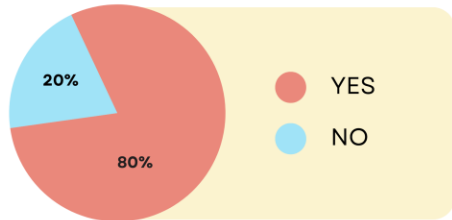


THE YARD OFF MAIN – LESSONS LEARNED

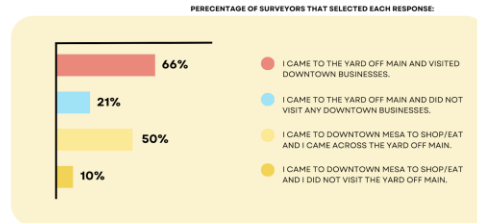
- ADD ROW OF BOLLARDS
- Shade!
- More events and activities!
- More comfortable seating
- Increase business involvement utilizing the space
- Created survey for the public to share thoughts
- More than 600 responded
- Overwhelmingly positive



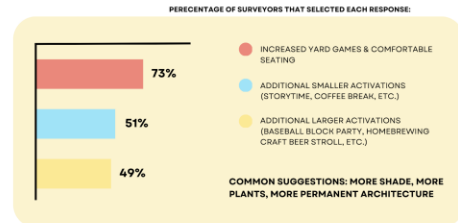
DID YOU SPEND TIME AT THE YARD OFF MAIN, WHEN NO ACTIVATIONS WERE SCHEDULED?



DID VISITORS SPEND TIME AT THE YARD OFF MAIN AND VISIT OUR LOCAL BUSINESSES?



WHICH OF THE FOLLOWING WOULD MOST INCREASE YOUR USE OF THE YARD OFF MAIN?



FY 2024 / 2025 GOALS & WORK PRIORITIES

FY 2024-2025 Workplan & Goals

Guiding Principles:

- Position Downtown Mesa as a premier destination for investment, entertainment and visitation
- Provide value to stakeholders
- Measurable – track and report accomplishments
- Increase spending in businesses
- Ensure staff funding and capacity are in place

WHAT'S WORKING

- Continued work of the Clean Team
- Special Event Parking Management
- Parking Management and Enforcement
- Development, Increased Investment
- Media and Community Interest
- Collaboration with the City

OPPORTUNITIES

- Add programming that drives people downtown and increases spending in businesses
- Partner more with MAC, Convention Center, Amphitheater, Visit Mesa, Co-Hoots, ASU MIX
- Connectivity, wayfinding signage
- Enhance parking enforcement by adding staff
- Collect data and report monthly
- Secure sponsorship
- Beautification and public art efforts

PRIORITIES

Administration

- Transition financial management and budgeting to Class System for improved reporting and transparency
- Implement new job descriptions, individual goals, revised HR manual, training

Marketing & Business Engagement

- Collect information on each business downtown (restaurant/bar, service providers, residential buildings)
- Create Welcome Packets for new businesses and new residents
- Support retail recruitment efforts and business-to-business collaboration
- Offer a robust year-round event schedule
- Lead a collaborative marketing / PR effort to tell the story of downtown as a premier destination and a place to live, work, learn, play and invest.

Operations

- Create new deployment, and expectations – enhance service delivery
- Enhance beautification throughout downtown – trees / shade, public art, seating, etc.
- Add parking enforcement capabilities & identify potential for additional parking

Advocacy

- Participate with micro-mobility consultant & goals
- Connectivity, wayfinding, parking signage
- Replace damaged and/or missing Main Street trees
- Mesa Music City

CITY PARTICIPATION



PROFESSIONAL SERVICES AGREEMENT

- The 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 – Amount of service is based on Zone and level of assessment
- Promotion / Marketing – Website, social media
- Weed Control / Graffiti Abatement
- Business Development – Business outreach

Enhanced Services

Funded through the Professional Services Agreement

- Parking management & enforcement
- Promotional programming
- Business development
- Banner & kiosk program
- Community special event production
- Public space management
- Plaza at Mesa City Center maintenance

PROFESSIONAL SERVICES AGREEMENT

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

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

Annual SID 228 Assessment – Commercial Properties \$371,373.11	City Voluntary Self-Assessment – City-Owned Property \$243,536.06	Enhanced Services \$441,404.05
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- Enhanced Services funding reflects a \$50,000 increase for the 2024-25 Fiscal Year
- First increase in 10 years

PROFESSIONAL SERVICES AGREEMENT

2024-25
DMA Annual Budget Amount
\$1,056,313.22

Special Event Parking Fund
Allotment
\$50,000



Thank you!

Questions? Comments?

