



# DOWNTOWN MESA ASSOCIATION

[DowntownMesa.com](http://DowntownMesa.com)



@DowntownMesa



# TOPICS OF THIS PRESENTATION

## HIGHLIGHTS AND INSIGHTS

- UPDATE ON ACTIVITIES
- LOOKING FORWARD TO FUTURE RENEWALS

# CLEANSWEEP PROGRAM

January - November 2021

607

Maintenance  
Calls  
Bulky Items  
Graffiti  
Shopping Carts  
Overflowing  
Dumpsters

176

Drug &  
Alcohol  
Paraphernalia  
Removed

519

Quality of Life  
Issues  
Blocking Sidewalks  
Encampments  
Mental Health  
Wellness Checks

4113

Hospitality  
Interactions  
Business Checks  
Directions (in District)  
Directions (outside  
District)  
Publications Distributed



**CLEAN AMBASSADORS  
are on the streets  
6 DAYS A WEEK**

# DOWNTOWN HOSPITALITY ENGAGEMENT OFFICERS

## PERCEPTION IS REALITY

### CONTINUED SITUATION:

Empty streets due to Covid created a safe haven for our street population. As downtown opened and our streets & outdoor cafes filled up, we encounter:

- Increased vandalism
- Harassment and actual food grabbing from customers as they eat.
- Increased perception of disorder from our businesses and their customers

### THE SOLUTION

Created an Engagement Ambassador Program

- Have a visible presence to decrease crime
- Public Relations Program
- Provided training addressing social outreach
- Enhanced customer service and hospitality training

### PRIORTIZING ZONE ONE

- They only zone that pays for enhanced services

Launched November 26, 2021

AVAILABILITY AND VISIBILITY OF ENGAGEMENT AMBASSADORS  
WILL SERVE AS A DETERRENT TO UNWANTED BEHAVIOR.



# DOWNTOWN MESA IN THE MEDIA

January – October 2021

## 471 Media Mentions

21,276,626

TOTAL ONLINE +  
PRINT AUDIENCE

2,979,953

TOTAL  
TV AUDIENCE

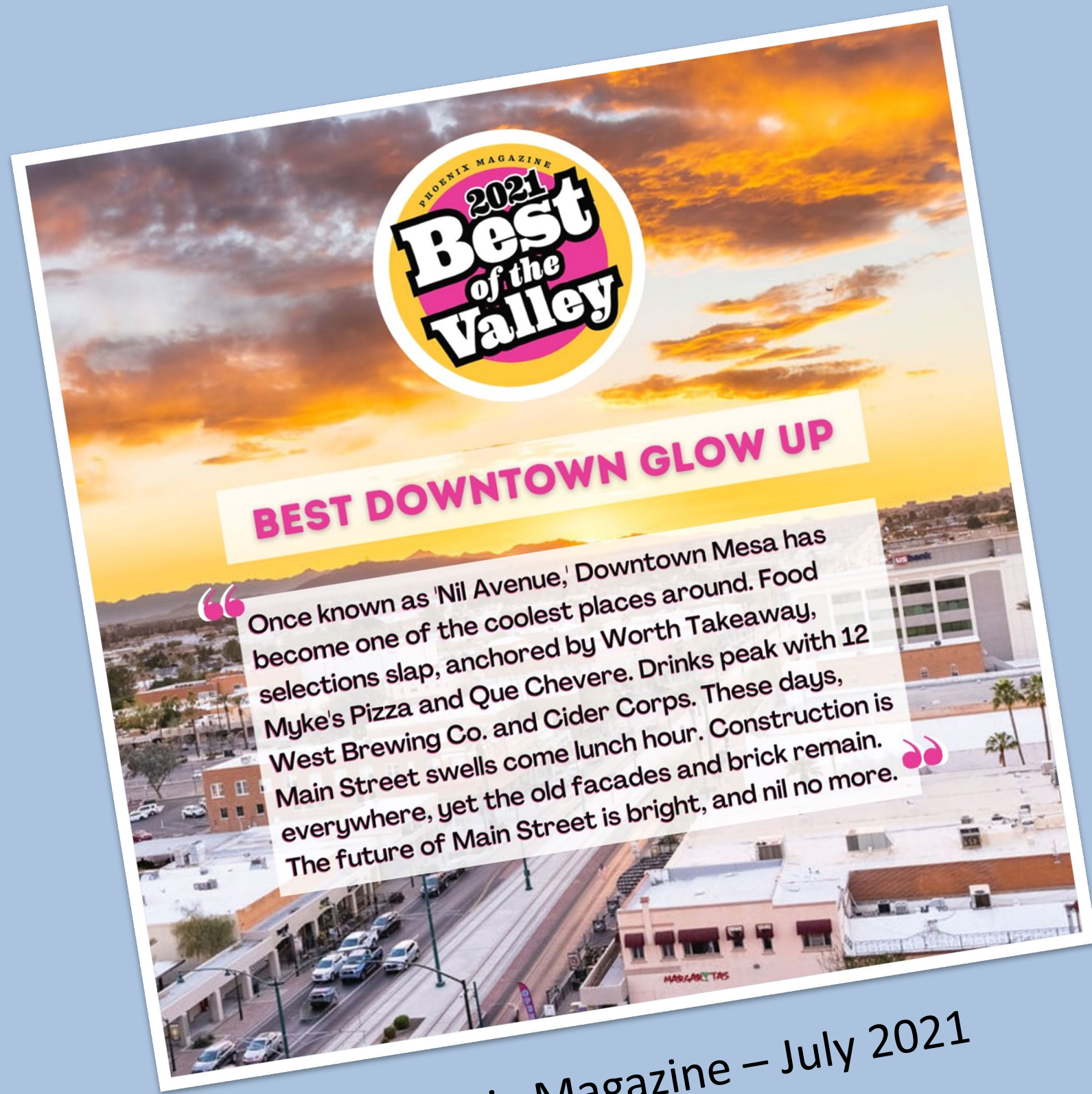
971,084

TOTAL RADIO  
AUDIENCE

\$2,477,183

TOTAL PUBLICITY  
VALUE

# Highlights

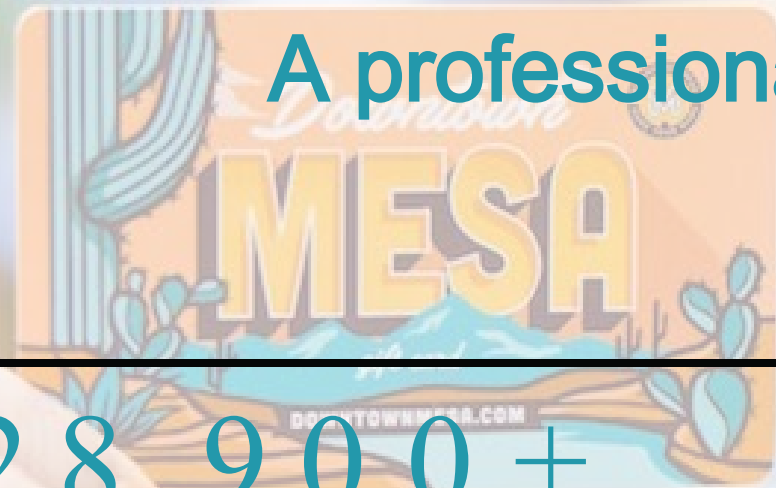


Phoenix Magazine – July 2021



Business Journal – November 2021

# DOWNTOWN MESA GIFT CARD PROGRAM



A professional program replaced the previous non-trackable cards.

\$28,900+

sold in less than one year.  
Sales **directly benefit** the  
Downtown Businesses.

40+

## Participating Downtown Mesa Merchants

### SHOPPING

Atomic Age Modern, Barrel + Bloom, The Boutique, Dickson's Jewelry, History by George, Lenhart's Ace Hardware, Main Street Harvest

Matage Custom Framing, Michelle's Antiques, Milano Music, My Darling Dragon, Nash Vintage Collective, Phoenix Motor Leathers Pomeroy's Men's Store, The Sagebrush AZ, Soul Center

### DINING

Cider Corps, Downtown Rendezvous, Jimmy John's, Lost Dutchman Coffee Roasters, Main Street Sweets, Margaritas Mexican Grille, Nunthaporn's Thai Cuisine, Oro Brewing Company, Proof Bread, Que Chevere, Smith -O-Lator Cookie Shop, Subway, Tacos Chiwas Worth Takeaway

### SPECIALITY

Dermatic Fx Med Spa, Inspire Farms, Le Salon Studio, Luxury Lash, Neighborhood Comedy Theatre

14+

## Downtown Mesa Farmers Market vendors



# DOWNTOWN PARKING MANAGEMENT

## THE SITUATION:

During 2020, the downtown parking permit program has been somewhat mismanaged and is in great need of an automated professional solution.

## THE SOLUTION: :

Worked with Downtown Transformation Team and the IT department to research possible software and technical solutions.

- Found a cost-effective program that will provide professional management and cut costs of providing compliance
- Partnership with ElectroMecanica to have a unique vehicle with License Plate Recognition camera and software to more quickly and efficiently patrol the garages, lots and street parking

## Goal for 2022:

- Create a signage program that will enable customers to more easily find public parking
- Prepare for the influx of new students, residents and increasing customer base.





# Main Street in Bloom

## PARTNERSHIPS

- Sold Sponsorships for individual baskets
- Goal was 30, sold 81



What they will look like in Spring (hopefully)

# PROMOTIONAL EVENTS

## TACO TRAIL

140 tickets Sold

6 Restaurants  
Participated



## VINTAGE STROLL

55 ENTRIES

8 Retailers  
Participated



## SHOP SMALL IN DOWNTOWN MESA

ONGOING  
THRU DECEMBER 25th  
50+ Retailers  
Participating



Launched on Small Business Saturday, this promotion encourages participants to shop small throughout the entire holiday season

# PROMOTIONAL EVENTS

## SUPPORTING THE TEMPLE TOURS

Some comments submitted with Entries

**"It was a great way to get my family out and around downtown."**



**"What a cute idea! We loved the opportunity to walk around and see ask the diverse shops in downtown Mesa! Thanks for putting this on! Here's our sheet!"**

ENTRIES

**"I couldn't find some, but I found most. This was still so fun and should happen more often even if there aren't any prizes. Thank you!!"**

**"We had so much fun looking for the bees over the past 3 days with our parents & little brother. Thank you for such a fun scavenger hunt"**

**"Our entry is attached. What a fun experience! 😊 My grand-daughter & I spent 2 days downtown and now have new stores and restaurants on our list to try."**



### THE GREAT HONEY BEE HUNT

126

ENTRIES



Scan here to see Downtown Mesa business promotions to welcome Temple visitors!

### Downtown Mesa The Great Honey Bee Hunt

In 2021, bee-utiful flower baskets were placed throughout Downtown Mesa just in time to welcome all the Mesa Temple visitors! Naturally, bees think these new flowers are the bee's knees and they began buzzing all over Main Street. Help find all the bees so they can get back to their hive and their honeys at home.

Match the bees up with what they're wearing or holding with each store, and write the business name next to the answer. The bees are a'buzz Downtown until November 20th, 2021.

Your Name: \_\_\_\_\_

FIND THE BEE WITH...

Tie	_____	Cactus	_____
Dragon	_____	Frame	_____
Donut	_____	Carrot	_____
Gelato	_____	Guitar	_____
Braids	_____	Earrings	_____
Gumball Machine	_____	Army Man	_____
Batman Signal	_____	Music Note	_____
Book	_____	Cookie Cutter	_____
Ring	_____	Lime	_____
Geode Slice	_____	Keys	_____
Eagle	_____	Cassette	_____
Coffee	_____	Jewel	_____
Taco	_____	Cake	_____
Bee Charm	_____	Letter Q	_____
Flowers	_____	Bread	_____

Once you are done with your hunt, take a picture of/scan your card and email it to dtmesaentry@gmail.com by 11/20/21 for a chance to win one of these prizes:  
1-10 found bees: \$10 DT Mesa gift card + a bee \*RAFFLE  
11-20 found bees: \$25 DT Mesa gift card + a bee \*RAFFLE  
21-29 found bees: \$50 DT Mesa gift card + a bee \*RAFFLE  
30 found bees: \$200 + a bee \*RAFFLE

# I love Mesa Day



## COLLABORATION WITH CITY OF MESA

20,000 attendees all day

15 Media Outlet Features

40+ businesses participated

4,000+ Museum visitors all day

160+ social media mentions

18 live performances downtown

Over 1,500 submissions to the  
Wishing Well

HOPE TO MAKE IT AN  
ANNUAL EVENT

# HALLOWEEN

- 5,000+ estimated visitors throughout the day
- 37 merchant & museum trick -or -treat stations
- First time ever having the Mesa Main Public Library, MAC, AZ Museum of Natural History and i.d.e.a . Museum participate
- Distributed over 40 bags of candy to participants
- Partnered with My Darling Dragon to activate two sold out Haunted Downtown Mesa Tours
- Partnered with all 5 breweries in our downtown district for our Spirits Stroll & Beer Garden



# DOWNTOWN MESA FARMERS MARKET



## NEW LOCATION

Center Street at Mesa Arts Center



## INCREASED VENDORS

- Over 70 vendors have participated in the market over the last 9 months.
- Increased the number of farms participating from one to three. All farms are located in Mesa.

## PROGRAMMING

- Collaborating with 3 wellness businesses to bring weekly donation-based fitness classes to the community
- Supporting local artists with a different musician featured weekly



## INCREASED VARIETY

Partnered with:

- Sun Produce Co -op: supplying additional local produce from AZ farms
- Pinnacle Prevention: SNAP and EBT payments accepted at the market starting in 2022
- Local First: as of July 2021, DMFM is apart of the Local First residency program for small businesses
- Recycled City, LLC: promoting sustainable practices at the market



# Merry Main Street

## SANTA'S MERRY MAKERS MARKETPLACE



- Holiday night market on Main & Macdonald
- 31 different vendors participated in the first weekend (Nov 26th & 27th)
- Over 10,000 attended the first weekend
- Goal: increase to 40 vendors for the December 17th & 18th dates.

## HOLIDAY LIGHTS

- DMA - LIGHTS & DECORATIONS



# 2021-2022 GOALS

## REACTING TO THE MARKETPLACE

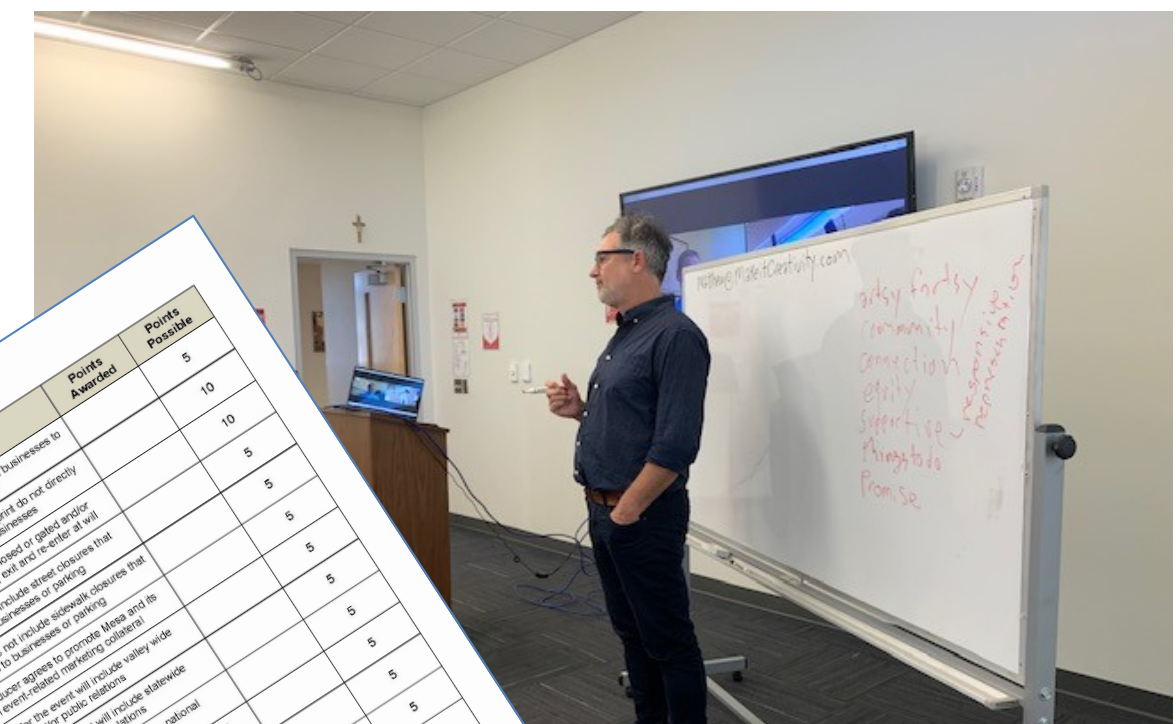
- Street Level Management
- Parking Management
- District Renewal- 5-year Requirement
- Marketing and Events
- Operations



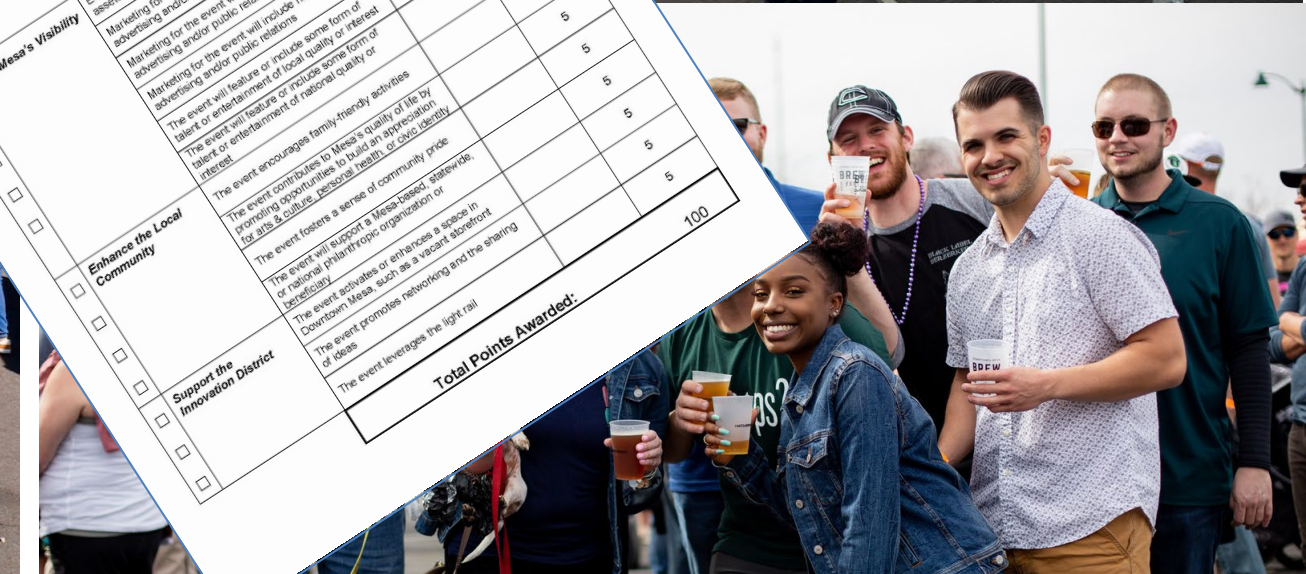
# 2021-2022 GOALS

## MARKETING AND EVENTS

- ✓ Create a new event highlighting Downtown Mesa's craft beer and foodie scene with committee formed from the Business Owner Board.
- ✓ Develop a "Return On Investment" scoring system for designing and approving special events within the district.
- ✓ Work with COM Downtown Transformation team, PIO team and Economic Development to develop Downtown Mesa's brand.



SPECIAL EVENT CHECKLIST				
Key Goals	Event Attributes	Points Awarded	Points Possible	
<input type="checkbox"/>	Stimulate Economic Returns	The event partners with Mesa area businesses to encourage retail/restaurant sales	10	5
<input type="checkbox"/>		The event footprint do not directly compete with established businesses	10	5
<input type="checkbox"/>		The event is not fully enclosed or gated and/or allows patrons to enter, exit and re-enter as will	5	5
<input type="checkbox"/>		The event does not include street closures that inhibit access to businesses or parking	5	5
<input type="checkbox"/>		The event does not include sidewalk closures that inhibit access to businesses or parking	5	5
<input type="checkbox"/>		Event producer agrees to promote Mesa and its related marketing efforts	5	5
<input type="checkbox"/>	Grow Mesa's Viability	Marketing for the event will include statewide advertising and/or public relations	5	5
<input type="checkbox"/>		Marketing for the event will include national advertising and/or public relations	5	5
<input type="checkbox"/>		The event will feature or include some form of advertising and/or public relations	5	5
<input type="checkbox"/>		The event will feature or include some form of advertising and/or public relations	5	5
<input type="checkbox"/>		The event will feature or include some form of advertising and/or public relations	5	5
<input type="checkbox"/>		The event will feature or include some form of advertising and/or public relations	5	5
<input type="checkbox"/>	Enhance the Local Community	The event contributes to Mesa's quality of life by providing opportunities to build an appreciation for arts & culture, personal health or community interest	5	5
<input type="checkbox"/>		The event fosters a sense of community pride	5	5
<input type="checkbox"/>		The event supports a Mesa-based, statewide, or national philanthropic organization or initiative	5	5
<input type="checkbox"/>	Support the Innovation District	The event promotes networking and the sharing of ideas	5	5
<input type="checkbox"/>		The event leverages the light rail	5	5
<b>Total Points Awarded:</b>			<b>100</b>	



# 2021-2022 GOALS

## PUBLIC RELATIONS

Work with COM Downtown Transformation Team to:

- Conduct Broker Briefings
- Conduct Media Tours
- ✓ Highlight new development & new business openings
- ✓ Promote downtown happenings
- ✓ Keep website up to date and relevant

## OPERATIONS

- ✓ Continue to professionalize the operations of the organization

## BEYOND 2021 GOALS

- ✓ Create a Professional Parking Compliance Program
- Activate New City Plaza



# Downtown Mesa Association Enhanced Municipal Services District (EMSD)

- In 1984 the DMA formed Arizona's first EMSD
- The property owners voted to assess themselves to provide services above and beyond what was provided by the City.
- At that time the City agreed to contribute their fair share of the assessments for the City owned properties at a reduced rate but pays for all the public right away.
- Over the next 30+ years the City has contracted with the DMA to provide additional services on behalf of the City.
- The assessment has only been increased once, raising the assessments on private property owners by 10%

## 2021-2022 Assessment Breakdown

• Private Property Owner Assessment	\$304,069.55
• City's Fair Share Contributions	
• Property Assessments	\$224,836.87
• Parking Compliance	\$ 83,737.00
• Cleaning Parking lots and Garages	\$222,730.00
<b>Total Budget</b>	<b>\$835,373.42</b>

1402 Total Parcels  
    368 Parcels owned by City = 26.24%  
    376 Parcels are exempt = 26.96%  
53% of the parcels pay a reduced rate or nothing

# EMSD DISTRICT RENEWAL

After Five -Year Requirement

## THE SITUATION:

Every five years the DMA must renew the District. This is a simple process unless you need to make revisions – that is what we are asking you to vote on today. This year we are not changing anything. With growing need for increased and enhance services, the DMA will not have enough revenue to meet the growing demands

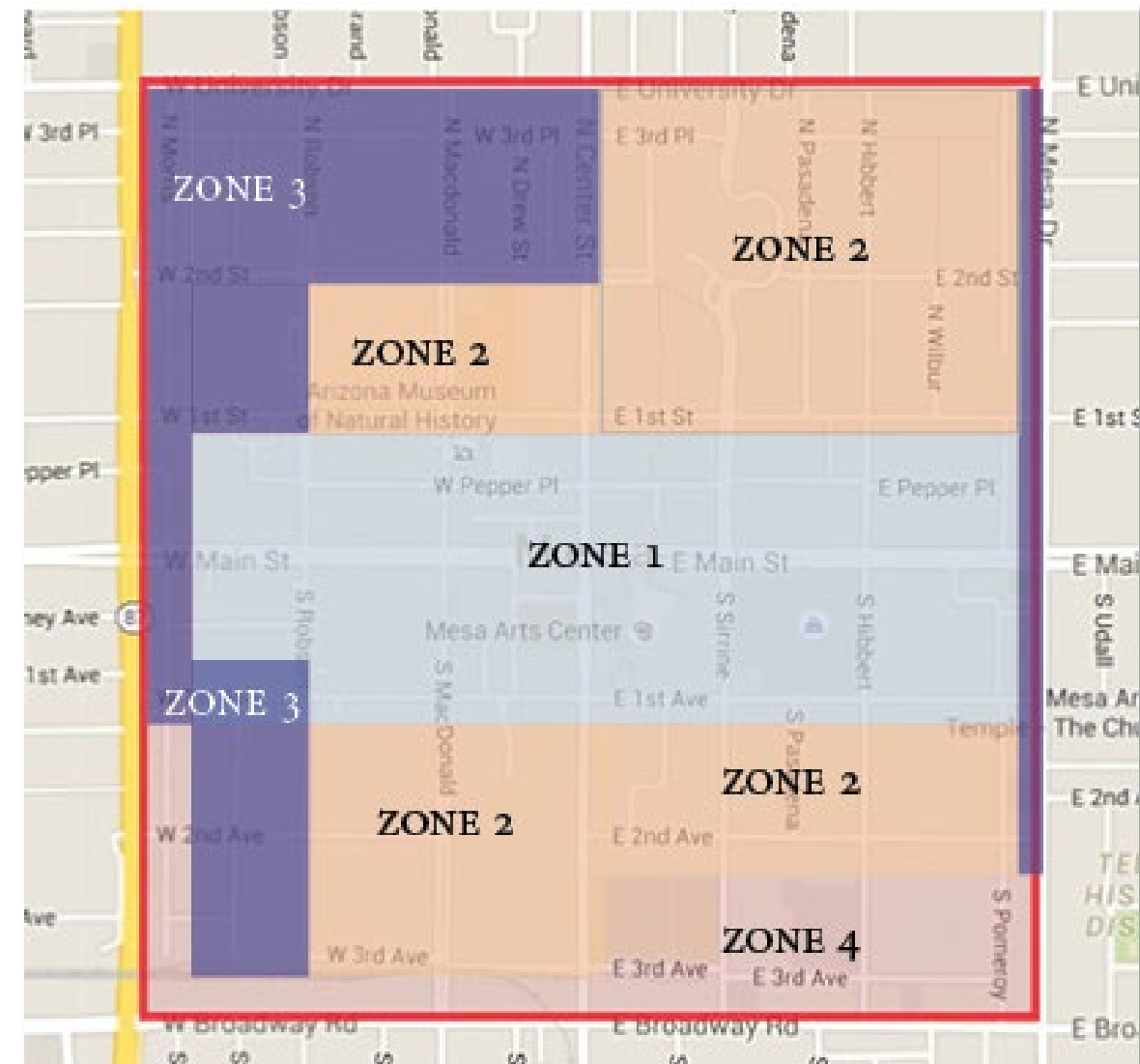
## THE SOLUTION:

The District was formed in 1984 when Downtown was a completely different destination The assessment methodology that was applied then is no longer fair and equitable. Next year the DMA will be conducting a campaign to change the zones and assessment methodology to meet the growing demands.

EXISTING ZONES



PROPOSED 2023 ZONES



# THANK YOU!



Nancy Hormann

President & Executive Director

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