



# **Downtown Mesa Association**

## **Efforts to Create a Thriving Downtown**

### **2021-2022 Accomplishments**

## Background

Goals of the District include:

- Improve the appearance and safety of the District
- Increase building occupancy
- Encourage new business development
- Attract businesses and services
- Increase property values and additional investment

What Was New in 2021 / 2022:

- New leadership and team
- New visible and consistent branding
- New programming and events
- New efficiently delivered services
- **NEW RESULTS**



# **CLEAN, SAFE & BEAUTIFUL INITIATIVES**

# Clean Team Ambassadors

## January 2021 – February 2022



**922** Maintenance Calls

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

**7912** Hospitality Interactions

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

**1011** Quality of Life Issues

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

**498** Drug & Alcohol Paraphernalia Removed

# Community Engagement Ambassador

## Launched November 2021

### Challenge:

Empty streets due to COVID created a safe haven for our street population. As downtown reopened, we encountered:

- *Increased vandalism*
- *Harassment and actual food grabbing from customers*
- *Increased perception of disorder from our businesses and customers*



### Solution:

Created an Engagement Ambassador Program

- *Serves as a visible presence to decrease crime*
- *Offers enhanced customer service and hospitality*
- *Provided training related to social service outreach*



The priority area of service is **Zone 1**, the only zone that pays for enhanced services. Was done as pilot program, will continue on a limited basis in 2022-23

DOWNTOWN



# Main Street In Bloom

## PARTNERSHIPS

Sold Sponsorships for individual baskets

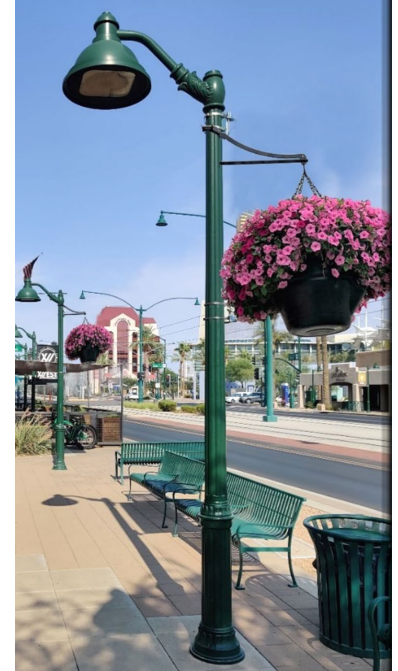
**30** Goal

**81** Sold



Staffing shortage and supply chain issues delayed the installation of the basket until March 2022.

Goal is to have a full basket by the Summer





# Parking Program

- Electronic parking permits
- No touch parking enforcement
- Created additional parking availability by eliminating duplicate vehicles on the same permit



**ELECTRA**  
MECCANICA

# **DOWNTOWN MESA IN THE MEDIA**





## 966 Media Mentions January 2021 – March 2022

**Need all new numbers**

**76,372,497** Total Online + Print Audience

**6,433,621** Total TV Audience

**3,644,637** Total Radio Audience

**\$7,966,343** Total Publicity Value



# Highlights



Phoenix Magazine  
July 2021



Phoenix Business Journal  
November 2021

“Over \$500 Million in New Projects Coming to Downtown Mesa”  
Dec 1, 2021 | KJZZ

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“12 Places to Shop Local on Small Business Saturday”  
Nov 26, 2021 | 12 News

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“A ‘Ghost Town’ No More: Downtown Mesa now has \$500 M in development projects in the works”  
Nov 24, 2021 | Phoenix Business Journal



# Branding

Held workshops and meetings with Downtown Property Owners, Business Owners, the City's Downtown Transformation, Communication's and Economic Development departments to develop a robust and coordinated brand for Downtown Mesa



## DOWNTOWN



## DOWNTOWN





# Promotional & Signature Events

# Downtown Mesa Gift Card Program

Implemented a higher quality and more efficient program with trackable cards



**2020 – \$9,215 sold**

**2021 - \$28,900 sold**

More than **\$28,900 sold** in less than one year, providing a **direct benefit** to downtown businesses

**40+**

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

**14+**

Downtown Mesa **Farmers Market** Vendors



# Promotional Events

## January – December 2021



### TACO TRAIL

- 140 tickets sold
- 6 restaurants participated



### MESA MOVIE MAYHEM

- More than 300 attendees over 2 nights



### VINTAGE STROLL

- 55 entries
- 8 retailers participated



- 2020 - \$4,200+
- 2021 - \$52,000+  
(completed shopping passport)
- 50+ retailers participated
- Encourages participants to shop small throughout the entire holiday season

# Promotional Events Cont'd

## GREAT HONEY BEE HUNT

**NEW!**



- Supported the opening of the Temple
- 126 entries

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

*"What a fun experience! ☺☺ My grand-daughter and I spent 2 days downtown and now we have new stores and restaurants on our list to try."*



*"What a cute idea! We loved the opportunity to walk around and see the diverse shops in Downtown Mesa! Thanks for putting this on!"*

*"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!!"*



# Promotional Events Cont'd

## GOLDEN MESA DAY



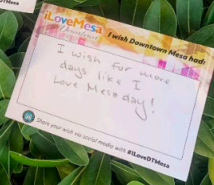
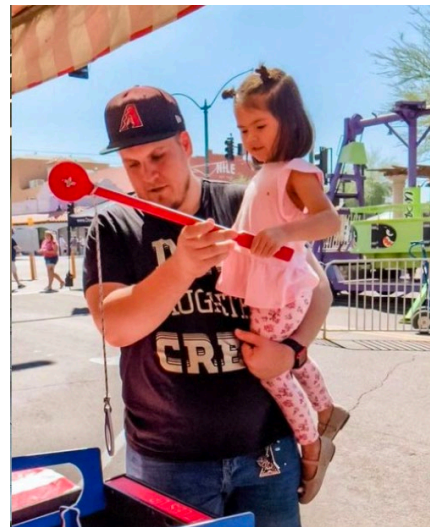
### New annual ceremony honoring businesses in existence for 50+ years

- 10 merchants (all 75+ years) honored by Mayor Giles and Vice Mayor Duff
- Covered on Channel 3, The Mesa Tribune, Fox10, and ABC15



## Collaboration with the City of Mesa

- We hope to make this an annual event!**

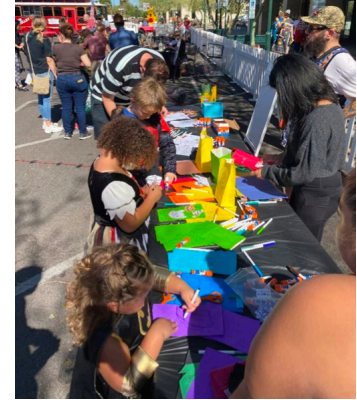




# Signature Events Cont'd

## HALLOWEEN

- 5,000+ 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 downtown breweries for our Spirits Stroll & Beer Garden



# Signature Events Cont'd

## EASTER

- 5,000 visitors throughout the event
- 11,000 Easter eggs hidden along Main Street
- 15+ businesses participated in the egg hunt
- Activities, arts and crafts, Easter Bunny photos, and interactive entertainment along Main Street





# Signature Events Cont'd

## TAP INTO MESA

- 6,000 ATTENDEES
- 300 pre-sale tickets sold
- 6 downtown breweries participated
- 30+ restaurant & retail specials

*"The event on Saturday was so fun... We made many new customers which is always a win."*

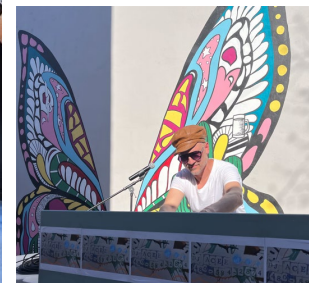
- Amanda Kennedy, Atomic Age Modern

*"We did notice an increase in sales due to the Beer Festival. We appreciate all of the hard work that went into it and support it taking place again in the future, (and more events like this one)."*

- Kelsey Strothers, Worth Takeaway

*"Our location did see an increase in business from the event...It was also an easy upsell for me to direct them into the restaurant because I was located so close."*

- Jake Johnston, 12 West Brewing Co



# Signature Events Cont'd

## DOWNTOWN MESA FARMERS MARKET



### New Location

- Center Street at Mesa Arts Center



### Increased Variety

Partnered with:

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



### Increased Vendors

- Over 70 vendors have participated in the past year
- Increased the number of Mesa-based farms from 1 to 3.



### Programming

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

# Signature Events Cont'd

## MERRY MAIN STREET

### Santa's Merry Makers Marketplace:

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



### Holiday Lights

- DMA led efforts to light and decorate downtown



DOWNTOWN





# **Preparing for Next Year A Call To Action For A Thriving Downtown Mesa**

## **Modifying the Assessment Methodology**

# Background

The Mesa Town Center Improvement District (EMSD) was formed in 1985

Private property owners voted to assess themselves for enhanced services

The City contributes and pays a voluntary contribution

The Downtown Mesa Association (DMA) delivers services on behalf of property owners

Benefits of the District include:

- Improve the appearance and safety of the District
- Increase building occupancy
- Encourage new business development
- Attract businesses and services
- Increase property values and additional investment

# Why Modify?

*The assessment has only increased slightly over the past 37 years - and just by 16%, while inflation during that time period increased cost by 177%*

*Downtown Mesa has grown exponentially*

*Property owners are asking for more services, and more frequently*

*Minimum wage in 1984 was \$3.35 hr – today it is \$12.80 hr*

*Most Importantly to create a Fair and Equitable methodology to ensure everyone pays their fair share and receives the services they pay for*

## About the **NEW** Service Delivery Plan

The new service plan is designed to be fair and equitable to rate payers and meets the needs of a growing downtown

# Clean, Safe & Beautiful Initiatives

Responding to stakeholder requests & priorities, DMA plans to provide the following increased services:

- Fund Community Engagement Team *to create welcoming environment & provide extra eyes and ears*
- Increase Clean Team *services for improved and more frequent maintenance of public spaces*
- Support beautification amenities (*streetscape furniture, bike racks, flowers, holiday décor, etc*)

These efforts are necessary to enhance the appearance & walkability of the district – leading to more customer traffic, extended stays and increased spending.



DOWNTOWN



# Economic Vitality

Downtown Mesa is poised to be **THE** urban redevelopment center of the metropolitan area

- Offer more special events and promotions
  - Activate public spaces
  - Provide robust marketing program
  - Grow business development programs
- Conduct market research and coordinate with real estate brokers and City partners to recruit new businesses and investment

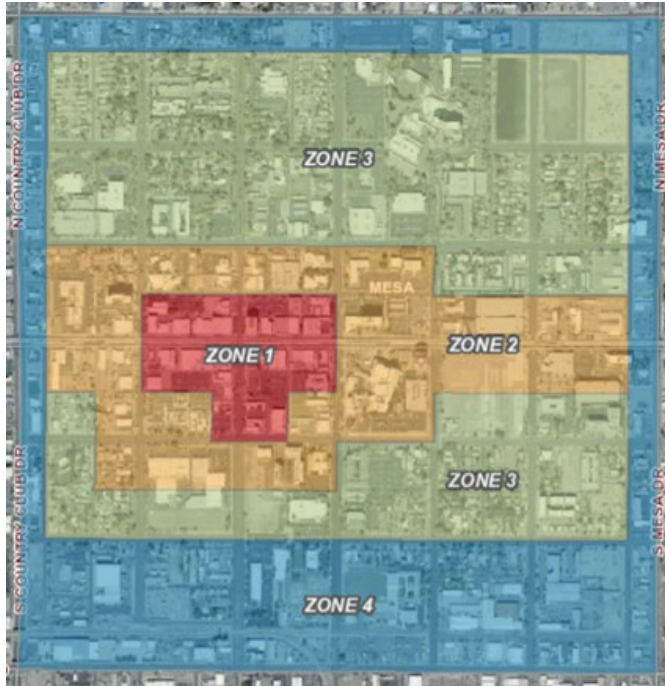


# About the **NEW** Benefit Zones

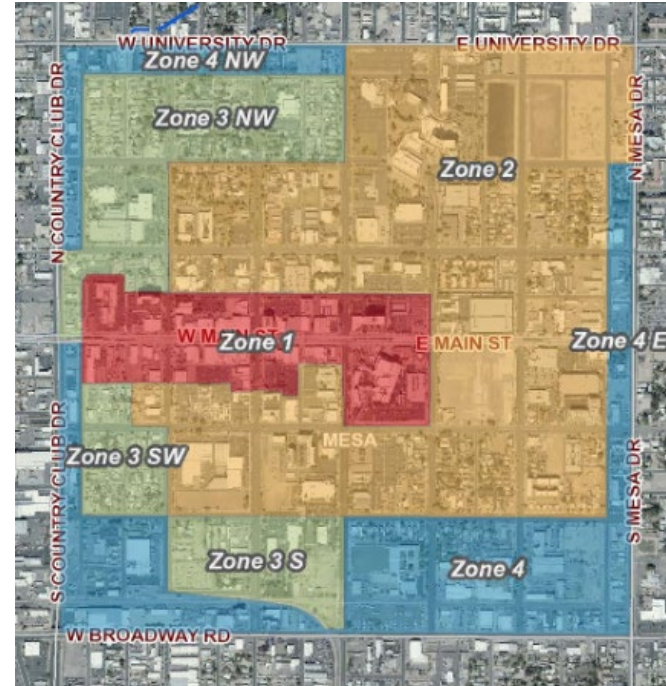
The new benefit zones are designed to be fair and equitable to rate payers and meets the needs of a growing downtown



# The **NEW** Benefit Zones



Existing Zones



Proposed Zones

# The **NEW** Benefit Zones

## Existing Services

### Zone 1:

Limited to where colonnades are located. This zone receives the highest level of services.

Existing Cleaning Services are **3 days a week**.



## Proposed Services

Expand zone to include most of Main Street. This zone will continue to receive the highest level of services.

### New:

- Community Engagement Ambassadors
- Cleaning **at least 5 days a week** + on call



### Zone 2:

Services received include Cleaning, Marketing & Communications and Management.

Existing Cleaning Services are **2 days a week**.



An enhanced level of services is necessary to retain and attract new residents and complimentary businesses.

### New:

- Cleaning **at least 4 days a week** + on call



### Zone 3:

Services received are slightly reduced from Zone 2 and include Marketing & Communications and Management.

This zone only receives on **call cleaning services**.



This zone will receive similar services to Zone 2, although slightly decreased levels.

### New:

- Cleaning **at least 3 ½ days a week** + on call



### Zone 4:

Includes the perimeter and area South of Second Avenue. Has an assessment rate of zero.

This zone **only on-call cleaning services**.



This zone is the boundary streets. Cleaning has been added to help with debris and encampments.

### New:

- Cleaning **at least 2 days a week + on call**

# Benefit Zones and Services – At A Glance

EMSD Activity	Zone 4 x .05	Zone 3 x 1.0	Zone 2 x 1.5	Zone 1 x 2.0
Community Engagement Team				X
Maintenance Team	X	X	X	X
Marketing		X	X	X
Special Events and Promotions				X
Beautification				X
Management	X	X	X	X



# About the **MODIFIED** Methodology

The new budget is designed to be fair and equitable to rate payers and meets the needs of a growing downtown

# About the **MODIFIED** Methodology

Cost per Foot					
	Measurement Category				
Benefit Zone	Parcel SF	Building SF	Linear SF	Vacant Land Surcharge SF	Multifamily / Nursing Home Parcel SF
Zone One	\$0.062	\$0.049	\$1.750	\$0.020	\$0.011
Zone Two	\$0.045	\$0.033	\$1.200	\$0.020	\$0.004
Zone Three	\$0.044	\$0.030	\$1.200	\$0.025	\$0.004
Zone Four	\$0.000	\$0.000	\$1.200	\$0.025	\$0.000
Base Rate for All Properties:		\$0.003			
Multifamily Assessment per Unit:		\$8.00			
Hotel Assessment per Unit:		\$27.00			
Nursing Home Assessment per Unit:		\$8.00			

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# Assessment Examples

Calculations are based on 5,000 building square feet,  
 5,000 lot square feet, and 50 linear feet

<b>ZONE 1</b>	All parcels have a base rate of \$.003 per square foot of lot rate (5,000 x \$.003) =	\$15.00
	Lot square footage x the assessment rate (5,000 x \$.062) =	\$310.00
	Building square footage x the assessment rate (5,000 x \$.049) =	\$245.00
	Linear street frontage x the assessment rate (50 x \$1.75) =	\$87.50
	<b>ANNUAL PARCEL ASSESSMENT TOTAL</b>	<b>\$657.50</b>

<b>ZONE 2</b>	All parcels have a base rate of \$.003 per square foot of lot rate (5,000 x \$.003) =	\$15.00
	Lot square footage x the assessment rate (5,000 x \$.045) =	\$225.00
	Building square footage x the assessment rate (5,000 x \$.033) =	\$165.00
	Linear street frontage x the assessment rate (50 x \$1.20) =	\$60.00
	<b>ANNUAL PARCEL ASSESSMENT TOTAL</b>	<b>\$465.00</b>

<b>ZONE 3</b>	All parcels have a base rate of \$.003 per square foot of lot rate (5,000 x \$.003) =	\$15.00
	Lot square footage x the assessment rate (5,000 x \$.044) =	\$220.00
	Building square footage x the assessment rate (5,000 x \$.030) =	\$150.00
	Linear street frontage x the assessment rate (50 x \$1.20) =	\$60.00
	<b>ANNUAL PARCEL ASSESSMENT TOTAL</b>	<b>\$445.00</b>

<b>ZONE 4</b>	All parcels have a base rate of \$.003 per square foot of lot rate (5,000 x \$.003) =	\$15.00
	Linear street frontage x the assessment rate (50 x \$1.20) =	\$60.00
	<b>ANNUAL PARCEL ASSESSMENT TOTAL</b>	<b>\$75.00</b>



# About the **NEW** Budget

The new budget is designed to be fair and equitable to rate payers and meets the needs of a growing downtown



# About the **NEW** Budget

2021-2022 Budget		Proposed 2022-2023 Budget	
<b>Income</b>		<b>Income</b>	
<b>Private Property</b>		<b>Private Property</b>	
Property Owner Assessment	\$ 304,000	Property Owner Assessment	\$ 375,628
<b>City of Mesa</b>		<b>City of Mesa</b>	
City Voluntary Assessment	\$ 224,837	Requested Increase to City Voluntary Assessment	\$ 249,509
Cleaning Contract	\$ 222,730	Cleaning Contract	\$ 247,894
Parking Contract	\$ 83,737	Parking Contract	\$ 108,901
<b>Total City of Mesa</b>	<b>\$ 531,304</b>	<b>Total City of Mesa</b>	<b>\$ 606,304</b>
<b>Total Income</b>	<b>\$ 835,304</b>	<b>Total Income</b>	<b>\$ 981,932</b>
<b>Expense</b>		<b>Expense</b>	
Admin	\$ 300,000	Admin	\$ 335,000
Operations	\$ 361,457	Operations	\$ 441,972
Marketing	\$ 123,847	Marketing	\$ 154,287
Promotions/Beautification	\$ 50,000	Promotions/Beautification	\$ 50,000
<b>Total Expense</b>	<b>\$ 835,304</b>	<b>Total Expense</b>	<b>\$ 981,259</b>

## Note:

- Includes commercial, industrial and rental residential with more than 4 units
- The City also pays its fair share on City owned properties and right of way

**DOWNTOWN**





# About the Timeline

**MARCH 2022**

**Draft Plan with Methodology Approved**

**APRIL 2022**

**Council Hearing Date Set**

**APRIL 2022**

**Notice of Hearing With New Methodology  
Mailed to Property Owners – Workshops  
Conducted**

**MAY 2022**

**Council Conducts the 2023 / 2024 Annual  
Assessment Hearing**

**MAY 16, 2022**

**Resolution Approving the 2023 / 2024  
Town Center Assessments**

**JULY 2022**

**New District Methodology Takes Effect**