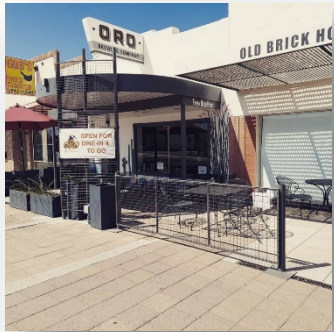




Mesa Open Air



MESA OPEN AIR PROGRAM

PRESENTED BY DEVELOPMENT SERVICES DIRECTOR CHRISTINE ZIELONKA
& SMALL BUSINESS ASSISTANT HEATHER OMTA ON 2-08-2021

STRONGER TOGETHER

- Multiple city departments working together for the benefit of our community
- Cooperative efforts with local associations and programs
- Provides operation options for Mesa businesses and customers
- Fights the spread of COVID-19
- Promotes local commerce
- Activates consumer comfort through social distancing
- Helps businesses to stay relevant to the needs of the community
- Supports outdoor fitness, waiting, testing sites, vaccine distribution and more





>> *NEXT STEPS* >>



Outreach

- Press Release, social media, webpages
- <https://www.mesaaz.gov/business/development-services/small-business-assistance>
- Economic Development

Approval

- 2 to 4 business day approval turn around
- Safety inspection to ensure public safety and ADA access

Benefits

- Waived permit fee
- Supports local business sustainability
- Use of space such as parking lots, grassy areas, sidewalks

Provisions

- Temporarily suspends City restrictions
- Lasts until the Emergency Proclamation is lifted

MESA OPEN AIR PROGRAM WILL BE MODELED AFTER THE WELL RECEIVED MESA AL FRESCO PROGRAM

“Our experience with Mesa CARES and specifically this program and Ms. Omta was nothing short of spectacular. I have never witnessed an application for anything that has concerned my business move as fast as this one did.” –Justin Heinz, The Draft Sports Grill

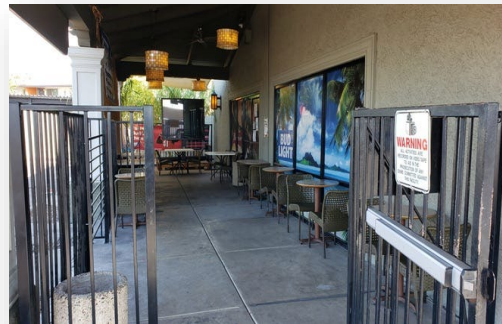
“Mesa Cares! This has been a productive venture with the city as we have all tried to navigate the ever-changing days of COVID-19...this process has proven that the City of Mesa government cares for its small businesses and is truly there to help.” –Craig Arstingstall, What’s Crackin’ Cafe

“The al Fresco program helped generate the business that may not have wanted indoor dining and gave them the option of safe space dining. Every month since we have added the patio has gotten better. ” –Orvid, Que Chevere

“The extra space has helped us compete with other businesses that were fortunate enough to already have larger patios. I also want to say that everyone we have worked with from the City on this program has been extremely helpful and responsive.” –Dave Valencia, Oro Brewing Company

“It helps my restaurant to stay in business. It creates more choice for customers.” –Wisoda Tanawisan, Royyim Thai

“I would be happy to let the City Council know that this plan was a God sent to our little café. Before COVID-19 our space could hold 24 inside, but with COVID-19 it dropped the space to just about 4 ... we were able to open up a portion of the parking lot, rent fencing and ... being able to open outdoor was what saved us. Thank you, Mesa, for giving us a chance.” –Starr Davis, RaV’es’ Cafe



➤ QUESTIONS?

➤ DISCUSSION