

# DOWNTOWN MESA ASSOCIATION

A NEW ENERGY FOR A NEW ECONOMY



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

@DowntownMesa





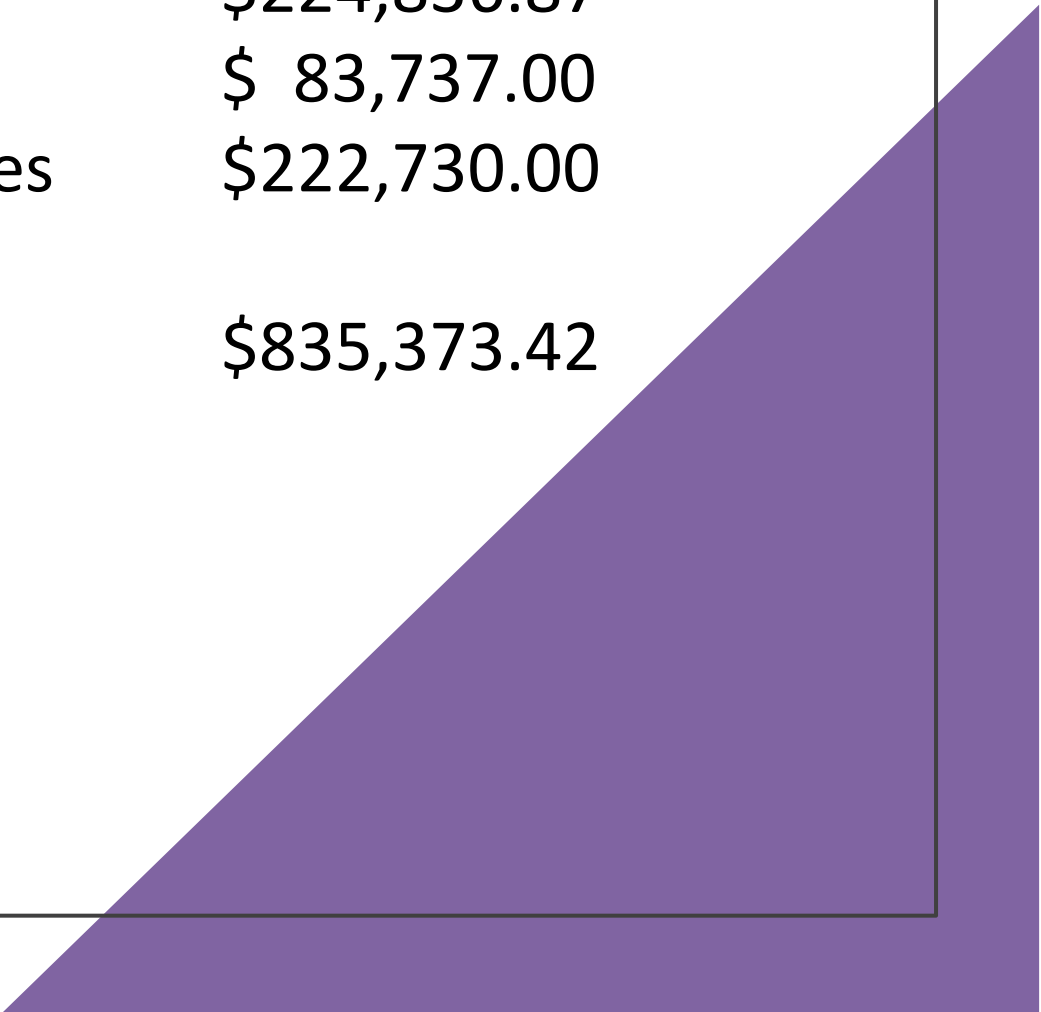
# Downtown Mesa Association

## 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
- 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
Total Budget	\$835,373.42





# TOPICS OF THIS PRESENTATION

## HIGHLIGHTS AND INSIGHTS

- INTRODUCTION
  - WHAT WE HAVE DONE THIS FISCAL YEAR
  - WHAT WE ARE PLANNING FOR NEXT FISCAL YEAR
-



# INTRODUCTION

In July 2020, the board of the Downtown Mesa Association (DMA) embarked on a mission to re-evaluate the organization's structure as well as the relationships and existing contracts between both the City of Mesa and Ultimate Imaginations, the 501 c(3).

## Tasks:

### ■ STRUCTURE OF DMA

REVIEW THE ORGANIZATIONAL STRUCTURE OF THE DMA AS IT PERTAINS TO THE RELATIONSHIPS OF THE OTHER COMPETING AND COMPLIMENTARY ORGANIZATIONS THAT FUNCTION WITHIN THE DOWNTOWN REALM.

### ■ STRUCTURE OF UII

REVIEW STRUCTURE OF THE ULTIMATE IMAGINATIONS INC- 501 C(3) EVENTS ORGANIZATION (UII) AND ITS RELATIONSHIP TO THE DMA.

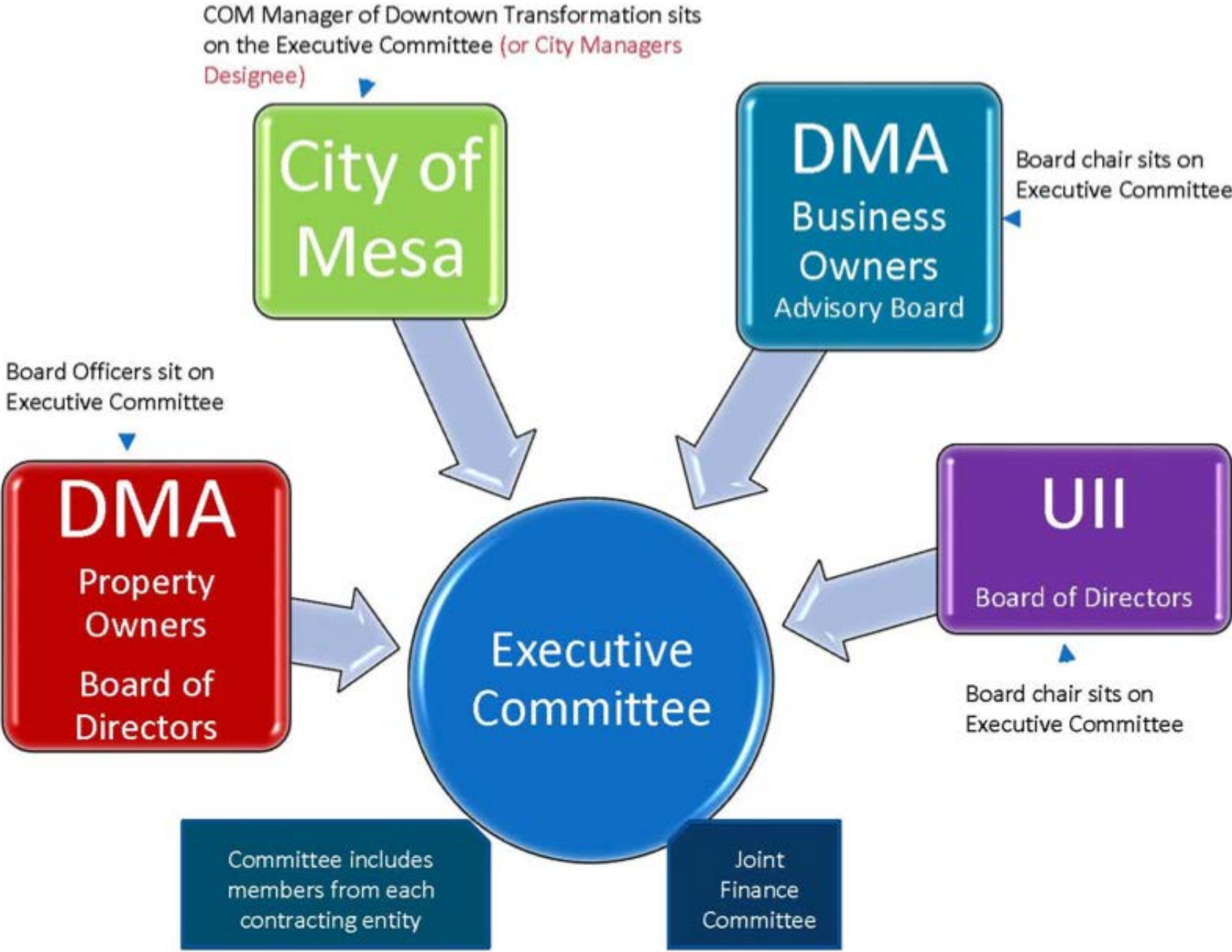
EXPLORE THE POSSIBILITY OF A REVISED ORGANIZATIONAL STRUCTURE THAT ALLOWS BOTH ORGANIZATIONS TO CREATE ECONOMIES OF SCALE AND WORK MORE EFFECTIVELY TO IMPROVE THE ECONOMIC VITALITY OF DOWNTOWN MESA.





# NEW ORGANIZATIONAL STRUCTURE

## Creating a True Public/Private Partnership



## How It Works:

EACH INDIVIDUAL BOARD MEETS 6 times a year.

EXECUTIVE COMMITTEE MEETS MONTHLY.

EACH ENTITY CONTRACTS WITH DMA TO PROVIDE SERVICES & PERSONNEL. ALL PERSONNEL TIME AND EXPENSES WILL BE CHARGED ACCORDINGLY.

EACH INDIVIDUAL BOARD APPROVES THEIR OWN WORK PLANS.

JOINT FINANCE COMMITTEE WILL BE MADE UP OF A MEMBER FROM EACH CONTRACTING ENTITY.

UNTIL NEXT FISCAL YEAR, THE EXECUTIVE COMMITTEE WILL SERVE AS THE UII BOARD.



# FISCAL YEAR 2020-2021 ACHIEVEMENTS

Property Owner Board of Directors

## Executive Committee



**Kevin Broeckling**  
Chair

Benedictine University



**Robert Bisetti**  
Vice Chair

One Macdonald Center



**Jeff McVay**  
Treasurer

City of Mesa



**Rob Brinton**  
Business Owner Board Chair

Matage Custom Framing



**Brian Marshall**

Village Bloom



**Lorenzo Perez**

Venue Projects



**Tim Sprague**

ECOMesa



**Susan Stephensen**

Arizona State University



**Cory TerEick**

Property Owner



**Laurent Teichman**

Le Studio Salon



**Tony Wall**

3W Management



# FISCAL YEAR 2020-2021 ACHIEVEMENTS

## Business Owner Board of Directors

### Officers



**Rob Brinton**

**Chair**

Matage Custom Framing



**Michel Fluhr**

**Vice Chair**

Pomeroy's Men's Store



**Michelle Donovan**

The Nile



**Councilmember Duff**

City of Mesa



**Josh Duren**

Cider Corps



**Amanda Kennedy**

Atomic Age Modern



**Dorian Lenz**

National Comedy Theatre



**Ivan Martinez**

Ivan Martinez Photography



**Susan Stephensen**

Arizona State University



**Kelsey Strothers**

Worth Takeaway



**Dave Valencia**

Oro Brewing Company



# MEET THE DMA TEAM



**Nancy Hormann**  
President and Executive  
Director



**Tracy Schey**  
Director of Economic  
Development



**Kate Schwab**  
Director of Business Relations



**Courtney Ashby  
(Garrity)**  
Director of Marketing



**Kaitlin Thresher**  
Marketing and Event  
Coordinator



**Leslie Criger**  
Farmer's Market Manager



**Jill Shaffer**  
Bookkeeper



# CLEANSWEEP PROGRAM

## NEW AND IMPROVED PROGRAM CREATED NOVEMBER 2020

Contracted with Streetplus, a nationally recognized downtown maintenance and security company, to provide **5 ambassadors**.

“Loving the clean sweep program, it’s going well and the team is super visible!”

KELSEY STROTHERS  
WORTH TAKEAWAY

“Really appreciating the thoroughness of DMA these last couple months. Complete 180 from what we have experienced so far. Feels way more community oriented. Love being in the loop...”

KARI WAGNER  
SOUL CENTER





# THE NEW CLEANSWEEP PROGRAM

## CLEAN & SAFE AMBASSADORS 6 DAYS A WEEK

Increased visibility with branded ambassador uniforms, expanded cleaning to all of downtown with a concentration on Main Street corridor and new hours.

## PRIORTIZING SANTIZING TOUCHPOINTS

Touchpoints are sanitized mutiple times a day throughout the district

## FUNDING FOR THE PROGRAM

Combining the City contract with additional funds from DMA assessments and Mesa Cares Act.



December 2020-March 2021

39,250 lbs	110	793	102
of Trash cleared & dumped	Shopping Carts Removed	Business Check-Ins	Times Ambassadors Gave Directions



# MEET OUR PARTNERS



## Downtown Mesa Is on the Cusp of a Second Golden Age

CHRIS MALLOY | FEBRUARY 24, 2021 | 6:00AM



Photo illustration by Tom Carlson / Source imagery: Mesa Historical Museum image 2008014006; Mesa Preservation Foundation; Tom Carlson



Business News / Here's how Mesa has boosted businesses during pandemic

## Here's how Mesa has boosted businesses during pandemic



## Downtown Mesa Farmer's Market

The Downtown Mesa Farmer's Market is taking place at the Mesa Art Center from 8 a.m. to noon every Saturday. FOX 10's Anita Roman reports.



# DOWNTOWN MESA IN THE MEDIA

DECEMBER 2020-APRIL 2021

161 Media Mentions

8,721,280

TOTAL ONLINE +  
PRINT AUDIENCE

1,997,226

TOTAL NATIONAL  
TV AUDIENCE

30,000

TOTAL RADIO  
AUDIENCE

\$725,904

TOTAL PUBLICITY  
VALUE



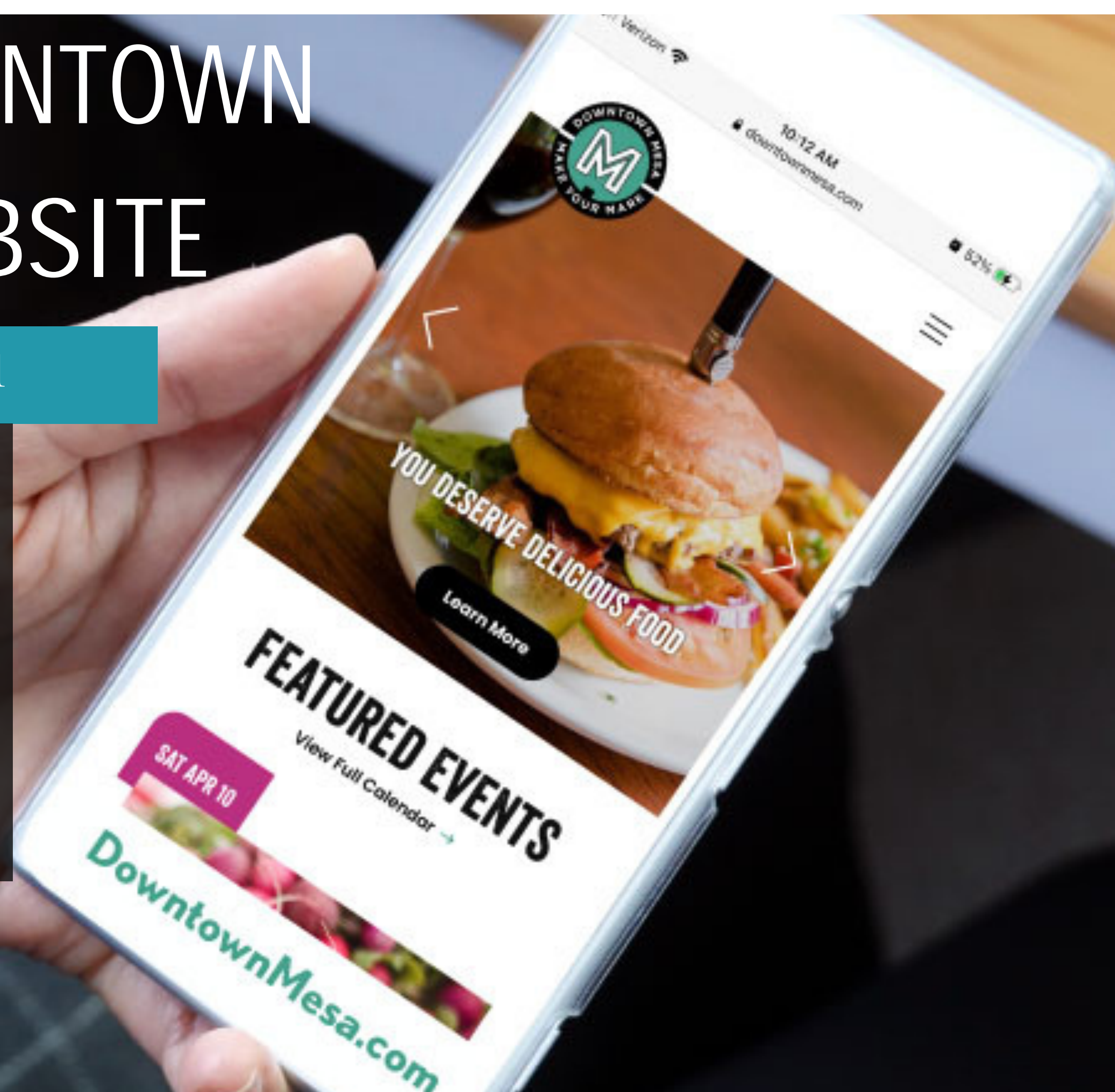
# NEW DOWNTOWN MESA WEBSITE

Launched March 2021

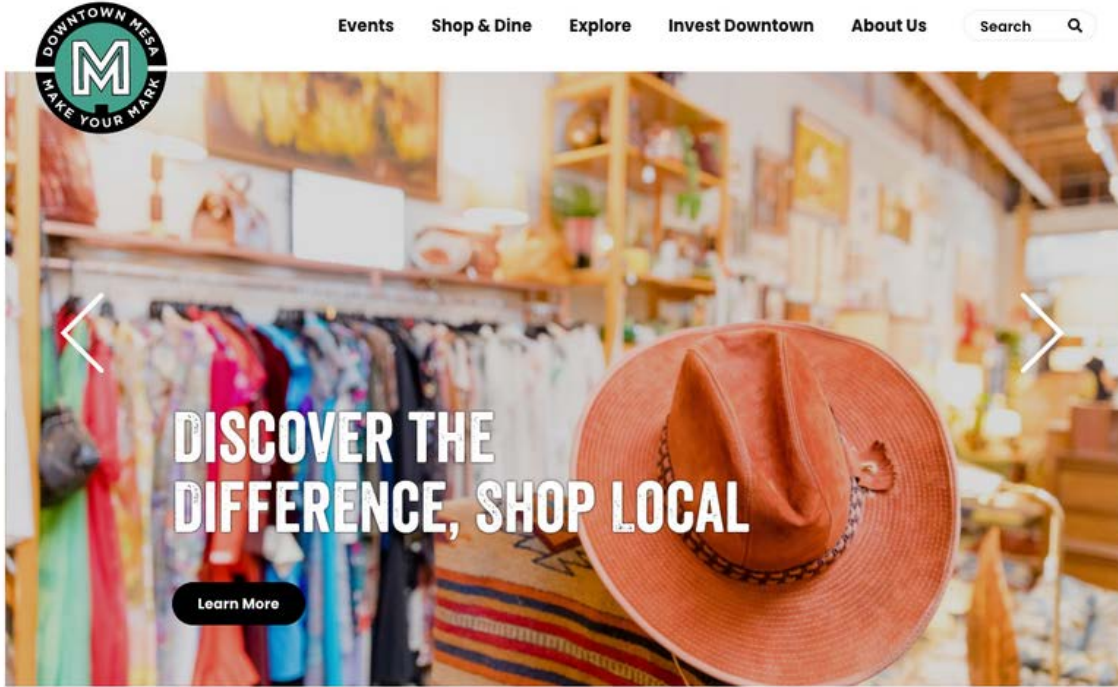
Partnered with COM DT  
Transformation Team

Website features all things Economic  
Development in Downtown Mesa  
including:

- Development Maps
- Innovation District
- Opportunity Sites (Coming Soon!)
- Available Properties
- Downtown Resources
- Incentives



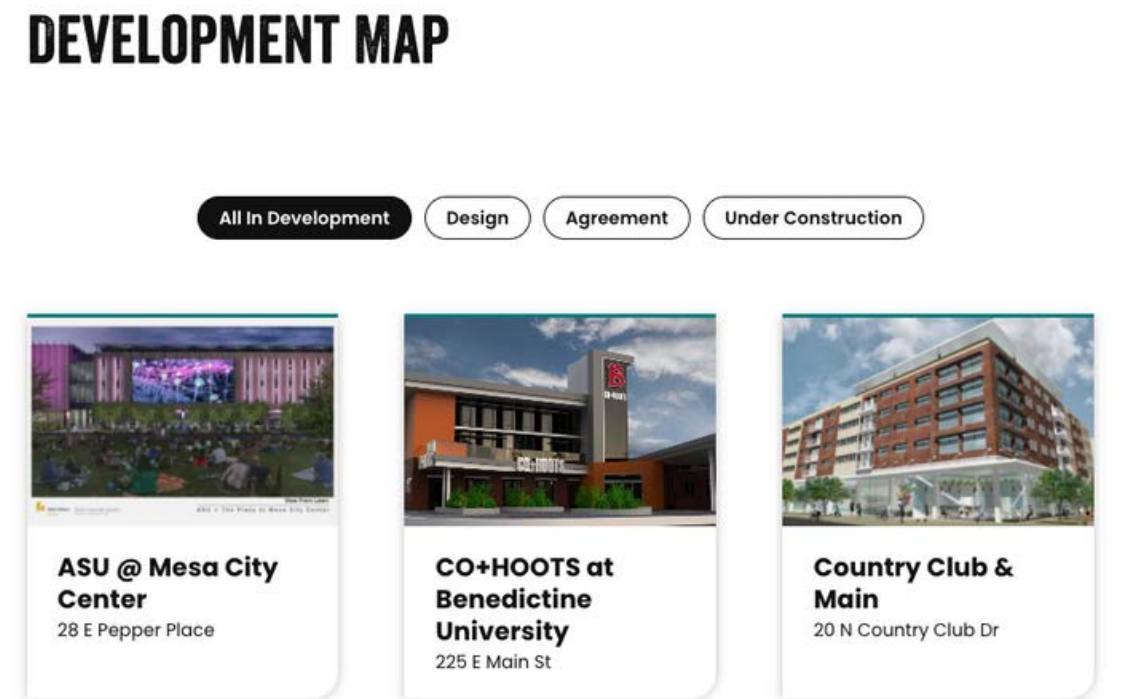




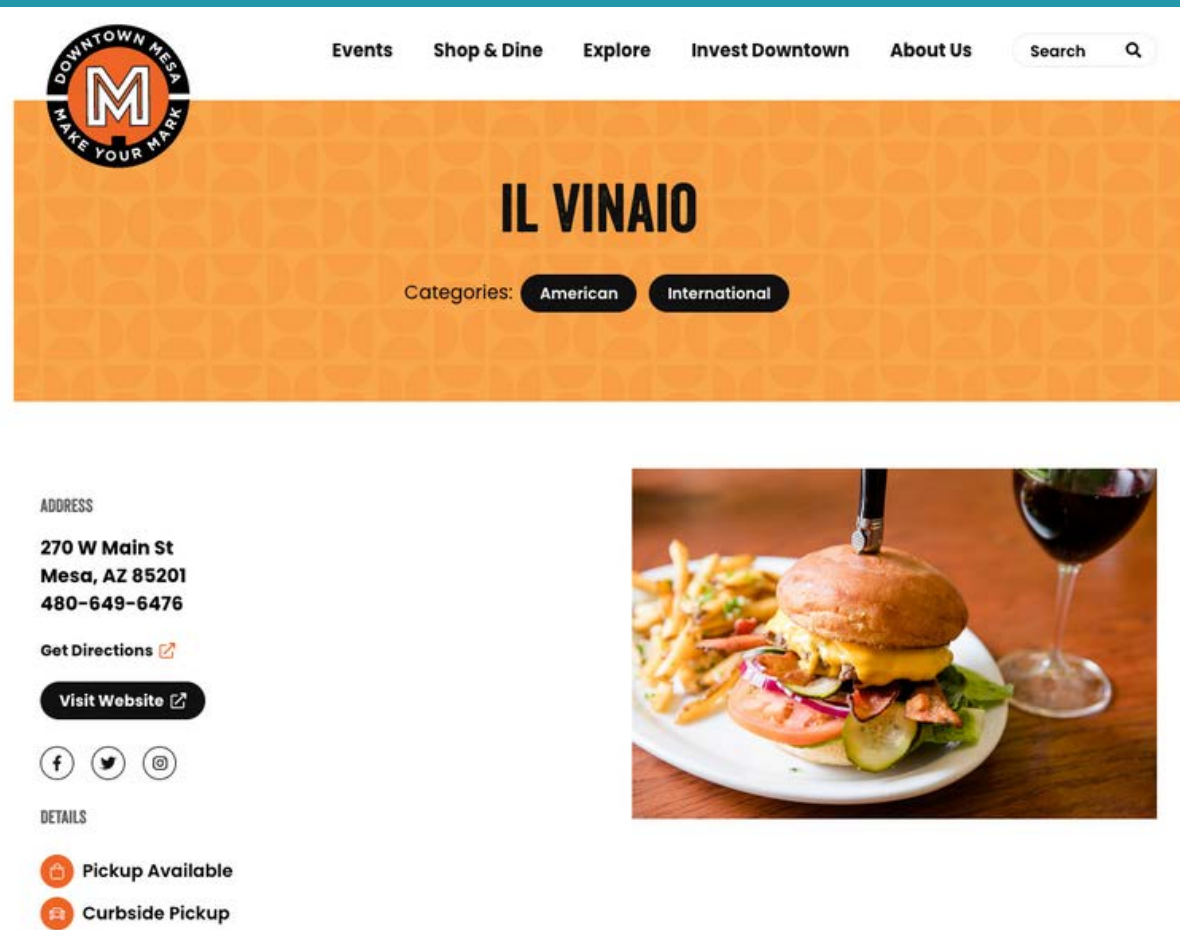
# FUNCTIONAL



# VISUAL



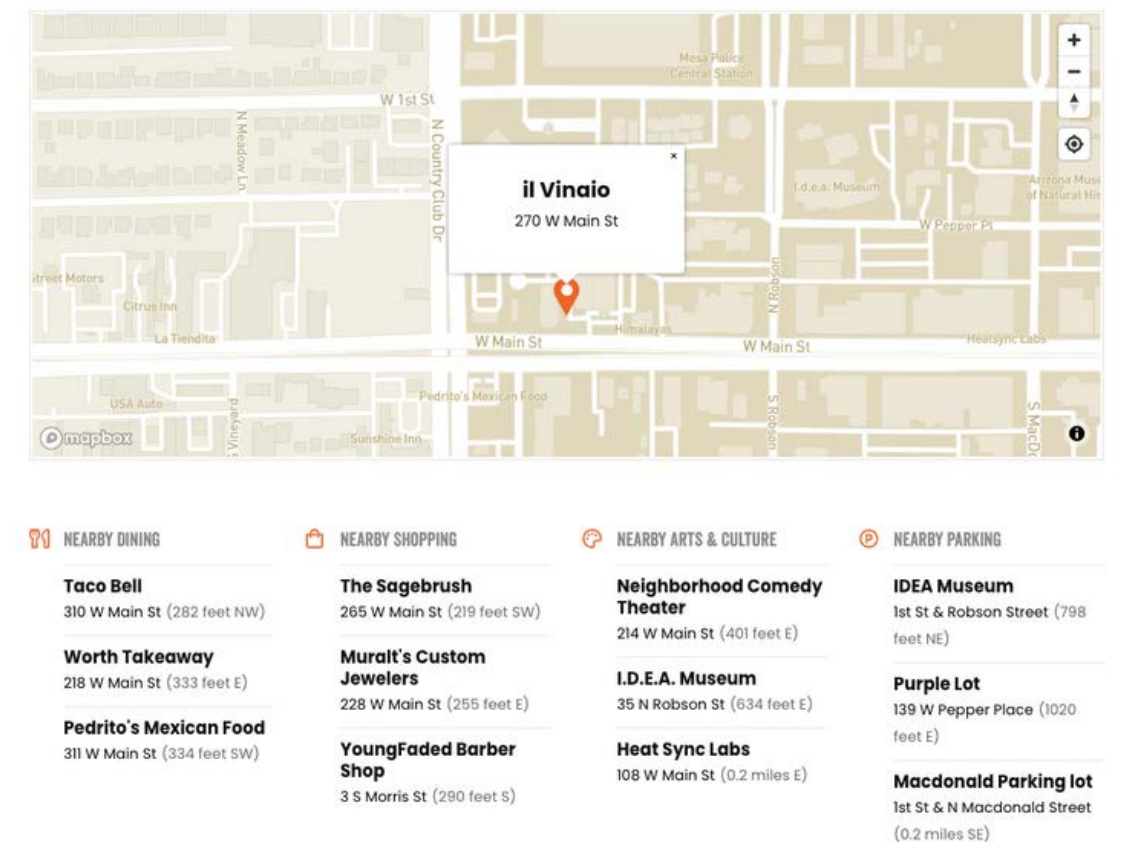
# INFORMATIVE



- Takeout Available
  - Brunch
  - Breakfast
  - Vegetarian Options
  - Vegan Options
  - Happy Hour
- Full-service restaurant, serving lunch and dinner. Breakfast on the weekends. Serving Beer and Wine. Happy Hour every day (2pm-6pm) includes \$2 off a glass of wine, \$1 off all beers, and \$6 Happy Hour appetizers.

**HOURS**

Monday – Closed  
Tuesday – 11am – 9pm  
Wednesday – 11am – 9pm  
Thursday – 11am – 9pm  
Friday – 11am – 10pm  
Saturday – 9am – 10pm  
Sunday – 9am – 8pm





# NEW GIFT CARD PROGRAM



Launched Dec. 2020

- Simply swipe as any VISA card- easy for employees & customers
- Ability to use at multiple locations until fully redeemed
- Trackable and not reusable after completely redeemed
- Business automatically paid upon swiping
- Card is a real gift card, branded and professional



# DOWNTOWN MESA GIFT CARD PROGRAM

A professional program replacing the previous  
non-trackable cards.

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\$17,200+

sold in less than 5 months. Sales  
directly benefit the Downtown  
Businesses.

This quadruples previous sales  
for the year.

35+

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

12+

Downtown Mesa Farmers  
Market vendors



# HOLIDAY & PROMOTIONAL EVENTS

20,000

RAY VILLAFANE'S  
STRANGE  
ENCOUNTERS  
ATTENDEES  
(PARTNERSHIP  
WITH MAC)

1,000

MESA BAZAAR  
ATTENDEES  
MAX CAPACITY: 50  
PEOPLE AT A TIME

25

CHASING CUPID  
ENTRIES

34

SNOW GLOBE ENTRIES

\$4,200+

SPENT ON SMALL  
BUSINESS  
SATURDAY  
(COMPLETED  
PASSPORT)

\$12,700

SPENT AT DOWNTOWN MESA  
MERCHANTS THROUGH THE  
HOLIDAY SHOP LOCAL  
PASSPORT

\$9,215

PURCHASED IN  
GIFT CARDS  
DURING HOLIDAY  
GIFT CARD  
PROMOTION







# al Fresco Off Main

## AN OUTDOOR SOCIALLY DISTANCED DINING AREA

### COLLABORATION WITH CITY OF MESA

To increase downtown foot traffic by providing a safe dining area at the plaza created by Merry Main Street.

### DOWNTOWN DASH- DELIVERY SERVICE

Free delivery service from participating Downtown Mesa restaurants to al Fresco Off Main. Average of 25 customers per day.

### ENTERTAINMENT

- Live music 3 days a week during lunch and evening
- Princess Meet & Greet- 30+ Families
- Easter Eggstravaganza- 100 goody filled Easter baskets given to Mesa Families

Mesa launches food delivery to downtown communal dining area



#### FOOD & DRINK NEWS

**Downtown Mesa adds free delivery & live music to new outdoor dining area**

By Jess Harter • Wednesday, February 10, 2021



\$250,000+  
EARNED IN  
POSITIVE  
MEDIA





# MESA MOVIE MAYHEM

## PARTNERSHIPS

- City parks and recreation department
- Mrs. Pott's Tea Party (Mesa Business)
- Gordon's Get-ups (Mesa Business)

## ATTENDANCE

- Tangled: 23 Families, approximately 100 people total
- Spider-Man: Into the Spider-Verse: 26 Families, approximately 127 people total





# DOWNTOWN MESA FARMERS MARKET



## NEW LOCATION

The Shadow Walk at Mesa Arts Center



## INCREASED SALES

Vendors doubled their sales volume in the first month compared to their best days at the previous location.



## INCREASED VENDORS

Increased vendor variety and Downtown Merchant participation.



## PARTNERSHIPS

- Alice Cooper's Teen Center
- Mesa Arts Center



## HIGHLIGHTS

- Garnered over \$75,000 worth of positive media for the market and Downtown Mesa.



## HIGHLIGHTS

- Nominated Best Farmer's Market by Phoenix Magazine's "Best of " contest.



# 2021-2022 GOALS

## REACTING TO THE MARKETPLACE

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



# DOWNTOWN ENGAGEMENT OFFICERS

## PERCEPTION IS REALITY

### THE SITUATION:

Empty streets due to Covid created a safe haven for our homeless population. As downtown opens and our streets & outdoor cafes fill 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

Contract with our existing Vendor (Streetplus) to create a Safety Ambassador Program

- Have a visible presence of safety
- Decrease Crime
- Public Relations Program
- Provided enhanced training addressing social outreach
- Enhanced customer service and hospitality training

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





# DOWNTOWN PARKING MANAGEMENT

## THE SITUATION:

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

As part of the reorganization of DMA and a change in personnel we discovered:

- The billing process was flawed and over the years too many decals were agreed upon
- Lack of consistent billing and collections
- Many people have multiple permits but are only paying for one

## THE SOLUTION: :

Work with Downtown Transformation Team to research possible software and technical solutions.

- Find a cost-effective program that will provide professional management and cut costs of providing compliance
- 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.





# EMSD DISTRICT RENEWAL

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.

- 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
- With growing need for increased and enhance services, the DMA will not have enough revenue to meet the growing demands

## THE SOLUTION: :

Conduct a complete revamping of the services and assessment methodology

Tasks:

- Conduct Property & Business Owner outreach to confirm priorities
- Create new assessment methodology
- Create Management District Plan
- Create campaign to create buy-in from the stakeholders
- Conduct petition drive



### What is a EMSD?

Provides Essential Services:  
including security, maintenance, marketing, economic development, special events, etc.

- Over & beyond what government provides
- Concentrated within a distinct geographic area
- Paid for by a special property owner assessment
- Services managed by new organization
- Organization governed by a Board
- Board Directors represent those who pay

### Benefits of Districts

1500+ Management Districts in North America

#### Common successes:

- improved property values
- increased sales
- reduced crime
- enhanced physical appearance
- increased numbers of people using downtown for a variety of purposes



# 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 and Economic Development to develop Downtown Mesa's brand.





# 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

- Conduct Permanent Executive Director Search
- Create a Professional Parking Compliance Program
- Continue to Create Partnerships with other Mesa organizations
  - Visit Mesa, Chamber, Museums, etc.
- Activate New City Plaza





# THANK YOU!



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