

## COUNCIL MINUTES

May 13, 2021

The City Council of the City of Mesa met in a Study Session in the lower-level meeting room of the Council Chambers, 57 East 1st Street, on May 13, 2021, at 7:30 a.m.

### COUNCIL PRESENT

John Giles  
Jennifer Duff  
Mark Freeman  
Francisco Heredia  
David Luna\*  
Julie Spilsbury  
Kevin Thompson\*

### COUNCIL ABSENT

None

### OFFICERS PRESENT

Christopher Brady  
Dee Ann Mickelsen  
Jim Smith

(\*Participated in the meeting through the use of video conference equipment.)

Mayor Giles conducted a roll call.

### 1. Review and discuss items on the agenda for the May 17, 2021, Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflict of interest: None

Items removed from the consent agenda: None

Vice Mayor Duff commented on Item 4-h, **(Purchase of One PM-10 Compact Path Sweeper (Addition) for the Transportation Department (Citywide))**, on the May 17, 2021, Regular Council meeting agenda, stating that while the City does not have the infrastructure to support this type of equipment, she asked that staff start thinking about electric infrastructure that could support this type of equipment.

In response to a question from Vice Mayor Duff regarding Item 4-i, **(Five-Year Term Contract with Two, Five-Year Renewal Options for an Outage Management Solution (Addition) for the energy Resources Department (Citywide))**, on the May 17, 2021, Regular Council meeting agenda, Energy Resources Director Frank McRae explained initially the system will not provide the benefit of electric smart meters but will have system sensors to detect outages at the substation. He clarified until the smart meter implementation is complete, the data will not be brought into the outage management system.

Office of Management and Budget Assistant Director Brian Ritschel introduced Budget Coordinator Justin Stadt and provided an update on Item 10-b, **(A resolution approving a Five-Year Capital Improvement Program for fiscal years ending 2022-2026. (Citywide))**, on the May 17, 2021, Regular Council meeting agenda. **(See Attachment 1)**

Mr. Ritschel provided an overview of the Capital Improvement Program (CIP) process. (See Pages 2 and 3 of Attachment 1)

Mr. Ritschel displayed charts reflecting the FY 2021/22 sources, as well as the five-year program sources for FY 2022-2026 (See Page 4 of Attachment 1)

Mr. Ritschel highlighted FY 21-22 CIP Projects for Parks & Culture, Public Safety, Transportation, Water, Wastewater, Natural Gas, and Electric. (See Pages 5 through 9 of Attachment 1)

In response to a question from Vice Mayor Duff related to the total for the Water Resources projects, Mr. Ritschel commented the projects are a combination of bonds and capital and total approximately \$146 million.

Mayor Giles thanked staff for the presentation.

2-a. Hear a presentation and discuss the Downtown Mesa Association (DMA), the current services provided by DMA, vision for future services to be provided by DMA, and Special Improvement District 228, which assessments fund DMA operations.

Manager of Downtown Transformation Jeff McVay introduced Nancy Hormann, President and Executive Director of the Downtown Mesa Association, and displayed a PowerPoint presentation. **(See Attachment 2)**

Ms. Hormann provided a history of the Downtown Mesa Association (DMA) assessments and that private property owners voted in 1984 to create this Enhanced Municipal Services District (EMSD), which was the first one in Arizona. She explained the private property owners and the City pay assessments for Mesa properties in downtown. (See Page 2 of Attachment 2)

Ms. Hormann commented on the need to evaluate DMA's structure, as well as improve the relationship and assess the contracts with the City and Ultimate Imaginations Inc. (UII), the organization that sets up events. (See Page 4 of Attachment 2)

Ms. Hormann explained a new structure was created to improve collaboration between the City, DMA, and UII with one executive committee to conduct oversight. She stated the DMA by State statute, must be governed by those who pay, so property owners are represented on the board. (See Page 5 of Attachment 2)

Ms. Hormann highlighted the Property Owners Board, the Downtown Business Owners Board, and the DMA team. (See Pages 6 through 8 of Attachment 2)

Ms. Hormann commented on the first project for this group, which was to take the funds the City contributes for cleaning parking garages and lots, adding that to the assessments to create the Clean Sweep Program. She remarked the DMA received CARES Act dollars and purchased equipment and trained a Clean Sweep staff member as a Homeless Outreach Coordinator. (See Page 9 of Attachment 2)

Ms. Hormann described the partnerships that assist with special events. She stated since December 2020 the DMA has received a lot of media exposure which has resulted in the media calling DMA instead of the reverse. (See Pages 11 and 12 of Attachment 2)

Ms. Hormann detailed the new interactive website, which includes the dining guide that is linked to a new program the Economic Development Department created to promote dining and shopping in downtown. She said every merchant gets a page on the DMA website that is linked to a kiosk. She added when the user visits the website and selects a merchant, the program also identifies nearby shopping, restaurants, and parking. (See Pages 13 and 14 of Attachment 2)

Ms. Hormann highlighted the new professional gift card program that was launched in December 2020 included over 35 businesses, and within five months over \$17,000 in gift cards were sold. She provided an overview of the holiday events that were held in partnership with the Mesa Arts Center (MAC). (See Pages 15 through 17 of Attachment 2)

Ms. Hormann reported on Al Fresco Off Main and the Downtown Dash program, both of which provide dining options in downtown; Mesa Movie Mayhem, which was created to bring families downtown on Saturdays for dining and entertainment; and the Farmer's Market that was moved to the MAC. (See Pages 18 through 20 of Attachment 2)

Ms. Hormann explained the goals for 2021-22 and stated COVID brought many challenges to downtown, including the homeless and vandalism. She stated the Downtown Engagement Officer program was created, which is an ambassador who is trained to deal with the homeless and to help people deal with panhandlers. She added the goal is to obtain approval in the next budget year to launch the program. (See Pages 21 and 22 of Attachment 2)

Ms. Hormann commented on the parking permit and compliance program, which currently issues a permit for each vehicle. She described the new permit program that will begin in the next year. (See Page 23 of Attachment 2)

Ms. Hormann highlighted the EMSD District Renewal process and stated a fair and equitable assessment methodology needs to be designed to bring the right type of funds to Downtown Mesa. She said Mesa has one of the smallest budgets in a downtown organization and can accomplish more with partnerships to create more synergy and programs. (See Page 24 of Attachment 2)

Ms. Hormann remarked on the goals for 2021/2022 and stated staff is putting together a team of downtown businesses to design a new signature event. She explained the DMA will work with the City of Mesa Downtown Transformation Team to begin broker briefings to attract more retail, media tours, and getting people to visit Downtown Mesa. She added at the end of the year a search will be conducted for a permanent Executive Director. (See Page 26 of Attachment 2)

Mayor Giles expressed support for what the DMA and Mr. McVay have accomplished. He concurred with the strategy to maintain the status quo this year and return to Council next year to propose more significant changes to scale the DMA to where it needs to be.

In response to a question from Vice Mayor Duff related to the DMA boundaries, Ms. Hormann replied they are University Drive to Broadway Road, and from Mesa Drive to Country Club Road, which is one square mile. She added boundaries are categorized by zones, and Main Street is the major zone.

Mayor Giles thanked Ms. Hormann and staff for the presentation.

2-b. Hear an update from the City Manager on compensation for employees, focusing on Fire personnel, proposed increases, and the impact on next year's budget and future budgets, and provide direction for the City's 2021/22 budget.

City Manager Christopher Brady provided an update on the development of the budget and components related to compensation for Firefighters. **(See Attachment 3)**

Mr. Brady explained in a normal budget year the City would allocate pay increases for employees effective on the first pay period in July. He recalled in July 2020 the City was in the middle of a pandemic and finances were uncertain, so the increase was suspended. He remarked as fall approached it was apparent the City's financial position was better than anticipated.

Mr. Brady pointed out, in January 2021 multiple decisions were made to address employee pay to make sure the City was staying competitive. He stated an adjustment to the range of pay was made, with an increase of 5% beginning January 2021.

Mr. Brady remarked the pay ranges were increased by 5% first, because at the time approximately 40% of firefighters were at the top of the range. He clarified the step pay was then added, which allowed every firefighter to receive the 3% increase in January 2021.

Mr. Brady commented the financial impact of the pandemic was not as significant as expected, so it was decided to provide an amount that was slightly more than 3%, so in January 2021 Council also provided a \$2,000 non-recurring compensation to all employees, including firefighters. He clarified the other 2% will be provided to firefighters in July 2021. (See Page 2 of Attachment 3)

Mr. Brady stated after those adjustments, in discussions with the Local Fire Union President, concern was expressed regarding a group of firefighters in the middle of their tenure, 6 to 10 years of experience, that were paid less than their counterparts in Chandler.

Mr. Brady clarified a Mesa firefighter at the bottom of the pay range makes more than almost any other firefighter in the Valley; and conversely, the top of the range is also high, so after 10 years of service a firefighter salary is also high. He said in July 2021, 20% of Mesa Firefighters will be at the top of the range making more than almost any other firefighter in the Valley.

Mr. Brady provided an overview of the proposal, stating this is a five-year deal and the first two fiscal years are being presented today. He stated all eligible employees at the rank of Firefighter, Engineer, and Captain will receive the 3% step pay, which will be effective the first pay period of each fiscal year; that over a two-year period the gap will be closed; and that staff has identified those employees that meet these criteria and shared that information with the Union. He added for the next three years the proposal includes a 5% step increase for eligible Firefighters, Engineers, and Captains to maintain competitiveness. (See Pages 3 and 4 of Attachment 3)

Mr. Brady displayed a series of charts that reflect Mesa Firefighter's minimum, maximum, and actual average salaries compared to other Valley cities. (See Pages 5 through 7 of Attachment 3)

Mr. Brady highlighted the Fire and Medical Department's adopted budget over the last five-year and remarked the budget, combined with the department's capital expenditures, totaled just over



\$77 million. He stated the current proposed budget has increased to almost \$131 million, adding the City has always prioritized Public Safety and this chart demonstrates that commitment. (See Page 8 of Attachment 3)

Mayor Giles commented the City of Mesa values employees and considers employees to be the City of Mesa. He stated Council is committed to having fair and competitive salaries for employees, and appreciates the Union bringing attention to this issue with mid-tenured firefighters.

Councilmember Freeman expressed appreciation to City management for having candid conversations with Public Safety employees and discussing the pay gap. He voiced his support for the proposal and his appreciation to firefighters for their service.

Mr. Brady responded to a series of questions from Council and stated firefighters tend to work 25-30 years, which is why the effort has always been made to have the highest maximum salary for those serving more than 10 years. He said that helps them while they are working for the City, but it is also important because that is how pension numbers are determined.

In response to a question from Vice Mayor Duff, Mr. Brady explained while he reached an agreement with the Local Firefighter Union President and the points have been shared with the Union, he cannot represent the organization itself.

It was moved by Councilmember Freeman, seconded by Vice Mayor Duff, that the staff recommendations be included in the 2021 budget.

Upon tabulation of votes, it showed:

AYES – Giles-Duff-Freeman-Heredia-Luna-Spilsbury-Thompson

NAYS – None

Carried unanimously.

3. Acknowledge receipt of minutes of various boards and committees.

3-a. Human Relations Advisory Board meeting held on February 24 and March 24, 2021.

3-b. Economic Development Advisory Board meeting held on April 6, 2021.

3-c. Housing and Community Development Advisory Board meeting held on April 1, 2021.

It was moved by Councilmember Spilsbury, seconded by Councilmember Freeman, that receipt of the above-listed minutes be acknowledged.

Upon tabulation of votes, it showed:

AYES – Giles-Duff-Freeman-Heredia-Luna-Spilsbury-Thompson

NAYS – None

Carried unanimously.

Councilmember Freeman was excused from the remainder of the meeting at 8:41 a.m.

4. Current events summary including meetings and conferences attended.

Mayor Giles –	It's Always Cool podcast Graduation for Mayor's Youth Committee Greater Phoenix Leadership Extension of Proposition 400 discussions
Vice Mayor Duff –	We Run Mesa Youth Visit Mesa's Power of Travel
Councilmember Luna –	National League of Cities constituency group
Councilmember Thompson -	Infinite Movement AZ labs defense Groundbreaking electric vehicle manufacturer
Councilmember Spilsbury -	Volunteered at vaccine POD.

5. Scheduling of meetings.

City Manager Christopher Brady stated that the schedule of meetings is as follows:

Monday, May 17, 2021, 5:15 p.m. – Study Session

Monday, May 17, 2021, 5:45 p.m. – Regular Meeting

6. Adjournment.

Without objection, the Study Session adjourned at 8:48 a.m.

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JOHN GILES, MAYOR

ATTEST:

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DEE ANN MICKELSEN, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 13<sup>th</sup> day of May 2021. I further certify that the meeting was duly called and held and that a quorum was present.

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DEE ANN MICKELSEN, CITY CLERK

# Adoption of FY 21/22 Capital Improvement Program Budget



City Council  
Study Session  
5/13/2021

Brian A. Ritschel | Management & Budget Assistant Director  
Justin Stadt | Management & Budget CIP Coordinator



# Capital Improvement Program Process

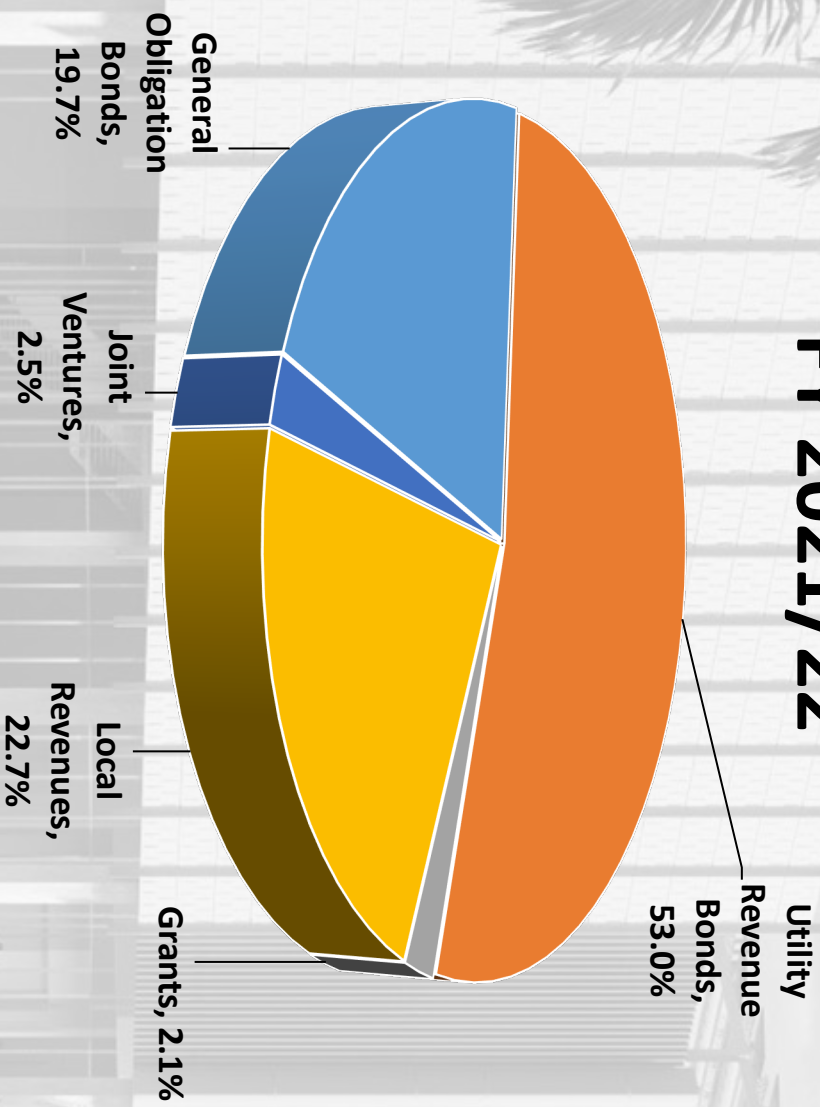
- City Council annually approves a Five-Year Capital Program (Program) per the City Charter
- Projects and timing of projects may change from year to year in the Program based on City priorities and available funding

# Capital Improvement Program Process

- City Council only adopts the budget for the first year of the Program
- Each project in the Program goes to City Council for consideration

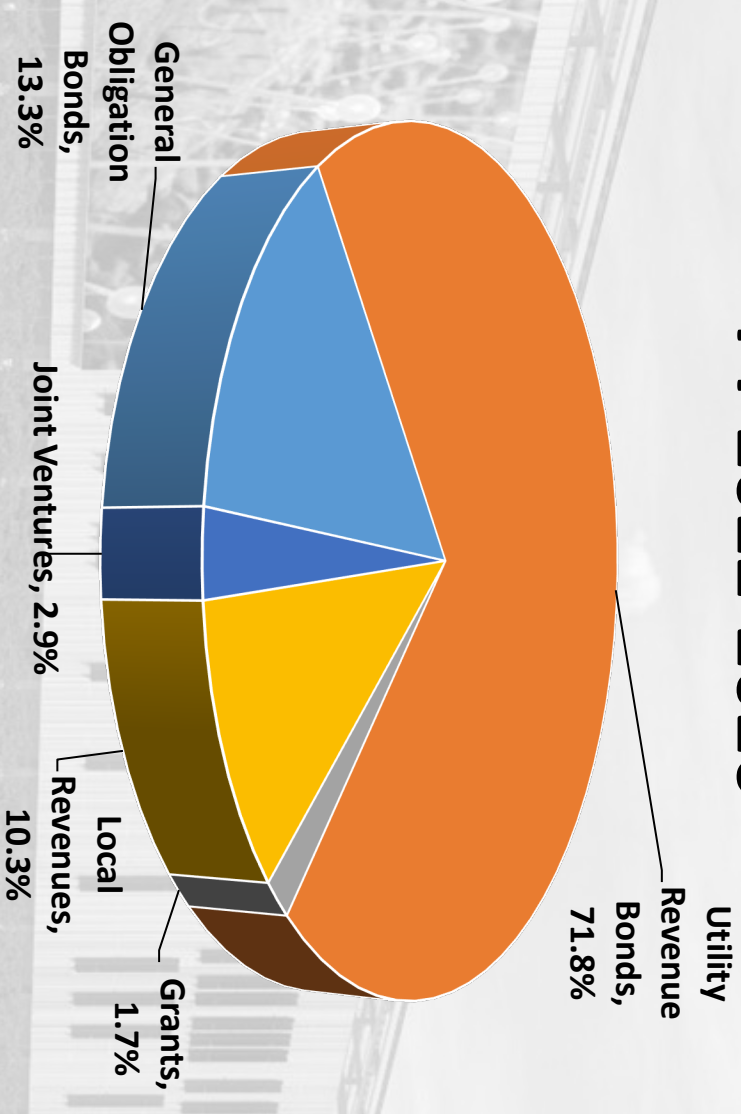
# FY 2022-26 CIP

## FY 2021/22



\*Does not include budget carryover

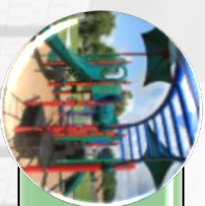
## FY 2022-2026



\*Updated on 5/10/2021



# FY 21-22 CIP Projects



## Parks/Culture

- The Plaza @ City Center
  - Solar/Parking Improvements (General Fund)
- Library Improvements
- North Center Street
- Monterey Park
- Historic Post Office
- Palo Verde Playground
- Red Mountain Park Expansion



## Public Safety

- Fire Apparatus Replacement
- Fire Station 221

# FY 21-22 CIP Projects



## Transportation

- Broadway Road
- Ellsworth & Williams Field Road Intersection
- Signal Butte Road Improvements
- Sossaman and Baseline
- Val Vista Dr : Pueblo to US60

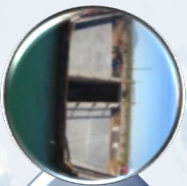


**MESA MOVES**

CONNECTING PEOPLE TO PLACES



# FY 21-22 CIP Projects



## Water

Central Mesa Reuse Pipeline

East Mesa Water Interconnect  
Pipes

Signal Butte Water Treatment  
Plant Expansion



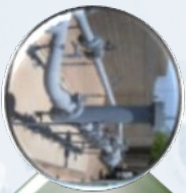
## Wastewater

NWWRP Major Plant  
Improvements

Sewer Line Replacements



# FY 21-22 CIP Projects



## Natural Gas

Queen Creek Gate Station

Southern Avenue to Country  
Club Drive Improvements

Residential and Commercial  
Developments



## Electric

Substation Improvements

New Electrical Services

Electrical Undergrounding

	FY 21/22 Proposed Budget	FY 2022-26 CIP
<b>Funding Source</b>		
Utility Revenue Bonds/Obligations	\$152.8M	\$1.2B
Local Revenues	65.1M	171.2M
General Obligation Bonds	56.7M	221.4M
Joint Ventures	6.7M	48.3M
Grants	6.0M	27.6M
	<b>\$287.3M</b>	<b>\$1.7B</b>

\*Does not include budget carryover

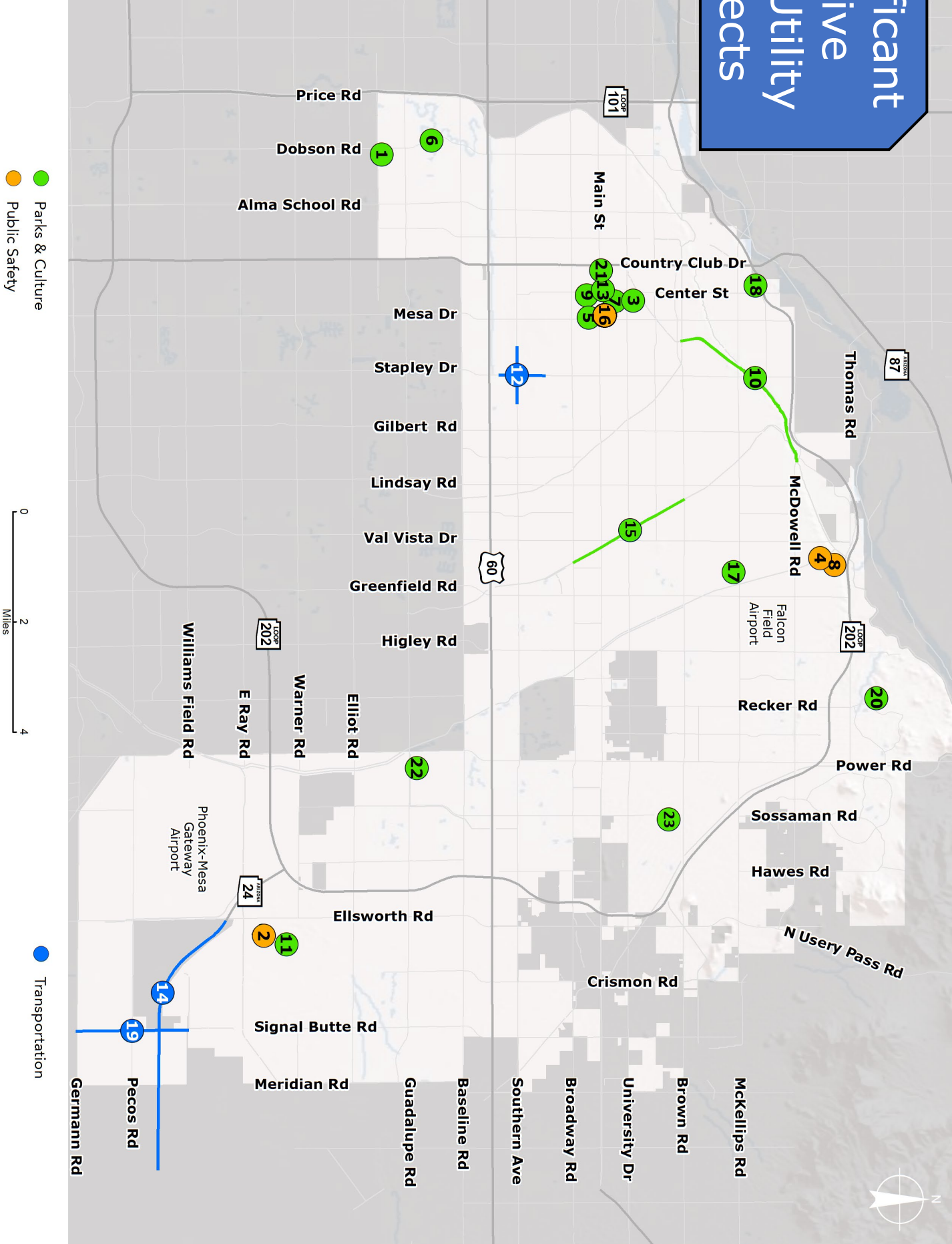
\*Updated on 5/10/2021

research.n





# Significant Active Non-Utility Projects



# CIP Funding Sources

Local Revenues

Regional Awards/Grants

General Obligation Bonds

Excise Tax Obligations

Utility Revenue Bonds

Utility Revenue Obligations

# Operations & Maintenance

- Reviewed throughout the CIP project lifecycle
- Budgeted to ensure City can meet the operational requirements of capital improvements

## Examples:

- Staffing for new or expanded facilities
- Landscape maintenance at City parks
- Utility services for new City facility



Current Year  
Completed  
Projects

No. Project Name	
1	1st Avenue Improvements
2	Marlborough Playground
3	Mesa Drive Phase II
4	Greenfield WRP



# 2020 Transportation Bond Program



**\$100 million**  
General Obligation  
Bond

**\$62 million**  
Regional  
Reimbursements

**Regional Roadway  
Improvements**

**Arterial Road  
Reconstruction**

**Active  
Transportation**

\*\$100 million General Obligation Bonds qualifies Mesa to receive \$62 million in regional reimbursement to complete additional transportation projects in Mesa.



# 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 ORGANIZATION (UII) AND ITS RELATIONSHIP TO THE DMA. - 501 C(3) EVENTS

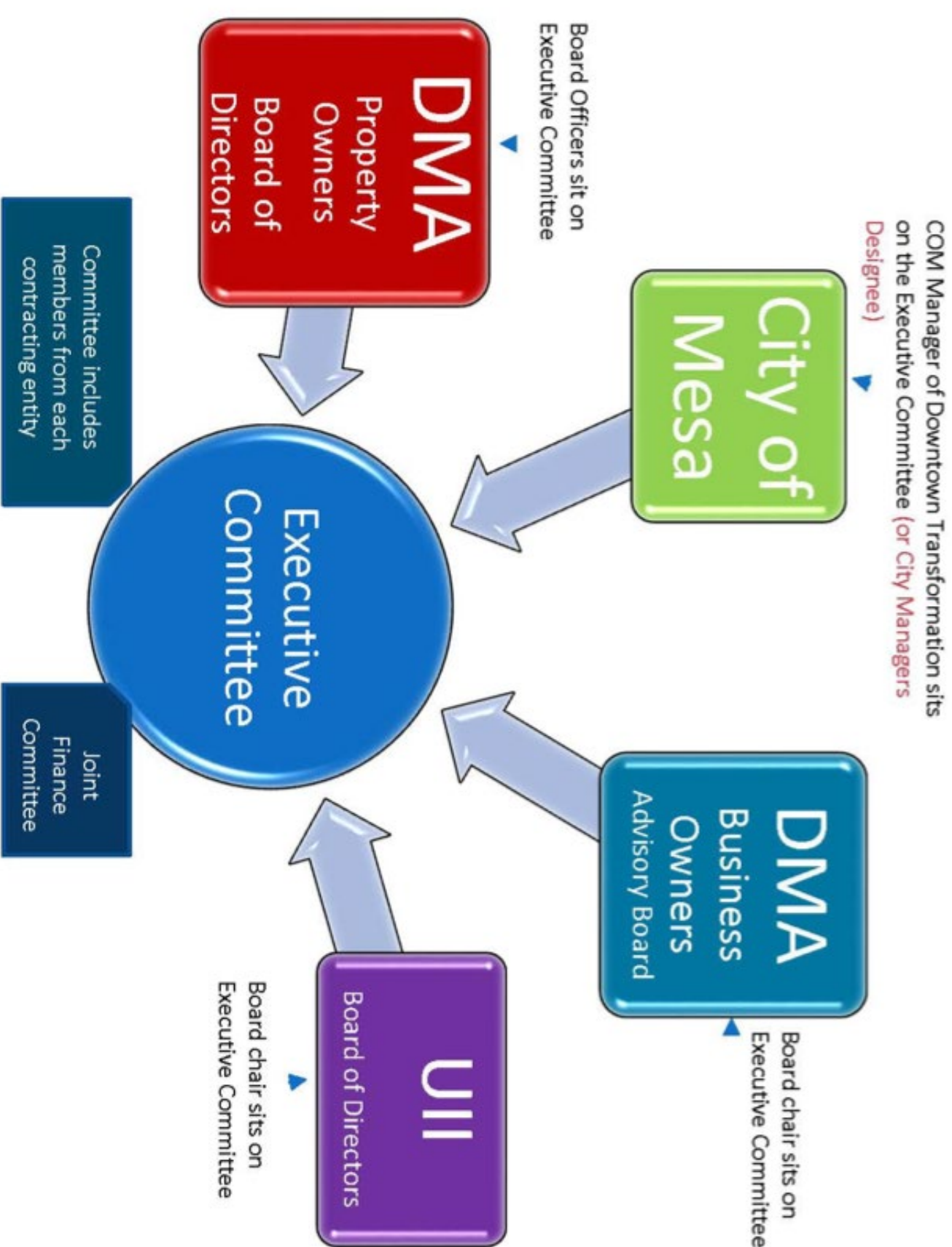
EXPLORE THE POSSIBILITY OF A REVISED ORGANIZATIONAL STRUCTURE THAT ALLOWS BOTH ORGANIZATIONS TO CREATE ECONOMIES OF SCALE AND WORK MORE EFFECTIVELY TO IMPROVE THE ECONOMIC VITALITY OF DOWNTOWN MESA.





# 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.

# 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



**Susan Stephensen**

Arizona State University



**Cory Terlick**

Property Owner



**Laurent Teichman**

Le Studio Salon



**Lorenzo Perez**

Venue Projects

**Tim Sprague**

ECOMesa



**Tony Wall**

3W Management



# 2020-2021 ACHIEVEMENTS

## Business Owner Board of Directors

### Officers



**Rob Brinton**

**Chair**

Matage Custom Framing



**Michel Fluhr**

**Vice Chair**

Pomeroys Men's Store



**Michelle Donovan**

The Nile



**Amanda Kennedy**

Atomic Age Modern



**Susan Stephensen**

Arizona State University



**Councilmember Duff**

City of Mesa



**Dorian Lenz**

National Comedy Theatre



**Kelsey Strothers**

Worth Takeaway



**Josh Duren**

Cider Corps



**Ivan Martinez**

Ivan Martinez Photography



**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.

## PRIORITIZING SANITIZING TOUCHPOINTS

Touchpoints are sanitized multiple 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

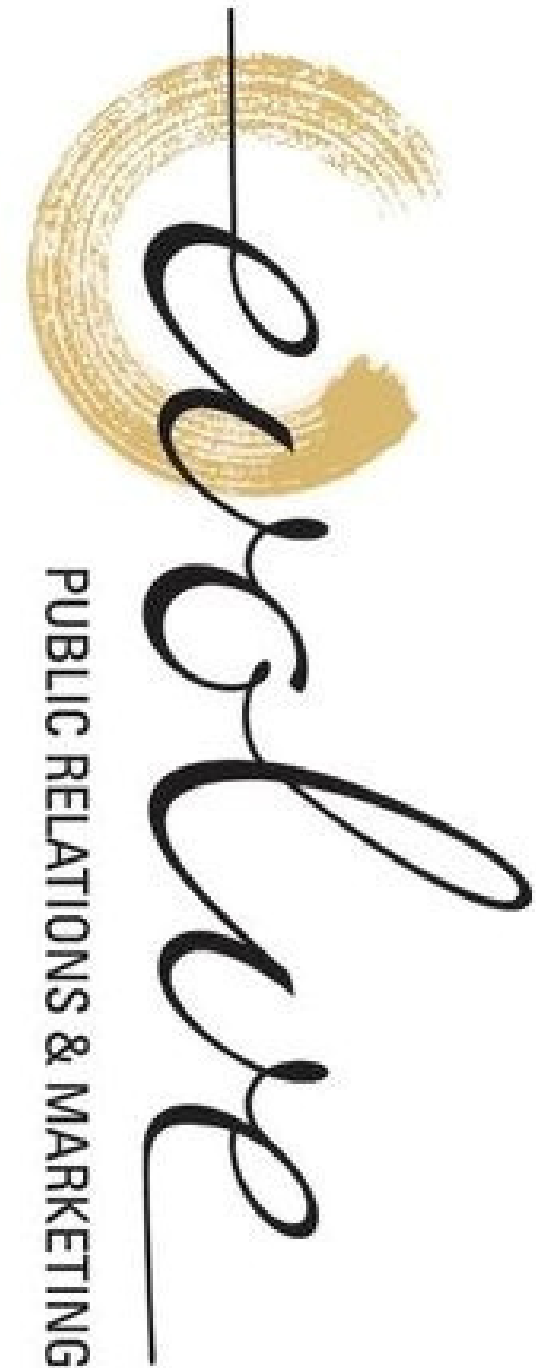
39,250 lbs of Trash cleared & dumped	110 Shopping Carts Removed	793 Business Check-Ins	102 Times Ambassadors Gave Directions
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@DowntownMesa DowntownMesa.com





# MEET OUR PARTNERS



## Business

### Vendors converge at downtown Mesa grocer

**J**ust on Friday through Monday and today, downtown Mesa and even the surrounding areas are packed with vendors. The vendors are here to promote their products and services, and to provide a unique shopping experience for the community. The vendors are here to promote their products and services, and to provide a unique shopping experience for the community. The vendors are here to promote their products and services, and to provide a unique shopping experience for the community.



### Mesa restaurateur follows father's dream

**L**uis Chavez was working in a kitchen when he decided to follow in his father's footsteps and start his own restaurant. He has been working in the kitchen for many years, and he has learned a lot about the industry. He has been working in the kitchen for many years, and he has learned a lot about the industry. He has been working in the kitchen for many years, and he has learned a lot about the industry.



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

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

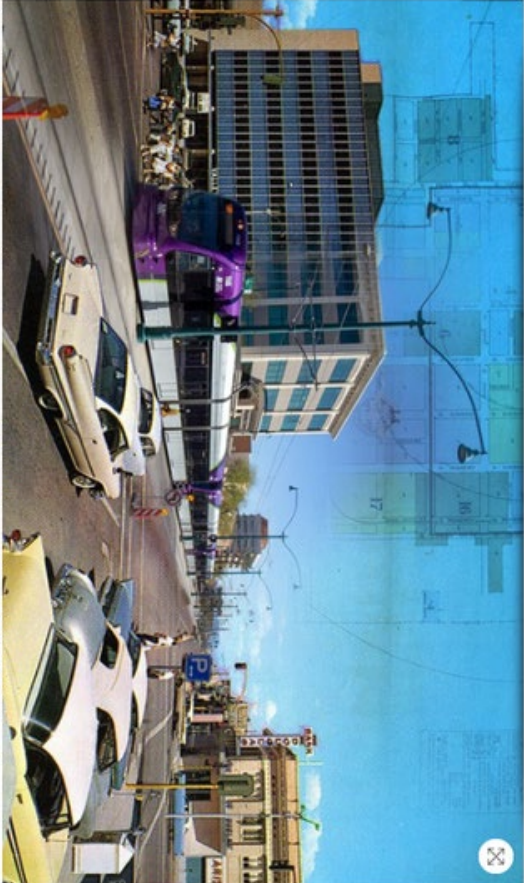


Photo illustration by Tom Carlson / Source Imagery: Mesa Historical Museum Image 2008014006, Mesa Preservation Foundation; Tom Carlson



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:

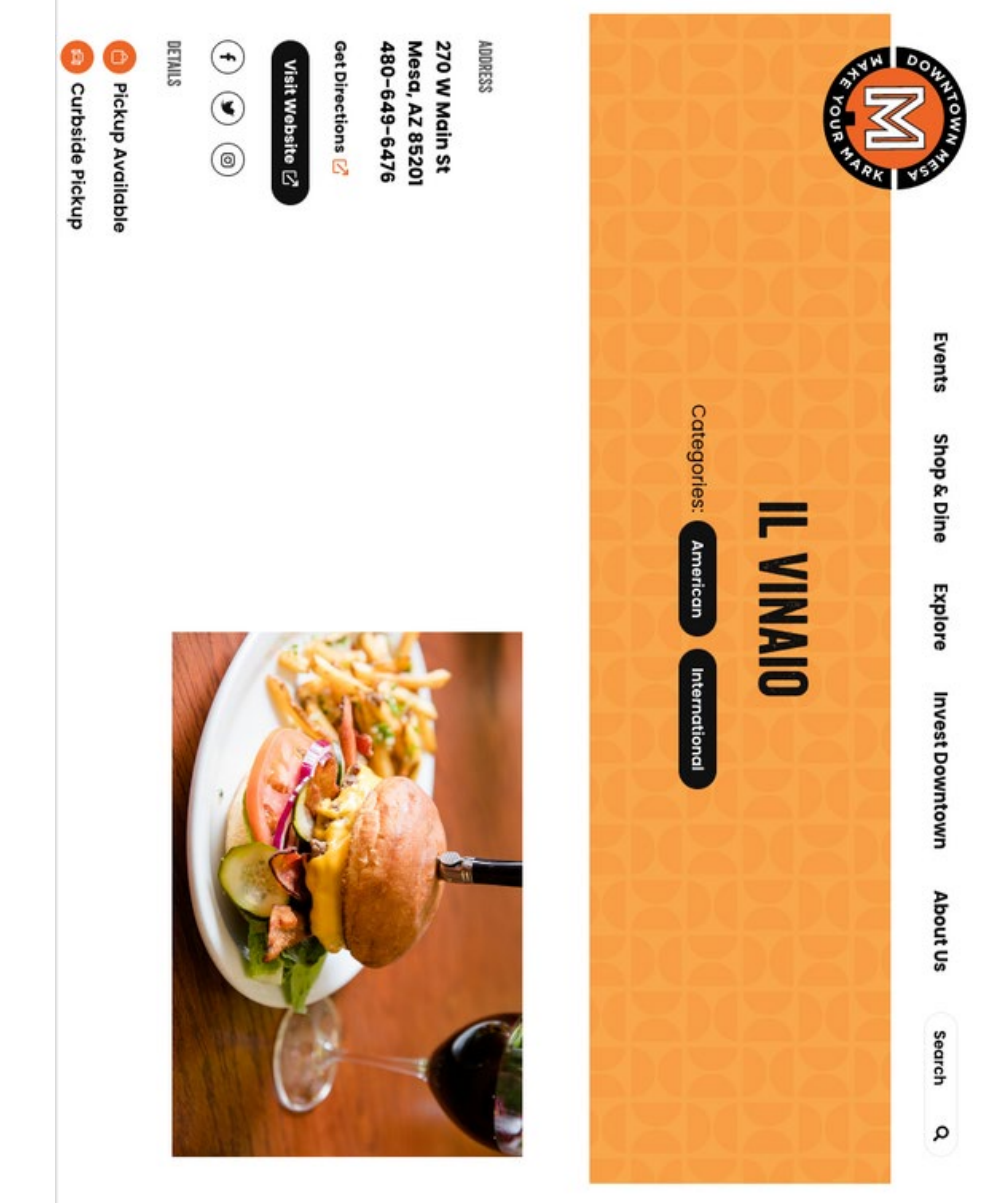
- Development Maps
- Innovation District
- Opportunity Sites (Coming Soon!)
- Available Properties
- Downtown Resources
- Incentives



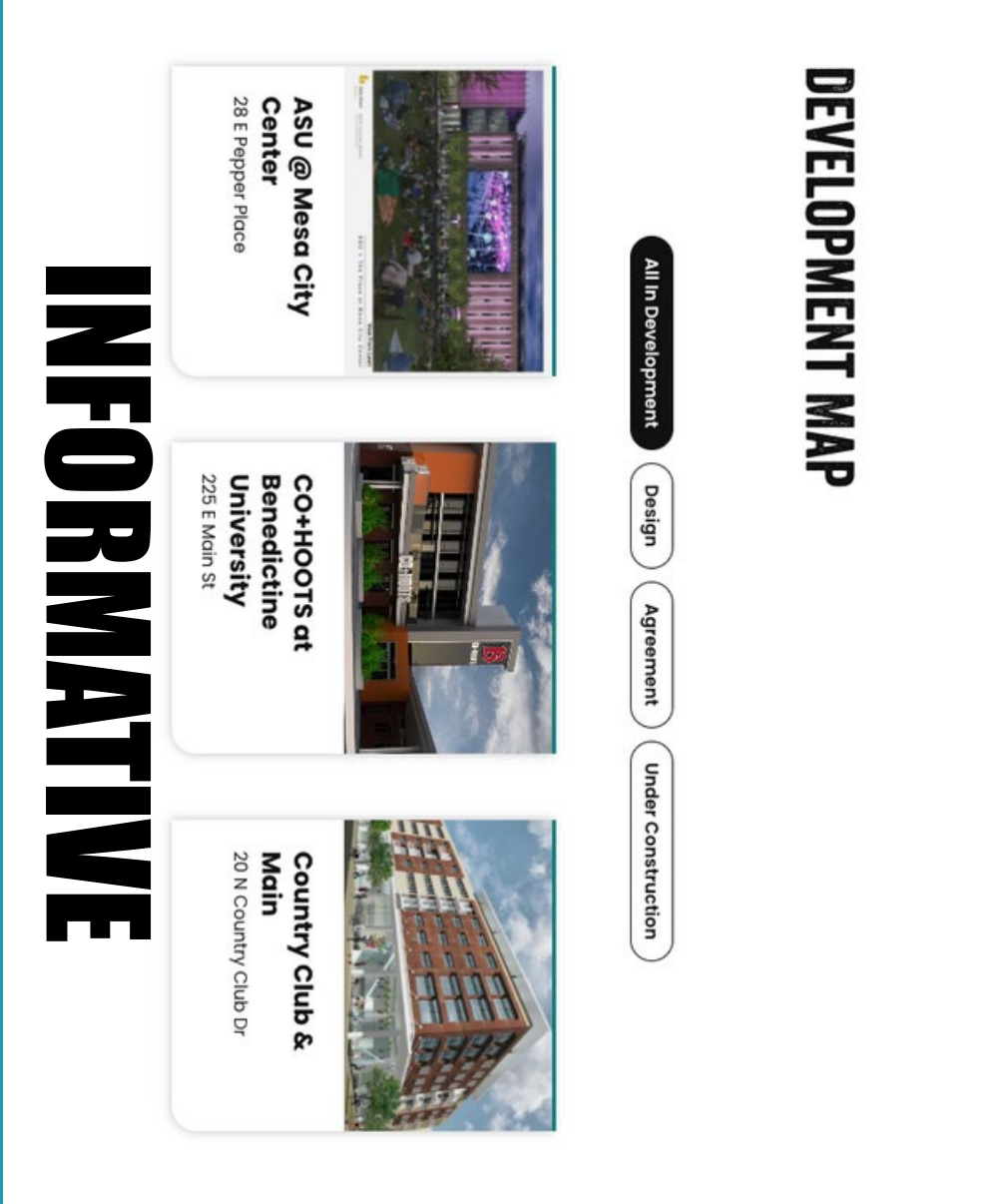




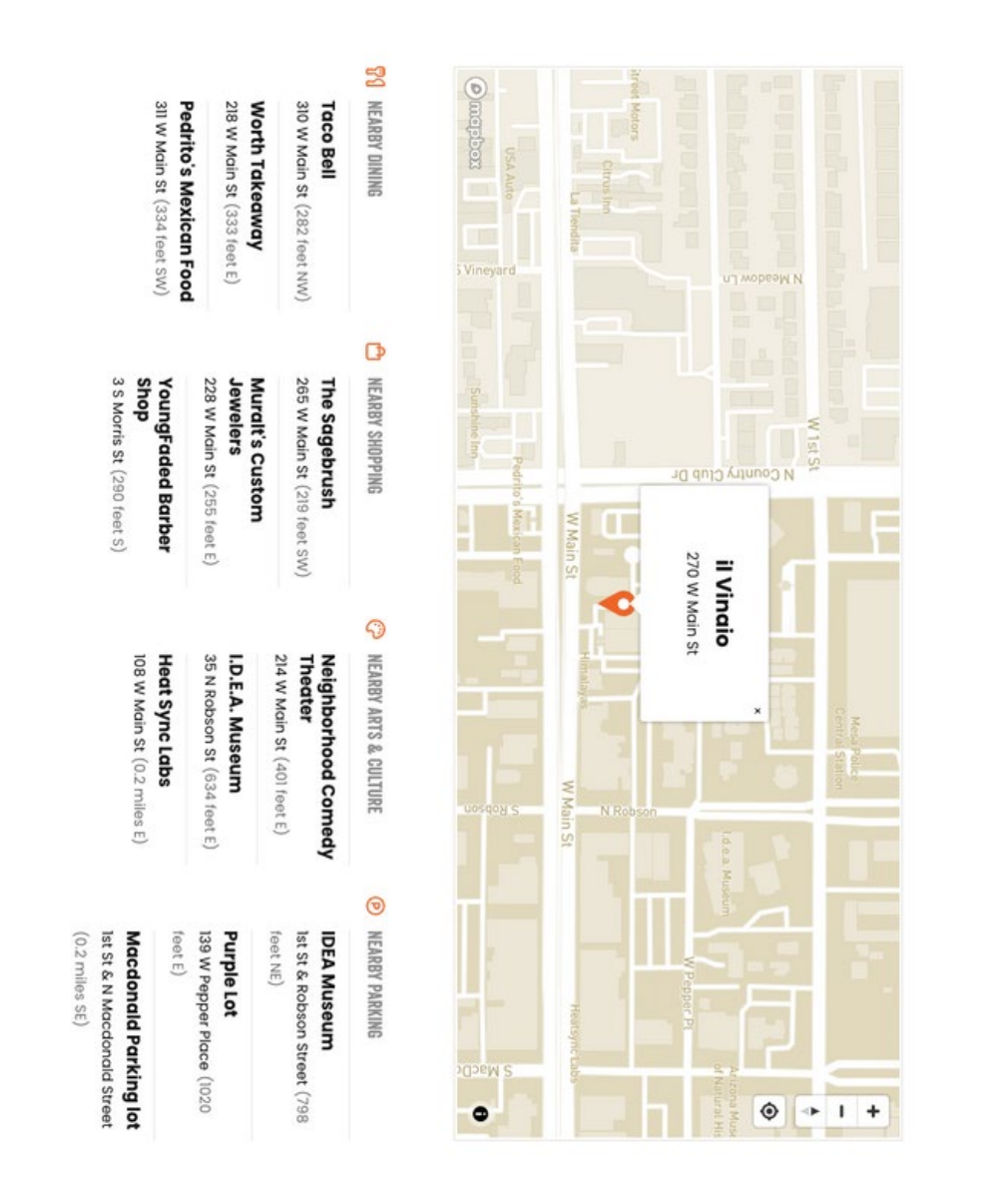
# FUNCTIONAL



# VISUAL



# INFORMATIVE





# 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.

\$17,200 + 35 + 12 +

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

This quadruples previous  
sales for the year.

Participating Downtown  
Mesa Merchants  
Downtown Mesa Farmers  
Market vendors

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

SPECIALTY

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

# HOLIDAY & PROMOTIONAL EVENTS

20,000

RAY VILLAFANE'S  
STRANGE  
ENCOUNTERS  
ANTTENDEES  
(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.

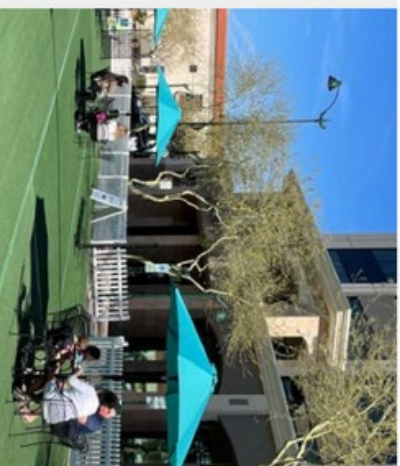
### DOWNTOWN DASH- DELIVERY SERVICE

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

### ENTERTAINMENT

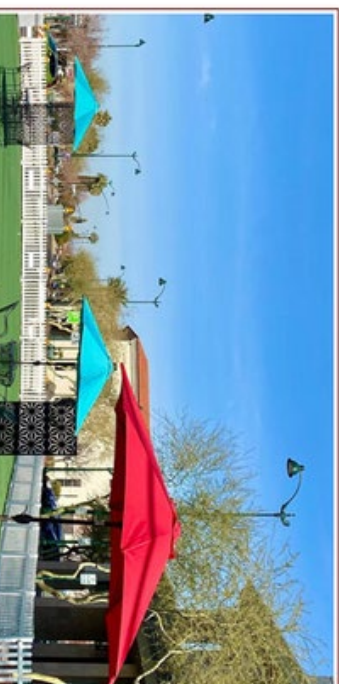
- Live music 3 days a week during lunch and evening
- Princess Meet & Greet- 30+ Families
- Easter Eggstravaganza- 100 goody filled Easter baskets given to Mesa Families

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



## PARTNERSHIPS

- Alice Cooper's Teen Center
- Mesa Arts Center



## INCREASED SALES

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



## HIGHLIGHTS

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



## INCREASED VENDORS

Increased vendor variety and Downtown Merchant participation.



## 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.

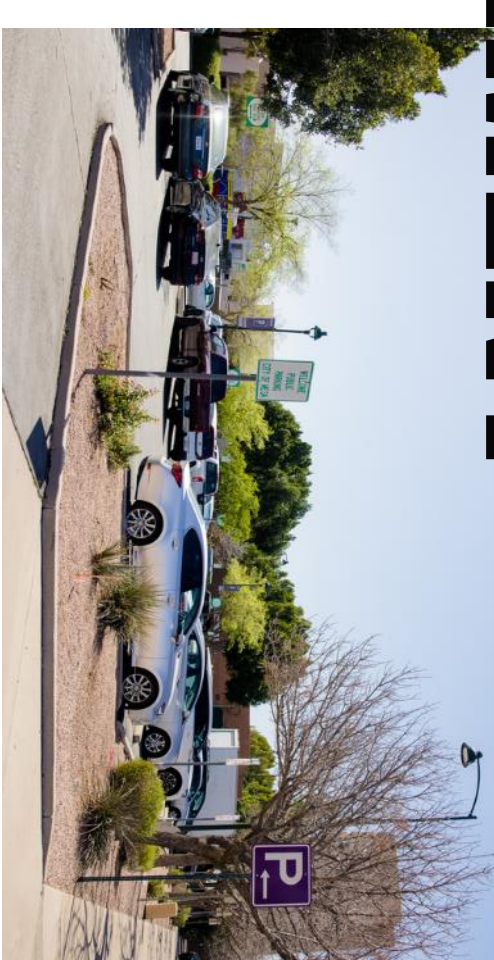
As part of the reorganization of DMA and a change in personnel we discovered:

- 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.

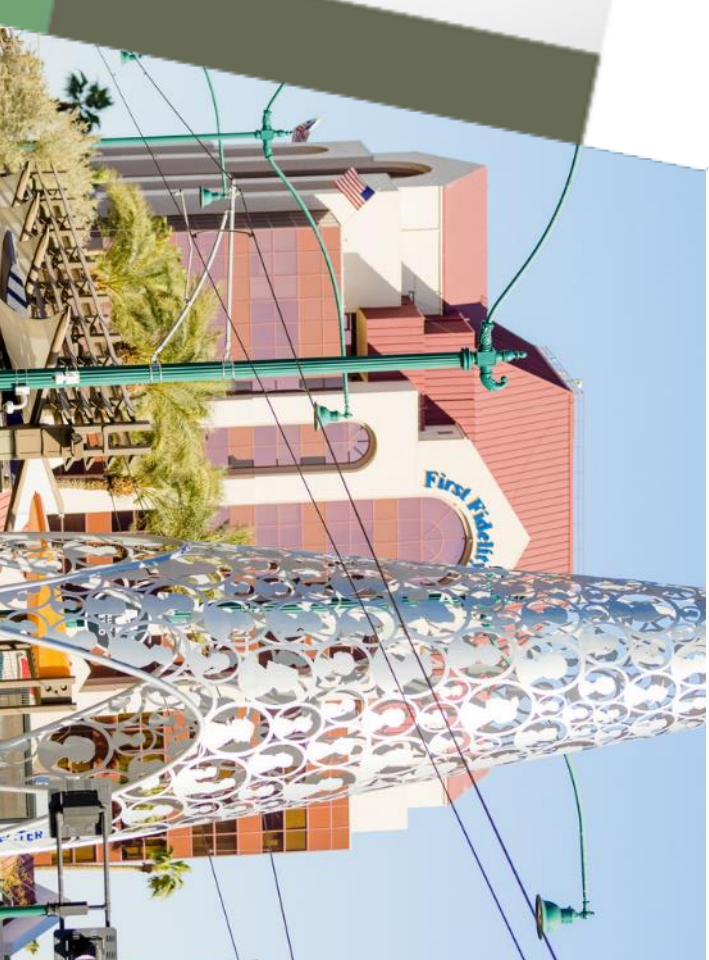
- Over & beyond what government provides
- Concentrated within a distinct geographic area
- Paid for by a special property owner organization
- Services managed by a Board
- Organization governed by a Board
- Board Directors represent those who pay

### 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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# FY21/22 Salary Comparisons



# FY20/21 Pay Adjustments

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- January 2021 implemented market range adjustment for firefighters
- The adjustment increased the minimum and maximum pay for firefighters by 5%
- January 2021 implemented 3% annual step-pay for all eligible firefighters
- January 2021 provided a \$2,000 (3.2% of average annual salary) non-recurring compensation to all firefighters



# Proposed Budget Adjustments

## FY21/22 and FY22/23

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- Eligible employees at the rank of firefighter, engineer and captain will receive up to a 3% step increase effective the first pay period of each fiscal year
- Eligible employees at the rank of firefighter, engineer and captain with six to ten years of service will receive an increase in base salary over a period of two years to equalize their base pay with employees with the same rank and tenure at the City of Chandler



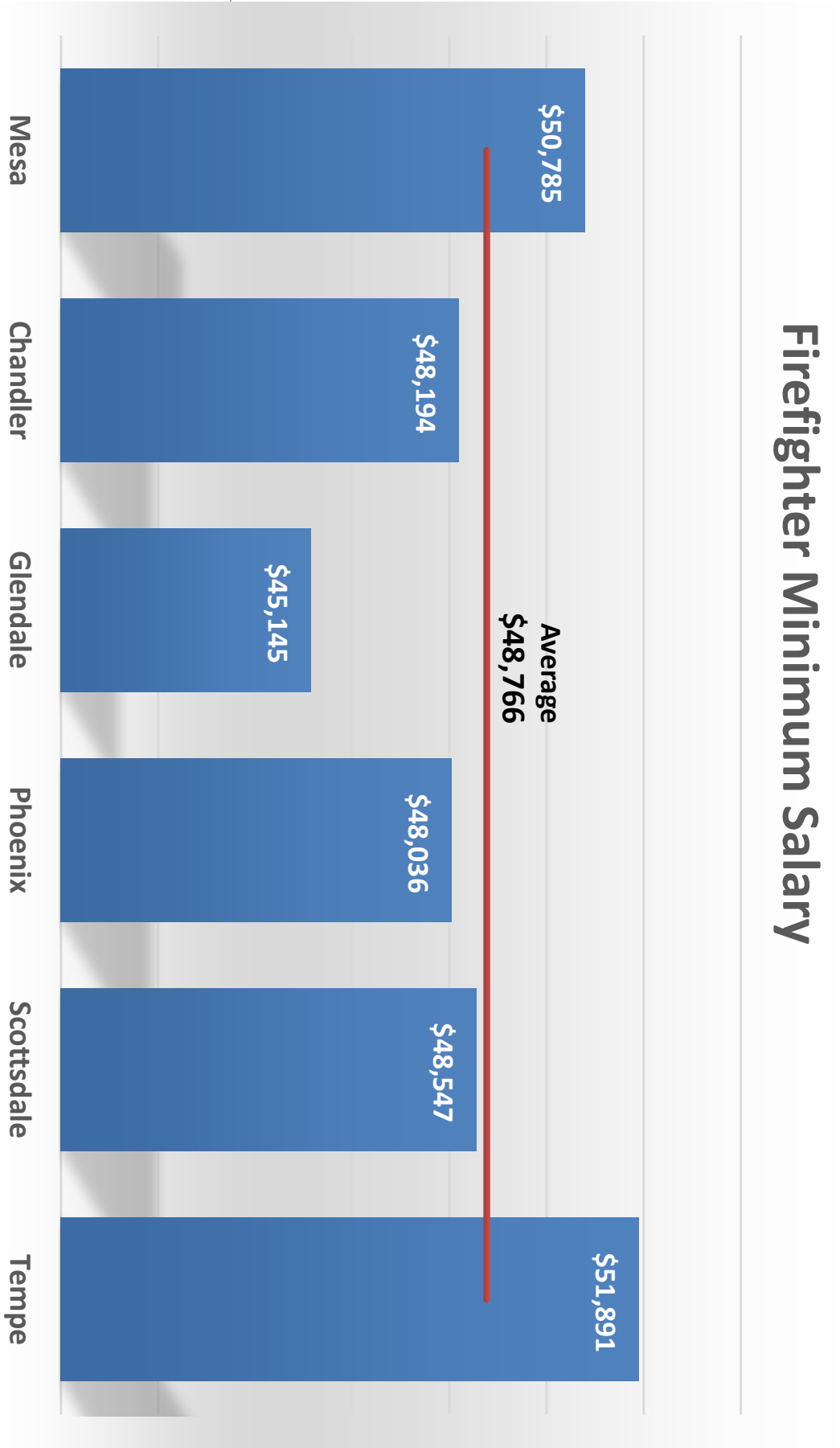
# Proposed Budget Adjustments FY23/24, FY24/25 and FY25/26

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- Eligible employees at the rank of firefighter, engineer and captain will receive up to a 5% step increase effective the first pay period of each fiscal year



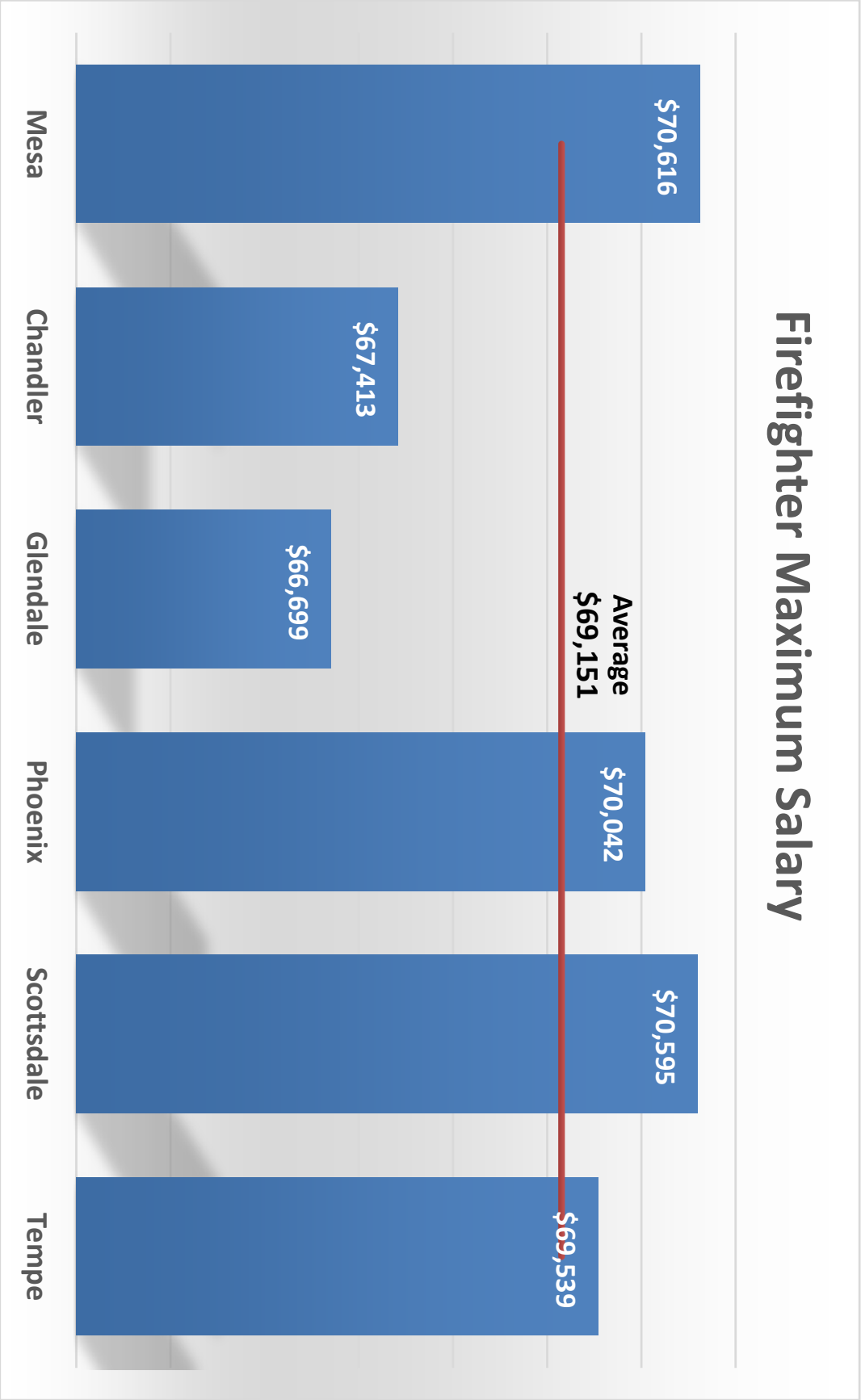
# Firefighter Minimum Salary



Note: Salary information obtained by HR as of January 2021



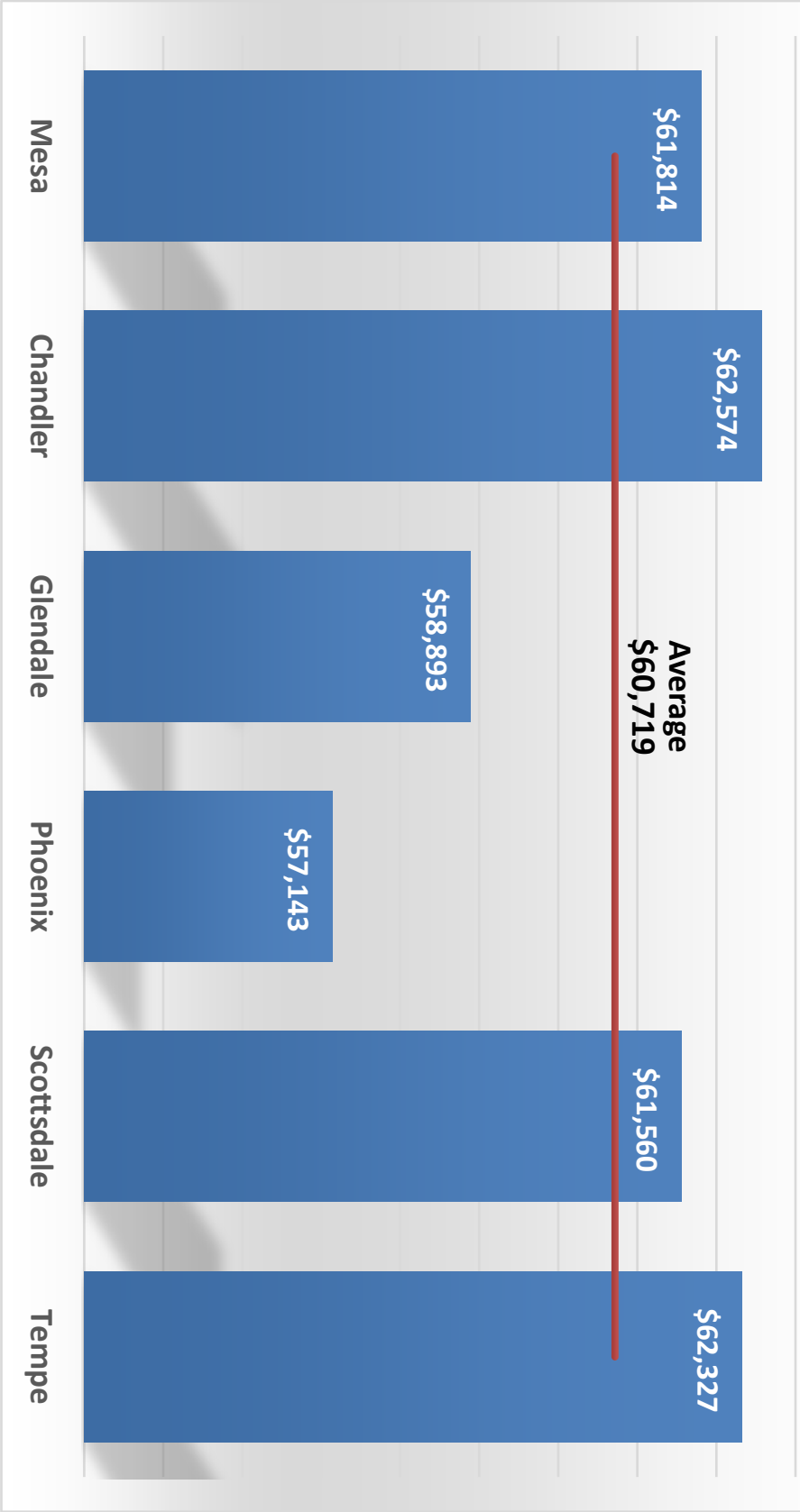
# Firefighter Maximum Salary



Note: Salary information obtained by HR as of January 2021



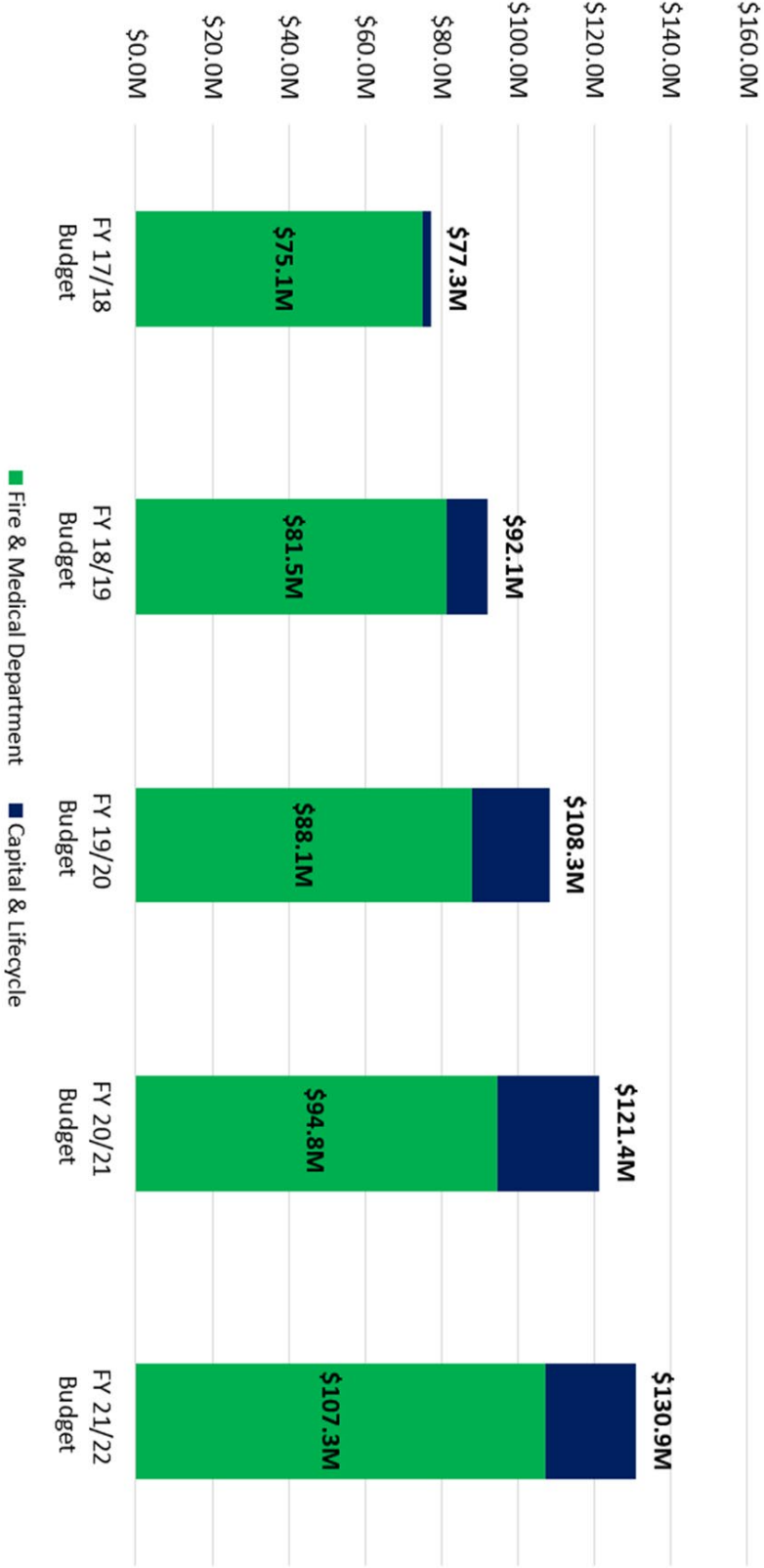
## Firefighter Actual Average Salary



Note: Salary information obtained by HR as of January 2021



# Fire and Medical Services Adopted Budget Comparison



Note: Totals Exclude Grants and Transport Expenses



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