



DWNTWN EL PASO

ANNUAL REPORT 2012
FEBRUARY 1, 2012 - JANUARY 31, 2013



LIVE • WORK • PLAY • SHOP





EL PASO DOWNTOWN MANAGEMENT DISTRICT

El Pasoans chose to invest in ourselves as a community in 2012. The November 2012 bond election demonstrated that every part of town believes that we are worthy of this investment and by wide margins supported the projects that will change our city and Downtown landscape for decades. It was heartening to have strong support from every part of the City vote for the bond projects and the Downtown amenities included therein. The bond projects in Downtown and additional investment by the public and private sectors over the next few years will ignite the transformation already underway in Downtown El Paso. In a few years, Downtown will undeniably be the key destination for commerce, culture and tourism for our region.

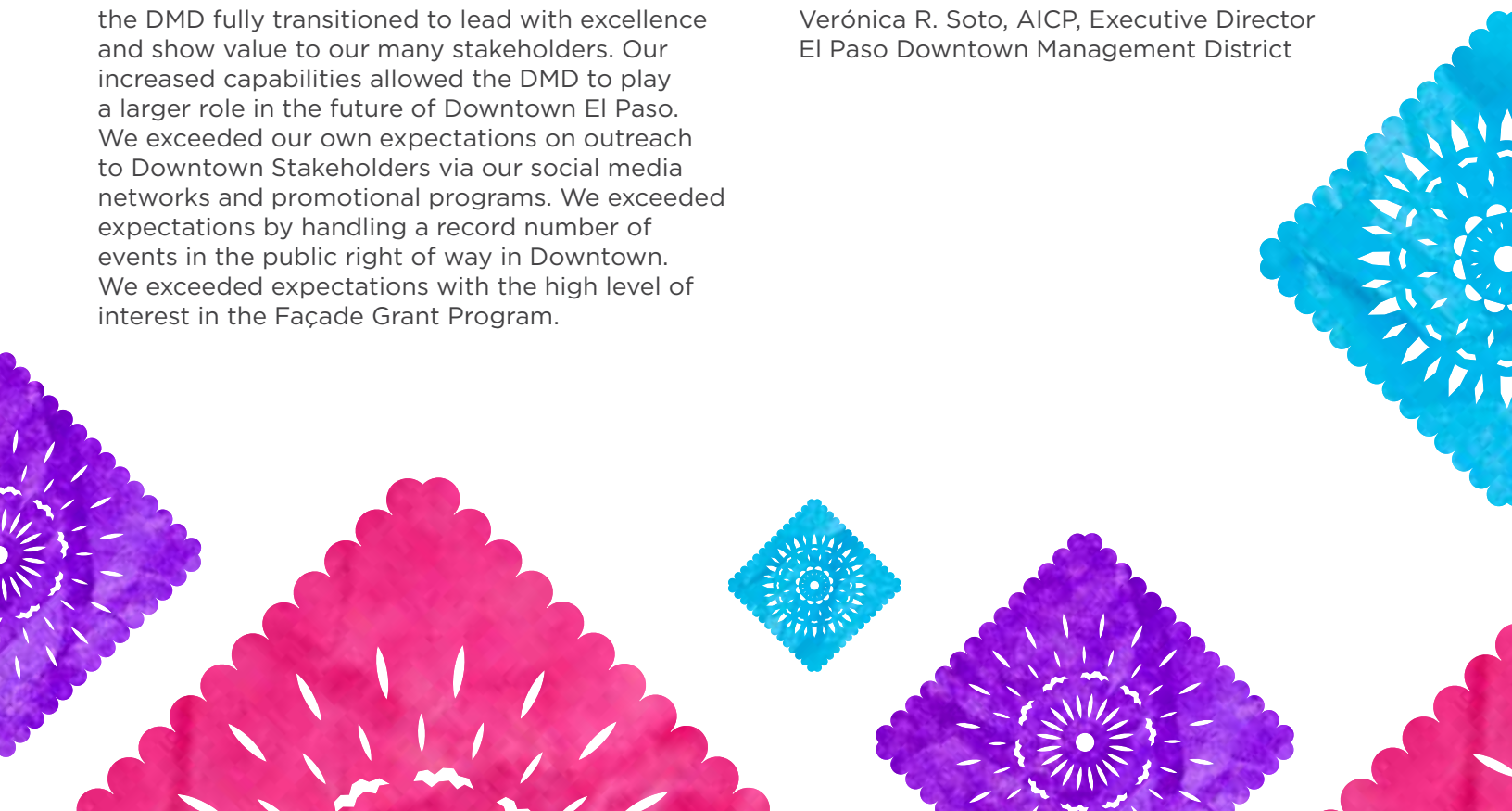
The work of the El Paso Downtown Management District in 2012 foreshadows that transformative spark. We added programs to our portfolio of services which generated increased interest in events and investment opportunities in Downtown El Paso. In the first full year of administering two key programs for Downtown Special Event Permits and the Façade Grant Program we already reaped the benefits of additional economic investment as the DMD fully transitioned to lead with excellence and show value to our many stakeholders. Our increased capabilities allowed the DMD to play a larger role in the future of Downtown El Paso. We exceeded our own expectations on outreach to Downtown Stakeholders via our social media networks and promotional programs. We exceeded expectations by handling a record number of events in the public right of way in Downtown. We exceeded expectations with the high level of interest in the Façade Grant Program.

Our annual report highlights the work of the organization in 2012. The DMD actively participates in public outreach and development for economic growth in connection with the City's Downtown revitalization efforts, leads the overall marketing efforts for Downtown in a comprehensive manner, continues to provide supplemental sanitation services, facilitates investment opportunities through the DMD Façade Program and coordinates successful events in the public right-of-way at arguably the most exciting destination in the region—Downtown. The annual report documents our work in these and other areas.

While there are many uncertainties and challenges ahead, we are optimistic about Downtown El Paso's future and the role the El Paso DMD can continue to play to make it the place we all envision. Thank you for a front row seat in Downtown El Paso's transformation.



Verónica R. Soto, AICP, Executive Director
El Paso Downtown Management District





The Downtown Management District has sought to become the clearinghouse for all things Downtown. The DMD and its Board of Directors recognize that Downtown is on the verge of fulfilling its potential as the center of cultural and economic life for the city. We, more than anyone, know that Downtown can become the focal attraction to tourists and visitors, that it can be the ideal place to live in, and also the hub for those looking to work in a lively place that fosters commercial growth.

Our job has been to spread that message in a clear, consistent, and concrete manner. We have created literature on Downtown that did not exist before by conducting two annual Survey-Census studies that have revealed perceptions of Downtown and other demographic information. We have also administered programs, such as the DMD Façade Grant Program, that has awarded thousands of dollars to business and property owners that invest towards the renovation of the exterior of their buildings. The DMD has worked with the City of El Paso and the County of El Paso to keep Downtown alive with events like concerts and festivals, which thousands of El Pasoans have enjoyed, all while keeping Downtown clean and safe.

While challenges remain, the DMD is committed to a fully revitalized Downtown where people can live, work, play, and shop. Our efforts so far have laid the foundation for a transformation unlike anything seen before. The DMD is preparing to grow and change along with Downtown so that our vision for Downtown is never stunted. The annual report will reveal that the DMD reached its milestones, but more importantly, it reminds us that the work is not over. We envision more revitalization, more opportunities and less red tape, more activity and less confusion. Join us in celebrating what we have accomplished so far for Downtown El Paso, and look ahead to the future.

Robert S. Ayoub
Downtown Management District Board President



THE DMD

The El Paso Downtown Management District (DMD) is a municipal improvement district focused on economic development-driven initiatives and programs in Downtown El Paso.

BUDGET

The DMD provides supplemental services paid for by the annual assessment levied on property owners in Downtown. The DMD Board of Directors represents Downtown property owners, business representatives and tenants. The district totals 630 individual parcels, including various key city, county, state and federal properties. The fiscal year 2011-12 assessment rate for the DMD was 0.12 cents per \$100 of valuation. Assessment Income for the fiscal year totaled \$328,426 with additional revenue from various interlocal agreements dedicated to the DMD's programs totaling \$537,888 in revenue.

Sanitation & Security	187,996
Parking/ Transportation	3,090
Capital Expenses	35,000
Capital Projects	20,000
Promotion & Marketing (Advertising)	200,000
Administration	140,000
Contracted Services	17,500

OUR MISSION

Make Downtown El Paso the center of commercial, civic, and cultural activity.

HIGHLIGHTS

The Special Event Permitting Program garnered the largest number of events ever held in Downtown El Paso, generating **over \$1.5 million in entrance fees** alone; **22 total events**, nearly double the events in prior years.

The Façade Program fostered an average **rate of return of \$8.12** per grant dollar, which translated into \$8 million in private sector investment.

Facebook captured **1,000 Likes in less than 6 months**, almost 6 months ahead of schedule; Facebook is currently at **3000+ Likes** with a weekly reach of **300-400K visitors** with media buys.

DMD collaborated to create uniform and directional parking signage at strategic intersections in Downtown (15 currently); DMD facilitated a comprehensive parking study identifying **6,000+ parking spaces** at **60 Downtown locations**.

DowntownElPaso.com initiated a **new online directory** servicing **over 800 businesses**, ranging from retailers, property owners, specialty services, etc.



DMD BOARD & STAFF

Robert S. Ayoub Board President

Sandra Almanzan
 Marco Bencomo
 Bill Burton
 Arlene Carroll
 Jim Dove
 Adam Frank
 Octavio Gomez
 Tripper Goodman
 Brent Harris
 Jorge Hernandez
 TJ Karam
 Mary Kipp
 Chris Kleberg
 Jon Law
 Sam Legate
 Mike McQueen
 Eric Pearson
 George Salom Jr.
 Y.I. Santoscoy
 Ruben Torres

Veronica R. Soto, ACIP

Executive Director

Programs: Finance, Marketing, Board Items,
 Partnerships

Lilia Granillo

Operations Assistant

Programs: Special Event Permitting, Parking,
 Banners, Special Projects

Frank Hernandez

Operations Coordinator

Programs: Sanitation & Security, Façade Grants,
 Special Event Permitting, Banners

Patricia Reyes

Administrative Assistant / Analyst

Programs: Sanitation & Security, Finance, Marketing

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DWNTWN PROGRAMS

MARKETING

In 2012, the DMD's Marketing and Public Relations Program kicked into high gear with the launch of DowntownElPaso.com, including its social media arm and the DMD's Marketing Implementation Plan. With a steady following of over 10,000 monthly website visitors and over a quarter of a million views on social media every week, the DMD's proactive approach to Insider News certainly stands out with event organizers and business owners. The DMD strived to fill in the marketing gaps with Downtown partners, with a wide array of support, including social media training, media outreach, graphic design, media buys, and even Spanish-language marketing.

TAX FREE WEEKEND / BACK-TO-SCHOOL SHOPPING:

Provided marketing support (e.g. marketing plan & strategy, billboard placement, in-kind radio promos, social media giveaways) producing a regional media reach of 10 million impressions and a national media placement (Associated Press) reaching over 6 million impressions.

DWNTWN CIRCULATOR:

Partnering with Sun Metro and the Central Business Association (CBA), the DMD coordinated PR support and logistics garnering over 1.5 million impressions in print, electronic, and online media.

RESTAURANT & SHOPPING PARTNERS:

The DMD has facilitated over 500 product and ticket giveaways from participating partners, including: The House of Pizza, Sweet Corner, Café Central, Healthy Bites, The Garden, The Network, Pot Au Feu, Kipps Cheesesteak, Percolator, Pike's Street Market, Fire, New City Grille, Oliver's Restaurant, Tabla, Tea and Botanicals, Foodville, 501 Bar & Bistro, La Oveja, DoubleTree Hotel, Holiday Inn Express Central, Camino Real Hotel, Oasis Bistro, SOHO Lounge, Healthy Bite, Viva Perfumeria, Starr Western Wear, House of Blouses, Maria's Closet, Krystal Jeans, Manchot, Le Trendy, Botticelli Fashions.



SHOP FIESTA:

Organized a Pre-Black Friday shopping event in the Downtown Shopping District; fostering pre-coverage from El Paso Times and El Diario, followed by aggressive day-of coverage from newscasts generating over 2.1 million media impressions (raw audience and circulation reach at 850,000 people) with social media reaching weekly totals over 200,000 people for two consecutive weeks.

EVENT PROMOTIONS:

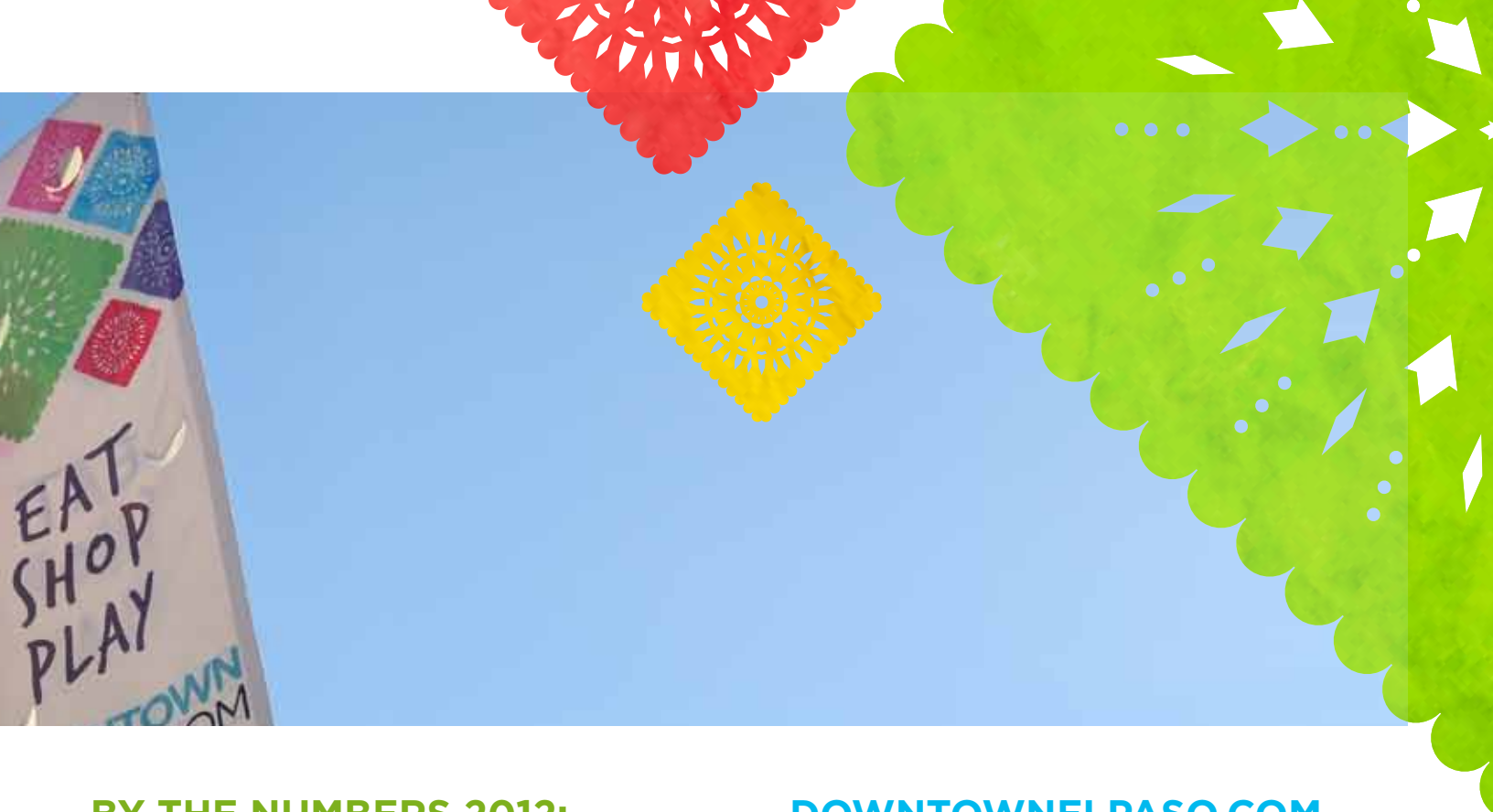
Provided traffic and parking updates through the website and social media; facilitated weekly ticket promotions for a variety of events, including but not limited to: Lynx Exhibits, Insights Museum, Streetfest, Pridefest, Neon Desert, EPCON Convention, WinterCon, Chalk the Block, Alfresco Fridays, Dancing in the City, La Parada, Downtown Artist Market, Martket, Purple Pop-Up Gallery, and cross-promotions with all Plaza Theatre and Convention Center events.

MOTHER'S & FATHER'S DAY:

Partnered with the Doubletree Hotel for a Father's Day weekend promotion with existing events (Dancing in the City, Alfresco Fridays) and participating restaurants (House of Pizza, Sweet Corner, etc.).

SUMMER & SPRING BREAK CAMPS:

Provided extensive visibility of all summer camps (e.g. museums) on DowntownElPaso.com and Facebook & Twitter posts.



BY THE NUMBERS 2012:



TOTAL MEDIA REACH:

120 million impressions in TELEVISION, PRINT, RADIO, and ONLINE mentions for Downtown El Paso events, activities, or promotions



MARKETING ASSISTANCE:

25 events and organizations, 30 restaurants including hotels, and over 30 key retailers influencing all 300+ retailers in cross-marketing campaigns and public relations



MONTHLY/WEEKLY NEWSLETTER:

1,500 subscribers and growing
12 Newsletters Monthly

DOWNTOWNELPASO.COM



9,000-12,000
Page Views Monthly



2 - 3 min.
On Main Page focused on Events Calendar



800+
Businesses listed in DowntownElPaso.com's online resource directory



SOCIAL MEDIA:

FACEBOOK LIKES
3,100+ Likes in 10 months & 4,000 Likes expected by the end of 2013 (originally projected 1,000 Likes every 12 months)



WEEKLY REACH TOTALS
40,000-60,000 people from Fans and 350,000-450,000 when combined with Friends that Like/Post on our Fan Page

TWITTER
Over 600 Tweets and 300 Followers

SANITATION & SECURITY

The Sanitation and Security Program strives to make Downtown El Paso an attractive place to live, work, play, and shop; crews work night and day to keep downtown city streets, sidewalks, and alleyways clean and clear of litter.

Our role has also evolved over the last two years. We are responsible for much more than just street sanitation. These highly visible teams, providing maintenance and general cleaning, offer daily services to maintain cleanliness within the district. The crews are responsible for public areas, specifically cleaning sidewalks and eradicating street-level graffiti.

THE CREWS ADDITIONALLY PROVIDE:

- Daily litter pick-up from sidewalks and alleys
- Special maintenance for events hosted on public streets and sidewalks
- Washing “big belly” trash receptacles
- Power washing sidewalks
- Sidewalk gum removal (“gum busting”)
- Street Banner placement and removal

SANITATION PROGRAM:

Feb 1, 2012 to Feb. 1, 2013

Community Service Clients	4,657
Community Service Hours	31,105
Dollars Saved in Labor	\$225,511.50
Graffiti Removal Total	1,351
Painting	336
Chemical & Other	1,015
Sidewalk Pressure Washing	314,368.5
Estimated total linear footage:	92,000-95,000
Sidewalk Litter Abatement	54,274
Each Sidewalk is equal to 1/4 of a square block	
Alleys Cleaned	4,608
Trash Trailer Loads Removed	751.3
1 Trailer load equals 6 cubic yards	

As one of the DMD’s Core Services, the program continues to keep the Downtown area as clean and safe as possible. In partnership with the City of El Paso’s Environmental Services along with the County of El Paso’s Probation Department, this program continues to maximize available resources in the district.



DOWNTOWN CENSUS

The Downtown Census, the first of its kind ever conducted in Downtown El Paso, has become a key revitalization tool for entrepreneurs and existing businesses interested in understanding the overall demographic landscape of the Downtown area and improving upon its current and future economic development strategies.

In partnership with the Institute of Public Policy and Economic Development (IPED) of the University of Texas at El Paso and the Strategic Communication Consulting Group, the DMD finished its second year of the Downtown Census largely focused on gathering demographic information, with a particular focus on Downtown employers.

DOWNTOWN EMPLOYERS:



1 IN 4 Downtown employers own their own building, employ less than 10 people, and mainly represent the accommodation and food industry, including public administration jobs.



A **THIRD** of all Downtown employers have been in business for 50 years, with a growing number of new businesses opening in the last two years.



A **MAJORITY** of employers do not plan to relocate, have no change in employment hires, and strongly believe word-of-mouth and newspapers are the primary ways they become aware of new Downtown events or activities.

The 2012 Survey-Census took place in the summer, using both online and printed surveys, identifying an estimated 600 employers and securing a strong 40.6 percent response rate while capturing over 10 percent more businesses now included in DowntownElPaso.com's new resource directory.

For employers, much of the baseline information remained the same for 2012 with some interesting facts to consider.

DOWNTOWN DEMOGRAPHICS:



4,571*
Residential Units



800 +
DOWNTOWN Businesses

Businesses range from DENTIST offices to LAW offices to PRINT SHOPS to ART GALLERIES and beyond.



300 +
Shopping Establishments



50 +
Dining Establishments



10 +
Large Cultural & Entertainment Venues

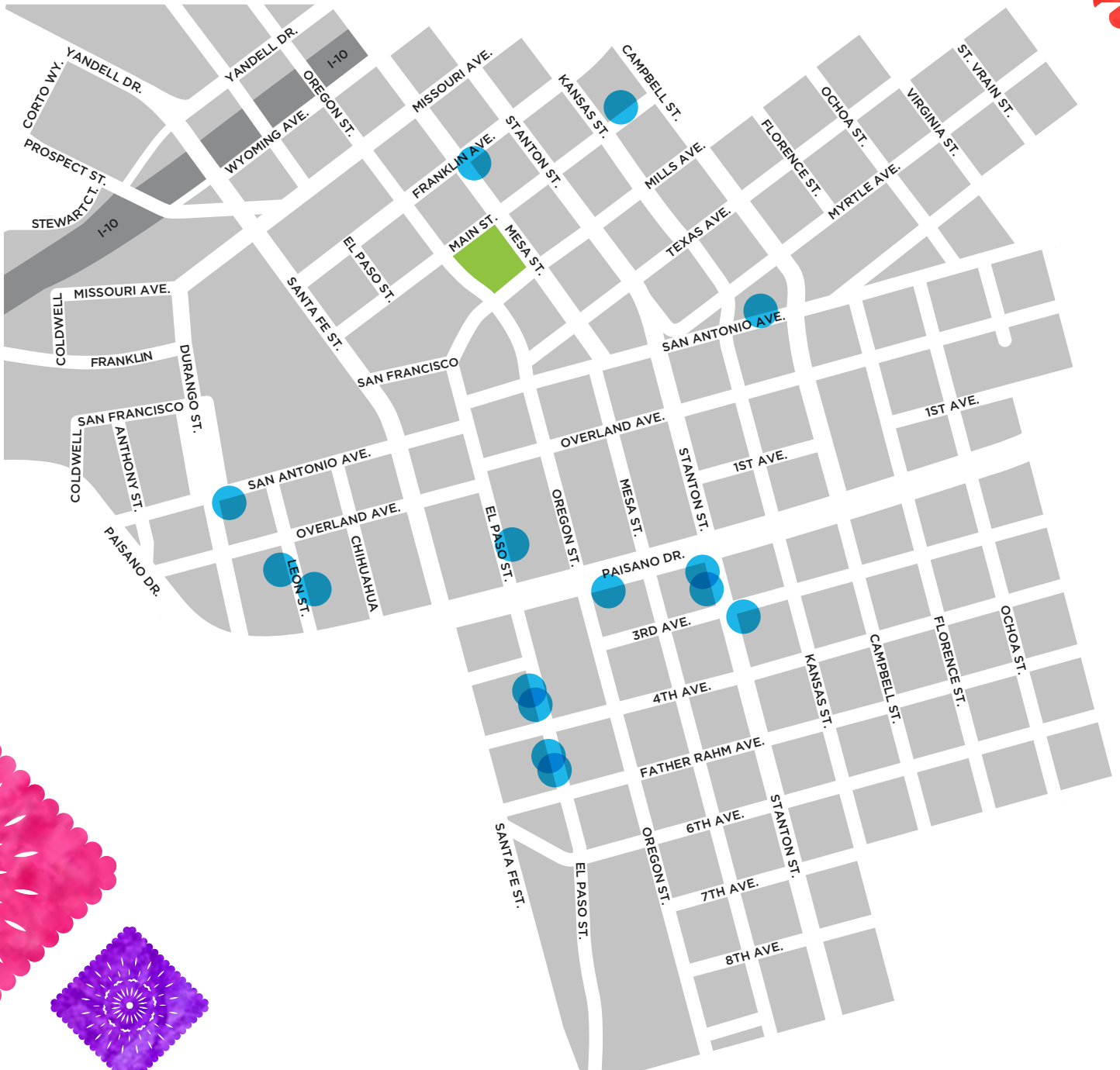
* DemographicsNOW

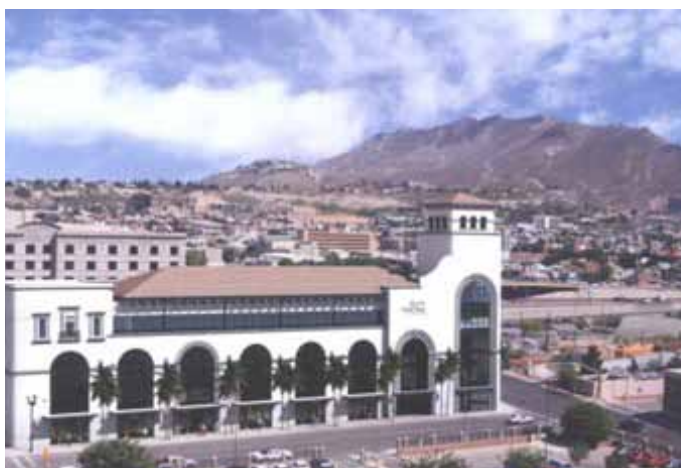
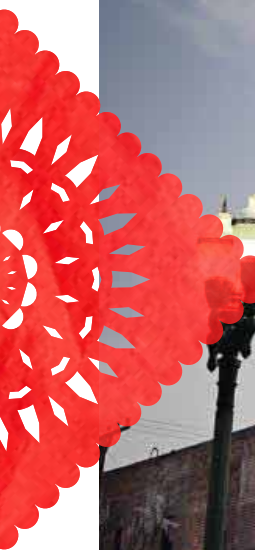
+2011/2012 Survey Census

This invaluable information helps inform how we can live, work, play, and shop in Downtown El Paso, which proactively enhances all recruitment and retention efforts by the DMD and other economic development-driven organizations and city departments.

FAÇADE GRANT PROGRAM

The DMD Façade Grant Program, in partnership with the City of El Paso, saw tremendous growth in 2012 with over \$275,000 in grants awarded to 15 applicants focused on improving existing Downtown businesses and property owners. The funds largely concentrated on exterior renovations, restorations, preservation efforts and/or rehabilitation of commercial properties within the district.





This matching funds program offers a maximum reimbursement of \$25,000 and a minimum of \$2,000 per approved façade project. The program is funded by both the City of El Paso and the DMD in order to revitalize storefronts and the general exterior of Downtown properties.

To download the 2012 Downtown Façade Program Annual Report, please visit DowntownElPaso.com's Programs Section.

DWNTWN EVENTS PERMITTING PROGRAM

The DMD's Event Permitting Program in 2012 experienced a record number of events in Downtown El Paso, in large part because of a new streamlined permitting process now available online on DowntownElPaso.com. 2012 marked the first year Downtown El Paso hosted 22 events with over 123,000 people in attendance and producing over \$1.5 million in ticket sales alone.

Creating an all-in-one application and payment process proved quite popular, facilitating 10 new events to obtain special privilege permits and drawing more interest in producing quality Downtown events. All new events were spread across the entire district – from San Jacinto Plaza to Cleveland Square Park and Union Plaza.

BY THE NUMBERS



22

Special Events



10

New, first-time events



125,500+

Attendants



\$1.5M

In entrance fees



11

Daytime Events



11

Nighttime Events



9

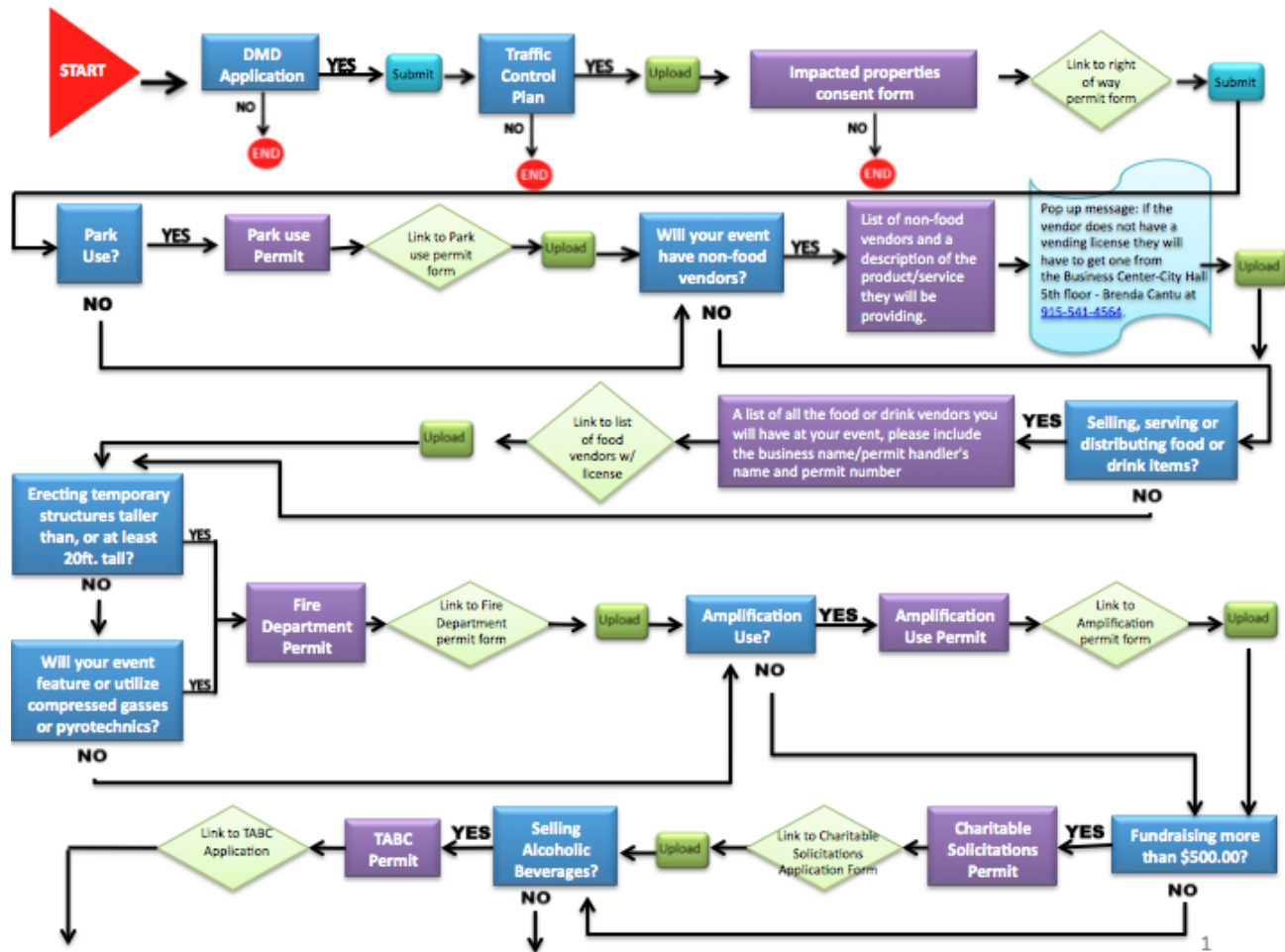
Weekday Events



Event organizers and planners often commented that the online process was one of the most effective and efficient tools; this streamlined process would encourage them to once again host their respective events in the Downtown.

Here is a snapshot of what event planners experienced, compared to the new online process.

OLD PROCESS:



NEW ONLINE PROCESS:

Special Privilege Permit Application: Part 1

Save

Thank you for planning your event in Downtown El Paso. Downtown is a place where people can Live, Work and Play. You should only fill this application out if you plan on closing a street to set up, execute, or clean up your event.

1	2	3	4	5	6	...
Applicant Information	Event Information	Traffic Control Information	Park Use	Park Use Cont...	Amplification Use	

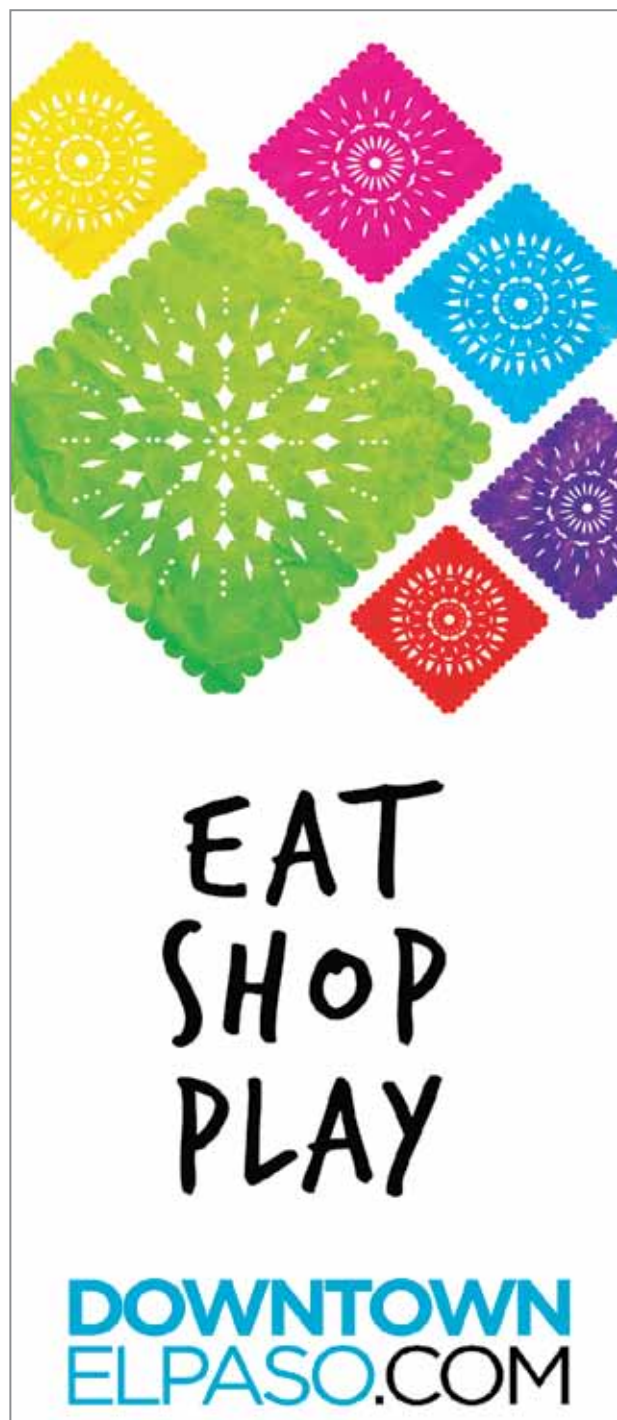
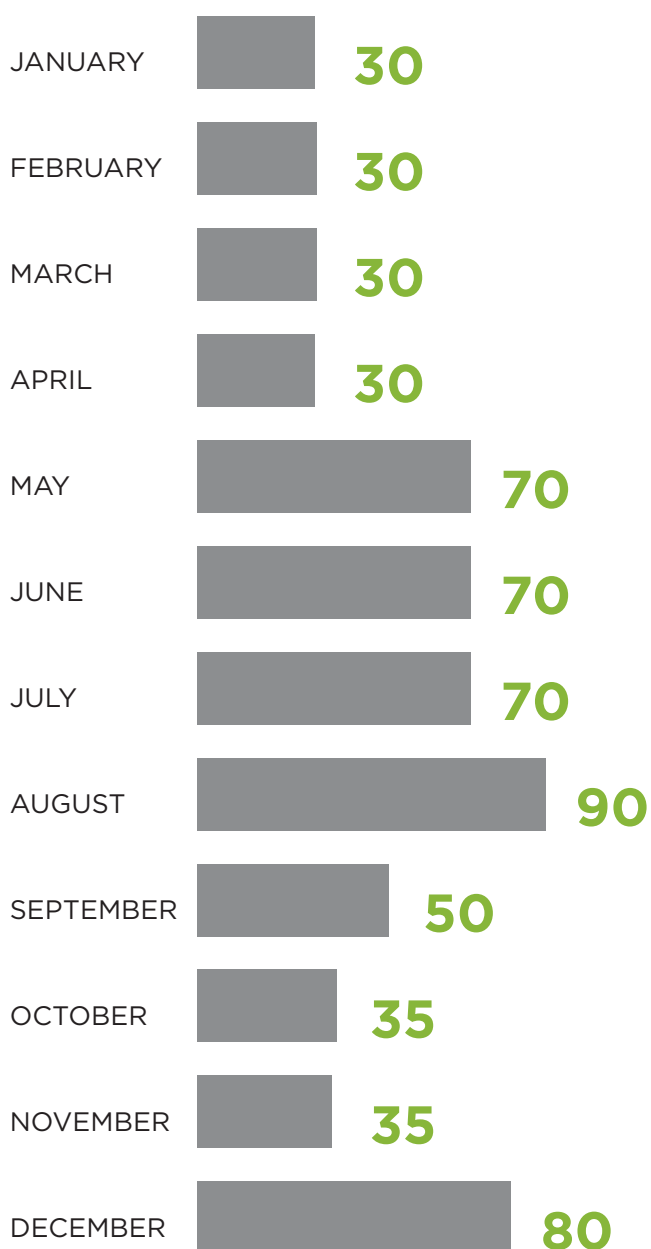
Complimenting the online process is the DMD's Special Events Permitting Committee, comprised of various city departments, to ensure consensus and further simplify the approval process -whether it be safety, liability, sanitation, or other issues.

For a complete overview, visit DowntownElPaso.com's Page for Downtown Events Permitting Program.

DWNTWN STREET BANNER PROGRAM

The DMD's first year administering the Downtown Street Banner Program proved successful, with over 50 percent of the inventory utilized for half of 2012, and a third of all locations for the entire calendar year. As the program continues to grow, event organizers recognize the great marketing opportunity this program can have to new and reoccurring events.

MONTHLY BANNER USE INVENTORY 2012



With an inventory of just over 200 available locations, thousands of people travel daily through Downtown El Paso, providing event planners prime locations to promote their upcoming events. They also remain one of the most highly visible and colorful marketing tools available to capture larger Downtown supporters interested in important civic and cultural events, celebrations, and conventions.

As the program continues its growth and popularity, it is now recommended organizers begin to reserve space 3-6 months before an event; for more substantive banner quantities up to a year in advance.






DWNTWN PROJECTS

PARKING STUDY & SIGNAGE

Parking is key to Downtown El Paso's revitalization efforts, and the reason the DMD collaborated with El Paso's Department of Transportation and parking providers to create an accurate Parking Space Inventory. This inventory resulted in a Parking Signage Initiative Parking Project to create and foster uniform directional signage located at strategic intersections in Downtown to direct motorists to the nearest parking lot or garage.

The DMD identified over 6,000 spaces in just under 60 locations in the Downtown area, and secured 15 key intersections that now have uniform parking signs.

DOWNTOWN PARKING SNAPSHOT:

	LOCATIONS:	PARKING SPACES:
	PUBLIC LOTS: 32	2,296
	PRIVATE LOTS: 16	1,088
	PUBLIC GARAGES: 6	3,799
	PRIVATE GARAGES: 10	4,171
	METERED PARKING: -	1,818
	TOTAL SPACES:	6,095

MARKETING PLAN IMPLEMENTATION ITEMS

The DMD initiated its five-year Marketing Implementation Plan with the official launch of DowntownElPaso.com and the Downtown Shopping District in May 2012. The DMD secured over 6 million impressions from local print, online, radio, and broadcast media between both launches.

ACCOMPLISHED IN PHASE I OF THE IMPLEMENTATION PLAN:

Identified district designations and color schemes (Reds: Union Plaza, Blues: Arts District, Greens: Shopping District, Yellows: Government District)

Guided the Wayfinding Implementation Plan with the City of El Paso

Created a marketing infrastructure: website, social media, newsletter, marketing materials

Fostered cross-marketing promotions with Downtown businesses

Facilitated macro-marketing campaigns (e.g. Valentine's Day Guide, Mother's and Fathers Day promotions)

The DMD has already initiated Phase II & III of the Implementation Plan focused on special events and larger sponsorships events. The DMD collaborated with the Downtown Shopping District to create Shop Fiesta in November 2012, and already began working on more extensive media buys, marketing campaigns, and event-driven initiatives for 2013-2014.

WAYFINDING

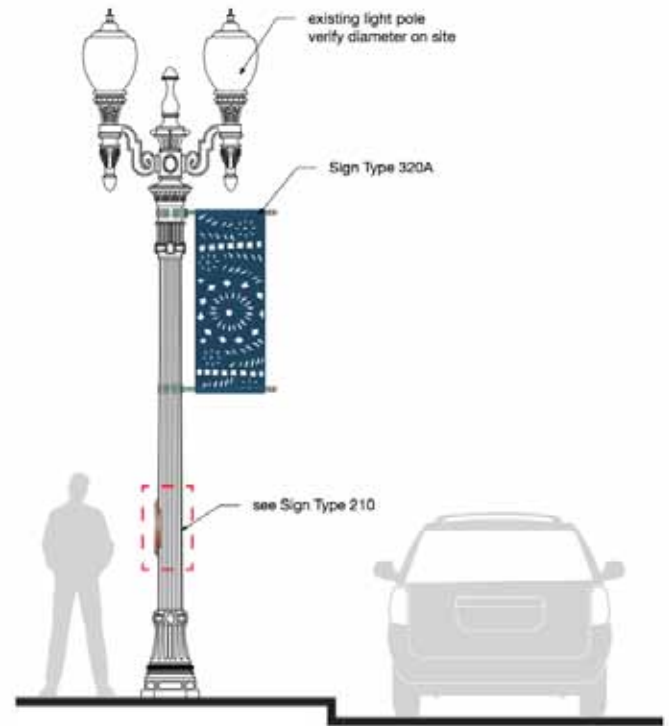
The DMD is working with the City of El Paso to create a Wayfinding Signage System throughout Downtown to clearly map our Downtown and make it easier to identify important Downtown landmarks. This also includes identifying all restaurants, hotels, ATMS, parking, and retailers with easy-to-read walking maps and shopping directories to accompany the City's Wayfinding program elements.

The DMD has taken a lead role in vetting the elements to be incorporated into the Wayfinding program. The DMD is specifically providing input on the placement of information kiosks and suggesting design elements that will help unify the overall image and location of Downtown.

A good Wayfinding Program increases overall services and business growth as well as enhances the overall experience for visitors and residents. The DMD will continue to work with city officials on the implementation phase in 2013-2014.

The next steps will be to implement more flexible elements to accommodate Downtown's transformative changes in the next few years.

SAMPLE ELEMENT USING EXISTING INFRASTRUCTURE:



There is also some initial discussion of expanding the program to include vehicular users.



SHOP FIESTA

The DMD, in collaboration with the Central Business Association (CBA), the Museums and Cultural Affairs Department (MCAD), Univision Radio, and the Downtown Shopping District, leaped forward into 2012 organizing a new shopping and entertainment event to coincide with El Buen Fin (The Great Weekend), the Mexican equivalent of Black Friday. Attracting both U.S and Mexican residents to Downtown El Paso during the holiday season, Shop Fiesta 2012 was a tremendous success. With over 300+ retailers, live entertainment, and gourmet food trucks, this holiday-themed event certainly afforded local retailers an opportunity to get a jump-start on Black Friday sales a week earlier.

HIGHLIGHTS:



Distributing materials and speaking to over **5,000** people prior to the event



Volunteers passed out over **300** balloons, **250** maps, and in general directed Downtown customers to the best sales of the holiday season.



Secured **2.1** million media impressions (raw audience and circulation reach at **850,000** people) with Facebook posts generating **2,000-5,000** daily posts and weekly totals over **200,000** people



Crowds exceeded over **12,000-15,000** from the international bridge alone



Anecdotally, many retailers experienced a **60/40** split in business (e.g. **60%** from Juarez customers; **40%** from El Paso customers), which signals a positive, growing change for Downtown shopping from both El Paso and Cd. Juarez residents

With additional sponsors and support, the DMD is already planning a renamed El Buen Fin 2013 to include art installations and more entertainment in order to make this new Downtown event an even greater success for the 2013 Holiday Shopping Season.



HOMELESS EDUCATION COMMITTEE

The DMD, along with healthcare and social service providers, convened a new Homeless Education Committee to discuss how to provide policy solutions and education outreach to address the homeless population in Downtown El Paso.

ACTION ITEMS:

The DMD created and designed pamphlets and posters for general distribution that informed business owners, tenants, and employees about what to do in the case of homeless nuisance and other minor infractions.

The police department's education committee also solicited the DMD to participate in a larger survey to help the police department gauge their performance in relation to Downtown.

DOWNTOWN DIRECTORY

In 2011, DMD's Census Survey revealed that half of all households that visited Downtown El Paso to shop. To assist Downtown shoppers, the DMD created a comprehensive online directory in 2012, identifying more than 800 businesses and services that are easily searchable and assessable on DowntownElPaso.com.



DIRECTORY CATEGORIES:

Arts and Culture
B2B Services
Community Resources
Entertainment
Financial Institutions & Services
Food & Dining
Health, Beauty, & Wellness
Lodging
Nightlife
Real Estate Services
Shopping
Specialty Services

DID YOU KNOW DOWNTOWN EL PASO IS HOME TO...



300+ Retailers



50 + Restaurants



3 SPECIALTY STORES

focused on Quinceañeras, Sweet 16 parties, and wedding celebrations.



HALF A DOZEN STORES focused on party planning, dinner parties, and general family celebrations



SPECIALTY STORE that can still steam your cowboy hat and shine your boots



THE ONLY CIGAR LOUNGE operating in El Paso County



The largest concentration of El Paso stores that sell **BACK-TO-SCHOOL CLOTHING** and school supplies



Largest number of **WOMEN'S BOUTIQUE** and accessories stores in El Paso



BOARD RETREAT

In June 2012, the DMD board met in a retreat to discuss the progress that the organization had made since its restructuring in 2010. The DMD had made inroads in establishing itself as the clearing-house for all things Downtown. In planning for the future of the organization, the board discussed implementing various ideas ranging from additional public transportation infrastructure within Downtown to new proactive approaches to beautifying and cleaning downtown. Ultimately, the board opted to form a five-year plan that continued to encourage redevelopment and one that guaranteed the sustainable growth of the organization.

The five-year plan ensured invaluable services, such as sanitation and anti-littering initiatives, marketing services, and grant programs to improve commercial properties and storefronts. Ultimately, the Board focused on providing and administering programs that brought value and resources to Downtown.

DWNTWN CIRCULATOR

Navigating Downtown El Paso was much easier in 2012 with the official launch of the new Downtown Circulator – a free shuttle service, similar to hotel transportation vehicles, to circulate around the Downtown area. Partnering with Sun Metro the Downtown Circulator received a fresh new redesign, improved routes, and more visible stops. The DMD helped provide design and route stop recommendations, and during the official launch provided media support and logistics, capturing over 1.5 million impressions in print, electronic, and online media.

PARTNERSHIPS

County of El Paso
El Paso Community Foundation
Texas Tech University School of Architecture-El Paso
Central Business Association
Texas Alcoholic Beverage Commission
El Paso Tomorrow Advisory Committee
Homeless Education Committee
Tax Increment Reinvestment Zone No. 5
International Council of Shopping Centers (ICSC)
The University of Texas at El Paso
Greater El Paso Strategic Marketing and Communications Task Force
Splendid Sun Productions
El Paso Convention and Visitor's Bureau
Sun Metro
Sacred Heart Church
ARTspace El Paso

Countless support from Downtown property and business owners, investors, and many more!

LOOKING AHEAD

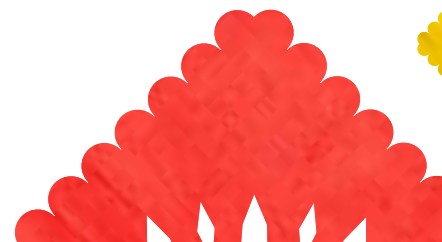
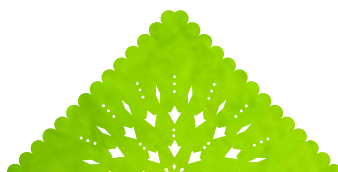
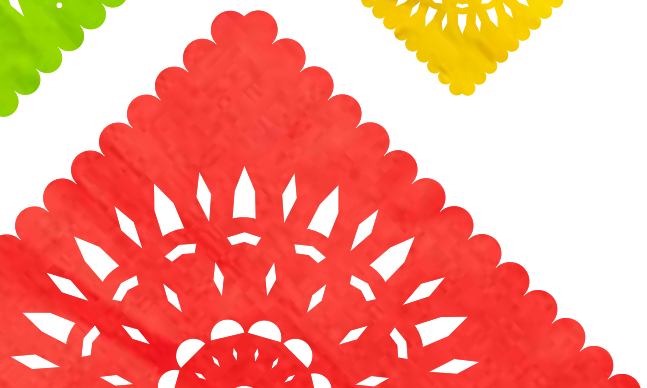
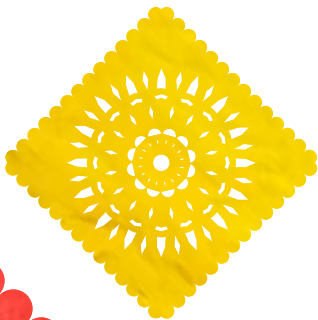
Downtown El Paso is about to undergo a transformative change with a lot of construction about to kick into high gear. Significant investments will make it easier to Live, Work, Play, and Shop in Downtown and will profoundly invigorate El Paso's center of commercial, civic, and cultural activity. Like any other construction, there will be inconveniences. Detours, as the exciting projects get underway, may become routine for some streets. But do not fear, as the inconveniences will be minimal, especially as the Downtown Management District (DMD)—the clearinghouse for information on Downtown El Paso—launches a new feature in our Insider weekly newsletter to keep you up-to-date. We will make sure information about Downtown's various construction projects are easily available so that everyone who visits understands how best to get around Downtown during the construction, providing the latest in traffic news and information.

As our city prepares for Downtown El Paso's future, we want to reassure our community that "Downtown is Happening!" and that Downtown remains open for business.

We want a better Downtown. We are building a better Downtown. This is a commitment we take seriously.

DMD COMMITMENTS FOR 2013

- Launch a campaign to build on the excitement of the **Downtown** we will soon see from the **construction** today.
- Continue to provide you the **latest Insider News** about quality shopping, entertainment and dining experiences.
- Create a **pilot-recycling program** for Downtown cardboard.
- Administer a comprehensive **Wayfinding Program**.
- Construct **multi-functional amenities** – such as bike racks that have a Wayfinding component – to enhance Downtown El Paso.
- Promote **more events** through the **Downtown Street Banner Program**.
- Initiate an **anti-littering** campaign for Downtown El Paso.
- Partner with appropriate entities to continue to **address parking and cleanliness** concerns.
- **Streamline bureaucratic processes** that hamper development and champion incentives and regulations that make investments easier.
- Focus on corridor-level **redevelopment incentives** for block-by-block change.
- Implement a **new student volunteer program** to assist with events and projects
- Create a **green campaign** that focuses on increasing the number of trees and overall shade in downtown.





Annual Report Designed by:
Andres Payan - Gutierrez Group LLC



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