



# DOWNTOWN EL PASO

ANNUAL REPORT 2014





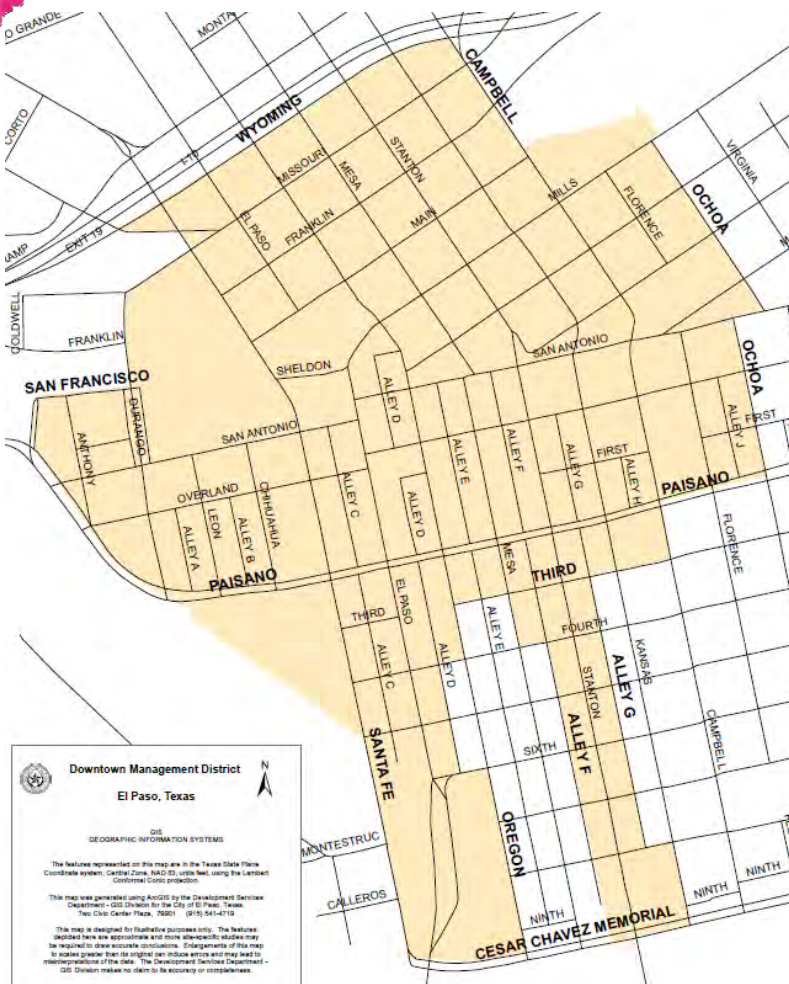
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## The Downtown Management District (DMD)



**Mission-** Make Downtown El Paso the center of commercial, civic, and cultural activity in the region.

**Overview-** The Downtown Management District is a municipal government district focused on economic development-driven initiatives, programs and services within Downtown El Paso, and supplemental municipal services to create a more vibrant, welcoming environment. The DMD is governed by a 21-member Board of Directors which adopts the annual budget and provides strategic guidance to achieve the organization's mission. The organization is primarily funded by assessment revenue from property within the district and supplemented through collaboration on specific projects and programs with the City, County, and other local organizations and individuals. The FY 2014-2015 assessment rate was \$0.12 per \$100 of property valuation, the same as the year the DMD was created (1997).



## FROM THE DMD BOARD

### Dear Downtown Stakeholders:

At the October 22, 2014 meeting of the El Paso Downtown Management District Board of Directors, I was elected President of the Board replacing our previous President and outstanding community advocate, Bob Ayoub. Under Bob's tenure as President of the DMD, the organization's stature within and impact upon, the community multiplied. From basic services including sanitation and marketing, to strategic efforts such as event permitting, Wayfinding implementation, and advocacy, the DMD's relevance and importance grew under Bob's leadership.

As the organization moves forward with new leadership and a new Executive Director, I am confident that we are prepared and positioned to build upon past accomplishments and establish a strong vision for the future of Downtown El Paso. We will accomplish this by identifying the projects, programs, and services important to stakeholders, that deliver impactful results and which are necessary to move downtown forward.

We will build partnerships with stakeholders, downtown organizations and the City of El Paso to maximize our resources and ensure that Downtown El Paso remains the heart of our community. Lastly, we will engage the community through a variety of opportunities to ensure that the work we conduct is in line with the best interests of the community we serve.

As a lifelong El Pasoan, our downtown has always held a special place in my heart. I appreciate the opportunity to lead the Downtown Management District Board and to work alongside my fellow board members. Our ongoing revitalization may not come easy, but I look forward to helping make it possible.

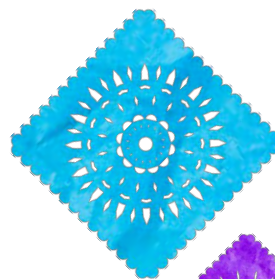
Please enjoy this Annual Report.

Sincerley,

Jamie Gallagher, President  
DMD Board of Directors

## DMD BOARD

JAMIE GALLAGHER- **PRESIDENT**  
JON LAW- **VICE PRESIDENT**  
MICHAEL MCQUEEN- **SECRETARY**  
RUBEN TORRES- **TREASURER**  
BILL BURTON  
ARLENE CARROLL  
ADAM FRANK  
BRENT HARRIS  
JORGE HERNANDEZ  
SAM LEGATE  
MARTIN MORGADES  
MADHI NAIR  
ERIC PEARSON  
LAURA POPLER  
ALEJO RESTREPO  
GEORGE SALOM JR.  
Y.I. SANTOSCOY  
JASON SHAFFER  
WAYNE SOZA  
PETER SPIER



## FROM THE DMD EXECUTIVE DIRECTOR

**Dear Downtown Stakeholders:**

The past year has brought major transitions within both Downtown El Paso and the Downtown Management District (DMD). As a community we celebrated the inaugural season for the El Paso Chihuahuas and the opening of Southwest University Park. Sun Metro established its first BRIO (Bus Rapid Transit) route connecting downtown, UTEP, and the west side of El Paso. The Texas Department of Transportation awarded the City of El Paso \$97 million for a streetcar system and planning is currently underway.

The upcoming year will bring the completion of a number of highly anticipated projects including San Jacinto Plaza, Arts Festival Plaza and the pedestrian pathway connecting the Las Plazas (Arts) District and the Union Plaza District. It is my hope that by the end of the coming year construction will be eminent on a Downtown Arena, the Hispanic Cultural Center and the Children's Museum.

On June 2, 2014, I had the privilege of becoming the DMD's Executive Director. I inherited an established organization, a great staff, a proven track record of providing excellent services, programs and projects, a Board of Directors committed to further strengthening Downtown El Paso, and a community excited about the possibilities. With these resources at hand, I'm confident we can build upon our success and continue the great momentum being experienced in our downtown.

In the coming year, we'll work with you to deliver efficient and effective services that build all sectors of our downtown, support the small property owner as well as the large, help provide a welcome and inviting experience to all who visit our community, and create the atmosphere where people want to live, work, play, shop, visit and invest. Downtown has a lot of great assets and individuals and the DMD is focused on bringing us all together to work for the common good.

Even with all of the anticipation and buzz around Downtown El Paso, I'm confident that our brightest days are still ahead. There is still a lot of work to be done, and I'm excited about the opportunity to contribute to this great community. I am proud to provide this Annual Report of the efforts that have helped shape our downtown and I look forward to working with you to build upon our success.

Sincerely,

Joe Gudenrath  
Executive Director

### **DMD STAFF**

JOE GUDENRATH- EXECUTIVE DIRECTOR

FRANK HERNANDEZ- OPERATIONS MANAGER

TERRY MAIS- PROJECT AND OFFICE COORDINATOR

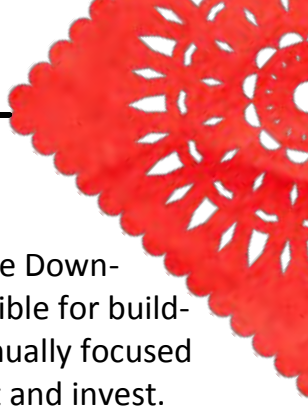
RUDY VASQUEZ- MARKETING AND COMM. MANAGER

LAURICE YANAR- MARKETING AND OFFICE ASSISTANT

ENRIQUE GARCIA- OFFICE STAFF



# Year in Review



This Annual Report is a summary of the services, projects, and programs supported by the Downtown Management District (DMD) throughout 2014. While the DMD may not be responsible for building buildings, hosting large scale events, or operating a store or restaurant, we are continually focused on creating an environment where people can enjoyably live, work, play, shop, dine, visit and invest.

Over the past year, the DMD continued to work tirelessly to support, initiate and fuel the ongoing redevelopment of Downtown El Paso. While this report will breakdown our contributions in greater detail, here are some highlights of how we have worked to build a stronger downtown.

- ◆ Developed an efficient 2014-2015 budget that focuses on service delivery and stakeholder needs.
- ◆ The Downtown Commercial Façade Improvement Program issued 7 grants worth \$125,707 to downtown property owners and businesses willing to invest toward improving the look of their buildings.
- ◆ Over 1 million people attended events within Downtown El Paso in 2014, including 191,000 people who attended the 21 special events permitted by the DMD. Special event attendance saw an increase of 57,000 people from the year before.
- ◆ Provided 38,971 hours of sanitation services to keep the downtown clean, inviting, and attractive.
- ◆ Developed a branding campaign and advertising strategy that builds upon the unique characteristics and qualities of the various downtown districts.
- ◆ Implemented projects and efforts to enhance Downtown El Paso's pedestrian environment, parking conditions and safety.
- ◆ Built partnerships to leverage DMD resources and enhance the benefits received by Downtown stakeholders and visitors.

Enjoy our Annual Report.





## Budget

Final 2013-2014, Approved 2014-2015

### (Final Actual FY 2013-2014)

#### Annual Revenue

Assessment	\$392,491
Interlocal Agreement Sanitation	\$220,000
Interlocal Agreement Special Events	\$11,140
Interlocal Agreement Banner Program	\$48,265
Interest Income/Other Income	\$2,191

**Total Income/Revenues \$671,896**

#### Annual Expenses

Administrative Staff	\$44,298
Salary Allocation	\$244,523
Contracted Services	\$51,442
Office Administration	\$68,898
Economic Development	\$48,315
Marketing Program	\$41,372
Sanitation Program	\$170,268
Community Projects/Programs	(\$43,026)

**Total Expenses \$626,090**

### (Approved FY 2014-2015 Budget)

#### Annual Revenue

Assessment	\$348,955
Interlocal Agreement Revenue	\$266,300
Other Income	\$835
<b>Total Income/Revenues</b>	<b>\$616,090</b>

#### Annual Expenses

Administrative Staff	\$30,000
Salary Allocation	\$274,000
Contracted Services	\$17,000
Office Administration	\$70,800
Economic Development	\$50,000
Marketing Program	\$74,000
Sanitation Program	\$250,700
Infrastructure/ Security	\$48,000
Transportation and Parking	\$15,000
Community Projects and Programs	\$8,000

**Total Expenses \$837,500**

The DMD's budget consistently focuses on service, program, and project delivery that provides highly visible, effective and efficient results for downtown stakeholders. It is the organization's goal to strategically identify budget priorities and prudently utilize available funds to address those priorities.

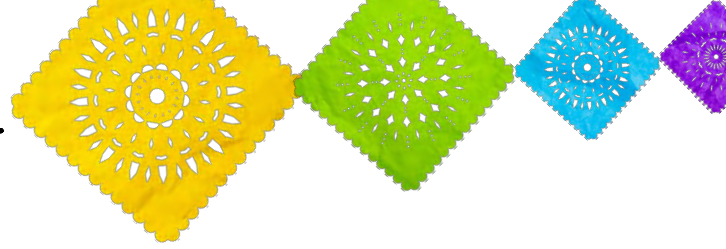
DMD revenues continue to be supported primarily by property taxes followed by interlocal agreements with the City of El Paso and carry over funding. We work to supplement these resources with additional revenues developed through our Special Event Permitting, Banner Program and various partnerships.

The majority of revenues are dedicated to our Sanitation Services followed by Economic Development/Promotion, Marketing & Education, Transport & Parking, and Infrastructure/Security. The 2014-2015 budget is balanced by available carry over funds. If current service levels are maintained going forward, available carry over funds are projected to run out by the 2016-2017 budget year.

The 2014-2015 budget once again prioritizes a variety of projects, programs and services, but an additional emphasis was placed on administrative reductions, efficiencies and impact. The process for creating the 2015-2016 DMD budget will begin in June and include opportunities for public input.



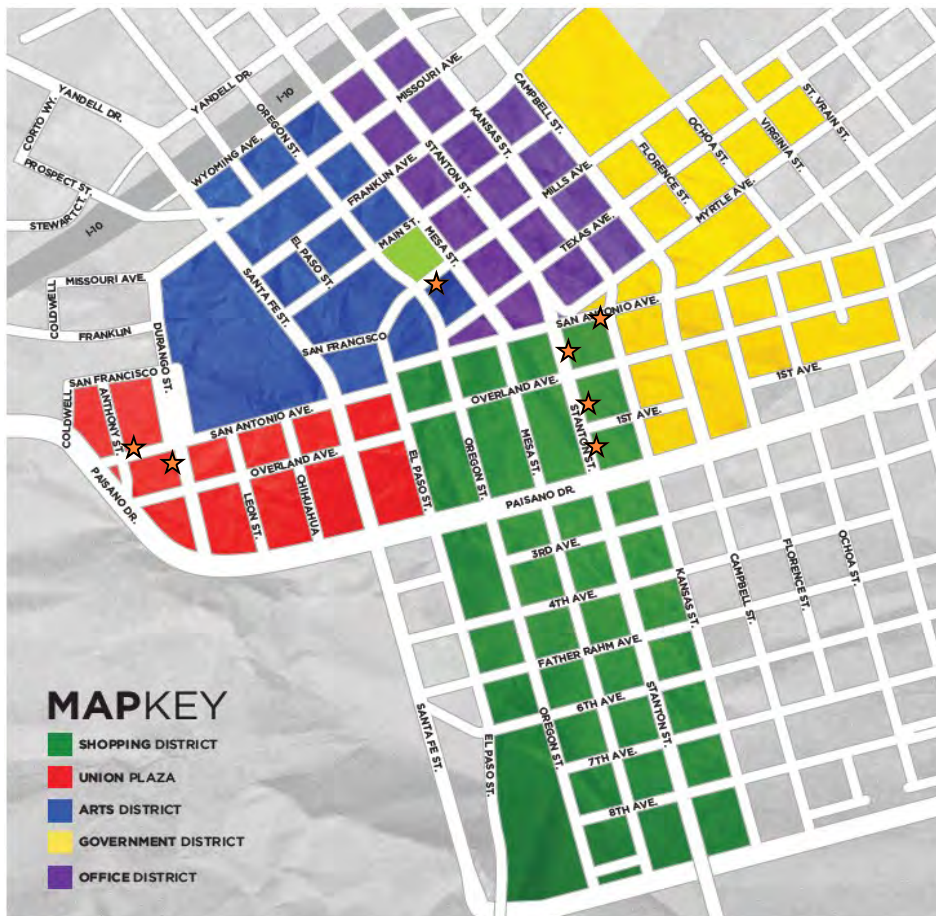
# [ Façade Program ]



While the DMD plays a critical role in creating an environment where people are willing to invest, Downtown El Paso's current resurgence will only continue if property and business owners make that investment. The Downtown Commercial Façade Improvement Program brings both the DMD and downtown property/business owners together in an effort to improve the appearance of downtown buildings.

Since 2011 when the DMD assumed management of the Downtown Commercial Façade Improvement Program via an interlocal agreement with the City of El Paso, through September 2014, the program has provided downtown property owners and business tenants 32 grants totaling \$574,120 for façade improvements to their buildings. Funds must be used on buildings within the downtown footprint, and must result in the visual and physical improvement of commercial façades. Improvements often include new windows, canopy installation, repointing of existing brick, adding energy efficient features, new signage, new or additional lighting and parapet reconstruction. Each applicant is eligible for a maximum grant of \$25,000 and must match each dollar of grant funding awarded.

From October 2013 - September 2014, over **\$125,707** was granted to 7 applicants. The grants are resulting in over **\$403,699** worth of improvements to downtown building exteriors. This year's projects include:



**Oct. 2013– Sep. 2014**

## ★ Façade Approved Grants

- ★ 116-120 S. Stanton St.
- ★ 504 W. San Antonio
- ★ 304 S. Stanton St.
- ★ 420 E. San Antonio
- ★ 513 W. San Antonio
- ★ 314 S. Stanton St.
- ★ 114-A Mills St.

The program has continued into the current 2014-2015 program year with additional funding provided by TIRZ #5 and the DMD. Interested property owners and business tenants can contact the DMD to apply.





# Façade Program Continued...

Property Address	Applicant Name	Property Owner	Amount Granted/ Approved	Total Project Improvements
116-120 S. Stanton	Paul Gilcrease	EPHFC Savoy	\$25,000	\$93,000.00
504 W. San Antonio	Jose Ortiz	Hun Seo	\$23,743.09	\$47,486.17
304 S. Stanton	Tino Lopez	Nadler Family Lmtd Partnership	\$10,475.50	\$21,090.00
420 E. San Antonio	Elma Carreto	Valle de Bravo, Invest- ment, Inc.	\$25,000	\$78,860.13
513 W. San Antonio	Alejo Restrepo	The Clean Group LP	\$25,000	\$128,000.00
314 S. Stanton	Norman R. Santoscoy	Norman R. Santoscoy	\$5,841.50	\$13,968.00
114-A Mills	Alejandro Borunda/ Ellis Bros LLC	Martin Building, LLC	\$10,647.50	\$21,295.00

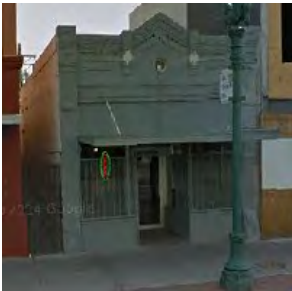
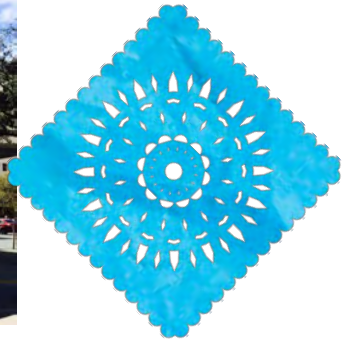


(Before)

**420 E. San Antonio**



(After)



(Before)

**314 S. Stanton**



(After)

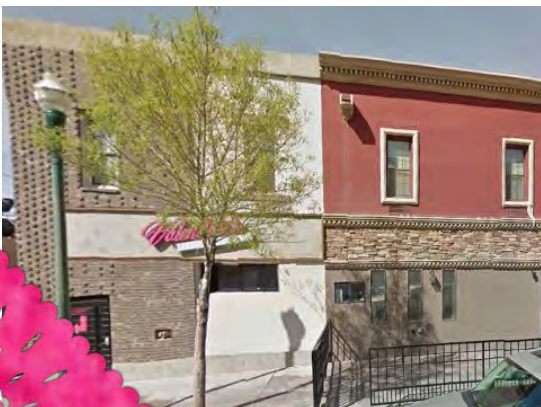


(Before)

**304 S. Stanton**



(After)

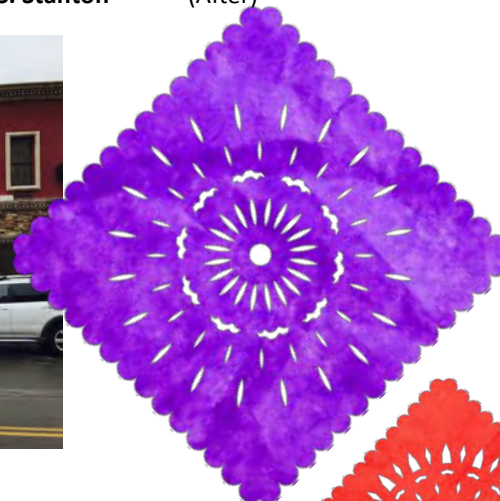


(Before)

**504 W. San Antonio**



(After)



## [ Marketing Program and Social Media ]

### District Branding

Over the past year, the DMD worked with Mithoff Burton Partners to develop a branding campaign that identifies and celebrates the five natural districts within Downtown El Paso. The branding effort involved significant research about the El Paso community, interviews with downtown stakeholders, and surveys of visitors to the area. The results of this work have provided the DMD with an overall umbrella image for the downtown, distinct icons and specific tag lines for our downtown districts.

With the overall and individual district brands established, the DMD will use these new tools to highlight the downtown experience and what each district has to offer. This effort will celebrate the downtown in an attractive and eye catching manner.





## Social Media

The DMD continues to utilize the internet and social media as timely, inexpensive, efficient and effective means of communicating with stakeholders and the greater community.

Previously established tools such as our website ([downtownelpaso.com](http://downtownelpaso.com)), Facebook page, Twitter profile, Instagram account, and our weekly INSIDER e-newsletter continue to perform well. To expand our reach we've added Pinterest and LinkedIn accounts, as well as a printed newsletter mailed to downtown stakeholders.

## Promotions

Through our marketing efforts, the DMD has determined that promotions are an effective engagement tool for sparking renewed interest in the downtown, generating free media from local news organizations, and providing a call to action for employees, customers, and visitors. Over the past year we've developed specific content and calls to action for the following promotions:

**Small Business Saturday** – The DMD participated in this nationwide push to support locally owned and operated small businesses. We used social media to highlight a variety of downtown small businesses, their products, and their services.

**Mistletoe Kiss** – County Judge Veronica Escobar and her husband helped the DMD kick off this inaugural event that coincided with a new effort to decorate portions of downtown for the holidays. The mistletoe Kiss consisted of an artificial symbolic herb hanged in a light pole fixture in Downtown El Paso to encourage the public to engage in the well-known holiday tradition of kissing under a mistletoe.

## Assets

Downtown banners, Big Belly trash receptacles, and kiosks continue to be attractive ways to promote events, community celebrations, and public awareness campaigns. The program had a successful year in 2014 with the display of almost 300 banners! The banner program helped with the development of a new campaign to promote downtown fine dining, commemorated major downtown events, and generated approximately \$39,800 in revenue for the DMD. The program is expected to grow in 2015. Over the past year, assets were sponsored by:

UTEP  
Café Central

Conference USA  
Plaza Classic Film Festival

El Luchador  
El Paso Opera

Tom Lea Institute  
Anson 11



# Event Permitting

## Downtown Special Event Permitting

Outdoor, public events are a critical component of every vibrant and thriving downtown. A wide array of events will attract a diverse section of event goers and expose the downtown to all demographics. Through close collaboration with the City of El Paso's public safety, health and recreation departments, the DMD's nationally recognized Event Permitting process helps event organizers navigate the permit process.

The DMD's commitment to events does not end with a permit. The DMD provides technical and logistical support to event organizers from submission of the permit application to tear down of the event. We share event information to excite and inform the public about the activity throughout the year, provide traffic and parking updates, and share messaging through downtownelpaso.com and our social media outlets.

Over **1 million people** attended events within Downtown El Paso in 2014. Of the **21** special events permitted by the DMD, attendance grew by approximately **57,000** people to a total of **191,000** compared to the **134,000** event guests in 2013. In addition, another **873,929** people attended events at other major downtown event venues (Convention Center, Chavez Theatre, Plaza Theatre, Southwest University Park).

The DMD assisted with the permitting of the following special events in 2014:

**NEW YEAR EVE BALL DROP 2014**

**DOWNTOWN KIDSPALOOZA**

**VOICE OF THE VOICELESS**

**EARTH DAY CELEBRATION**

**LOWRIDERS AT THE MUSEUM**

**NEON DESERT MUSIC FESTIVAL**

**2-13 CAV PHOTO**

**7TH ANNUAL PRIDEFEST CELEBRATION**

**SACRED HEART BAZAAR**

**PLAZA CLASSIC FILM FESTIVAL**

**STREETFEST**

**CLUB 101 FREE STYLE DANCE BLOCK PARTY**

**MEXICAN COOKOFF**

**TRAP FEST**

**SUN CITY CRAFT BEER FEST**

**I WAS A STRANGER**

**CHALK THE BLOCK**

**FASHION INK**

**FOOD DAY**

**SOUTH WEST HORROR FEST**

**PRE-THANKSGIVING BASH**







## DMD Projects

The DMD is always looking for creative and innovative ways to meet the needs of our stakeholders and to lead efforts for major improvements within Downtown El Paso. Over the past year we've been working on a number of efforts including security services, Downtown Wayfinding installation, public parking improvements, and holiday decorations.

### Holiday Shopping Security Pilot Program

Downtown El Paso is safe and that is a fact that we should be proud about. That said, just like every other part of the community, we do have our share of issues. The DMD has debated and discussed this issue at length for quite some time, and in late 2014 launched its first private security pilot program. This program provided uniformed security guards who targeted the shopping district during the busy holiday season. Follow up surveys indicated that while calls for service were minimal, local business owners appreciated the service and would be interested in seeing it continue. The DMD is currently examining other efforts to enhance security and safety within the downtown.

### Downtown Wayfinding

On September 4<sup>th</sup>, 2014 El Paso Mayor Oscar Leeser and City Representative Cortney Niland joined the DMD in unveiling Downtown El Paso's first Wayfinding kiosk. The Wayfinding system directs pedestrians throughout the downtown and to major destinations and attractions. The first kiosk was one of 18 installed, along with directional panels and pageantry as part of Phase One. The DMD looks to complete the remainder of the system in 2015.

### Public Parking Study

In partnership with the City of El Paso, the Camino Real Regional Mobility Authority and members of the private sector, the DMD participated in a study to determine the viability of a new parking structure in the northeast portion of the district. The DMD believes that structured parking infrastructure and comprehensive public parking management are critical to the future development of Downtown El Paso.

### Holiday Decorations

Downtown retailers traditionally benefit from an influx of holiday shoppers. In 2014, the DMD worked to make sure that as holiday shoppers arrived, they were greeted with a clean, inviting and festive El Paso Street corridor. Holiday banners and wreaths lined the corridor to welcome shoppers and spread holiday cheer. The DMD hopes to expand this holiday tradition into other corridors in the future.

# [ Sanitation Program ]

The DMD's Sanitation Program is one of its most important priorities. Our goal is to make Downtown El Paso an attractive, vibrant and inviting place to live, work, play, shop, visit and invest. Three crews provide service 7 days a week and most evenings to keep downtown streets, sidewalks, and alleyways clean and litter free.

This effort is augmented by the DMD's agreement with the County of El Paso's Community Supervision and Correction Department that provides personnel to staff our crews at no charge. Crews are comprised of defendants required to meet court mandated community service obligations. The DMD funded supervisors utilize the man-power as a resource for highly visible sanitation teams. This arrangement with the County saves the DMD over \$368,000 annually. DMD crews also provide select municipal sanitation services as directed through an interlocal agreement with the City of El Paso.

Additional sanitation services include graffiti clean-up and removal, power washing sidewalks, gum busting, 'Big Belly' trash bin washing and weekend pick-up, and a variety of other tasks that are necessary to maintain a clean environment. Establishing and maintaining a clean downtown is a constant challenge for our partners and a significant use of resources, but this work is critical to elevating the standards of downtown and will continue to be a major focus of the DMD.

## **By the Numbers (Feb. 1, 2014 to Jan. 31, 2015)**

**5,002** Community Service Clients

**34,830** Community Service Hours+ **5178** Supervisor Hours

**\$368,501** Saved through DMD's partnership with the County (\$10.58/Hour)-Value of 16 full time employees

**460** Cases of Graffiti Removal

**175,582** Linear Footage of Sidewalk Pressure Washing

**73,203** Sidewalk litter abatement (each sidewalk is equal to 1/4 of a square block)

**3,693** Alleys cleaned

**738** Trash Trailer Loads which equal to **4,428** Cubic yards of trash removed from public right of way. (Loads=6 cubic yards)

Join the DMD in helping keep downtown clean. Report illegal dumping, non-compliant business owners to 915.599.6290

### **DMD SUPERVISORS**

MANNY LUCAS

EDDIE SIDA

JOE SANCHEZ







## Partnerships & Looking Ahead

The DMD works to maximize assessment funding through the establishment of partnerships and the development of relationships that benefit our downtown stakeholders. As noted throughout this report, many of our efforts involve one or more partnerships. We value these relationships and continue to foster teamwork throughout the downtown.

Looking toward the future, we will continue to work with the City of El Paso to not only deliver basic services effectively and efficiently, but to also look for ways to enhance delivery and build a higher standard for Downtown El Paso. We will advocate on behalf of downtown stakeholders and support efforts to enhance Downtown El Paso including the development and construction of Artspace, the Arena, Hispanic Cultural Center, Children's Museum, parking facilities, the downtown streetcar, housing, restaurants, and other business investment. Most importantly, we will work to make Downtown El Paso the center of commercial, civic, and cultural activity in the region.

We would like to thank the following partners who have gone above and beyond to support our efforts:

### EL PASO MAYOR AND CITY REPRESENTATIVES

EL PASO COMMUNITY FOUNDATION

DESTINATION EL PASO

CITY OF EL PASO ENGINEERING DEPT.

CITY OF EL PASO ONE STOP SHOP

CITY OF EL PASO ECONOMIC DEVELOPMENT DEPT.

EL PASO POLICE DEPT. CENTRAL REGIONAL COMMAND

EL PASO CENTRAL BUSINESS ASSOCIATION

BORDERPLEX ALLIANCE

EL PASO LIVE!

MATA'S FRUIT STORE

### COUNTY OF EL PASO

SUN METRO

CITY OF EL PASO ENVIRONMENTAL SERVICES DEPT.

CITY OF EL PASO MUSEUM AND CULTURAL AFFAIRS DEPT.

TAX INCREMENT REINVESTMENT ZONE NO. 5

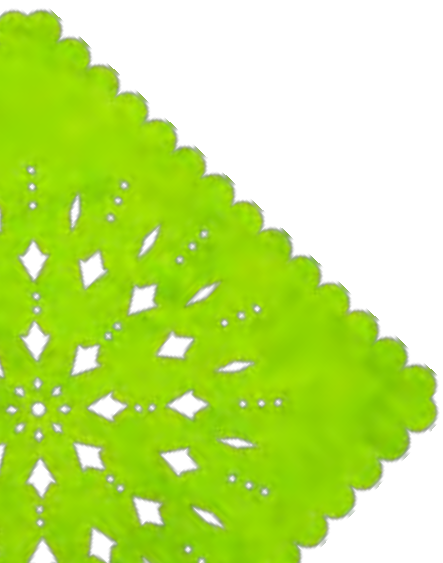
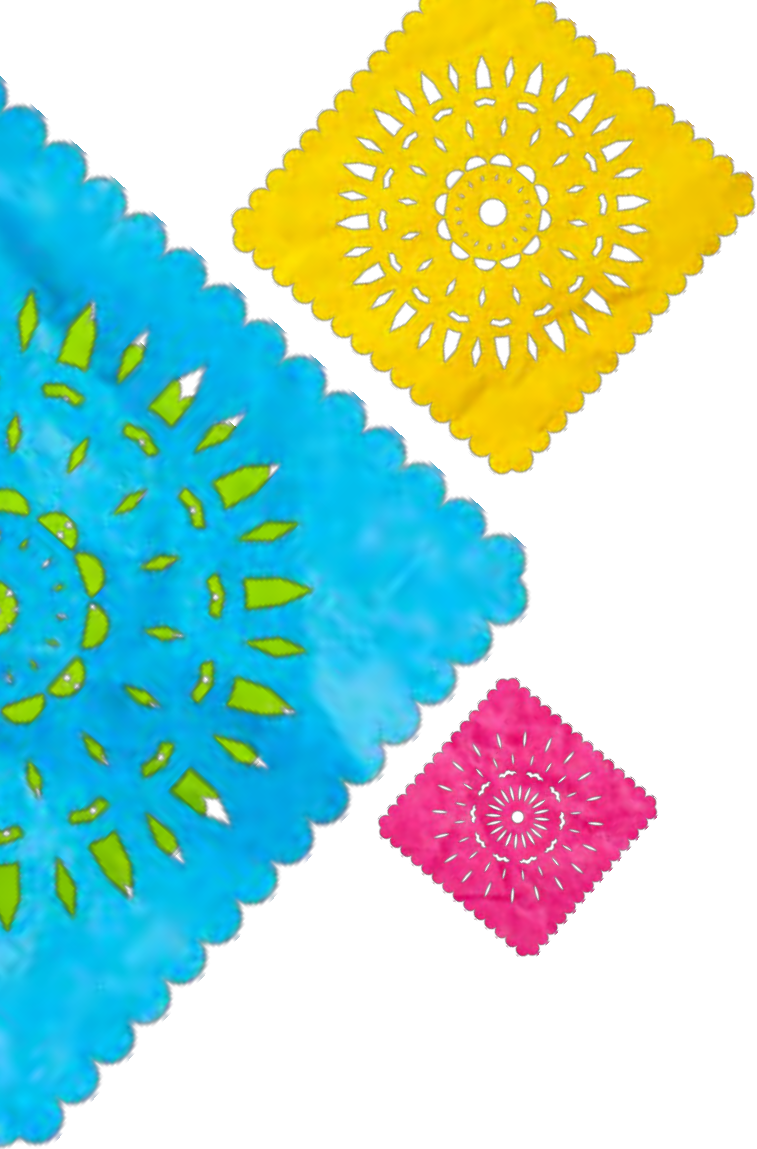
CITY OF EL PASO DEPT. OF TRANSPORTATION

CITY OF EL PASO FIRE DEPT.

UNITED BANK

SPARROW'S SPIRITS & PIES

CAFÉ CENTRAL



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