




# **Annual Report 2018**



El Paso  
Downtown  
Management  
District



Downtown Management District



Photo by aynomija



Photo by twilightphotovideo

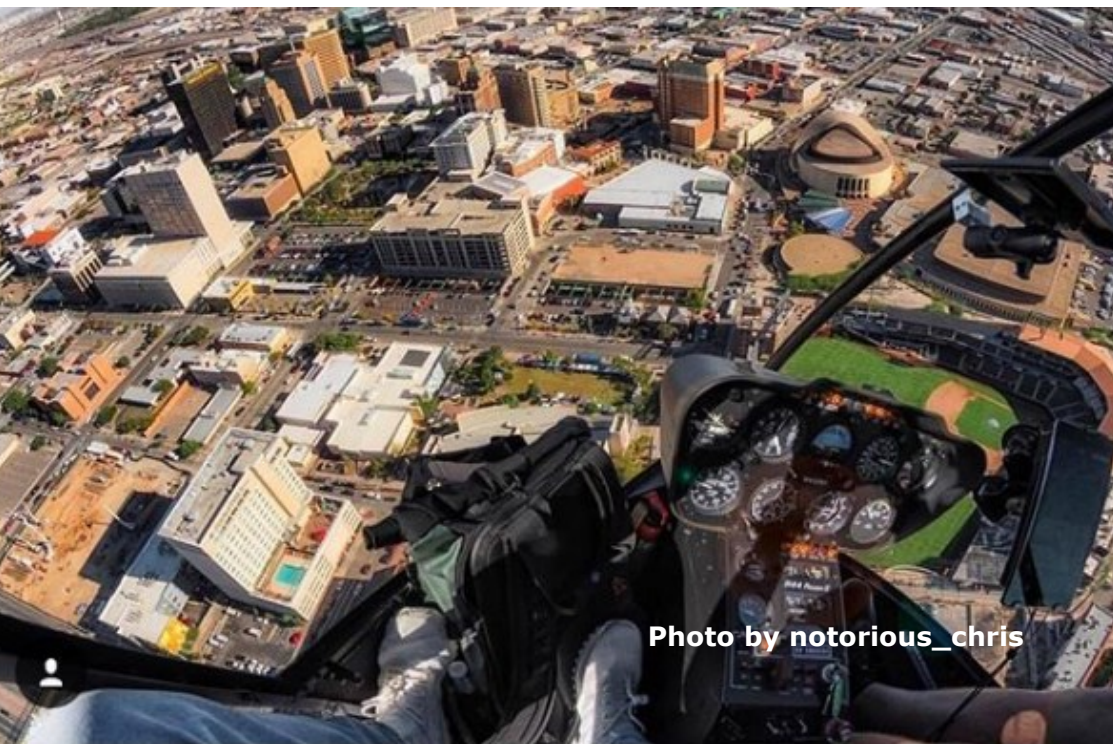


Photo by notorious\_chris



Photo by dlozoya79

## 2018

With every passing year, Downtown El Paso is emerging as our community's economic, cultural, historical, social, creative, diverse and identifiable center. 2018 brought another year of significant investment, achievements and promise for the future of our downtown. Public and private projects are reshaping our skyline and our streets, and reinvigorating our urban neighborhood. Events are attracting millions, and new dining and social options are expanding by the day and slowly building a nighttime economy. The Downtown Management District is proud to

continue to play a role in helping to support, fuel and guide this great momentum.

In 2018, the Downtown Management District saw its share of successes, challenges and opportunities as well. As a result, we're a stronger organization and poised to continue our influence on the downtown's ongoing revitalization.

In this 2018 Annual Report, you will learn of our accomplishments and highlights throughout the year, but also how our work is benefiting our stakeholders and contributing to the overall strength and success of our downtown community. Our administration, operations, marketing, events, grant programs, advocacy, partnerships and business support are having a real impact and will help continue to fuel the great momentum we're experiencing.

Enjoy our 2018 Annual Report.

**It's not only important to know what we do, but to know how the community sees our progress. The images throughout this report are all from the community and posted to social media.**





Downtown Management District

## Administration & Operations

**Joe Gudenrath**

Executive Director

**Terry Mais**

Office & Project Coordinator

**Richard Cortinas**

Sanitation Supervisor

**Laura Wendell**

Welcome Ambassador

**Bonnie Maynes**

Welcome Ambassador

**Jocelyn Flores**

Welcome Ambassador

**Frank Hernandez**

Operations Manager

**Analissa Carreon**

Office & Marketing Assistant

**Albert Mendoza**

Sanitation Supervisor

**Rosario Garcia**

Welcome Ambassador

**Liz Scott**

Welcome Ambassador

**Bailey Watkins**

Welcome Ambassador

**Rudy Vasquez**

Marketing & Comm. Manager

**Ponce Melendez**

Sanitation Supervisor

**Luis De La Cruz, Jr.**

Sanitation Supervisor

**Karla Diaz**

Welcome Ambassador

**Chris Carbajal**

Welcome Ambassador



Photo by Zina



Photo by Chris Enriquez

## Board of Directors

<b>Jon Law</b> Board President	<b>Martin Morgades</b> Board Vice President	<b>Laura Pople</b> Treasurer	<b>Jamie Gallagher</b> Secretary
<b>Ben Marcus</b>	<b>Monty Rogers</b>	<b>Mike McQueen</b>	<b>Steve Ortega</b>
<b>Bill Burton</b>	<b>Eric Pearson</b>	<b>Wayne Soza</b>	<b>Brad Taylor</b>
<b>Peter Spier</b>	<b>Edie Zuvanich</b>	<b>Eugenio "Pacelli" Mesta</b>	<b>Arlene Carroll</b>
<b>Sam Legate</b>	<b>Y.I. Santoscoy</b>	<b>Ruben Torres</b>	<b>Alejo Restrepo</b>
<b>Madhi Nair</b>	<b>Lane Gaddy</b>	<b>Ben Gonzalez</b>	

## Ex-Officio Board Members

<b>Tommy Gonzalez</b> City Manager	<b>Cissy Lizarraga</b> City Council	<b>David Stout</b> County Commissioner
<b>David Jerome</b> El Paso Chamber	<b>Cindy Ramos-Davidson</b> Hispanic Chamber of Commerce	<b>Lina Ortega</b> State Representative

## At-Large Committee Members

<b>Blake Downey</b>	<b>Johnny Escalante</b>	<b>Laura Foster</b>	<b>Paola Gallegos</b>
<b>Bill Helm</b>	<b>Jeremy Jordan</b>	<b>Michael Kelly</b>	<b>Robert Palacios</b>
<b>Ryan Paulk</b>	<b>Cmdr. Tom Peña</b>	<b>Provi Velazquez</b>	<b>Gracie Viramontes</b>





Downtown Management District



Photo by Arturo Contreras

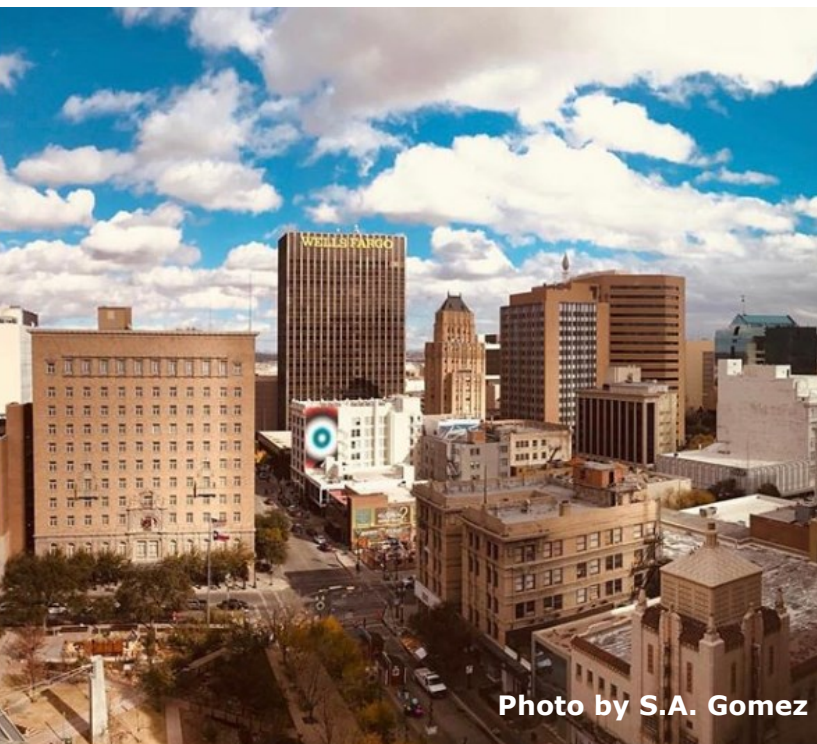


Photo by S.A. Gomez



Photo by Patrick Craig

## Budget

### **Final Actual FY 2017-2018**

#### **Annual Revenue**

Assessment	\$316,071
Interlocal Agreements	\$408,447
Other Income	\$64,133
<b>Total Income/Revenue</b>	<b>\$788,651</b>

#### **Annual Expenses**

General Administration	\$39,452
Economic Development	\$226,913
Infrastructure/Security	\$70,716
Marketing	\$196,117
Sanitation	\$267,264
Transport & Parking	\$51,001
<b>Total Expense</b>	<b>\$851,463</b>

### **Approved FY 2018-2019**

#### **Annual Revenue**

Assessment	\$372,961
Interlocal Agreements	\$355,056
Other Income	\$62,307
<b>Total Income/Revenue</b>	<b>\$790,324</b>

#### **Annual Expenses**

General Administration	\$43,697
Economic Development	\$205,629
Infrastructure/Security	\$65,699
Marketing	\$201,057
Sanitation	\$259,868
Transport & Parking	\$50,237
<b>Total Expenses</b>	<b>\$826,168</b>





## Operations

A major assessment refund, forced the organization to make budgetary adjustments midyear, but sound budget creation and management prevented noticeable impacts to services and kept our budget in line with available resources. Our independent audit also concluded no material misrepresentations within the organization's financial statements, and adequate controls are in place to protect the organization.

Operationally, the DMD continued its

efforts to deliver high quality, efficient and effective services. Construction forced everybody to make adjustments as transformational projects took shape. The DMD stepped up its efforts to communicate and coordinate with project management as well as business and property owners. The projects themselves are not only enhancing the physical environment, but along with events, are attracting more people to the area. DMD has adjusted its operations to meet the growing impact.



**As the Downtown evolves, so do our DMD operations. DMD Sanitation staff work overtime and holidays to maintain a clean and inviting environment to the thousands of Winterfest attendees.**





Photo by Southwest  
Creative Co.



Photo by  
Mauricio Chavez



Photo by Delight Restaurant



Photo by  
Later, Later



Photo by  
Patrick Craig



# START UP DOWNTOWN

Downtown El Paso continues to evolve with significant public and private investment. This investment is creating additional opportunity for commerce, investment and entrepreneurship. In fact, additional retail, service and food & drink establishments will be required to meet the growing demand of employee, residential and hotel populations.

In 2018, the DMD partnered with local business, economic development organizations and property owners to host a one day event to provide entrepreneurs with information, access and tools they could use to pursue their dreams.

Under the Start Up Downtown banner, the DMD continues to advocate for business growth and investment.



Downtown Management District

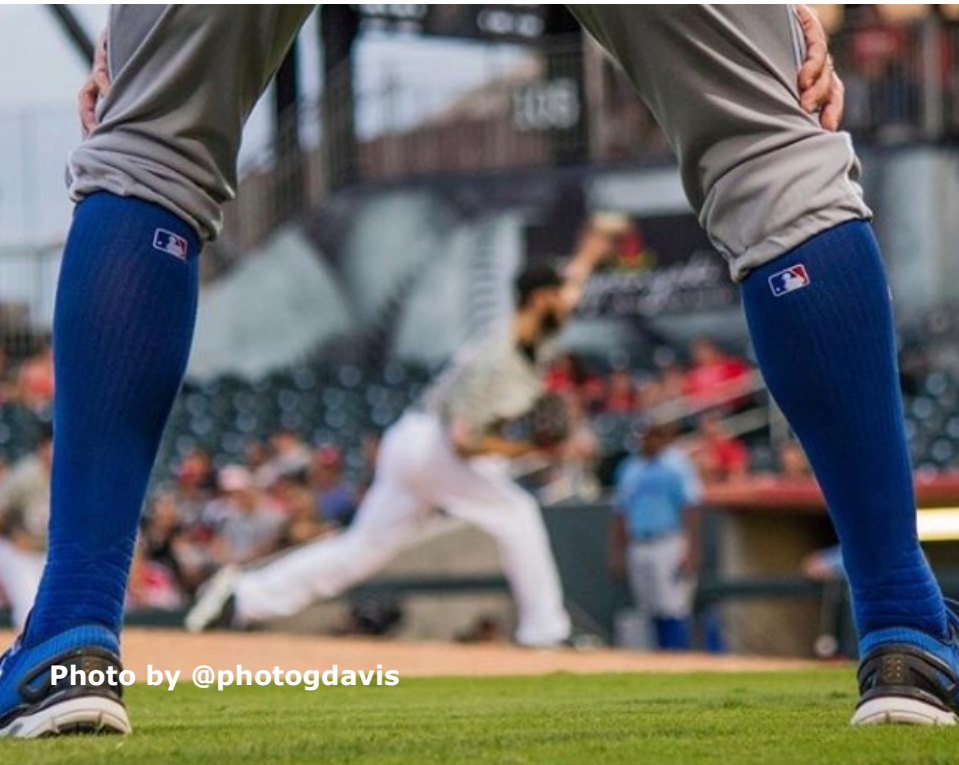
## Marketing & DMD Events

In 2018, the DMD's marketing and messaging continued to highlight the combination of border culture and developing urban environment spread throughout five distinct districts that celebrate the unique nature of Downtown El Paso. As the public develops a strong interest and attraction to the sights, sounds, flavors and culture of the downtown, DMD marketing uses its established social media influence to share and highlight the perspective of others. As of November 2018, 30,094 photos had been posted on Instagram with #downtownelpaso.

Photo by @kaayballetfolklorico



Photo by @photogdavis



**In 2017, the DMD hosted its first ticketed event—the Downtown Living Tour. Today, DMD produced events and promotions attract thousands of people to Downtown El Paso annually and highlight the Downtown to hundreds of thousands through paid and organic media.**





Photo by  
@bobbydelarosa



## **Followers**

**Facebook: 22,635**

**Twitter: 11,435**

**Instagram: 31,207**

**INSIDER: 5,915**

**Organic  
Facebook Reach  
1,127,405**

**Visitors to  
downtownelpaso.com  
112,255**



Photo by  
@magenpastor





Downtown Management District

## Event Permitting

DMD surveys of downtown visitors regularly identify “events” as the number one reason why people come downtown. As the permitting authority on behalf of the City of El Paso for on-street events, the DMD works with event organizers and downtown property owners to help ensure a safe and enjoyable experience for all visitors to the downtown. 2018 marked another banner year for such events with 36 event permits issued including

those for major events such as the Mariachi Loco Music Festival, Neon Desert, Pridefest, the Plaza Classic Film Festival, Streetfest, Chalk the Block, One Region One Table, Dia de los Muertos, the Celebration of Lights Parade, and Winterfest!

Coupled with attendance at event venues, millions of people visited Downtown El Paso to enjoy one-of-a-kind events that can’t be found anywhere else!



Photo by Visit El Paso





## 2018 Street Events

El Paso March for Life	Papel Chicano Dos Community	Fish Bar Day Party	915 Beer Fest	Cesar Chavez Concert
Sun City Baconfest	March for Planet Earth	Mariachi Loco Music Festival	Gauntlet	Neon Desert
Pridefest	Summer Concert Series	Downtown Burger & Brew Fest	Foam Wonderland	Life Before Monday
Independence Day Celebration	Plaza Classic Film Festival	Mexican Food Fiesta	Juan Gabriel Tribute	16 de Septiembre
Beer, Bites and Beats	Trapfest	Streetfest	Life Before Monday	Chalk the Block
Walk A Mile in Her Shoes	One Region One Table	OP Block Party	Dead Beach 3rd Anniversary	Dia de los Muertos
Main Street Winterfest	Celebration of Lights Parade	Winterfest Walk of Lights	El Paso Forever Benefit Concert	San Jacinto Plaza Holiday Posadas

### Winterfest Holiday Train



Photo by  
Patrick Craig

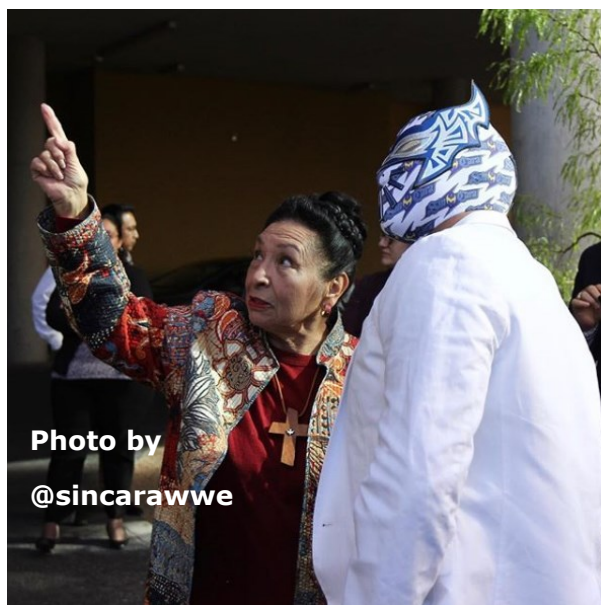


Photo by  
@sincarawwe

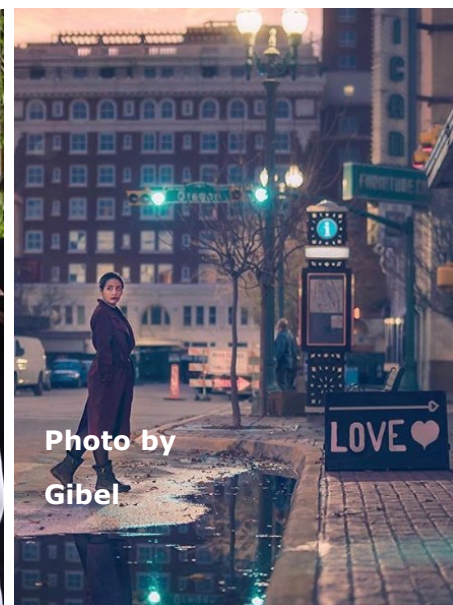


Photo by  
Gibel



## Commercial Façade Improvement Grants

<b>Applicant</b>	<b>Address</b>	<b>Property Owner</b>	<b>Amount Granted</b>
Church Bar	212 1/2 E. Mills	Martin Building, LLC	\$25,000
Gateway Hotel	104 S. Stanton	Howard Yun	\$12,069.07
Poke Bop	321 E. San Antonio	Kochindio, LLC	\$18,895
Golden Tree Investment Group	522 San Francisco	Malahat Holdings, LLC	\$25,000
TOTAL			\$80,964.07

**Since 2011, the DMD has managed \$850,127 in grants to downtown property and business owners to improve buildings. These grants represent millions in overall investment and resulted in a 40% growth in assessed value of grant receiving properties.**



Photo by @downtownelpaso





Photo by @ricchavarria



### Iconic Signage & Lighting

201 E. Main	\$25,000
101 S. El Paso St.	\$25,000
104 S. Stanton	\$9,166.67
513 W. San Antonio	\$4,457

### Mural

215 N. Stanton	\$4,825.45
----------------	------------

### Pedestrian Corridor Improvements

101 S. El Paso St.	\$10,000
--------------------	----------

**In 2017, the DMD created 3 additional grant programs to supplement the existing Downtown Commercial Façade Improvement Program. The Downtown Mural, Iconic Signage & Lighting, and Pedestrian Corridor Improvement Grants are further reshaping the downtown environment.**



Downtown Management District

## Partnerships

El Paso Mayor & City Council

El Paso County/West Texas CSCD

City Manager & Staff

Destination El Paso

City Museums & Cultural Affairs Dept.

Police Dept. Central Regional Command

El Paso Central Business Association

Hunt Companies

International Downtown Association

Parkhill Smith Cooper

Hotel Indigo

United Bank

City Economic Development Department

TIRZ No. 5

Sacred Heart Church

El Paso Community Foundation

Roderick Artspace Lofts

City Environmental Services Department

Last Thursdays

Franklin Avenue Apartments

The Abdou Building



Photo by  
drdremoves



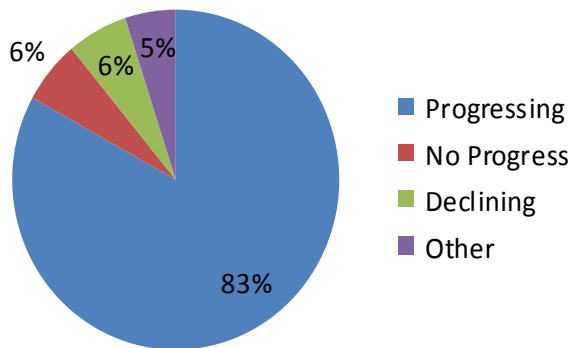
ScottHulse PC	Strickler Prieto	International
Essex Alley	Mithoff Burton Partners	Paso del Norte Health Foundation
Gray Dog	Kemp Smith LLP	The Speak Easy
The Savoy	Jamie Gallagher	Smash N Roll
Tabla	Jon Law	Porkies BBQ
Scherr Legate Attorneys at Law	Mike McQueen	Nishi Ramen
El Paso Chamber	El Paso Electric	Esperanto Developments
State Rep. Lina Ortega	Diversified Parking	Mendel Blumenfeld, PLLC
Starr Western Wear	Best Real Estate Mngmt	El Paso Inc.
City International Bridges Department	National American Investment Co.	Event Creators
Pot Au Feu	Sotoa Realty	El Paso County Economic Development Department
House of Pizza	Glazer's Beer & Beverage	El Paso Hispanic Chamber
Commissioner David Stout	The Downtowner	Small Business Development Center
Coco Loko	EPIC	Minority Business Development Center
Downtown Fitness	Craft & Social	Women's Business Border Network
Park Tavern	Mac's	Progress 321
El Paso Chihuahuas	Coffee Box	Sun Metro
B-17	Tovar Printing	Bright Sol Tech
Plaza Classic Film Festival	The 501	Devo Construction
Martin Lofts	Topgolf	Ghostlight
Evolution Branding	Up & Running	Lift Fund
Mills Plaza Parking LP	Circa 1963	
	El Paso Assoc. of Legal Professionals	



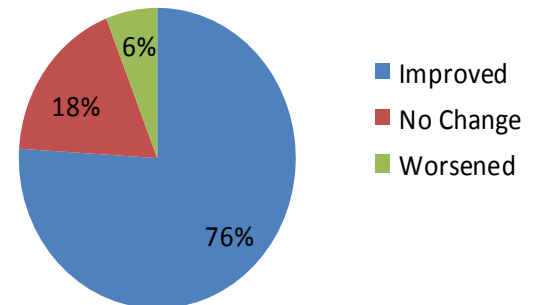


## Stakeholder Survey

### Direction of Downtown



### Perception of Downtown Over Last 12 Months



**88% of respondents say Downtown El Paso is Improving!**

**73% Graded the DMD's Performance with an "A" or "B"**

**"Events" Ranked #1 in Primary Reason to Visit Downtown**





Photo by gorilla.bee



Photo by porkiesbbqsmokehouse



Photo by gcainvira



Photo by thomasjohnleonard



**Produced By**

El Paso

Downtown

Management

District



[www.downtownelpaso.com](http://www.downtownelpaso.com)