



# El Paso Downtown Management District Annual Report 2019



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# 2019

Downtown El Paso has seen growth over the course of the last decade and is reaching a stride with new investments, infrastructure and small business. While Downtown has seen this growth year after year, 2019 began a distinct change in the skyline with the construction of new buildings reaching as high as the vision of their investors and more historic buildings being brought back life. Both the old and the new are set to add to the strengthening pulse of Downtown.

Not to be overshadowed by monumental investment, the DMD continues to support the beautification and upkeep of Downtown through **Downtown Grant Programs**. The DMD was proactive in seeking an **EPA Brownfields Grant**, a **DMD Boundary Expansion effort**, and participated with the City of El Paso during **Economic Development Week**.

In 2019, El Paso suffered tragedy that attracted national attention, but sought local community for comfort and strength, oftentimes choosing Downtown as the place to gather.



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Downtown events drew people from all walks of life who celebrated with a variety of events on city streets, parks, and event venues. Every year, including 2019, the DMD permits a wide collection of events including returning favorites to new events creating even more reasons to visit Downtown. Everything from marches, festivals, and seasonal programming, such as Winterfest, Downtown brought life, week after week, and spilled vitality into restaurants, bars, retail, and Downtown services.

**"The DMD is a pillar in this community and one of the reasons why El Paso's renaissance is growing strong."** -Ray Sanchez, Ghostlight Creative





# 2019

## Administration and Operations Staff

**Joe Gudenrath**  
Executive Director

**Terry Mais**  
Office & Project Coordinator

**Richard Cortinas**  
Sanitation Supervisor

**Laura Wendell**  
Welcome Ambassador

**Veronna Corral**  
Welcome Ambassador

**Jocelyn Flores**  
Welcome Ambassador

**Amy McQuillen**  
Operations Manager

**Analissa Carreon**  
Office & Marketing Assistant

**Albert Mendoza**  
Sanitation Supervisor

**Rosario Garcia**  
Welcome Ambassador

**Pablo Lopez**  
Welcome Ambassador

**Bailey Watkins**  
Welcome Ambassador

**Rudy Vasquez**  
Marketing & Communications Manager

**Ponce Melendez**  
Sanitation Supervisor

**Luis De La Cruz, Jr.**  
Sanitation Supervisor

**Laura Korakianitis**  
Welcome Ambassador

**Chris Carbajal**  
Welcome Ambassador

**Marcos Rey**  
Welcome Ambassador



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## Board of Directors

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

## Ex-Officio Board Members

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

## At-Large Committee Members

Blake Downey	Johnny Escalante	Laura Foster	Paola Gallegos
Bill Helm	Jeremy Jordan	Michael Kelly	Robert Palacios
Ryan Paulk	Cmdr. Tom Peña	Provi Velazquez	Gracie Viramontes
Tim Mallardi	Wolfgang Jonas	John Martin	Mirella Craigo



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## Budget

### Final Actual FY 2018-2019

#### Annual Revenue

Assessment	\$426,919
Interlocal Agreements	\$452,060
Other Income	\$73,489
<b>Total Income/Revenue</b>	<b>\$952,468</b>

#### Annual Expenses

General Administration	\$40,657
Economic Development	\$310,501
Infrastructure/Security	\$64,925
Marketing	\$203,787
Sanitation	\$260,881
Transport & Parking	\$51,778
<b>Total Expense</b>	<b>\$932,529</b>

### Approved FY 2019-2020

#### Annual Revenue

Assessment	\$395,294
Interlocal Agreements	\$403,170
Other Income	\$71,810
<b>Total Income/Revenue</b>	<b>\$870,274</b>

#### Annual Expenses

General Administration	\$46,563
Economic Development	\$243,185
Infrastructure/Security	\$69,906
Marketing	\$245,150
Sanitation	\$262,901
Transport & Parking	\$53,837
<b>Total Expenses</b>	<b>\$921,542</b>



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## Operations

In 2019, DMD Operations pressed on to meet demands and continued to deliver nose-down, consistent services and maintained a clean, welcome environment for visitors, employees, and residents alike.

A marker for growth, Downtown investment continued, making construction an expected reality. The DMD met the demands of this growth by coordinating with project management as well as business and property owners to cultivate a fluid experience for all.

DMD staff combed the urban corridors day in and day out, racking up **38 trips weekly (on average) to dump trash**, with each Sanitation Supervisor managing up to 12 clients a shift. New challenges in 2019 resulted in **4,563 total clients** assisting in Downtown clean-up compared to 6,284 in 2018.

76% of those surveyed in 2019 agreed that Downtown is clean.



**76%**  
**AGREE DOWNTOWN IS  
CLEAN COMPARED TO 66%  
IN 2018 (DTEP SURVEY 2019)**



Meet the People Who Clean the Streets

Subscribe to the Downtown El Paso Youtube Channel for this video and videos like this about the DMD and Downtown El Paso.



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November 14th

**BUSINESS BLENDER**

ENTREPRENEURS



With more Downtown investment comes a need for more retail, service, and food & drink businesses to meet growing demand.

In 2018 the DMD created the Start Up Downtown initiative to galvanize the resources and expertise of numerous economic development partners.

In addition to consistent messaging throughout the year about commercial real estate opportunities, and new business, the **Start Up Downtown Business Blender** networking event was held on November, 14th 2019.

The event, held at the Aloft Hotel, **attracted 74 business professionals and entrepreneurs**. In addition, the marketing effort projected the positive message about the need for more Downtown entrepreneurship to over **14k people**.

**74**

**ENTREPRENEURS & BUSINESS PROFESSIONALS**



**14,000 +**

**PEOPLE REACHED IN MARKETING**



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## Marketing & DMD Events

In 2019, DMD marketing efforts worked to not only express the ever increasing Downtown activity generated by both public and private parties, but to also continue to produce the DMD's own brand of events.

Whether creating content or sharing content from DMD partners and the public, the message always highlights the abundance and variety of Downtown activity. Everything from street photography to small business promotions are shared with the public via the **INSIDER newsletter**, social media and [downtownelpaso.com](http://downtownelpaso.com). In 2019, the DMD added a **Downtown Management District Facebook business page** to complement the @DowntownElPaso accounts on social media.

In addition to digital efforts, the Marketing Program supported the **El Paso Streetcar** with sponsorship, and expanded the **Eat Authentico Restaurant Crawl** to the Spring and Fall seasons.

Each DMD produced event is designed not only to reinforce a positive and genuine perception of Downtown through paid marketing efforts in multimedia but to encourage and cultivate tangible engagement with Downtown.

DOWNTOWN • EL PASO  
*Eat Authentico!*  
RESTAURANT • CRAWL



DOWNTOWN EL PASO  
*Running*  
OF THE *Bulls*  
-5K-



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## Marketing



INSIDER NEWSLETTER  
25% GROWTH RATE  
7,489 SUBSCRIBERS

100,828  
UNIQUE VISITORS  
DOWNTOWNELPASO.COM



FACEBOOK FOLLOWERS  
19% GROWTH RATE

INSTAGRAM FOLLOWERS  
15% GROWTH RATE



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## Special Event Permitting

Consistent with years prior, 2019 saw **35 event permits issued**. As the permitting authority on behalf of the City of El Paso for on-street events, the DMD worked with event organizers and Downtown property owners to help ensure a safe and enjoyable experience for all Downtown eventgoers. The Annual Downtown Survey reveals, year after year that events are the top reason visitors come Downtown. With **millions** of

visitors making their way into Downtown for events in 2019, there was no shortage of fun in the city's center.

Events the DMD permitted, included returning favorites such as Winterfest, Chalk the Block and Neon Desert Music Festival, but also saw first time events such as the Sun City Crit-El Paso, Vegans at Night and The All Star Round Up!



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## 2019 Street Events

Sun City Crit El Paso	Dia de los Ninos	The All Star Round Up	915 Beer Fest	Winterfest Posadas
Project Love Giveaway Block Party	Mariachi & Folklorico Music Festival	Old West Fest El Paso	Vegans at Night	Neon Desert Music Festival
Pridefest	Feliz Cumpleanos El Paso	LULAC March	Mystic Mayhem	Chalk the Block
ESD Earth Day Celebration	Plaza Classic Film Festival	El Paso Forever	Juan Gabriel Tribute	Cesar Chavez Day Concert
Beer, Bites and Beats	Art & Farmers Market Cleveland Square	This Is El Paso	Foam Wonderland	Project Love Block Party
Walk A Mile in Her Shoes	Open Air Club Here I Love You	Independencia El Salvador	Dead Beach Brewery Block Party	DAFM/History Museum Earth Day
	Celebration of Lights Parade	Dia de los Muertos	Holiday Market	



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## Commercial Façade Improvement Grants

Applicant	Address	Amount Granted
Mills Plaza Properties	102 Mills Ave.	\$25,000
MJCP, LLC	324 E. San Antonio Ave.	\$25,000
Black Walnut Investments	108 S. Stanton St.	\$25,000
LGJ Partners LLC	806 Texas Ave.	\$22,689.50
Summit Indigo EP LLC	325 N. Kansas St.	\$20,000
Marcep Group LLC	500 N. Oregon	\$24,170.51
		<b>\$141,860.01</b>

**4.4%**   
GROWTH IN DISTRICT  
PROPERTY VALUE IN 2019



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### Iconic Signage & Lighting

102 Mills Ave. \$25,000

325 N. Kansas St. \$11,268.33

### Mural

325 N. Kansas St. \$4,653.00

### Pedestrian Corridor Improvements

325 N. Kansas St. \$10,000

2019 marked the **third year** for 3 additional grant programs to supplement the existing Downtown Commercial Façade Improvement Program.

The Downtown Mural, Iconic Signage & Lighting, and Pedestrian Corridor Improvement Grants assist in shaping Downtown for the better.

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## #DOWNTOWNELPASO

The DMD acts as a convener for efforts that will serve Downtown in a positive way and advocates for forward progress. Just as the #downtownelpaso hashtag serves to track the vitality that happens in Downtown, the DMD takes the initiative to create opportunity and growth.

- ◆ The DMD applied for an **EPA Brownfields Grant**, a program that is designed to empower states, communities, and other stakeholders in economic redevelopment to work together in a timely manner to prevent, assess, safely clean up, and sustainably reuse brownfields.
- ◆ In 2019, the DMD took part in the International Downtown Association (IDA) **Value of Downtown Project** to define a baseline for assessment of progress that assists in the articulation of value to stakeholders.
- ◆ The implementation of goals through **DMD Strategic Planning** to include but not limited to: elevating DMD status, advocacy to champion downtown progress, and economic development. Many examples are identified within this report.
- ◆ Supported the **El Paso Streetcar** through sponsorship and promotion.
- ◆ Took strong positions on a proposed noise ordinance and in support of **COEP Parking Study**.
- ◆ **DMD Power Hour luncheons** continued in 2019, keeping dialogue open in the downtown stakeholder community.



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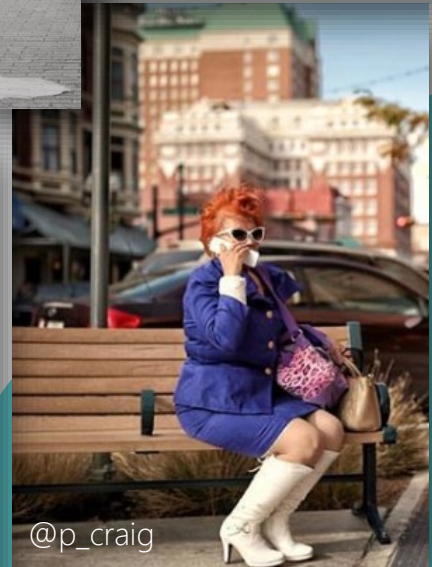
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## COMMUNITY

The creative, the genuine, the eccentric-our community shared their downtown with us in 2019. Here are a few examples. #DowntownElPaso #DTEP



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## Stakeholder Survey

Every year the DMD conducts an unscientific survey to gauge what downtown property owners, business owners, employees, visitors and the general public think about the present and future state of downtown. In addition, the DMD gets an annual snapshot of the perception of those surveyed about the performance of the DMD itself.

**90%**  
AGREE DOWNTOWN  
IS SAFE



**93%**  
AGREE DOWNTOWN  
IS IMPROVING



**51%**  
OF VISITORS CHOSE EVENTS AS  
THE PRIMARY REASON TO  
COME DOWNTOWN



**A<sup>OR</sup> B**  
GRADE GIVEN TO  
DMD BY 83% OF  
THOSE SURVEYED  
FOR PERFORMANCE




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"As a downtown resident for over 3 years, I have found that the information DMD provides online daily is invaluable to navigate and explore my neighborhood."-Veronna Corral , Resident

"The DMD has helped [downtown grow] by helping small businesses like mine flourish and garner attention in a growing market."-Ruben Gomez, Owner of El Paso's Finest

"As an architect and property owner in downtown, we can always count on the DMD to help promote and support the revitalization efforts in downtown El Paso."-Rida Asfahani, Root Architects



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83%

OF PEOPLE AGREE  
DOWNTOWN IS FUN  
(DTEP 2019 SURVEY)



Photo

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DOWNTOWNELPASO.COM



@DowntownElPaso  
#DOWNTOWNELPASO



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