

2022



El Paso Downtown Management District

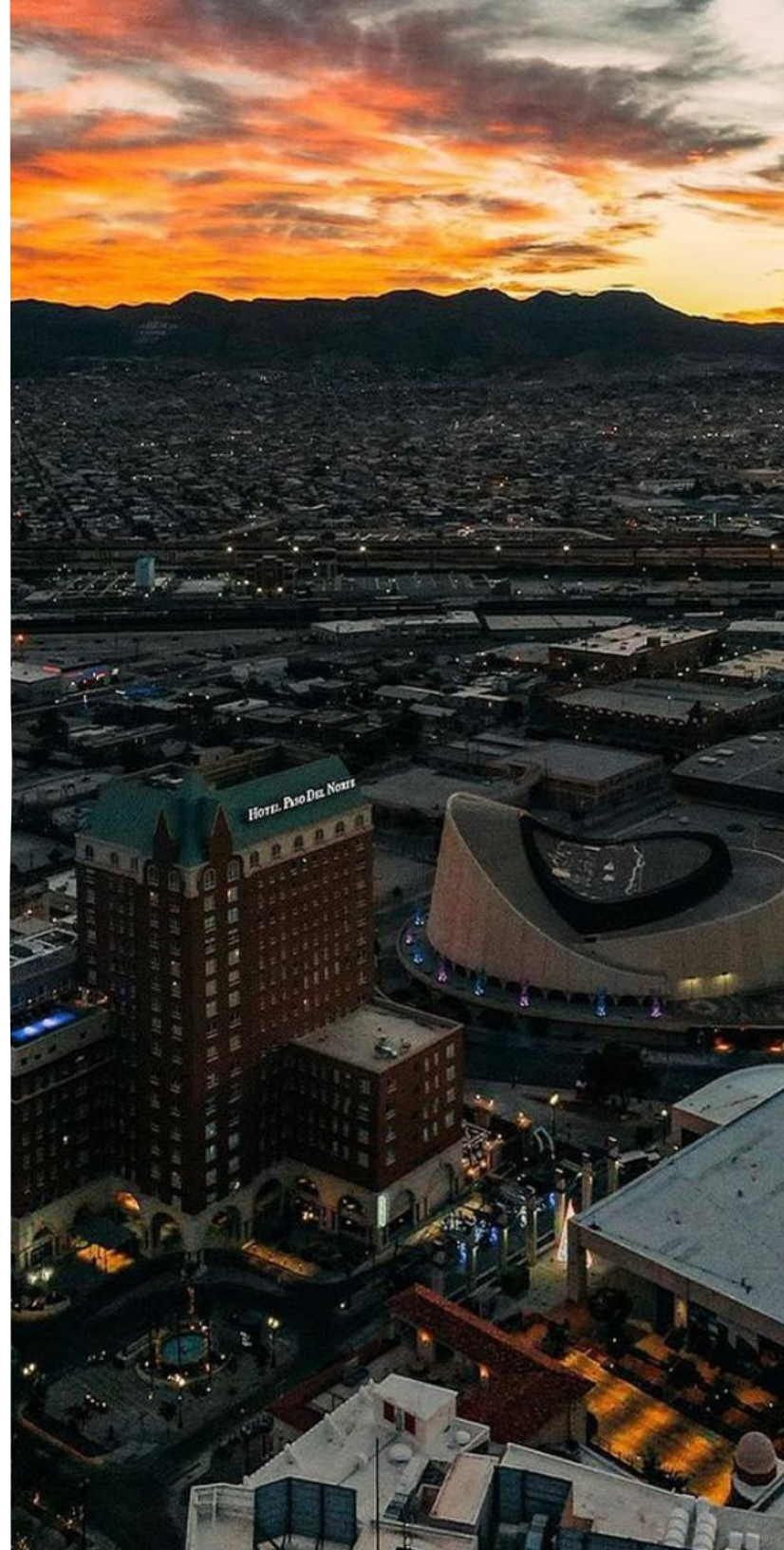
Annual Report





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Who we are



The El Paso Downtown Management District (DMD) is a municipal government focused on and delivers economic development-driven initiatives, projects, programs and services that create a more vibrant, welcoming environment. The DMD is governed by a Board of Directors which adopts the annual budget and provides strategic guidance to achieve the organization's mission.





Overview

Photo by Shop EP Finest Owner Ruben Gomez

As our community continues to transition to post-pandemic life, the El Paso Downtown Management District (DMD) is excited about what the future will bring to our flourishing Downtown. The growth of events and activities continues to return to Downtown El Paso.

Despite Downtown El Paso's challenges in recent years, the El Paso DMD has kept our mission in sight, continuing to create a vibrant and welcoming environment for all. DMD programs carry on supporting the beautification and upkeep of the Downtown District through Improvement Grants and its long-standing Sanitation Program.

This annual report highlights how the DMD provides direct services to keep Downtown El Paso a clean, safe and welcoming place for visitors, residents, and those working in DTEP. Ever-evolving DMD programs meet the needs of our thriving city, and we will continue to serve the entire downtown.



Meet the Team

DMD Administration

Joe Gudenrath

Executive Director

Richard Bustamante

Operations Manager

Terry Mais

Office & Project Coordinator

Lupe Diaz

Marketing &
Communications Manager

Lindsey Resignato

Special Events Coordinator

Arwen Lyle

Office & Marketing Assistant

Rudy Vazquez

Marketing &
Communications Director

Operations Staff

Luis de la Cruz

Sanitation
Team Lead

Albert Mendoza

Sanitation
Team Lead

Daniel Palacios

Sanitation
Team Lead

Jason Saenz

Sanitation Team Lead /
Special Projects

Adam Munoz

Sanitation Staff

Joe Palacios

Sanitation Staff

Board Members

Ruben Torres
President

Steve Ortega
Vice President

Arlene Carroll
Treasurer

Jamie Gallagher
Secretary

**Nadia Baem • Bill Burton • Daniela Caro • Johnny Escalante • Sam Legate
Edgar Lopez Pacelli • Mesta • Martin Morgades • Mark Osborn • Cynthia Pina-Ortwein
Michael Parra • Eric Pearson • Alejo Restrepo • Joanne Richardson • Y.I. Santoscoy
Peter Spier • Brad Taylor • Laura Pople • Edgar Orozco • Laura Uribarri**

Ex- Officio Board Members

Tommy Gonzalez
City Manager

Cissy Lizarraga
City Council
Representative

David Stout
County Commissioner

Andrea Hutchins
El Paso Chamber

Cindy Ramos-Davidson
Hispanic
Chamber of Commerce

Lina Ortega
State Representative

At – Large Members

**Cmdr. Tom Peña • Tim Mallardi • Jon Martin • Ryan Paulk • Mirella Craigo • Bill Helm
Joe Nebhan • Daniela Quesada • Providencia Velazquez • Ricardo Fernandez
Pedro Galicia • Pam Azaeta • Gracie Viramontes • Michael Kelly**

Budget

Final Actual FY 2021 - 2022

Annual Revenue	
Assessment	476,188
Interlocal Agreements	373,881
Other Income	284,645
Total Income/Revenue	1,134,714

Annual Expenses	
General Administration	46,013
Economic Development	442,687
Infrastructure/ Security	67,001
Marketing	249,881
Sanitation	357,394
Transport & Parking	47,668
Total Expense	1,210,574

Approved FY 2021 - 2022

Annual Revenue	
Assessment	477,420
Interlocal Agreements	365,905
Other Income	352,272
Total Income/Revenue	1,195,597

Annual Expenses	
General Administration	52,965
Economic Development	412,828
Infrastructure/ Security	68,351
Marketing	309,120
Sanitation	359,056
Transport & Parking	59,058
Total Expense	1,261,378

Improvement Grants

Facade

Property Owner	Applicant	Address	Amount
Parradame Family Partnership. LP	Michael Parra	621 S. Oregon	\$25,000
Julio & Miguel Villanueva		301 S. El Paso Street	\$25,000
Omega Realty Corp	Evelyn Rothbard	920 S. Stanton Street	\$24,140
Salas Family	Richard Salas	623 S. El Paso Street	\$25,000
Joseph M. Nebhan	Stephanie Nebhan	500 N. Stanton Street	\$25,000

201 E. San Antonio Ave. at Texas and Oregon

Before



After



Signature Signage & Lighting

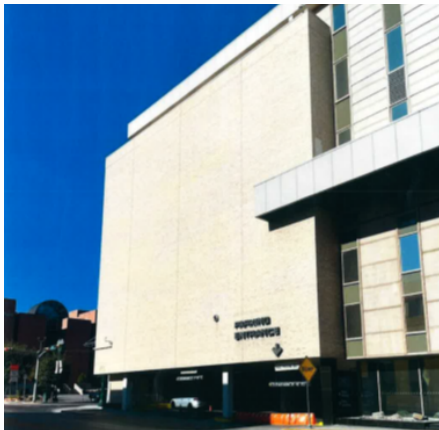
Property Owner	Applicant	Address	Amount
Salom Family Ltd. Partnership	Jesus Alvarado	805 S. El Paso Street	\$2,250
1006 Texas Avenue, LLC	Brian Chavez	1006 Texas Avenue	\$17,350
Joseph M. Nebhan	Stephanie Nebhan	500 N. Stanton Street	\$12,665.20

Improvement Grants

Mural

Property Owner	Applicant	Address	Amount
Mills Plaza Properties VI, LP	Candace Printz	215 E. Main Drive	\$10,000
	215 E. Main Dr. (One San Jacinto Plaza)		

Before



After



Pedestrian Corridor Improvement

Property Owner	Applicant	Address	Amount
1006 Texas Avenue, LLC	Brian Chavez	1006 Texas Avenue	\$10,000
Mills Plaza Properties VI, LLC	Jamie Gallagher	215 E. Main Drive	\$10,000
Mills Plaza Properties VII, LLC	Jamie Gallagher	221 S. Kansas Drive	\$10,000
Total:			\$196,405.20



There are 118 blocks in the El Paso Downtown Management District, with thousands of people that visit every day. To keep our beautiful downtown clean and full of life, DMD formed a Sanitation Program in 1997 to help improve the cleanliness of Downtown El Paso and supplement municipal sanitation services.

In partnership with the City of El Paso, the Downtown Management District maintains a clean and vibrant downtown. The sanitation program works to keep Downtown streets, sidewalks, and alleys clean. The DMD Sanitation team proactively travels the Downtown roadways and responds to calls from stakeholders regarding issues from graffiti cleanup to illegal dumping.

Some of the services the El Paso DMD's sanitation program includes are:

- Litter Pick up
- Monitoring and Cleaning of Illegal Dumping in the Downtown Area
- Trash Pick Up (Public Trash Cans)
- Graffiti Removal
- Sidewalk Power-washing & Gum Removal
- Banner Installation and Removal

With all the fantastic events going on downtown, the DMD's sanitation crew is working extra hard to ensure you enjoy your time while visiting and exploring Downtown El Paso. Please help them continue to keep Downtown El Paso beautiful and vibrant, and remember to do your part in keeping DTEP clean.



Social Media Analytics



@downtownelpaso

96K

Fans & Followers

10K

New Fans & Followers

6.4M

Page & Profile Impressions

3.6M

Page & Profile Reach

New Fans on Individual Platforms in 2022



1.6K



6.1K



1.6K



732



78



9,823
Subscribers



36%
Open Rate



6%
Click Rate

Events



The Downtown Barstool Open, the biggest mini-golf tournament in El Paso, returned for a fourth year. Expanding to 16 participating bars and restaurants and 800 participants, the 2022 Barstool Open was a complete success and significantly impacted Downtown Businesses. This event focuses on bringing foot traffic and exposure to downtown venues to enjoy a good time with friends, getting to know Downtown venues, and competing for the title of Barstool Open Champion.



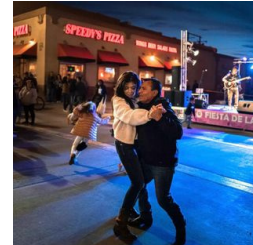
To continue bringing public engagement and support to Downtown restaurants, the El Paso Downtown Management District hosted its annual Tasting Tour with exclusive ticketing and access to DTEP restaurants. The Downtown Tasting Tour is a self-guided restaurant crawl with participating restaurants offering a tasting of one of their delicious dishes as part of the event menu. The Tasting Tour was held on four different dates throughout the year.



Events



For the second year in a row, the El Paso Downtown Management District organized "Fiesta de las Luces." Under the twinkling lights on South El Paso Street, thousands of El Pasoans enjoyed an evening of entertainment, vendors, family-friendly activities, and delicious local food throughout the year. "Fiesta de las Luces" was organized to help bring additional foot traffic and exposure to retailers under the Paseo de las Luces.



In 2022, the El Paso Downtown Management District hosted its second "Downtown El Paso Employee Appreciation Day". The DMD recognizes that without the hard work and dedication of Downtown El Paso employees our downtown would not be the beautiful, flourishing, and prosperous area it is. Thank you to all the dedicated employees that attended the event and the sponsors that helped make it possible.



DTEP Development

The Downtown's post-pandemic recovery provided numerous challenges, and opportunities, some of which were controllable, and others that were not. Despite a lot of unpredictability and uncertainty, the DMD contributed to one of the nation's strongest recoveries and continued to focus on the long-term revitalization of Downtown.

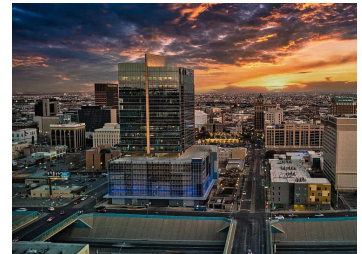
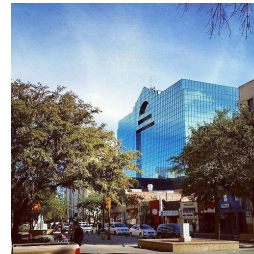


Photo by: Ruben Gomez

- Following the successful implementation of a \$600,000 EPA Brownfields Assessment grant in 2020, the DMD was awarded a second \$500,000 EPA Brownfields Assessment grant in 2022. Focusing strictly on Downtown properties, this grant will be used to assist property owners with environmental assessment work associated with property redevelopment and transactions.
- The successful implementation and utilization of the FY2020 EPA Brownfields Assessment grant resulted in the completion of a Brownfield Inventory, four (4) Phase I ESAs, five (5) Phase II ESAs, 12 Regulated Building Material Surveys, five (5) Cleanup/Reuse Plans and an Area-Wide Plan for the central portion of Downtown El Paso. This work not only provided support for the DMD's successful FY2022 grant application, but also helped the Medical Center of the Americas secure a \$500,000 Environmental Clean-up grant in 2022.
- The Central Downtown Area-Wide Plan focuses on the long-term redevelopment of a portion of Downtown El Paso bordered by Mills Street on the north, Kansas Street on the east, Paisano on the south and El Paso Street on the west. The plan establishes existing economic and market conditions, a vision for developing an urban neighborhood, and returning retail and services to support new residents. The DMD Board adopted the plan in March 2022.

DTEP Development

- The DMD hosted Downtown El Paso's first Restaurant Week in September 2022. This premier week of dining and indulgence often found in cities across the country, gave El Pasoans the opportunity to enjoy special offerings at over a dozen Downtown eateries. To facilitate the DMD's production of new events and the expansion of others, the position of Special Event Coordinator was established.
- New appointments to the DMD Board of Directors in 2022 included Joanne Richardson, representing UTEP; Michael Parra, a long time South El Paso property owner; and Daniela Caro, a Downtown resident.
- The DMD Board established numerous positions on behalf of stakeholders to advocate in support of Downtown's ongoing revitalization. The DMD Board addressed topics such as City's Noise Ordinances, the Border Patrol pursuit policy, projects for a City of El Paso Bond Election, and the Revitalizing Downtowns Act being considered by the Federal level of government. In addition, the DMD continued its advocacy for the implementation of City Quality of Life projects, including La Nube, Mexican American Cultural Center and the Multipurpose Performing Arts Center/Arena.



Annual Survey

Every year the El Paso Downtown Management District conducts an unscientific survey in English and Spanish to help us better understand Downtown Stakeholders' opinions and gauge the public's perception about the El Paso DMD.

1,206 Respondents

1,168 English • 38 Spanish

Largest participation since the survey began in 2015!

Top 3

Important Elements

For Downtown Redevelopment

- Safety & Security
- Parking
- Events

67% Familiar with the DMD

Decrease of 14% from 2021

Current State of Downtown

CLEAN: 71%

SAFE: 83%

WELCOMING: 79%

IMPROVING: 84%

FAMILY FRIENDLY: 80%

FUN: 77%



An aerial night photograph of Downtown El Paso, Texas. The city is illuminated with various lights, and the mountains in the background are silhouetted against a twilight sky. A semi-transparent blue rectangle is overlaid on the center of the image, containing white text. The text reads: "We look forward to providing our ongoing service to Downtown El Paso in 2023." The text is arranged in five lines, with "We look forward to" on the first line, "providing our" on the second, "ongoing service to" on the third, "Downtown El Paso" on the fourth, and "in 2023." on the fifth. The font is a clean, sans-serif typeface.

We look forward to
providing our
ongoing service to
Downtown El Paso
in 2023.



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