



El Paso Downtown Management District



downtownelpaso.com

**2023
ANNUAL
REPORT**



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GET TO KNOW THE DMD

The El Paso Downtown Management District (DMD) stands as a dynamic municipal entity dedicated to spearheading economic development initiatives, projects, programs, and services. Committed to cultivating a lively and inviting atmosphere, the DMD operates under the guidance of a 21-member Board of Directors made up of property owners, business tenants, and a resident. This board not only approves the annual budget but also offers strategic direction to fulfill the organization's principal mission to serve as a valuable and compelling driving force in facing the challenges and opportunities impacting Downtown El Paso.

The organization is funded in part by assessment revenue from properties within the district and supplemented through collaboration on specific projects and programs with the City, County, and other local organizations and individuals.



2023 OVERVIEW



In 2023, the Downtown Management District (DMD) focused on preparing for the future and contributing to the area's ongoing recovery from the pandemic. According to data from the University of Toronto School of Cities, Downtown El Paso experienced the 2nd highest return of people since the pandemic among US and Canadian downtowns. The DMD underwent a Strategic Planning process, reorganized committees, and initiated efforts to evaluate the feasibility of increasing the special assessment to facilitate additional investment and support to stakeholders.



Downtown redevelopment and investment continued, including the opening of new businesses and the construction of major public facilities. Challenges in the retail market, slow cross-border travel recovery, migrant surges, and questions about the Downtown arena tempered enthusiasm. **In all, property valuation growth still increased by over 2% in Fiscal Year (FY) 2023-2024.**



The DMD approved an aggressive budget to achieve strategic plan goals, expand services, and partner with the City to improve sanitation efforts. Events like the Tasting Tour series and Restaurant Week attracted people to Downtown. The DMD played a crucial role in public and private projects, acting as a communicator, advocate, and leader in the Downtown + Uptown & Surrounding Neighborhoods Master Plan.

Support for economic recovery included grants for façade improvements and lighting projects, reflecting over \$100,000 in private-sector investment. The maximum Façade Grant was increased to \$30,000. The DMD closed out its Brownfields Assessment Grant and initiated work under a new FY2022 assessment grant. Social media usage surged, with significant followings on platforms like Facebook, Instagram, and TikTok, along with a weekly e-letter.

Generosity from stakeholders and sponsors generated nearly \$50,000 in event support. The Board of Directors remained active, achieving a quorum at most meetings. Term limit policies led to the departure of long-term members, with seven new members appointed to fill vacant positions.

DMD STAFF

Joe Gudenrath

Executive Director

Terry Mais

Office & Project Coordinator

Richard Bustamante

Operations Manager

Lupe Diaz

Marketing & Communications Manager

Marilu Aleman

Special Events Coordinator

Danny Tovar

Downtown Ambassador

Dylan Rodriguez

Downtown Ambassador

Carlos Jauregui

Downtown Ambassador



Luis de la Cruz

Sanitation Team Lead

Albert Mendoza

Sanitation Team Lead

Daniel Palacios

Sanitation Team Lead

Adam Munoz

Sanitation Staff

Jason Saenz

Sanitation Team Lead /Special Projects

Buddy Hernandez

Sanitation Staff

Mario Sanchez

Sanitation Staff

Rudy Zaragoza

Sanitation Staff



BOARD OF DIRECTORS

Steve Ortega

Board President

Mark Osborne

Board Vice President

Yolanda Giner

Board Secretary

Arlene Carroll

Board Treasurer

Nadia Baem

Manuel Burke

Bill Burton

Daniela Caro

Kristi Daugherty

Guillermo Garcia

Jose Garcia

Edgar Lopez

Patrick Merrick

Eugenio Mesta

Cynthia Ortwein

Michael Parra

Eric Pearson

Joanne Richardson

Brad Taylor

Maxey Scherr

Peter Spier



EX-OFFICIO MEMBERS

Cary Westin

Interim City Manager

Chris Canales

City Council Representative

David Stout

County Commissioner

Lina Ortega

State Representative

Andrea Hutchins

EIPaso Chamber President & CEO

BUDGET

Final Actual FY 2022 - 2023

Annual Revenue	
Assessment	498,682
Interlocal Agreements	340,154
Other Income	132,259
Total Income/Revenue	971,095

Annual Expenses	
General Administration	46,224
Economic Development	205,689
Infrastructure/ Security	63,360
Marketing	200,297
Sanitation	366,428
Transport & Parking	55,617
Total Expense	937,615

Approved FY 2023 - 2024

Annual Revenue	
Assessment	477,420
Interlocal Agreements	365,908
Other Income	223,920
Total Income/Revenue	1,067,248

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

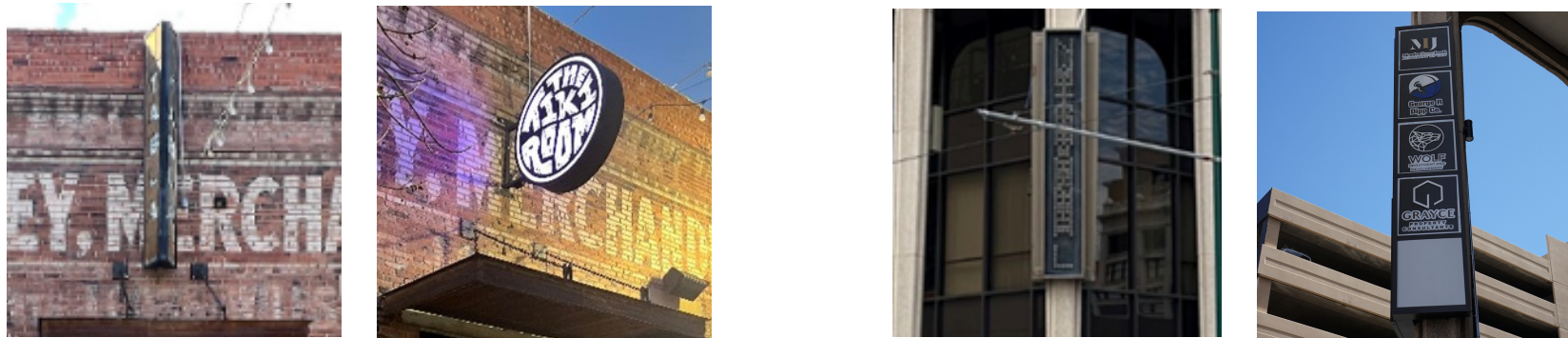
A. IMPROVEMENT GRANTS – FACADE



Before & After of 416 E. San Antonio Ave.

Property Owner:	Oro Investments LLC	510 Western LLC	Oregon Street Inc.	Legate Co. Texas, LLC
Applicant:	Elizabeth Dipp Metzger	Ricardo Fernandez	Evelyn Rothbard	Sam Legate / Rida Asfahani
Address:	320 Texas Ave.	216 E. Overland Ave	511 1/2 S. Oregon St..	416 E. San Antonio Ave.
Amount:	\$22,828.78	\$20,800.00	\$9,310.00	\$25,000.00

B. IMPROVEMENT GRANTS – SIGNATURE SIGNAGE & LIGHTING

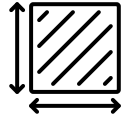


Before & After of 115 Durango St.

Before & After of 320 Texas Ave.

Property Owner:	The Place at Union Plaza, Inc.	Oro Investments LLC
Applicant:	Noelle Coley	Elizabeth Dipp Metzger
Address:	115 Durango St.	320 Texas Ave.
Amount:	\$1,325.00	\$23,132.50

SANITATION



9,292,186

Linear Feet / Public ROW
for litter abatement



1,023

Illegal Dumping
Cases



5,527

Graffiti Removal
Cases



1,041

Public Assets
Power Washed



563

Sidewalks
Powerwashed



182,000

Linear ft. Sidewalk
Canvassed for Gum
Removal

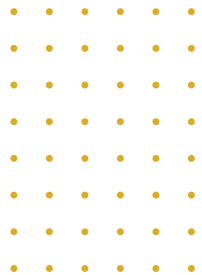
The El Paso Downtown Management District encompasses 118 blocks, attracting thousands of visitors daily. In 1997, recognizing the need to preserve the beauty and liveliness of our downtown, the DMD established a Sanitation Program. This initiative aimed to enhance cleanliness in Downtown El Paso and supplement municipal sanitation services.

In collaboration with the City of El Paso, the Downtown Management District takes pride in maintaining a pristine and dynamic Downtown environment. The Sanitation Program is dedicated to the upkeep of streets, sidewalks, and alleys. The proactive DMD Sanitation team patrols Downtown roadways and promptly addresses stakeholder calls addressing issues ranging from graffiti removal to tackling illegal dumping.

Key services provided by the El Paso DMD's Sanitation Program include:

- Litter removal
- Surveillance and cleanup of illegal dumping in the downtown area
- Collection of trash from public trash cans
- Graffiti removal
- Sidewalk power-washing and gum removal
- Installation and removal of street light pole banners

With many reasons for visiting Downtown, the DMD's sanitation crew is putting in extra effort to ensure visitors have an enjoyable experience exploring Downtown El Paso.



SOCIAL MEDIA



45k Organic Search
52k Users
16k Direct Visit
3.6k Organic Social

10.3k Subscribers
1k Subscribers YTD

345k Fans & Followers
50.5k Fans & Followers
17.2k Fans & Followers
2.3k Fans & Followers
1.4k Fans & Followers
3.4k Fans & Followers
343 Fans & Followers
2k Fans & Followers

Downtown El Paso DMD
 Posted by Hootsuite
 Apr 21, 2023 · 🌐

Congratulations to **Stanton House** for making it onto the Texas Monthly's list of the best new, glam hotels in the state! #dtep #downtownelpaso #el... See more

[See insights and ads](#) [Advertise](#)

🍷❤️ 215 3 comments 9 shares

downtownelpaso

[View insights](#) [Boost post](#)

❤️🗨️🔖

Liked by rulogico and 505 others
 downtownelpaso The cutest neighbors have moved into Downtown El Paso with wet noses, furry paws, and wagging tails! @epanimalsvc opened its third... more

View all 4 comments
 May 11, 2023

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❤️🗨️🔖

Liked by naomicloud and 276 others
 downtownelpaso 🗺️🔍 The Art-venture Downtow Mural Scavenger Hunt is in full swing, and participants are having a blast with their loved ones... more

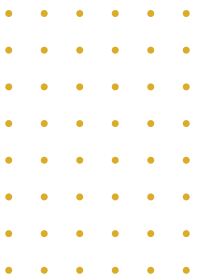
melandflauta @thecosmicwonder let's do this.
 May 9, 2023

DOWNTOWN AMBASSADORS

The Downtown Ambassador Program is a hospitality team that the El Paso Downtown Management District first launched in 2016. It began as a seasonal program, running from May to September for the summer season and from November to January for the WinterFest season. This program places friendly, knowledgeable, and identifiable ambassadors on the streets and in public spaces to greet, welcome, and assist visitors to Downtown El Paso.

The Downtown Ambassador program was on hiatus for two years due to staffing issues. It was relaunched in the Winter season of 2023 with three part-time employees. Since its relaunch, the program has transitioned from a seasonal to a year-round operation.





DMD EVENTS

Throughout the preceding year, the El Paso Downtown Management District organized a series of events, namely the Downtown Barstool Open, Tasting Tour, Downtown Restaurant Week, and Downtown Employee Appreciation Day. The primary emphasis of three of these signature events is to stimulate foot traffic to local food and beverage establishments, allowing participating ticket holders to explore and discover new venues that may have previously escaped their awareness. The fourth event celebrates the diligent efforts of Downtown Employees who contribute tirelessly to enhancing Downtown El Paso.



Sponsors:

Downtown El Paso enchanted food lovers during the second annual Downtown Restaurant Week. From September 22 to October 1, 17 of Downtown's restaurants united to create the ultimate food lover's paradise, offering an extraordinary culinary journey through specially crafted three-course menus at a fixed price.



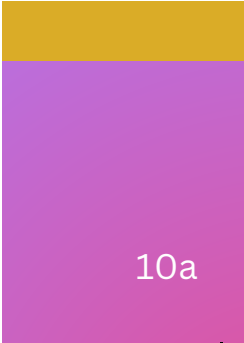
**EL PASO
COMMUNITY
FOUNDATION**



This 11-day event invited diners to embark on a culinary adventure and provided the opportunity for the community to savor the creativity and passion of local chefs while supporting the vibrant culinary landscape that makes Downtown El Paso a destination for food enthusiasts.



**17
Downtown
Venues**

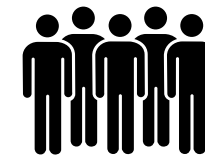




The Downtown Barstool Open has become the El Paso Downtown Management District's signature event. In 2023, the scale of the occasion witnessed a remarkable expansion, with the number of participating venues increasing from 15 to 18, significantly increasing the overall event capacity with 1,000 tickets sold.

The impact of the Downtown Barstool Open on Downtown El Paso is noticeable, as the streets become animated with a diverse array of attendees adorned in costumes. This surge in participation elevates the event's stature and has a transformative effect on the local economy, fostering a substantial growth in foot traffic for bars, restaurants, and hotels in the surrounding area. The success of the Downtown Barstool Open underscores the DMD's role in fostering community engagement and bolstering the economic vitality of the Downtown district.

Sponsors:



1,000
Ticketed Participants



18
Downtown Venues





The Downtown Tasting Tours happened on five different dates throughout the year, each featuring the participation of five different venues. These thoughtfully curated events limited attendance to 100 ticket holders, consistently generating unprecedented demand—tickets sold out within 24 hours of becoming available on downtownelpaso.com.

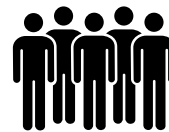
The success of these events is further elevated by the presence of our knowledgeable guides, comprised of dedicated volunteers, esteemed board members, and staff members. These individuals played a vital role in ensuring a seamless navigation experience for attendees between venues, enhancing the overall event experience.

The intent of the Downtown Tasting Tour extends beyond its culinary allure. It strategically revitalizes Downtown during periods of slower patronage for restaurants and attracts new guests to previously unexplored establishments. For participating restaurants, this occasion serves as a prime opportunity to showcase not only their culinary excellence but also to exemplify outstanding customer service, highlight the talents of their chefs, and introduce their distinctive venues to a diverse array of participants. It represents a pinnacle moment for these establishments to shine and present their best offerings, establishing enduring connections with a broader audience.

Sponsors:



**EL PASO
COMMUNITY
FOUNDATION**



500
Ticketed Participants



21
Downtown Venues





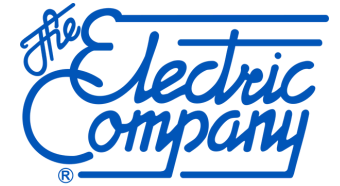
Downtown El Paso was ablaze with energy on September 21 as we celebrated Downtown Employee Appreciation Day. This event unfolds as a day brimming with enjoyment and camaraderie from the break of dawn until dusk.

The festivities commenced at 7:45 am along Mills Ave, igniting an atmosphere of infectious enthusiasm. An impressive 300 breakfast items set the foundation for the day, ensuring a fueled and spirited commencement. The momentum carried forward into lunchtime, with 500 meals served to Downtown employees.

Moreover, the celebration was adorned with over 500 swag items, giveaways, and music, elevating the overall experience. Beloved El Paso mascots - Chico, Ozzy, Gus, and Goldie - added an extra layer of joy, gracing the occasion and creating countless cherished photo moments.

Downtown Employee Appreciation Day serves as a display of unity and spirit within our Downtown community, highlighting employees, local businesses, and organizations. It stands as a vibrant reminder of the significance of appreciating those who contribute to the growth and vitality of our Downtown.

Sponsors:



El Paso Electric



PASO DEL NORTE HEALTH FOUNDATION

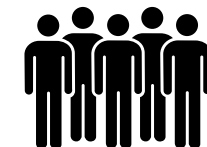


UTHealth Houston
School of Public Health
Center for Community Health Impact



DESERT SPIRIT SPA

BOULEVARD DEL NORTE



1,200
Participants

DTEP DEVELOPMENT

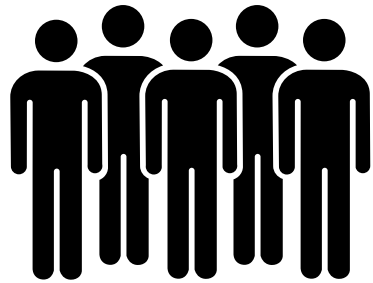
During the fiscal year ending September 30, 2023, the Downtown Management District (DMD) took major steps in preparing and planning for the future while continuing to contribute to the area's impressive recovery from the pandemic. As always, the organization focused on basic services and supporting local businesses and stakeholders while encouraging investment, reactivation, and the attraction of people to Downtown.

- According to data released by the University of Toronto School of Cities, Downtown El Paso has achieved the 2nd highest return of people to the area since the pandemic within the United States and Canada. Downtown El Paso ranks only behind Las Vegas, Nevada.
- In early 2023, the DMD Board of Directors initiated a months-long Strategic Planning process to chart its goals and strategies over the next five years to maintain a strong organization and further Downtown El Paso's transformation. The plan paved the way for reorganizing and establishing DMD committees, including a new Special Assessment Evaluation Committee tasked with evaluating the needs, benefits, and feasibility of increasing the DMD's special assessment. The DMD's assessment rate has not changed since its establishment in 1997. The committees' work to achieve the identified goals began in 2023 and will continue into the future.
- Downtown redevelopment and investment continued from new small businesses to the continued construction of major public facilities such as La Nube and the Mexican American Cultural Center. However, continued changes in the retail market, a slow recovery of cross-border travel, challenges resulting from periodic migrant surges, and lingering questions about the Downtown arena have tempered some enthusiasm. Property valuation growth going into FY2022-2023 was less than 1%; however, growth going into FY2023-2024 exceeded 2%.
- The DMD Board approved a FY2022-2023 budget reflecting an aggressive effort to achieve the goals identified in the newly adopted Strategic Plan, as well as expand services, events, and impact. In partnership with the City of El Paso, the joint Interlocal Agreement was amended to facilitate the hiring of additional staff to support sanitation efforts in the district.
- DMD events continued to attract people to Downtown El Paso and to many small businesses, restaurants, and bars in the area. The regularly sold-out Tasting Tour series continued its success, and the 2nd Annual Restaurant Week highlighted Downtown restaurants and their offerings. Downtown Employee Appreciation Day returned for its third year with continued expansion to thank even more Downtown Employees with giveaways, entertainment, and fun.

DTEP DEVELOPMENT

- The DMD continues to serve as a valuable communicator and advocate for Downtown property and business owners. The organization's involvement in planning and implementing public projects such as CBD IV roadway improvements, our Children's Museum – La Nube, the Mexican American Cultural Center, and private sector projects such as the Kress Building restoration continue to require intense communication and coordination. The DMD often serves as the point of contact, information distributor, and outreach organizer. In addition, the DMD served a leadership role in planning efforts of the Downtown + Uptown & Surrounding Neighborhoods Master Plan, which was adopted by the City of El Paso.
- Support for Downtown El Paso's economic recovery continued with six grants issued for façade improvements and signature signage and lighting projects. Over \$100,000 in grant funds awarded reflects continued investment by the private sector and physical improvements to the Downtown environment. To further support investment in the face of challenging economic conditions, the DMD Board voted to increase the maximum Façade grant by \$5,000 to a total of \$30,000.
- The DMD, along with support from its hired consultant, Stantec, closed out its FY2020 Brownfields Assessment Grant and began work under the FY2022 assessment grant awarded to the DMD following the successful implementation of the previous grant. Outreach was initiated and continues to make property owners aware of this assistance.
- The Downtown Management District continues to utilize social media as a means to promote the Downtown and its stakeholders. Total reach on all platforms continues to surge. The DMD has 35,033 followers on Facebook, 17,208 followers on X (formerly Twitter), 50,560 followers on Instagram, and 2,298 followers from a new push to utilize TikTok. In addition, the DMD's electronic newsletter – Downtown INSIDER – reached 10,279 subscribers weekly.
- The DMD once again harnessed the generosity of Downtown stakeholders and sponsors to help support DMD projects, programs, and services. The DMD generated nearly \$50,000 in support of various efforts.
- The DMD Board of Directors achieved a quorum at eight of 10 meetings held during the program year. The board continues to take an active role in organizational oversight and advocacy. The term limit policy implemented six years prior resulted in the departure of many long-term Board members. Seven new board members were appointed to the board to take their places, filling vacant positions.

ANNUAL SURVEY



1,881
Survey Participants

1,792 English / 89 Spanish

Top 5 Important Elements For Downtown Redevelopment


- ✓ Safety and Security
- ✓ Cleanliness
- ✓ Events
- ✓ Family-Friendly Atmosphere and Businesses
- ✓ Building Restoration and New Construction

Primary Purpose to Visit DTEP

 **7.32%**
Business

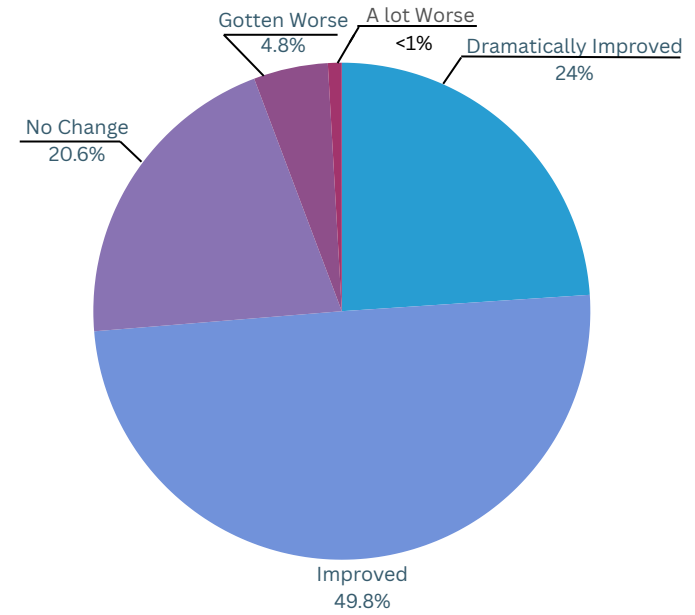
 **8.13%**
Shopping

 **24.93%**
Restaurants, Bars, Nightclub

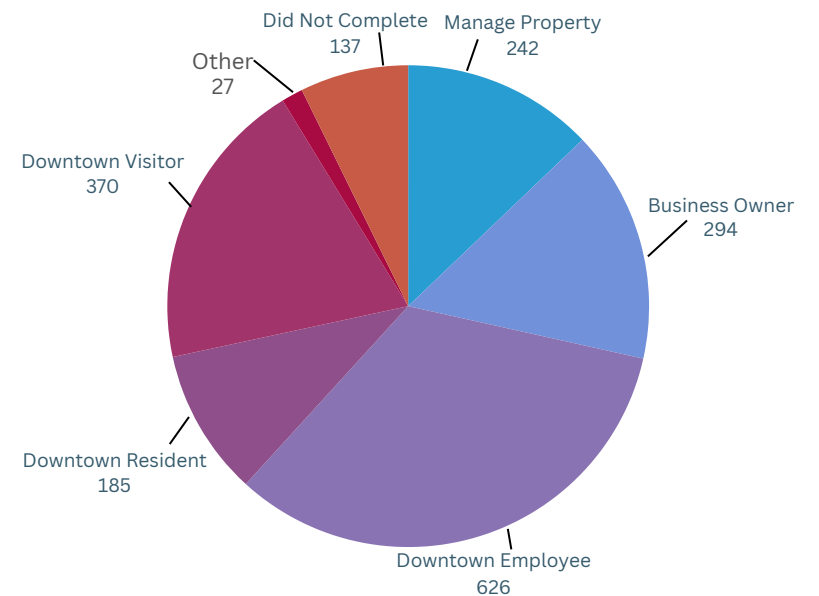
 **49.32%**
Events

 **10.30%**
Attractions

Perception of DTEP in past 12 months



Participants' Connections to DTEP





Photos provided by the DMD or photographer Sergio Ramirez



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