

**DOWNTOWN
MANAGEMENT DISTRICT**
E L P A S O

**Annual Survey Results
2023**



Survey Structure & Distribution

- Unscientific survey conducted during the month of July
- Approx. 25 questions. Added questions about demographics, experience, motivations, assets
- English & Spanish
- Online (SurveyMonkey.com)
- Topics
 - Demographics – Association, Gender, Age, Income
 - Current condition of Downtown El Paso
 - Future Needs or Priorities
 - Performance of the DMD
- Distribution
 - Local Media
 - Social Media
 - Direct Emails
 - Direct Mail to Props/Businesses
 - Kiosks
 - Insider Newsletter
 - Text Message Platform
- Incentive - \$100 Gift Certificate



Respondents

Year	English	Spanish	Total
2015	632	15	647
2016	467	201	668
2017	1,091	32	1,123
2018	662	23	694
2019	854	22	876
2020	595	30	625
2021	1,004	41	1,045
2022	1,168	38	1,206
2023	1,881	89	1,792



Respondents

Breakdown	2015	2016	2017	2018	2019	2020	2021	2022	2023
Prop Owner /Manager	2%	3%	3%	2%	5%	5%	9%	4%	14% (285)
Business Owner	5%	5%	4%	3%	5%	6%	18%	6%	18% (327)
Employee	37%	21%	34%	15%	32%	39%	27%	19%	36% (642)
Resident	3%	4%	4%	5%	5%	5%	10%	5%	11% (192)
Visitor	53%	67%	55%	75%	53%	45%	36%	66%	21% (389)



Respondents

Gender	2023
Male	54%
Female	42%
Other	4%

Household Income	2023
Under \$50K	16%
\$50K-\$100K	25%
\$100K-\$150K	24%
\$150K-\$200K	22%
\$200K-\$250K	10%
\$250K or more	5%

Age Range	2023
Under 25	5%
25 to 34	42%
35 to 44	31%
45 to 54	11%
55 to 64	7%
65 and Older	3%



Current State of Downtown

- CLEAN: 74% Agree 26% Disagree
- SAFE: 80% Agree 20% Disagree
- WELCOMING: 80% Agree 20% Disagree
- IMPROVING: 81% Agree 19% Disagree
- FAMILY FRIENDLY: 79% Agree 21% Disagree
- FUN: 78% Agree 22% Disagree



Future of Downtown

Most Important Elements (In order of priority)

1. Safety/Security (LY - #1)
2. Cleanliness (LY - #2)
3. Family Friendly Atmosphere/Businesses (LY - #6)
4. Building Restoration & New Construction (LY - #4)
5. Diverse Retail/Shopping Options (LY - #7)
6. Events (LY - #5)
7. Parking (LY - #3)
8. Public Transportation (LY - #8)
9. Nightlife (LY - #10)
10. Code Enforcement (LY - #9)
11. Residential Options (LY - #11)



DMD Performance

- Overall 78% Familiar with DMD (Increase of 11%)
 - Grade the DMD
 - 70% gave DMD an “A” or “B” (down 3%)
 - 24% gave DMD a “C” (up 4%)
 - 5% gave DMD a “D” or “F” (down 1%)
 - Favored Expansion* of these DMD Services:
 - NONE
- *received 50%+ in favor of expansion



Property Owners

% of Property Currently Occupied	
100%	10%
75%-99%	34%
50%-74%	29%
25%-49%	17%
0%-24%	10%



Employees

Current Work Location	
Entirely on Site	49%
Both Remote & on Site	47%
Entirely Remote	4%



Residents

How Long Living Downtown	
Less than 1 Year	14%
1-4 Years	47%
5 or more years	39%

Motivating Factors to Live Downtown	
Close Proximity to Work	#1
Arts & Entertainment	#2
Events/Special Programs/Functions	#3

Do you have Pets	
Dog(s)	30%
Cat(s)	44%
Other	6%
None	20%

How many children live with you	
None	32%
One	56%
Two or More	11%



Overall Observations

- Highest level of participation.
- Events drive visitor traffic.
- Positivity towards Direction and Recent Activity.
- Specific conditions of Downtown remain strong.
- Attitudes are weaker – levels of importance decreased.
- DMD awareness high but grade held steady.



Recovery Status

- 44% of Property Owners indicated that their properties are at 75% or greater occupancy (LY - 78%).
- Only 4% of employees work 100% remotely.
- Only 1% of Visitors have not returned to the Downtown in the last 12 months. 83% have visited at least 4 times.



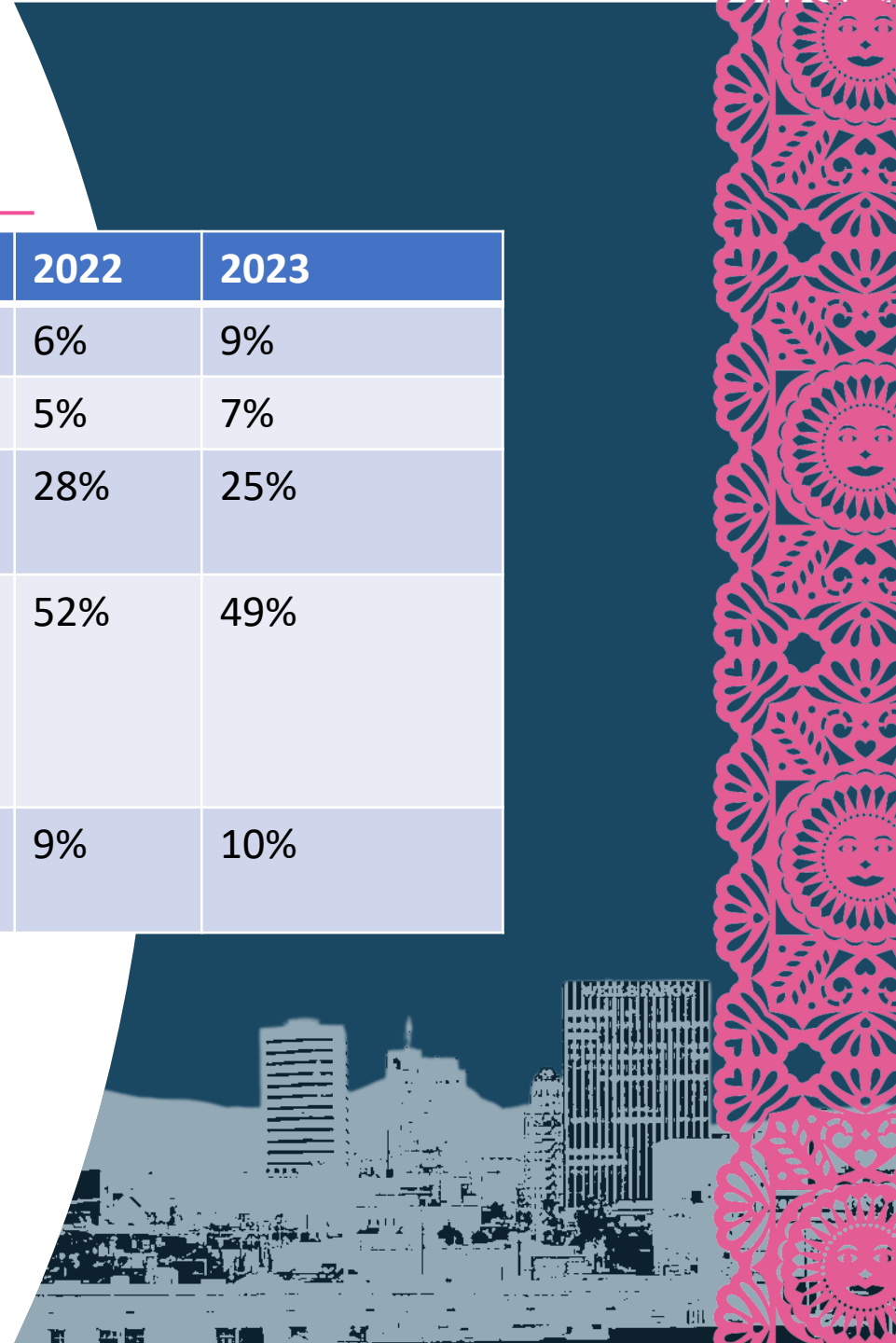
INSIDER & Gift Certificate

- 441 requested to be added to our INSIDER Newsletter distribution list (107 Net Gain)
- 449 people indicated they would like to volunteer with the DMD
- 1,146 people registered for a chance to win a \$100 Gift Certificate
 - WINNER: Ben Burns*



Visitors' Primary Reason to Visit

Breakdown	2015	2016	2017	2018	2019	2020	2021	2022	2023
Shopping	7%	32%	8%	8%	6%	8%	6%	6%	9%
Business	8%	4%	10%	6%	7%	9%	3%	5%	7%
Restaurants, Bars, Nightclubs	19%	20%	17%	17%	22%	23%	31%	28%	25%
Events (i.e. Al Fresco Fridays, Art & Farmers Market, Chihuahuas Baseball)	54%	34%	55%	57%	51%	45%	51%	52%	49%
Attractions (i.e. Museums, Digital Wall)	12%	10%	10%	12%	14%	15%	9%	9%	10%



Visitors' Frequency Over Last 12 Months

Frequency	
1 to 3 Times	16%
4 to 8 Times	41%
9 to 12 Times	19%
More than 12 Times	23%
I have not been Downtown in the Last 12 Months	1%%



Type of Events Attracting Visitors

Breakdown	2017	2018	2019	2020	2021	2022	2023
Sporting Events	38%	22%	17%	18%	24%	18%	27%
Street Festivals	26%	25%	21%	24%	21%	20%	13%
Art Crawls (Last Thursdays)	5%	3%	5%	3%	2%	2%	0%
Art & Farmers Market	12%	12%	11%	15%	15%	10%	10%
Bar Crawls (Barstool Open)	-	-	-	-	3%	2%	2%
Restaurant Crawls (Tasting Tour)	-	-	-	-	5%	7%	6%
Museum Events	2%	3%	3%	4%	4%	4%	6%
Theater Events	-	27%	31%	25%	21%	29%	31%
Other	17%	8%	12%	11%	5%	8%	4%

Direction of Downtown

In terms of Downtown redevelopment, opportunity and excitement, in which direction do you see Downtown El Paso heading?

Breakdown	Overall								
	2015	2016	2017	2018	2019	2020	2021	2022	2023
Progressing	75%	89%	75%	83%	91%	84%	71%	74%	78%
No Progress	12%	4%	8%	6%	3%	5%	17%	11%	14%
Declining	6%	2%	9%	6%	2%	5%	9%	8%	6%
Other	7%	5%	7%	5%	4%	6%	3%	7%	2%



Perceptions

How has your perception of Downtown El Paso changed over the last 12 months?

Breakdown	Overall								
	2015	2016	2017	2018	2019	2020	2021	2022	2023
Improved	68%	87%	66%	76%	81%	74%	70%	61%	74%
No Change	22%	9%	19%	18%	17%	21%	23%	31%	20%
Worsened	10%	4%	14%	6%	3%	5%	7%	8%	6%



Downtown El Paso is CLEAN

Breakdown	Overall								
	2015	2016	2017	2018	2019	2020	2021	2022	2023
Agree	35%	73%	60%	66%	76%	80%	75%	71%	74%
Neutral	29%	NA	NA	NA	NA	NA	NA	NA	NA
Disagree	36%	27%	40%	34%	24%	20%	25%	29%	26%



Downtown El Paso is SAFE

Breakdown	Overall								
	2015	2016	2017	2018	2019	2020	2021	2022	2023
Agree	59%	87%	78%	81%	90%	89%	80%	83%	80%
Neutral	24%	NA	NA	NA	NA	NA	NA	NA	NA
Disagree	17%	14%	22%	19%	10%	11%	20%	17%	20%



Downtown El Paso is WELCOMING

Breakdown	Overall								
	2015	2016	2017	2018	2019	2020	2021	2022	2023
Agree	40%	81%	67%	77%	84%	89%	80%	79%	80%
Neutral	34%	NA	NA	NA	NA	NA	NA	NA	NA
Disagree	26%	19%	33%	23%	16%	11%	20%	21%	20%



Downtown El Paso is IMPROVING

Breakdown	Overall								
	2015	2016	2017	2018	2019	2020	2021	2022	2023
Agree	75%	94%	83%	88%	93%	94%	80%	83%	81%
Neutral	14%	NA	NA	NA	NA	NA	NA	NA	NA
Disagree	11%	6%	17%	12%	7%	6%	20%	17%	19%



Downtown El Paso is FAMILY FRIENDLY

Breakdown	Overall								
	2015	2016	2017	2018	2019	2020	2021	2022	2023
Agree	42%	84%	72%	79%	85%	87%	78%	80%	79%
Neutral	31%	NA	NA	NA	NA	NA	NA	NA	NA
Disagree	26%	17%	28%	21%	15%	13%	22%	20%	21%



Downtown El Paso is FUN

Breakdown	Overall								
	2015	2016	2017	2018	2019	2020	2021	2022	2023
Agree	48%	82%	70%	78%	83%	85%	78%	77%	78%
Neutral	31%	NA	NA	NA	NA	NA	NA	NA	NA
Disagree	21%	19%	30%	22%	17%	15%	22%	23%	22%



Important Elements

Respondents indicated that the following elements are “Very Important” to the ongoing redevelopment of Downtown El Paso

Breakdown	Overall									
	2015	2016	2017	2018	2019	2020	2021	2022	2023	Yrs. to Yr. Change
Diverse Retail & Shopping Options	61%	64%	54%	59%	60%	58%	37%	58%	41%	-17%
Parking	62%	72%	71%	76%	74%	68%	41%	72%	43%	-29%
Safety/Security	79%	85%	84%	86%	84%	85%	48%	85%	49%	-36%
Public Transportation Options	49%	59%	47%	52%	50%	43%	29%	45%	40%	-5%
Nightlife	44%	46%	37%	39%	43%	41%	31%	41%	37%	-4%
Family Friendly	61%	68%	63%	69%	64%	67%	42%	65%	44%	-21%
Cleanliness	74%	78%	79%	82%	83%	82%	48%	79%	48%	-31%
Events	60%	61%	55%	64%	64%	63%	43%	67%	45%	-22%
Residential Options	38%	37%	33%	30%	35%	33%	21%	33%	32%	-1%
Building Restoration & New Construction	70%	66%	64%	70%	67%	63%	39%	67%	44%	-23%
Code Enforcement	NA	NA	NA	47%	45%	47%	29%	44%	36%	-18%



Top 3 Elements

Respondents indicated the three most important elements for the redevelopment of Downtown El Paso

	Overall
1.	Safety/Security
2.	Family Friendly Atmosphere & Businesses
3.	Events

	2023	2022	2021	2020	2019	2018	2017
#1	Safety/Security	Safety/Security	Diverse Retail/Shopping Options	Safety/Security	Parking	Parking	Safety/Security
#2	Family Friendly Atmosphere & Businesses	Parking	Safety/Security	Diverse Retail/Shopping Options	Safety/Security	Safety/Security	Family Friendly Atmosphere & Businesses
#3	Events	Events	Nightlife	Family Friendly Atmosphere & Businesses	Family Friendly Atmosphere & Businesses	Family Friendly Atmosphere & Businesses	Parking



DMD Familiarity & Grade

	Overall								
	2015	2016	2017	2018	2019	2020	2021	2022	2023
Familiar with DMD	68%	59%	66%	60%	72%	73%	81%	67%	78%
Not Familiar	32%	41%	34%	40%	28%	27%	19%	33%	22%



DMD Familiarity & Grade

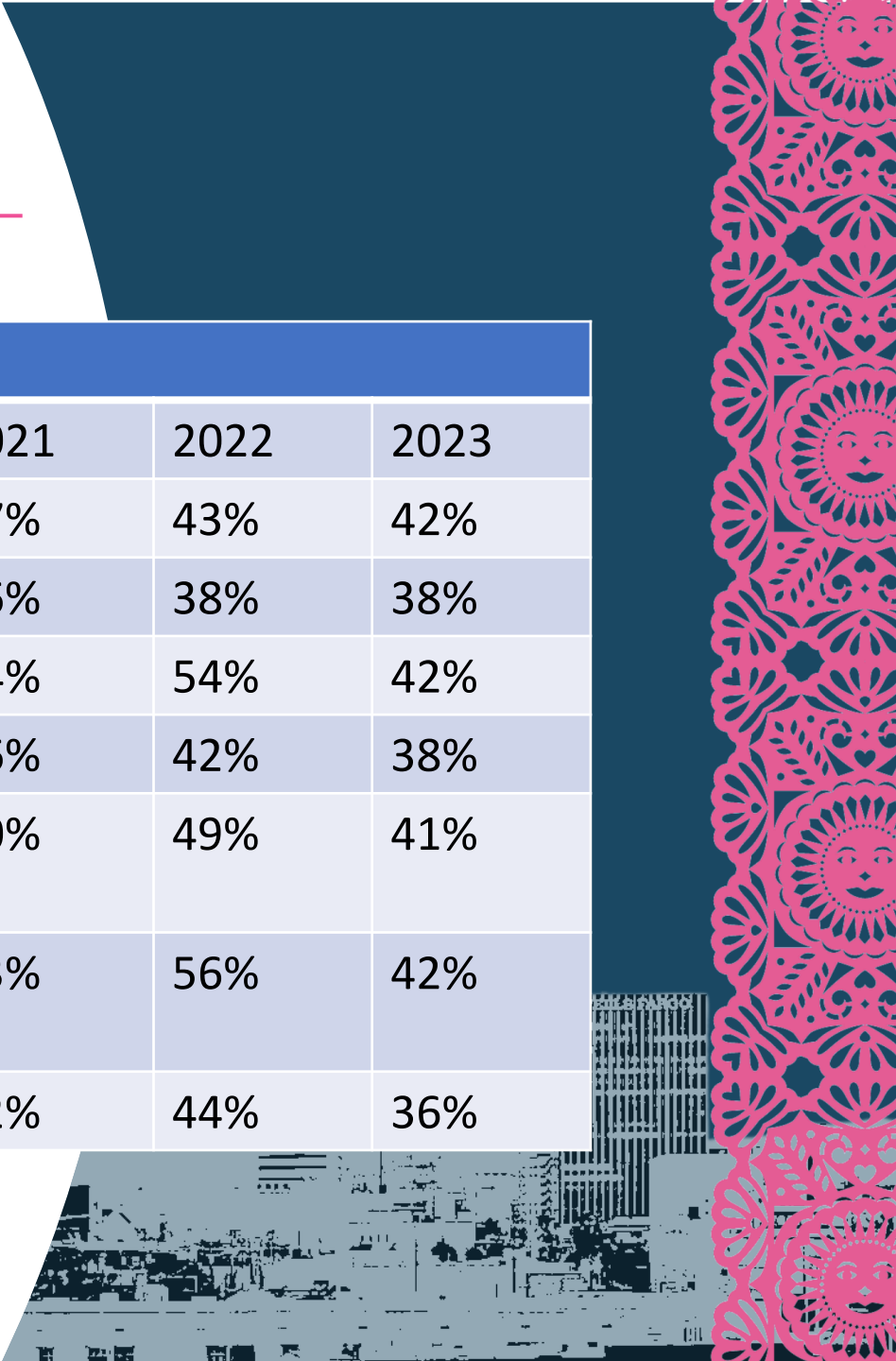
	Overall								
	2015	2016	2017	2018	2019	2020	2021	2022	2023
“A” – Great Job	12%	22%	18%	20%	24%	33%	30%	23%	20%
“B” – Doing Well, Room to Improve	50%	58%	50%	53%	59%	53%	46%	50%	50%
“C” – Average, More Can Be Done	24%	16%	22%	19%	12%	8%	17%	20%	24%
“D” – Poor Performance	5%	0%	5%	2%	1%	1%	4%	3%	4%
“F” – Failing	5%	1%	4%	2%	1%	1%	2%	2%	2%
Other	4%	3%	2%	4%	2%	4%	1%	2%	1%



DMD Service Levels

Respondents indicated whether DMD services need to be enhanced.

Breakdown	Overall								
	2015	2016	2017	2018	2019	2020	2021	2022	2023
Sanitation Services	50%	48%	45%	45%	39%	35%	27%	43%	42%
Pedestrian Amenities	52%	42%	39%	38%	34%	29%	26%	38%	38%
Advocacy & Planning	51%	50%	62%	60%	56%	48%	34%	54%	42%
Downtown Services	39%	42%	39%	37%	36%	32%	26%	42%	38%
Marketing & Promotions	48%	51%	48%	54%	44%	41%	30%	49%	41%
Economic Development & Façade Grants	NA	54%	57%	56%	50%	48%	33%	56%	42%
Events	NA	NA	50%	46%	38%	37%	32%	44%	36%



Accommodating

Respondents indicated whether they AGREED that Downtown is Accommodating to the following groups of people.

Group	Yes	No
Pet Owners	66%	34%
Young Professionals	72%	28%
Tourists	70%	30%
Shoppers	68%	32%
Pedestrians	74%	26%
Students	70%	30%
Business Owners	72%	28%
Entrepreneurs	72%	28%
LGBTQ+	71%	29%
Bicyclists	62%	38%
Empty Nesters/Retirees	61%	39%
Families w/ Young Children	66%	34%
Low Income Individuals	59%	41%



Experiences

Respondents indicated their Satisfaction with certain aspects of Downtown.

Aspect	Satisfied	Unsatisfied
Ease of Getting Around	73%	27%
Walkable	76%	24%
Hotel Accommodations	75%	25%
Public Art	73%	27%
Food/Bev Hours of Operation	71%	29%
Things to do after School/Work	65%	35%
Quality Housing Options	58%	42%
Diversity in Food/Bev Options	68%	32%
Sense of Personal Safety	72%	28%
Traffic Flow	68%	32%
Convenient Parking	65%	35%
Affordable Parking	63%	37%
Shopping/Retail Hours of Operation	62%	38%
Good Shopping/Retail Availability	60%	40%
Affordable Housing Options	61%	39%



Defining Assets

Respondents indicated assets which Define Downtown El Paso.

Asset			
Government Buildings	34%	Convention Center	39%
San Jacinto Plaza	47%	Safety	41%
Border Crossings	42%	Dog Friendly	31%
Walkability	39%	Housing	29%
Restaurants/Bars	39%	Affordability	35%
Activities/Events/Things to Do	43%	Library	36%
Museums	46%	Parking	31%
Streetcar	39%	History	45%
Potential/Growth/Opportunity	41%	Sports	44%
Shopping	33%	Abraham Chavez Theater	42%
Diversity/Culture/Vibrancy	44%	Plaza Theatre	48%

