DOWNTOWN
MANAGEMENT DISTRICT
EL PASO

Annual Survey Results
2024

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
  - Text Message Platform
 - Insider Newsletter
- 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	1,792	89	1,881
2024	918	62	980

Respondents

Breakdown	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Prop Owner /Manager	2%	3%	3%	2%	5%	5%	9%	4%	14%	5% (54)
Business Owner	5%	5%	4%	3%	5%	6%	18%	6%	18%	6% (61)
Employee	37%	21%	34%	15%	32%	39%	27%	19%	36%	33% (319)
Resident	3%	4%	4%	5%	5%	5%	10%	5%	11%	11% (104)
Visitor	53%	67%	55%	75%	53%	45%	36%	66%	21%	45% (435)
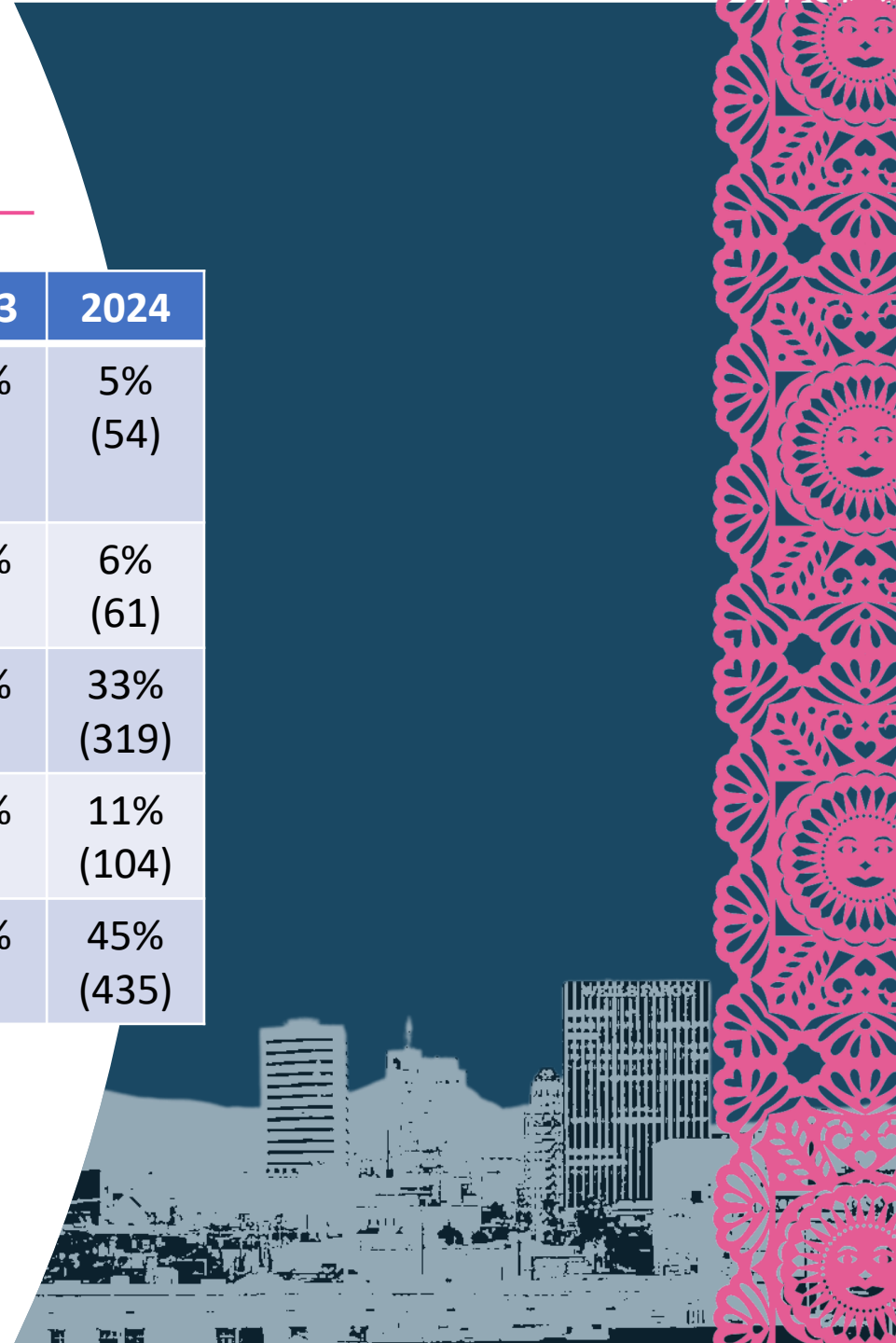
Respondents

Gender	2023	2024
Male	54%	43%
Female	42%	54%
Other	4%	3%

Age Range	2023	2024
Under 25	5%	8%
25 to 34	42%	28%
35 to 44	31%	27%
45 to 54	11%	16%
55 to 64	7%	14%
65 and Older	3%	7%

Household Income	2023	2024
Under $50K	16%	25%
$50K-$100K	25%	35%
$100K-$150K	24%	20%
$150K-$200K	22%	10%
$200K-$250K	10%	5%
$250K or more	5%	6%
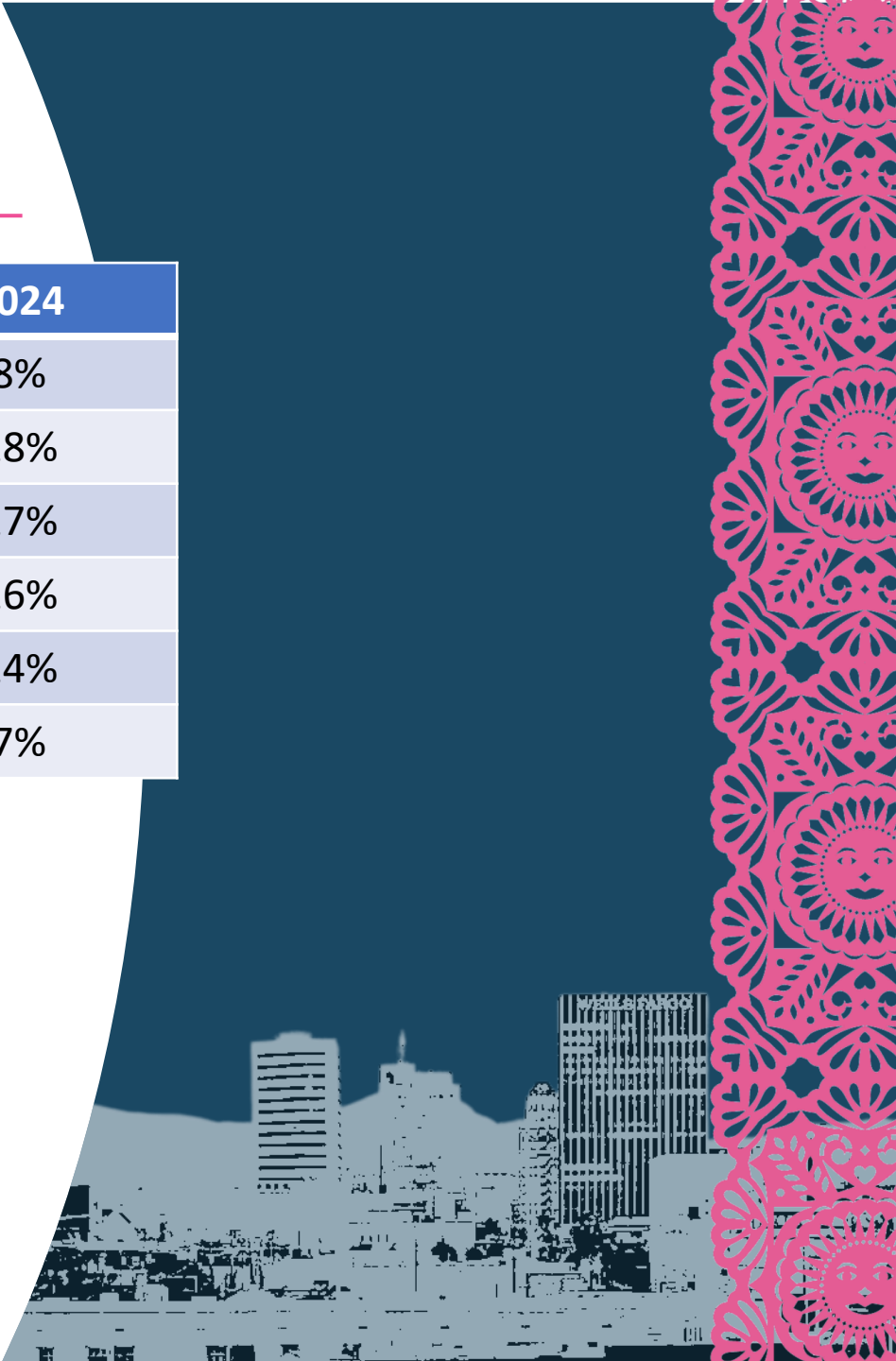
Current State of Downtown

- CLEAN: 71% Agree 29% Disagree
- SAFE: 81% Agree 19% Disagree
- WELCOMING: 82% Agree 18% Disagree
- IMPROVING: 79% Agree 21% Disagree
- FAMILY FRIENDLY: 83% Agree 17% Disagree
- FUN: 75% Agree 25% 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 - #3)
4. Events (LY - #6)
5. Building Restoration & New Construction (LY - #4)
6. Diverse Retail/Shopping Options (LY - #5)
7. Public Transportation (LY - #8)
8. Parking (LY - #7)
9. Nightlife (LY - #9)
10. Code Enforcement (LY - #10)
11. Residential Options (LY - #11)

DMD Performance

- Overall 73% Familiar with DMD (Decrease of 5%)

- Grade the DMD
  - 76% gave DMD an "A" or "B" (Up 6%)
  - 18% gave DMD a "C" (Down 6%)
  - 4% gave DMD a "D" or "F" (Down 1%)

- Favored Expansion* of these DMD Services:
  - Advocacy (56%)
  - Economic Development Grants (58%)
  - *received 50%+ in favor of expansion

Overall Observations

- Lower level of participation – but still strong.
  - Gender Flip, Slightly Older, Longer term residents
- Events continue to drive visitor traffic.
- Positivity towards Direction but less positivity towards Recent Activity (or lack thereof).
- Specific conditions of Downtown remain strong.
- Attitudes are a lot stronger – levels of importance increased. Specific factors remained the same.
- DMD awareness remained steady/high and grade improved slightly.

Recovery Status

- 67% of Property Owners indicated that their properties are at 75% or great occupancy (LY - 44%).

- Only 3% of employees work 100% remotely (LY – 4%).

- 33% of Visitors have visited Downtown more than 12 times over the last year (LY – 23%) with only 1% of Visitors having not returned to the Downtown in the last 12 months (LY – 1%). 80% have visited at least 4 times (LY – 83%).

Property Owners

% of Property Currently Occupied	2023	2024
100%	10%	40%
75%-99%	34%	27%
50%-74%	29%	13%
25%-49%	17%	5%
0%-24%	10%	15%

Employees

Current Work Location	2023	2024
Entirely on Site	49%	67%
Both Remote & on Site	47%	31%
Entirely Remote	4%	3%

Residents

How Long Living Downtown	2023	2024
Less than 1 Year	14%	5%
1-4 Years	47%	42%
5 or more years	39%	53%

Do you have Pets	2023	2024
Dog(s)	30%	35%
Cat(s)	44%	44%
Other	6%	5%
None	20%	17%

Motivating Factors to Live Downtown	2023	2024
Close Proximity to Work	#1	#1
Experience the Urban Lifestyle	#4	#1
Arts & Entertainment	#2	#3

| How many children live with you	2023	2024
None	32%	31%
One	56%	50%
Two or More	11%	20%
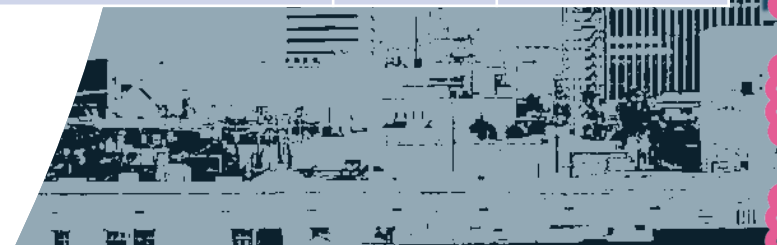
INSIDER & Gift Certificate

- 249 requested to be added to our INSIDER Newsletter distribution list

- 150 people indicated they would like to volunteer with the DMD

- 618 people registered for a chance to win a $100 Gift Certificate
  - WINNER: Ken Pavletic*

Visitors' Primary Reason to Visit

Breakdown	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Shopping	7%	32%	8%	8%	6%	8%	6%	6%	9%	10%
Business	8%	4%	10%	6%	7%	9%	3%	5%	7%	4%
Restaurants, Bars, Nightclubs	19%	20%	17%	17%	22%	23%	31%	28%	25%	25%
Events (i.e. Al Fresco Fridays, Chihuahuas Baseball)	54%	34%	55%	57%	51%	45%	51%	52%	49%	48%
Attractions (i.e. Museums, Digital Wall)	12%	10%	10%	12%	14%	15%	9%	9%	10%	13%
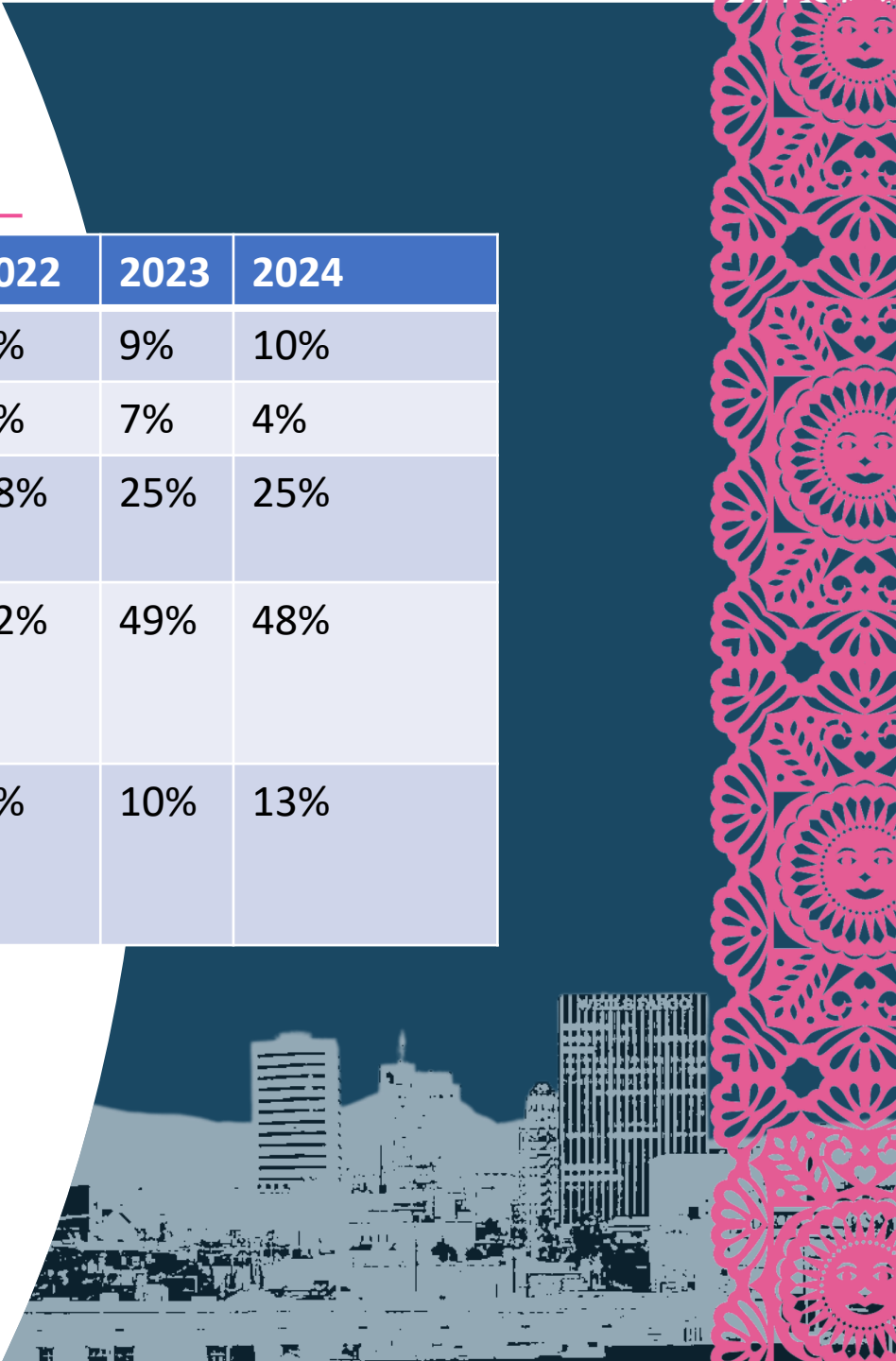
Visitors' Frequency Over Last 12 Months

Frequency	2023	2024
1 to 3 Times	16%	18%
4 to 8 Times	41%	31%
9 to 12 Times	19%	16%
More than 12 Times	23%	33%
I have not been Downtown in the Last 12 Months	1%	1%

Type of Events Attracting Visitors

Breakdown	2017	2018	2019	2020	2021	2022	2023	2024
Sporting Events	38%	22%	17%	18%	24%	18%	27%	13%
Street Festivals	26%	25%	21%	24%	21%	20%	13%	15%
Art Crawls (Last Thursdays)	5%	3%	5%	3%	2%	2%	0%	2%
Art & Farmers Market	12%	12%	11%	15%	15%	10%	10%	12%
Bar Crawls (Barstool Open)	-	-	-	-	3%	2%	2%	3%
Restaurant Crawls (Tasting Tour	-	-	-	-	5%	7%	6%	9%
Museum Events	2%	3%	3%	4%	4%	4%	6%	7%
Theater Events	-	27%	31%	25%	21%	29%	31%	30%
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	2024
Progressing	75%	89%	75%	83%	91%	84%	71%	74%	78%	74%
No Progress	12%	4%	8%	6%	3%	5%	17%	11%	14%	15%
Declining	6%	2%	9%	6%	2%	5%	9%	8%	6%	7%
Other	7%	5%	7%	5%	4%	6%	3%	7%	2%	4%

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	2024
Improved	68%	87%	66%	76%	81%	74%	70%	61%	74%	64%
No Change	22%	9%	19%	18%	17%	21%	23%	31%	20%	30%
Worsened	10%	4%	14%	6%	3%	5%	7%	8%	6%	6%

Downtown El Paso is CLEAN

Breakdown	Overall									
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Agree	35%	73%	60%	66%	76%	80%	75%	71%	74%	71%
Disagree	36%	27%	40%	34%	24%	20%	25%	29%	26%	29%

Downtown El Paso is SAFE

Breakdown	Overall									
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Agree	59%	87%	78%	81%	90%	89%	80%	83%	80%	81%
Disagree	17%	14%	22%	19%	10%	11%	20%	17%	20%	19%
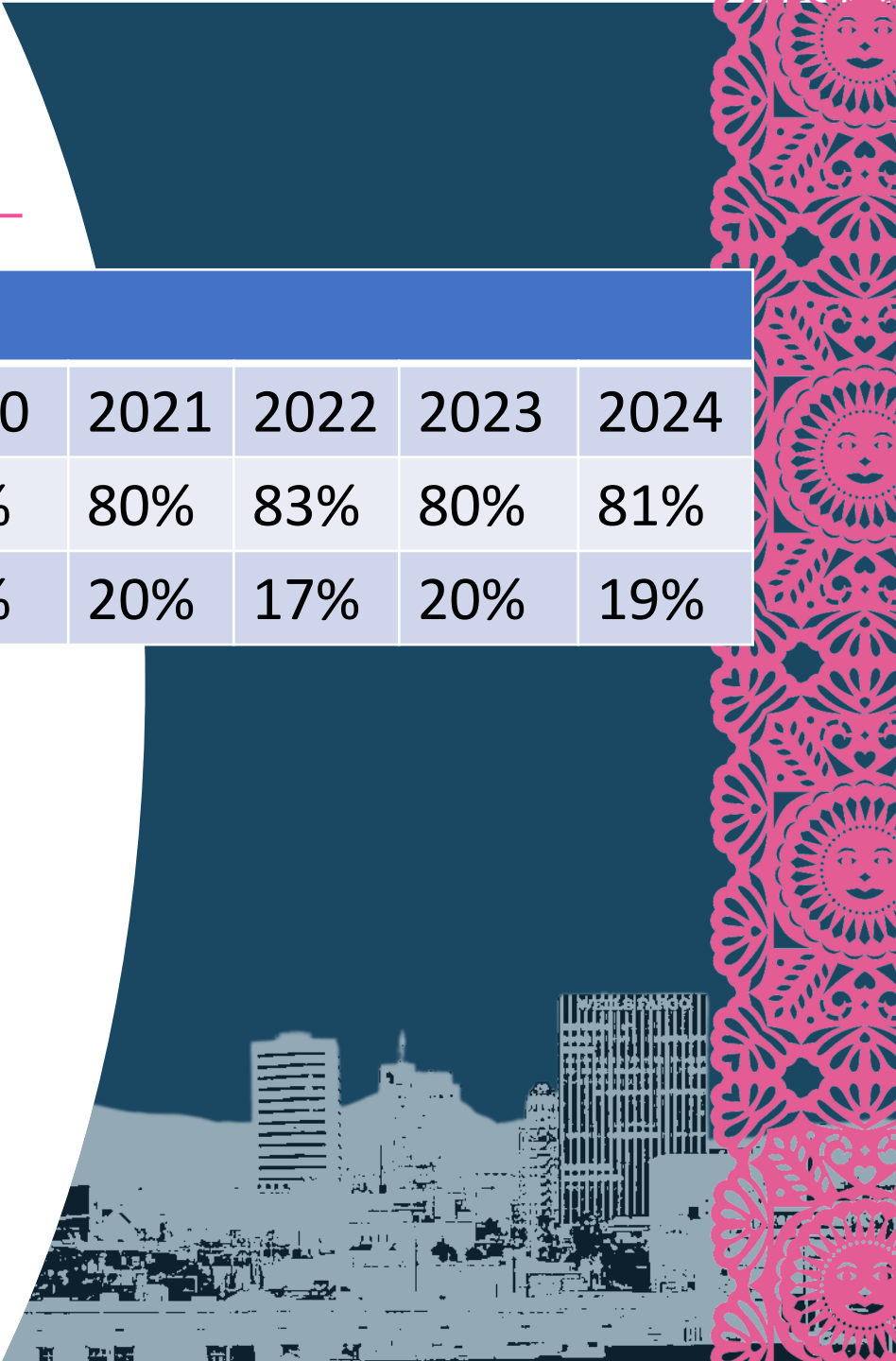
Downtown El Paso is <u>WELCOMING</u>

Breakdown	Overall									
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Agree	40%	81%	67%	77%	84%	89%	80%	79%	80%	82%
Disagree	26%	19%	33%	23%	16%	11%	20%	21%	20%	18%
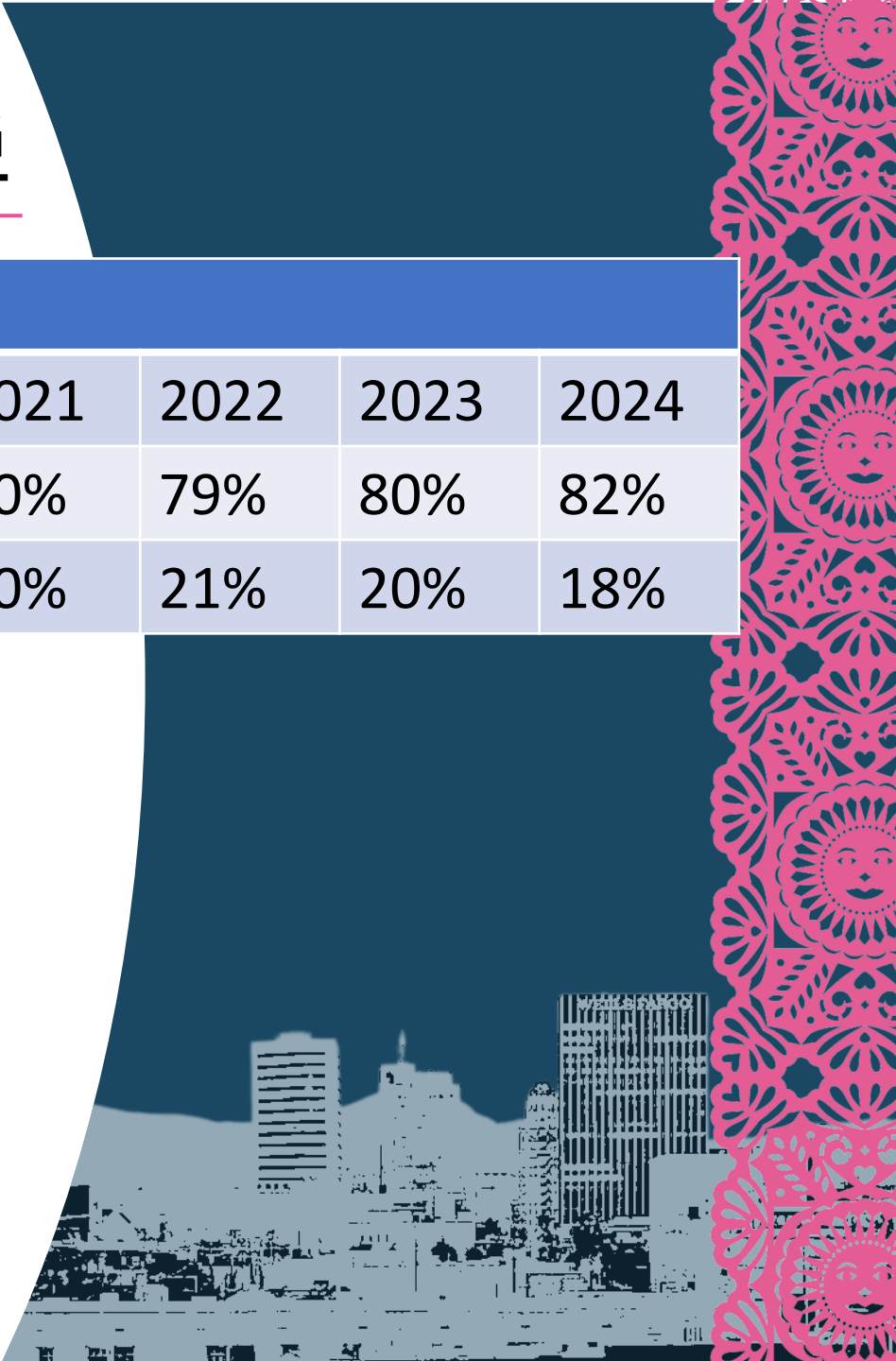
Downtown El Paso is <u>IMPROVING</u>

Breakdown	Overall									
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Agree	75%	94%	83%	88%	93%	94%	80%	83%	81%	79%
Disagree	11%	6%	17%	12%	7%	6%	20%	17%	19%	21%
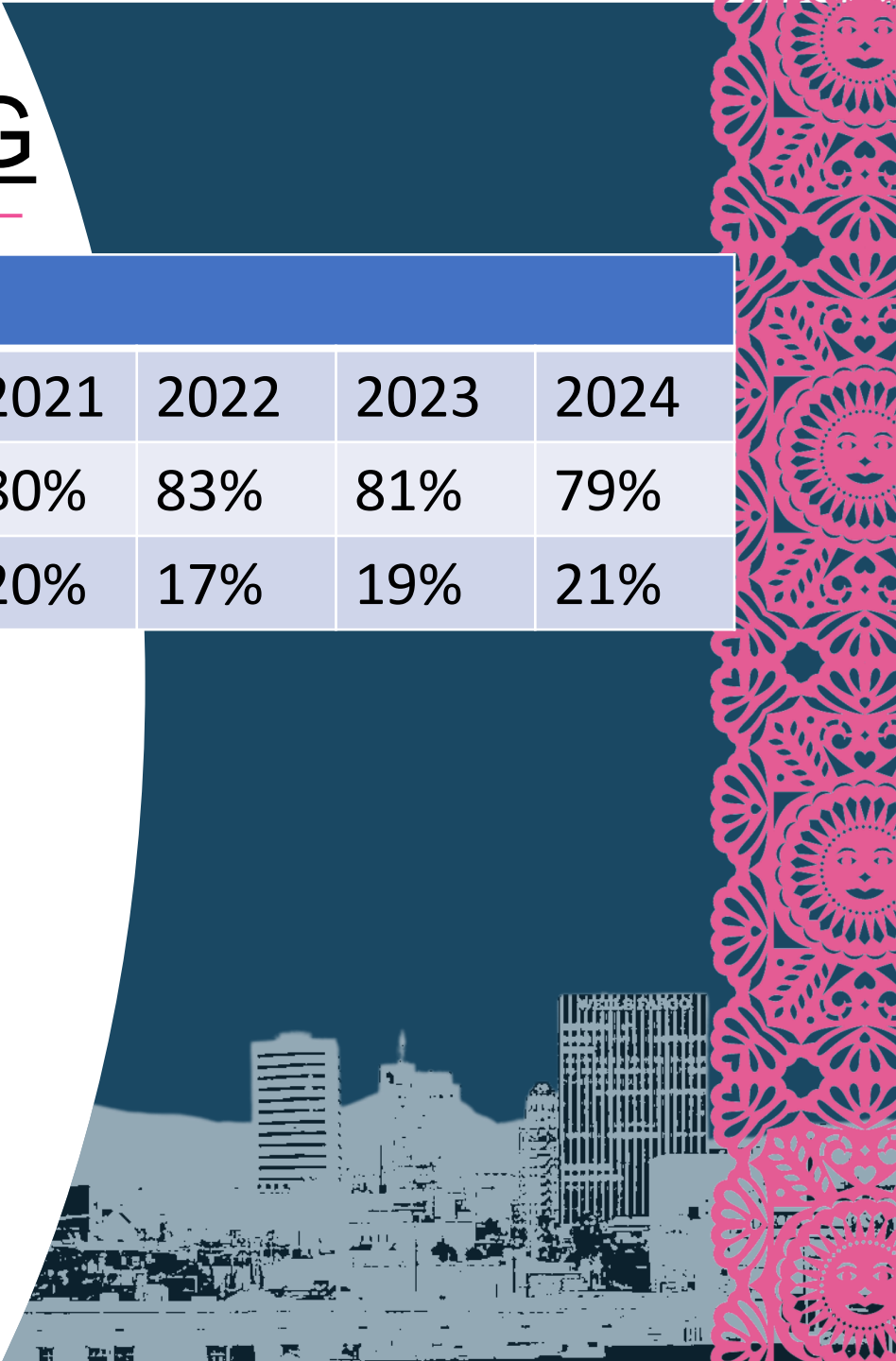
Downtown El Paso is FAMILY FRIENDLY

Breakdown	Overall									
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Agree	42%	84%	72%	79%	85%	87%	78%	80%	79%	83%
Disagree	26%	17%	28%	21%	15%	13%	22%	20%	21%	17%
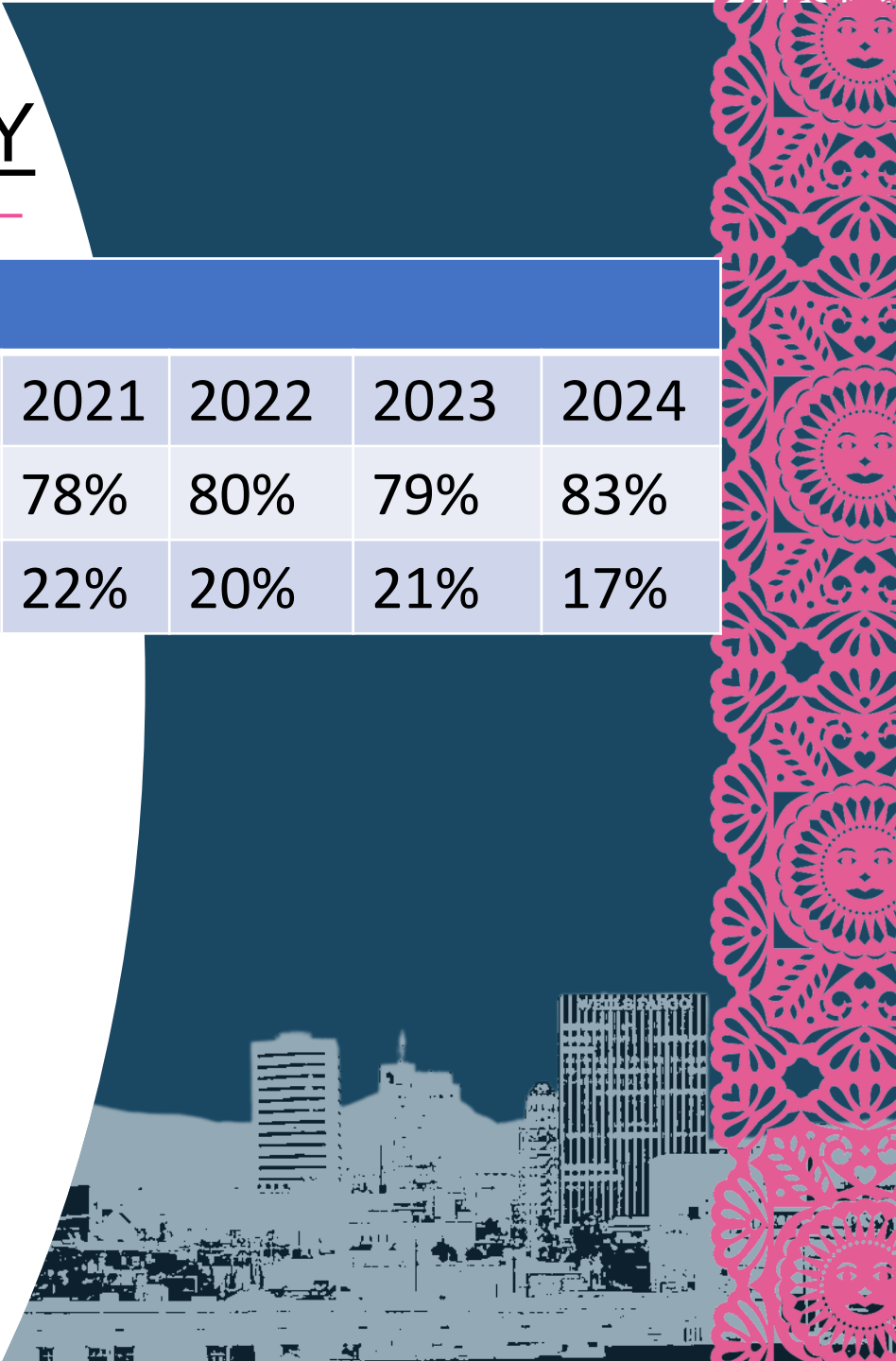
Downtown El Paso is FUN

Breakdown	Overall									
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Agree	48%	82%	70%	78%	83%	85%	78%	77%	78%	75%
Disagree	21%	19%	30%	22%	17%	15%	22%	23%	22%	25%
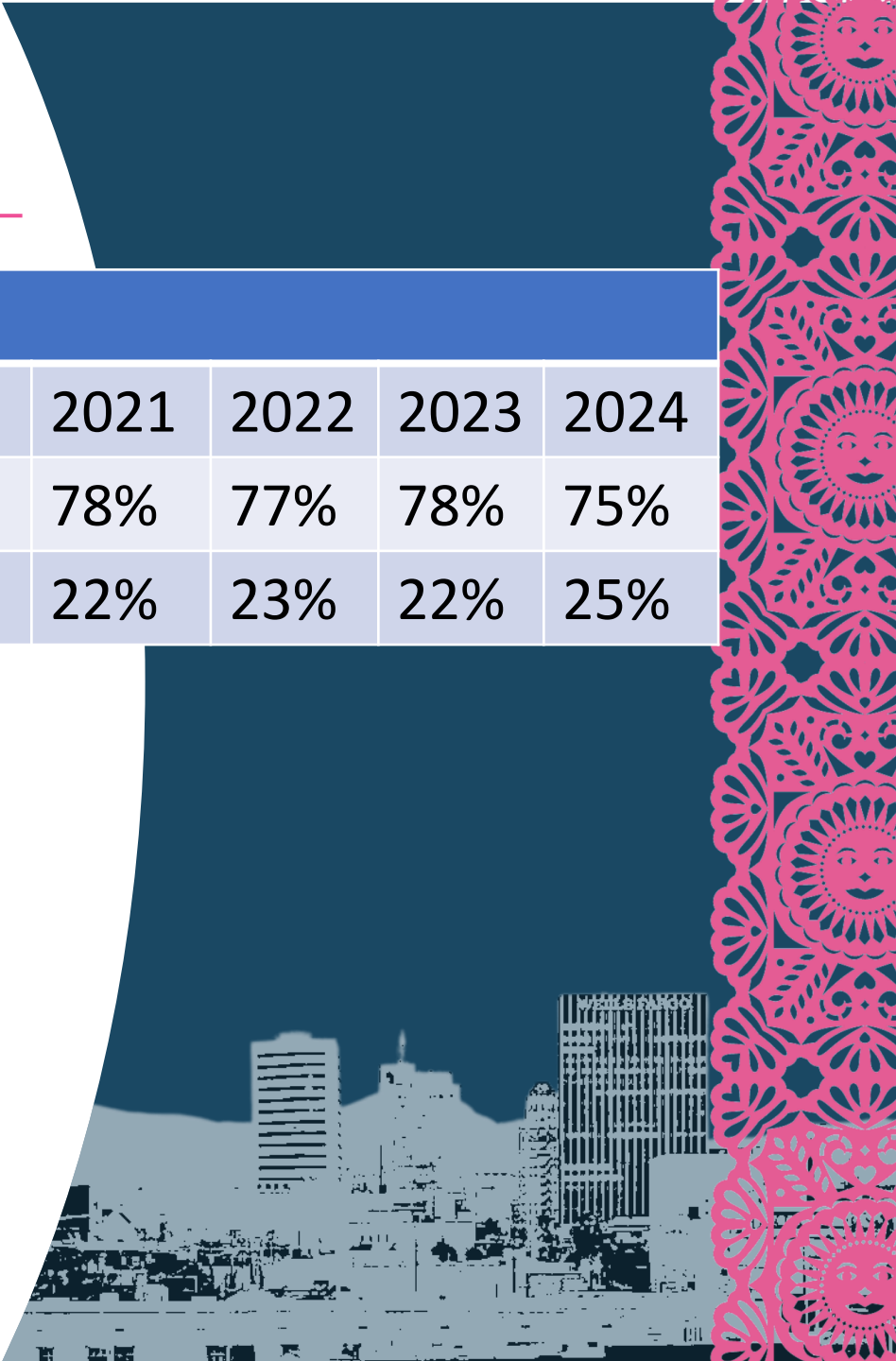
Important Elements

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	2024	Yrs. to Yr. Change
Diverse Retail & Shopping Options	61%	64%	54%	59%	60%	58%	37%	58%	41%	59%	+18%
Parking	62%	72%	71%	76%	74%	68%	41%	72%	43%	61%	+18%
Safety/Security	79%	85%	84%	86%	84%	85%	48%	85%	49%	78%	+29%
Public Transportation Options	49%	59%	47%	52%	50%	43%	29%	45%	40%	59%	+19%
Nightlife	44%	46%	37%	39%	43%	41%	31%	41%	37%	46%	+9%
Family Friendly	61%	68%	63%	69%	64%	67%	42%	65%	44%	67%	+23%
Cleanliness	74%	78%	79%	82%	83%	82%	48%	79%	48%	71%	+23%
Events	60%	61%	55%	64%	64%	63%	43%	67%	45%	68%	+23%
Residential Options	38%	37%	33%	30%	35%	33%	21%	33%	32%	43%	+11%
Building Restoration & New Construction	70%	66%	64%	70%	67%	63%	39%	67%	44%	67%	+23%
Code Enforcement	NA	NA	NA	47%	45%	47%	29%	44%	36%	49%	+13%

Top 3 Elements

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

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

	2024	2023	2022	2021	2020	2019	2018	2017
#1	Safety/Security	Safety/Security	Safety/Security	Diverse Retail/Shopping Options	Safety/Security	Parking	Parking	Safety/Security
#2	Events	Family Friendly Atmosphere & Businesses	Parking	Safety/Security	Diverse Retail/Shopping Options	Safety/Security	Safety/Security	Family Friendly Atmosphere & Businesses
#3	Family Friendly Atmosphere & Businesses	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	2024
Familiar with DMD	68%	59%	66%	60%	72%	73%	81%	67%	78%	73%
Not Familiar	32%	41%	34%	40%	28%	27%	19%	33%	22%	27%
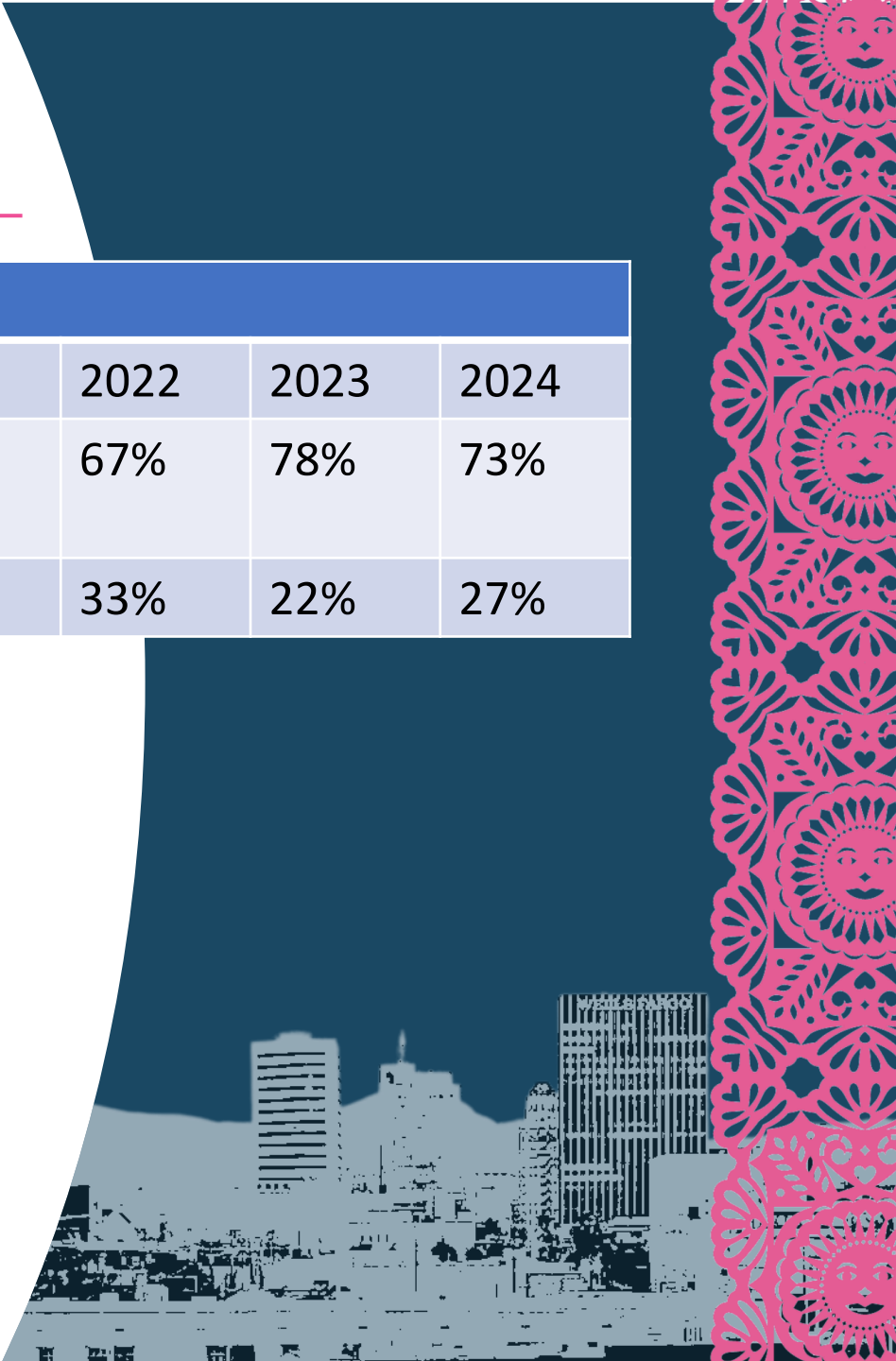
DMD Familiarity & Grade

	Overall									
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
"A" – Great Job	12%	22%	18%	20%	24%	33%	30%	23%	20%	23%
"B" – Doing Well, Room to Improve	50%	58%	50%	53%	59%	53%	46%	50%	50%	53%
"C" – Average, More Can Be Done	24%	16%	22%	19%	12%	8%	17%	20%	24%	18%
"D" – Poor Performance	5%	0%	5%	2%	1%	1%	4%	3%	4%	4%
"F" – Failing	5%	1%	4%	2%	1%	1%	2%	2%	2%	1%
Other	4%	3%	2%	4%	2%	4%	1%	2%	1%	1%

DMD Service Levels

Respondents indicated whether DMD services need to be enhanced.

Breakdown	Overall									
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Sanitation Services	50%	48%	45%	45%	39%	35%	27%	43%	42%	45%
Pedestrian Amenities	52%	42%	39%	38%	34%	29%	26%	38%	38%	45%
Advocacy & Planning	51%	50%	62%	60%	56%	48%	34%	54%	42%	56%
Downtown Services	39%	42%	39%	37%	36%	32%	26%	42%	38%	42%
Marketing & Promotions	48%	51%	48%	54%	44%	41%	30%	49%	41%	47%
Economic Development & Façade Grants	NA	54%	57%	56%	50%	48%	33%	56%	42%	58%
Events	NA	NA	50%	46%	38%	37%	32%	44%	36%	45%

Accommodating

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

Group	Yes		No	
	2023	2024	2023	2024
Pet Owners	66%	68%	34%	32%
Young Professionals	72%	77%	28%	23%
Tourists	70%	74%	30%	26%
Shoppers	68%	63%	32%	37%
Pedestrians	74%	83%	26%	17%
Students	70%	75%	30%	25%
Business Owners	72%	76%	28%	24%
Entrepreneurs	72%	75%	28%	25%
LGBTQ+	71%	82%	29%	18%
Bicyclists	62%	63%	38%	37%
Empty Nesters/Retirees	61%	63%	39%	37%
Families w/ Young Children	66%	73%	34%	27%
Low Income Individuals	59%	62%	41%	38%

Experiences

Respondents indicated their Satisfaction with certain aspects of Downtown.

Aspect	Satisfied		Unsatisfied	
	2023	2024	2023	2024
Ease of Getting Around	73%	80%	27%	20%
Walkable	76%	84%	24%	16%
Hotel Accommodations	75%	85%	25%	15%
Public Art	73%	78%	27%	22%
Food/Bev Hours of Operation	71%	70%	29%	30%
Things to do after School/Work	65%	59%	35%	41%
Quality Housing Options	58%	48%	42%	52%
Diversity in Food/Bev Options	68%	72%	32%	28%
Sense of Personal Safety	72%	79%	28%	21%
Traffic Flow	68%	72%	32%	28%
Convenient Parking	65%	60%	35%	40%
Affordable Parking	63%	58%	37%	42%
Shopping/Retail Hours of Operation	62%	59%	38%	41%
Good Shopping/Retail Availability	60%	53%	40%	47%
Affordable Housing Options	61%	46%	39%	54%

Defining Assets

Respondents indicated assets which Define Downtown El Paso.

Asset	2023	2024
Government Buildings	34%	42%
San Jacinto Plaza	47%	70%
Border Crossings	42%	57%
Walkability	39%	55%
Restaurants/Bars	39%	67%
Activities/Events/Things to Do	43%	57%
Museums	46%	68%
Streetcar	39%	52%
Potential/Growth/Opportunity	41%	56%
Shopping	33%	42%
Diversity/Culture/Vibrancy	44%	62%

Asset	2023	2024
Convention Center	39%	54%
Safety	41%	57%
Dog Friendly	31%	36%
Housing	29%	37%
Affordability	35%	43%
Library	36%	49%
Parking	31%	35%
History	45%	66%
Sports	44%	63%
Abraham Chavez Theater	42%	59%
Plaza Theatre	48%	73%