

Real people. Real places.

DTEP

2025 Annual Report



**DOWNTOWN
EL PASO**

REAL PEOPLE. REAL PLACES.

Downtown El Paso is shaped by people — by small business owners opening their shops each morning, families gathering in public spaces, artists and musicians sharing culture, and public servants caring for the streets that connect us all.

“Real People. Real Places.” reflects the heart of our Downtown and the borderland culture that defines it. Rooted in Hispanic heritage and community pride, Downtown El Paso is a place built on relationships, resilience, and shared experience. It is welcoming, hardworking, creative, and deeply connected to the people who call it home.

In 2025, the El Paso Downtown Management District centered its work on supporting the people behind the place and caring for the spaces that bring our community together. From public spaces and local businesses, to events, storytelling, and investment, every effort was guided by authenticity, respect for culture, and a commitment to serving Downtown with care.

This annual report reflects a year shaped by community, culture, and connection — a year focused on real people, real places, and the everyday moments that make Downtown El Paso feel alive.



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**DOWNTOWN THRIVES
WHEN PEOPLE FEEL
CONNECTED TO THE
PLACES THEY SHARE.**



AT THE HEART
2025 OVERVIEW

THE BIG PICTURE

In 2025, the work of the El Paso Downtown Management District remained grounded in its core mission: *to serve as a valuable and compelling driving force in facing the challenges and opportunities impacting Downtown El Paso.*

Throughout the year, the DMD continued delivering economic development-driven initiatives, projects, programs, and services that support a more vibrant, welcoming Downtown. From daily operations and public space care to business support, events, and planning efforts, the focus remained on stewardship, service, and collaboration.

While Downtown continues to evolve, so does the DMD, responding to the needs of the district, supporting economic vitality, and helping Downtown adapt and grow while honoring the people and places that define it.

2025 AT A GLANCE

9.8 MILLION VISITORS

According to Placer.ai data, Downtown El Paso recorded 9.8 million visits within the first nine months of 2025.

NEW EVENT

The DMD's first-ever Selena & Salsa Market drew approximately 1,500 guests, marking a vibrant new addition to Downtown El Paso's event lineup.

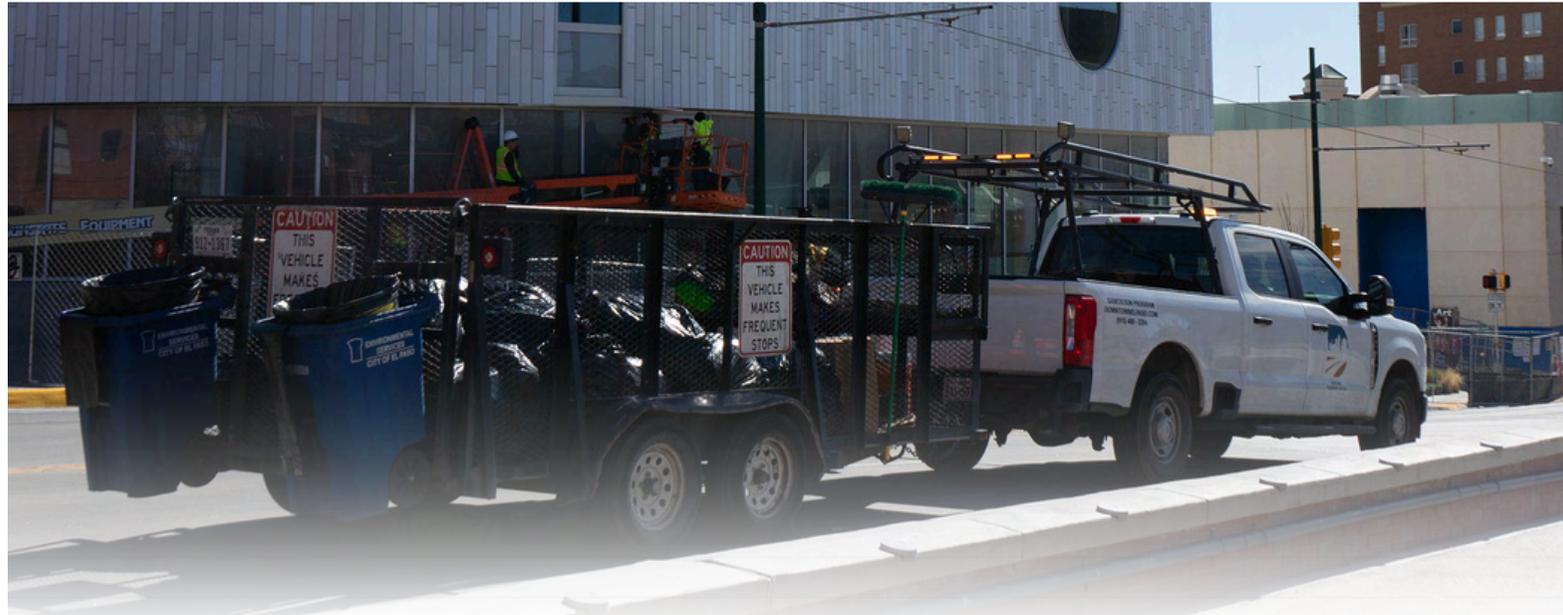
NEW GRANT

In 2025, the DMD introduced the Residential Conversion Utility Upgrade Grant Program.

24,871 BLOCKS CLEANED

The DMD cleaned 24,871 blocks in 2025, supporting a cleaner, more welcoming Downtown for residents, businesses, and visitors.





OUR PURPOSE

The El Paso Downtown Management District (DMD) is a municipal organization dedicated to supporting a vibrant, welcoming, and economically strong Downtown El Paso through programs, services, and community partnerships.

Guided by a 21-member Board of Directors representing property owners, business tenants, and Downtown residents, the DMD board provides oversight, approves the annual budget, and helps guide the organization's strategic direction.

The DMD is funded in part through property assessments within the district and supported by partnerships with the City of El Paso, El Paso County, and local organizations, allowing continued investment in the people and places that shape Downtown.

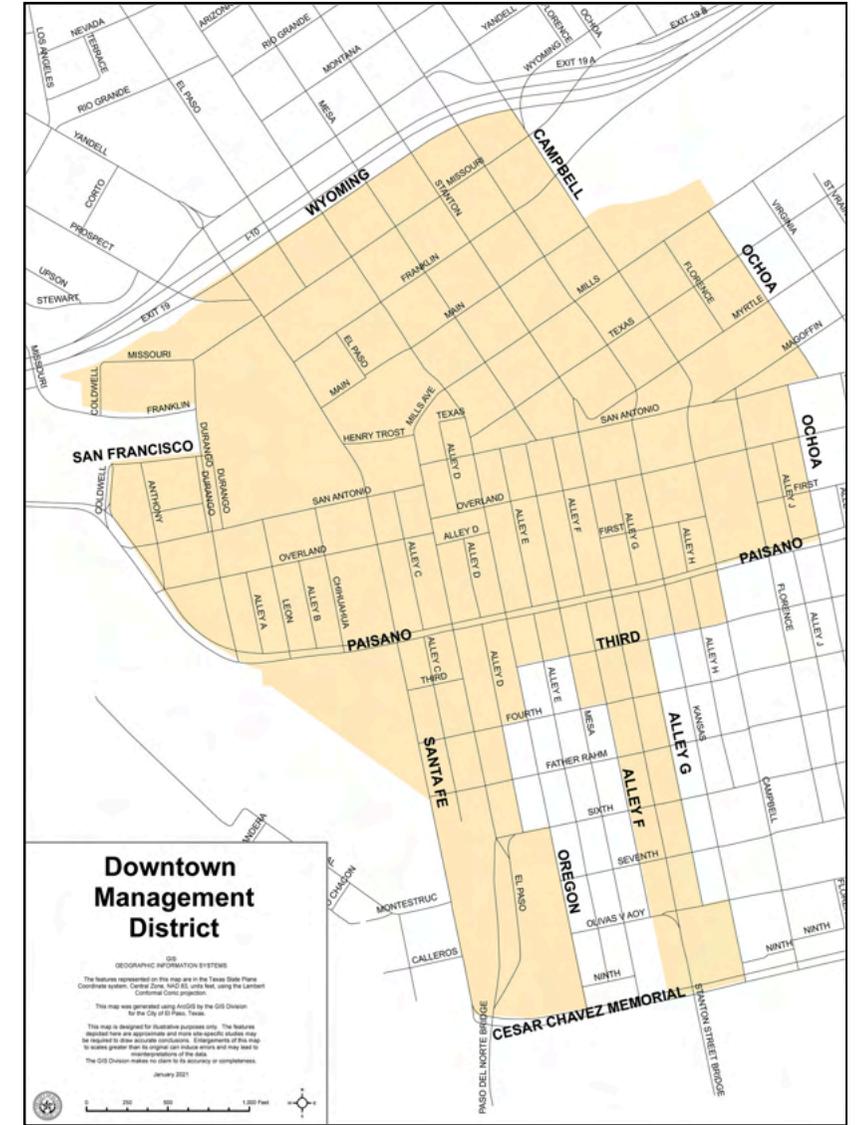
MISSION

To serve as a valuable and compelling driving force in facing the challenges and opportunities impacting Downtown El Paso.

OUR DISTRICT

Downtown El Paso is vibrant and ever-evolving. Over time, distinct districts have emerged, each shaped by the people who gather there and the experiences they create. These six districts — El Centro, Union Plaza, Las Plazas Arts District, the Office District, Government District, and Pride Square — reflect the many ways Downtown is lived in, worked in, and enjoyed every day.

From commerce and culture, to civic life and community connection, each district has its own character shaped by people. Together, they form a Downtown rooted in the people and places of El Paso.



EL CENTRO
Shops On The Border



LAS PLAZAS
Arts District



UNION PLAZA
Nightlife & Entertainment



GOVERNMENT DISTRICT



OFFICE DISTRICT



PRIDE SQUARE

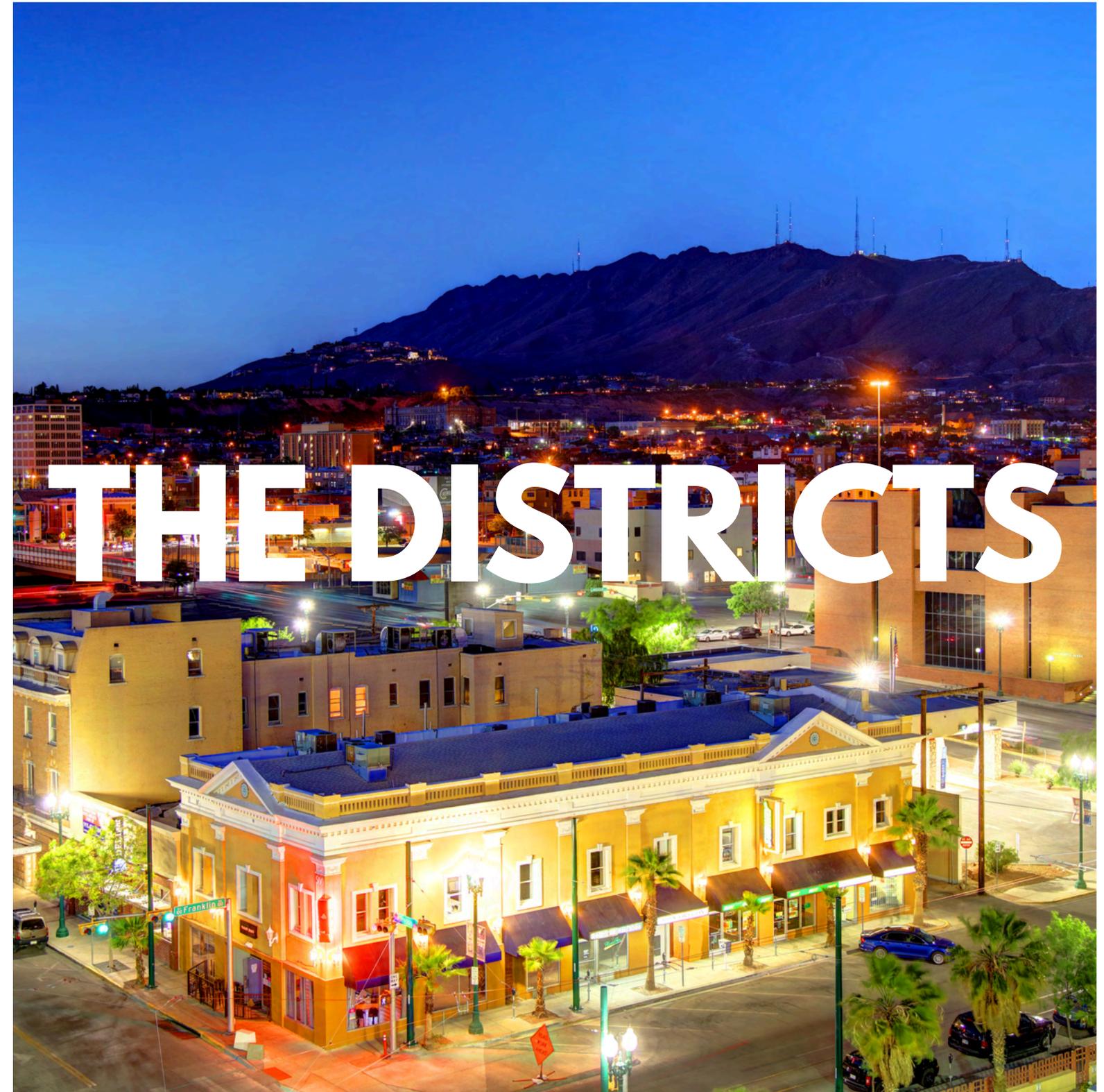
PEARL DIVERS BRINGS OYSTERS TO UNION PLAZA

Pearl Divers Oyster Bar opened in Downtown El Paso in July 2025, bringing a coastal-inspired seafood and cocktail concept to Union Plaza. Led by owners Noelle Coley and Martin Armendariz, the team behind The Tiki Room, the restaurant reflects continued investment in Downtown and a growing vision for creative dining in the district.

Located next door to The Tiki Room, Pearl Divers blends West Coast ease with East Coast edge, offering a focused menu centered on fresh oysters, seafood-forward small plates, and classic cocktails. Under the direction of Executive Chef Martin Armendariz, the menu highlights seasonal ingredients and rotating oysters from both coasts, all while the space's nautical accents and coastal charm create a relaxed, welcoming atmosphere.

The Downtown Management District welcomed Pearl Divers with an official ribbon cutting ceremony, marking another milestone in Downtown El Paso's continued momentum.

Pearl Divers Oyster Bar
115 Durango St Suite C





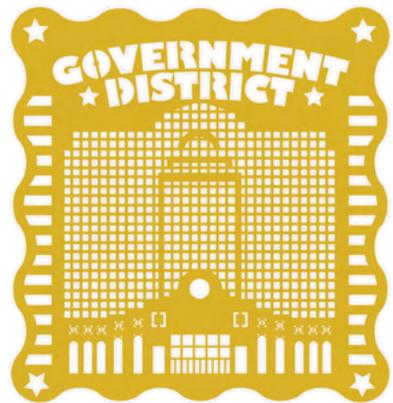
EL CENTRO

El Centro is the heart of Downtown El Paso's border retail experience, anchored by El Paso Street and steps from the U.S.–Mexico border. Known for open-air markets, local shops, and bi-cultural influences, the district blends commerce, history, and everyday cross-border activity. Its food, retail, and street life reflect the rhythm and diversity of the borderland.



UNION PLAZA

Union Plaza has grown from its industrial roots around the historic Union Depot into a creative, mixed-use district with restaurants, nightlife, residential, co-working spaces, the Boxstel hotel, and iconic makers like Rocketbuster Boots.



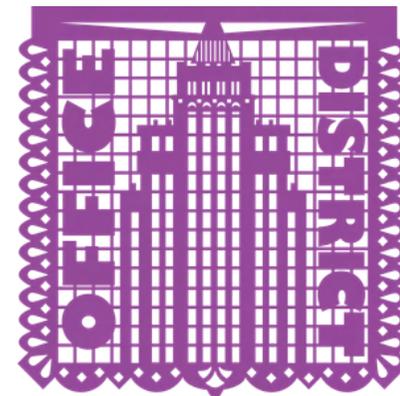
GOVERNMENT DISTRICT

The Government District is the civic core of Downtown El Paso, where local, county, state, and federal government offices operate daily. Anchored by City Hall, courthouses, and public service buildings, the district represents the center of governance, policy, and public life.



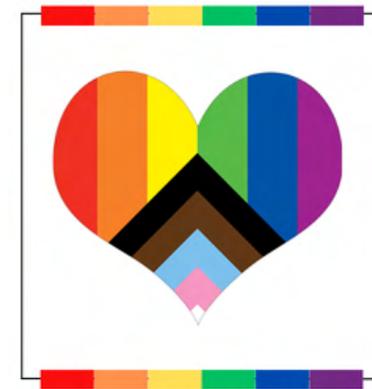
LAS PLAZAS ARTS DISTRICT

The Las Plazas Arts District is the cultural heart of Downtown, anchored by San Jacinto Plaza, Pioneer Plaza, and the historic Plaza Theatre. With museums, performance venues, public spaces, and major attractions, the district brings together art, entertainment, and community gathering.



OFFICE DISTRICT

The Office District supports Downtown's daily workforce with office towers, hotels, and residential spaces, creating steady activity throughout the day. As evening approaches, the area transitions into a social destination with restaurants and bars.



PRIDE SQUARE

Pride Square is a district centered on inclusivity, nightlife, and creative expression. Known for its welcoming atmosphere, entertainment venues, and community spaces, the district celebrates diversity and adds to Downtown El Paso's vibrant cultural landscape.





SERVING
DOWNTOWN
DMD STAFF AND LEADERSHIP

DMD STAFF



Joe Gudenrath
Executive Director

Terry Mais
Office & Project Coordinator

Richard Bustamante
Operations Manager

Ivan Bernal
Marketing & Communications Manager

Brenda Sanchez
DMD Events Coordinator

Ruby Mijares
Downtown Lead Ambassador

Salvador Martinez
Downtown Ambassador

Jesse Dryer
Downtown Ambassador

Eric Garcia
Downtown Ambassador

Luis De La Cruz
Sanitation Team Lead

Adam Munoz
Sanitation Team Lead

Daniel Palacios
Sanitation Team Lead

Jason Saenz
Sanitation Team Lead/Special Projects

Eric Hernandez
Sanitation Staff

Isai Saenz
Sanitation Staff

Mario Sanchez
Sanitation Staff

Rudy Zaragoza
Sanitation Staff

DMD LEADERSHIP

BOARD OF DIRECTORS

Mark Osborn
Board President

Joanne Richardson
Board Treasurer

Kathrin Berg

Daniela Caro

Jose Garcia

Eugenio Mesta

Nick Seckerson

Nadia Baem
Board Vice President

Yolanda Giner
Board Secretary

Manuel Burke

Kristi Daugherty

Brian Kelley

Liliana Miranda

Peter Spier



Beto Burton

Marcelle Fernandez

Edgar Lopez

Michael Parra

Brad Taylor

Arlene Carroll

Guillermo Garcia

Patrick Merrick

Maxey Scherr

Kelly Tomblin



EX-OFFICIO BOARD MEMBERS

Chris Canales
City Council Representative

Dionne Mack
City Manager

David Stout
County Commissioner

Vince Perez
State Representative

Ricardo Mora
El Paso Chamber President & CEO

Gladys Gonzalez
El Paso Hispanic Chamber CEO



THE SOUL OF DOWNTOWN EL PASO LIVES IN ITS PEOPLE AND ITS PLACES.



STEWARDSHIP

BUDGET OVERVIEW

BUDGET OVERVIEW

FINAL ACTUAL FY 2024 - 2025

1,131,073
ANNUAL REVENUE

Total revenue for FY 2024–2025 was \$1,131,073, generated through a combination of property assessments (\$545,951), interlocal agreements (\$376,498), and other income (\$208,624). These funding sources support the programs, services, and partnerships that contribute to a clean, safe, and vibrant Downtown El Paso.

1,051,742
ANNUAL EXPENSES

Total expenses for FY 2024–2025 totaled \$1,051,742, supporting core operations and long-term investment Downtown. Expenditures included sanitation (\$445,681), marketing (\$240,020), economic development (\$185,956), infrastructure and security (\$71,007), transportation and parking (\$58,609), and general administration (\$50,469).

SPECIAL PROJECTS

The special projects team provides essential, behind-the-scenes support that helps Downtown El Paso look its best every day. From installing banners and maintaining kiosks to power washing sidewalks, removing graffiti, and addressing weed abatement, this team plays a hands-on role in creating clean, welcoming public spaces for the community.



BUDGET OVERVIEW

“*Our budget reflects our responsibility to care for Downtown El Paso. We invest thoughtfully in the people, places, and services that make our Downtown welcoming, active, and connected.*”

-DMD Director, Joe Gudenrath

APPROVED FY 2025 - 2026

1,336,897
ANNUAL REVENUE

The approved annual revenue budget for FY 2025–2026 totals \$1,336,897, generated through property assessments (\$568,926), interlocal agreements (\$431,655), and other income (\$336,316). These funding sources support continued delivery of core services while allowing for expanded investment in Downtown operations, programs, and long-term initiatives.

1,404,395
ANNUAL EXPENSES

Approved expenses for FY 2025–2026 total \$1,404,395, reflecting planned investments in sanitation (\$483,919), marketing (\$291,673), economic development (\$416,251), infrastructure and security (\$84,170), transportation and parking (\$67,914), and general administration (\$60,468). This budget prioritizes maintaining a clean, safe, and active Downtown while supporting growth and responsiveness to community needs.

BURGER FINDS A NEW HOME IN DTEP

Burger returned to Downtown El Paso in October 2025, marking a full-circle moment for the locally grown concept led by owners Anthony Ortiz and Ana Trevizo. What began as a pop-up evolved into a community favorite, and its decision to open a permanent Downtown location reflects continued growth and confidence in the city's core.

Located on East Mills Avenue, Burger's Downtown storefront incorporates elements of its iconic red stand, blending its pop-up roots with a permanent presence. The restaurant quickly became a gathering place for downtown workers, residents, and visitors, adding energy to the surrounding block and strengthening Downtown's food scene.

The Downtown Management District welcomed Burger with an official ribbon cutting that drew attendance from the local business community and media outlets including Telemundo, KTSM, KVIA, and the El Paso Times. The event highlighted Burger's return as a meaningful milestone in 2025 and a reflection of Downtown El Paso's continued momentum.



Burger Downtown
209 E Mills Ave



INVESTMENTS

DMD GRANT PROGRAMS

GRANT PROGRAMS

Ongoing investment by property owners and businesses is essential to the continued revitalization of Downtown El Paso. To help support and encourage that investment, the Downtown Management District with financial support from TIRZ #5, offers a range of grant programs designed to leverage private dollars and enhance the built environment. These programs provide matching funds for improvements that strengthen Downtown's appearance, functionality, and long-term economic vitality.

Through these grant programs, the DMD supports projects that improve building façades, activate pedestrian spaces, upgrade utilities for residential conversions, create signature signage and lighting, and expand public art through murals. Funding is limited and awarded on a first-come, first-served basis, ensuring timely reinvestment across Downtown. Together, these programs reflect the DMD's commitment to reinvesting in real places and supporting the people who continue to choose Downtown El Paso as a place to build, restore, and grow.

PROJECTS



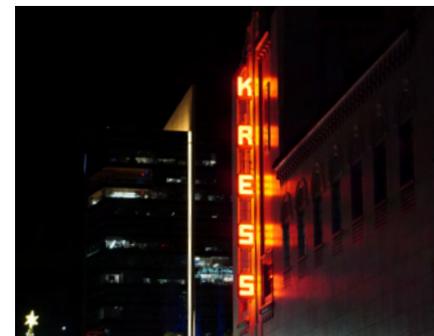
Pedestrian Corridor

Located at 309 E Mills Ave, with an estimated 2026 completion.



Mural

Located at 115 Anthony St, the project was completed in 2025.



Signature Signage & Lighting

Located at 110 E Mills Ave, the project was completed in 2025.



DOWNTOWN COMMERCIAL FACADE IMPROVEMENT

This joint program, supported by the DMD and Tax Increment Reinvestment Zone No. 5 (TIRZ), provides funding to businesses and property owners for façade improvements, including restoration, preservation, and rehabilitation of commercial properties within eligible areas of Downtown El Paso.

DOWNTOWN PEDESTRIAN CORRIDOR IMPROVEMENT

This program provides funding to businesses and property owners within the DMD boundaries for improvements to exterior spaces adjacent to or within the public right-of-way, including eligible enhancements such as landscaping, outdoor seating, and parklets.

DOWNTOWN SIGNATURE SIGNAGE & LIGHTING

This program provides funding to businesses and property owners within the DMD/TIRZ boundaries for the installation or restoration of signature signage and lighting, offering matching funds for approved exterior projects that enhance Downtown El Paso's visual character.

DOWNTOWN MURAL

Provides funding to businesses and/or property owners to establish or restore murals within the DMD/TIRZ boundaries.



INVESTING IN DOWNTOWN LIVING

In 2025, the Downtown Management District launched the Downtown Residential Conversion Utility Upgrade Grant, a new initiative designed to support housing growth in Downtown El Paso. The program helps property owners take the critical first step toward residential conversion by addressing the infrastructure upgrades that make new housing possible.

By funding essential utility improvements — including electrical, gas, water, and sewer upgrades — the program removes common barriers to redevelopment and encourages reinvestment in existing Downtown buildings. These improvements lay the groundwork for market-rate housing that supports a more active, lived-in Downtown.

This investment reflects a growing demand for Downtown living and the DMD's commitment to strengthening the city's core by supporting adaptive reuse, long-term development, and the people who call Downtown home.

Downtown Residential Conversion Utility Upgrade Grant Program

- Maximum Grant: Up to \$50,000
- Eligible Improvements: Electrical, gas, water, sewer
- Funding Type: Reimbursement-based
- Eligibility: Properties within DMD / TIRZ boundaries

To learn more visit DowntownElPaso.com, or scan the QR code.



CARE & OPERATIONS

DMD SANITATION



CARE & OPERATIONS

Downtown El Paso is a place people live, work, visit, and gather — and caring for it requires daily, hands-on attention. Across 118 blocks, the Downtown Management District’s Sanitation Team works year-round to maintain a clean, safe, and welcoming environment for everyone who experiences Downtown.

Working in coordination with the City of El Paso, the DMD supplements municipal services through proactive sanitation, maintenance, and beautification efforts. From early morning cleanups to post-event resets, the team helps ensure Downtown reflects the pride, care, and connection of the community that uses it every day.

KEY SERVICES



Trash & litter collection



Graffiti removal



Sidewalk power washing

OUR IMPACT

CLEAN & MAINTAINED

24,871
BLOCKS CLEANED

2,330
ALLEYS CLEANED

8,704,320
BLOCKS & ALLEYS
COMBINED
(LINEAR FEET)

RESTORED & PROTECTED

3,553
GRAFFITI CASES
REMOVED

43,809
TRASH RECEPTACLES
SERVICED

1,905
ILLEGAL DUMPING
INCIDENTS CLEARED

DEEP CLEANING & DETAIL WORK

739
PUBLIC ASSETS
POWER WASHED

1,927
SIDEWALKS
POWER WASHED

117,760 FT
SIDEWALK GUM
REMOVAL
(LINEAR FEET)

WHY IT MATTERS

Clean streets build pride. Well-maintained public spaces invite people to stay longer, return often, and feel connected to the places they share. This work happens quietly, daily, and with intention — supporting the Downtown experience at every level.

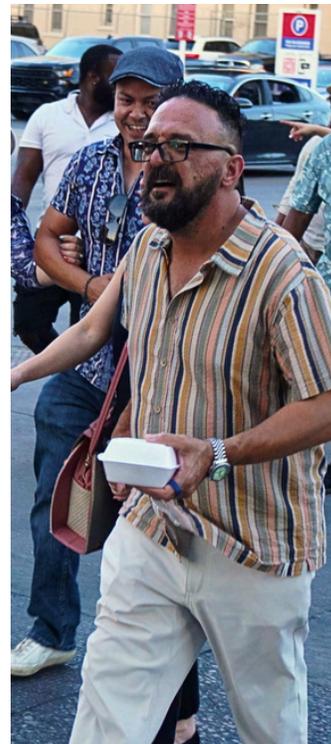
**A DOWNTOWN IS BUILT
NOT ONLY OF STREETS
AND BUILDINGS, BUT OF
CONNECTION AND CARE.**



BRINGING DOWNTOWN TO LIFE

Throughout 2025, the Downtown Management District activated streets, plazas, and businesses through a mix of signature events, new experiences, and community-focused gatherings. Each activation was designed to bring people together, support local businesses, and create reasons to explore Downtown El Paso — whether for the first time or as part of a familiar routine.

From large-scale ticketed events to free community celebrations, DMD activations continue to transform Downtown into a shared space for culture, connection, and economic activity.



SIGNATURE EVENTS

FOOD, DRINK & EXPLORATION

Downtown Barstool Open · Downtown Tasting Tour Series · Downtown Restaurant Week

These events invite participants to experience Downtown through its food and beverage scene, and encourage exploration across multiple businesses and blocks. By turning dining into an interactive experience, these activations drove foot traffic, introduced new audiences to local establishments, and supported continued economic activity.

CONNECTION & COMMUNITY

Downtown Employee Appreciation Day · Downtown Business Mixer

Designed to celebrate the people who power Downtown each day, these events create opportunities for connection, recognition, and relationship-building. From honoring the Downtown workforce to bringing together business owners and professionals, these gatherings strengthen community ties within the district.

CULTURE & CELEBRATION

Selena & Salsa Market (New in 2025)

Launched in 2025, the Selena & Salsa Market aimed to activate Union Plaza, and brought music, culture, and local vendors together in a vibrant, community-centered event. Drawing approximately 1,500 guests, the market highlighted Downtown as a place where cultural expression and shared celebration come to life.



PROMOTIONS



SHARE THE LOVE

Share the Love Downtown brought a moment of appreciation to one of El Paso's most meaningful shared spaces. The Downtown Management District distributed over 300 roses to Downtown workers, visitors, and individuals crossing the border, celebrating the everyday connections that define life in the borderland and the people who move through Downtown each day.

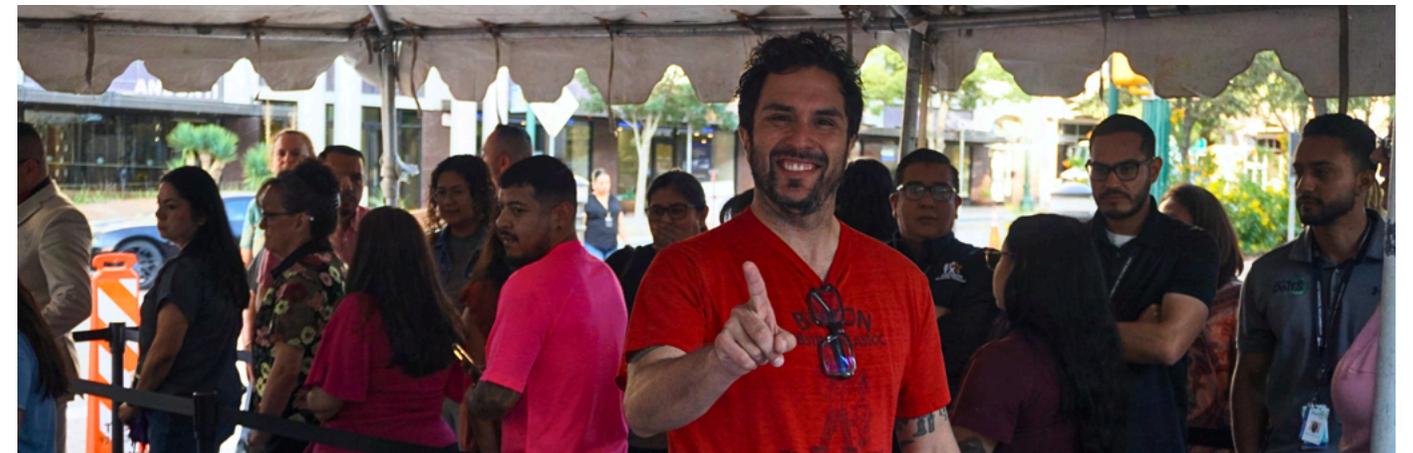
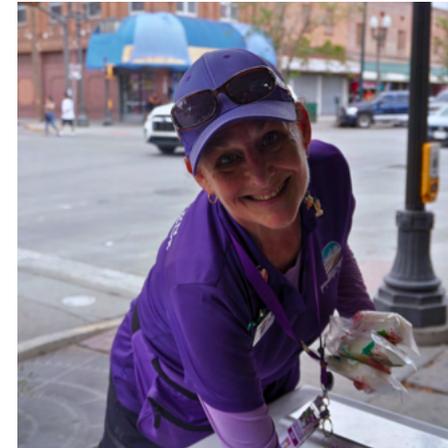
SALLY'S HALLOWEEN ADVENTURE

This family-friendly promotion invited participants to explore Downtown through a festive Halloween-themed experience led by DMD mascot, Sally the Alligator. Designed to encourage foot traffic and engagement with local businesses, Sally's Halloween Adventure blended fun, storytelling, and Downtown discovery.



WINTERLAND BINGO

Winterland Bingo turned the holiday season into an interactive Downtown experience. Showcasing over 30 Downtown businesses, participants explored local businesses and landmarks while completing bingo challenges, creating a playful way to shop, dine, and celebrate Downtown.



WHY ACTIVATIONS

Events and promotions bring Downtown El Paso to life by turning streets, plazas, and businesses into shared experiences. They create opportunities for people to gather, explore, and connect — whether through a large community celebration, a small moment of surprise, or a reason to visit a local business.

By activating public spaces and supporting local commerce, these experiences help strengthen community pride, encourage repeat visits, and reinforce Downtown as a place shaped by culture, creativity, and the people who move through it every day.

DISTRICT FRAMING FINDS A CREATIVE HOME DOWNTOWN

District Framing & Art Co. opened in Downtown El Paso in March 2025, bringing a custom framing and art studio to East San Antonio Avenue. Led by Marcelino Cardoza, the veteran-owned business reflects Downtown's continued growth as a hub for creativity, craftsmanship, and locally owned enterprises.

The studio specializes in custom framing, shadowbox displays, and museum-grade preservation, combining skilled workmanship with advanced technology to achieve precise, high-quality results. Serving artists, photographers, businesses, and individuals, District Framing & Art Co. supports the creative community while helping preserve meaningful pieces with care. The Downtown Management District welcomed the business with an official ribbon cutting, marking another milestone in Downtown El Paso's evolving creative landscape.



District Framing & Art Co.
206 E San Antonio Ave



SHARING DOWNTOWN'S STORY

Storytelling connects people to place. In 2025, the Downtown Management District used digital platforms, creative partnerships, and familiar faces to share authentic stories from Downtown El Paso — highlighting businesses, events, culture, and the everyday moments that shape the Downtown experience.



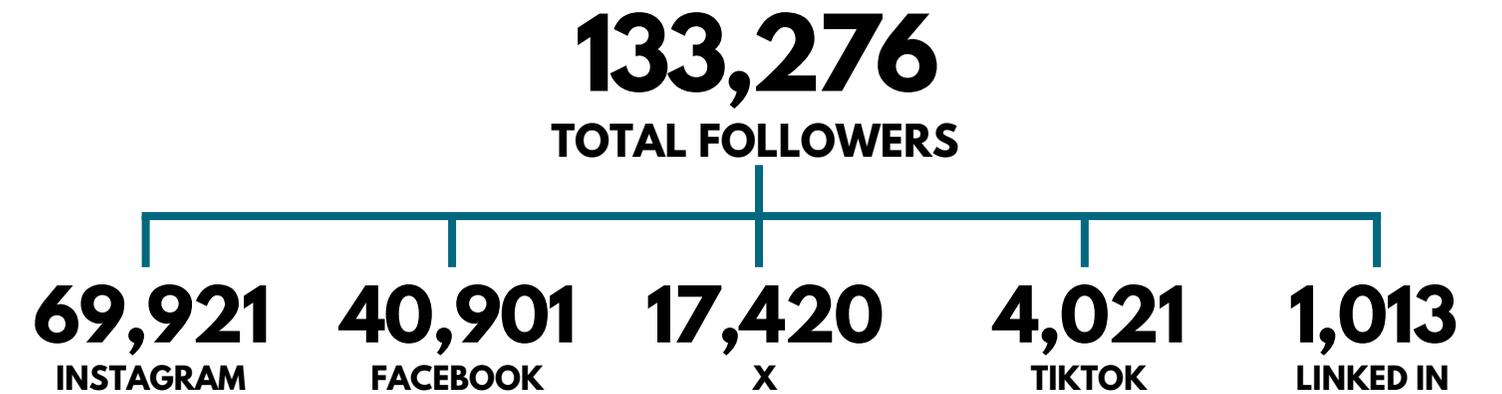
WHY STORYTELLING MATTERS

Storytelling builds familiarity, trust, and pride by helping people see themselves in Downtown. By sharing real experiences, real voices, and recognizable symbols, the Downtown Management District turns everyday moments into meaningful connections — strengthening how people experience, understand, and return to Downtown El Paso.

DIGITAL REACH & ANALYTICS

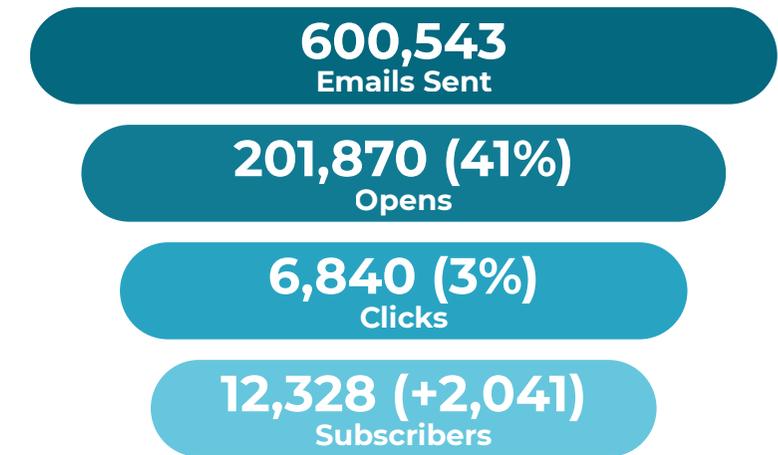
MEASURING CONNECTION

Through social media, digital campaigns, and online storytelling, the DMD reached audiences locally and beyond. Analytics help guide how stories are shared, ensuring Downtown's message remains relevant, engaging, and reflective of the community.



INSIDER NEWSLETTER

The Downtown INSIDER is the DMD's weekly e-newsletter, sharing events, business highlights, and timely updates from across Downtown El Paso. Published year-round, it helps keep residents, employees, and visitors informed while strengthening connection to Downtown's people, places, and activities.

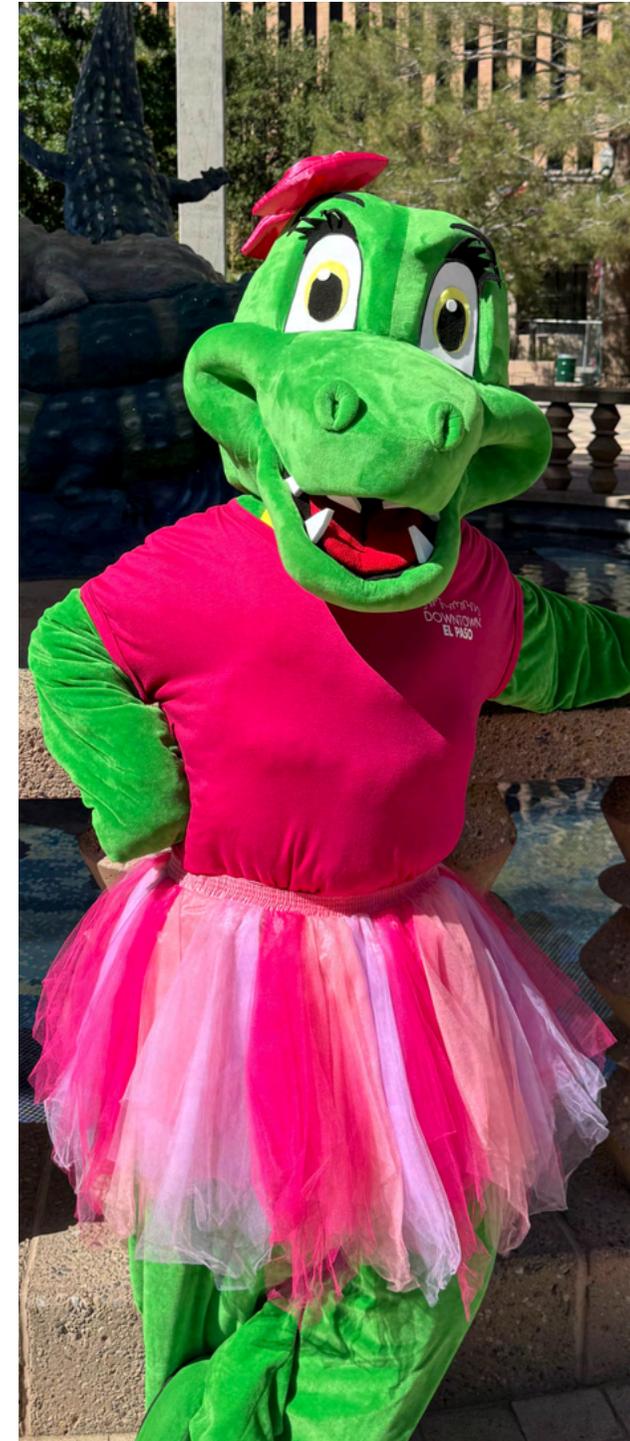


DOWNTOWN AMBASSADORS

CREATING A WELCOMING DOWNTOWN EXPERIENCE

The Downtown Management District's Welcome Ambassador Program, launched in 2016, is a hospitality-focused initiative designed to create a welcoming, approachable Downtown experience. Easily identifiable and knowledgeable, ambassadors greet visitors, provide directions, and assist with questions throughout Downtown El Paso.

Today, ambassadors are present every weekend, engaging with visitors, checking in with businesses, and supporting DMD events. Their consistent presence has helped strengthen relationships with the Downtown community while reinforcing a positive first impression for those experiencing Downtown. Through everyday interactions and event support, Welcome Ambassadors continue to play an essential role in making Downtown El Paso feel open, friendly, and connected.



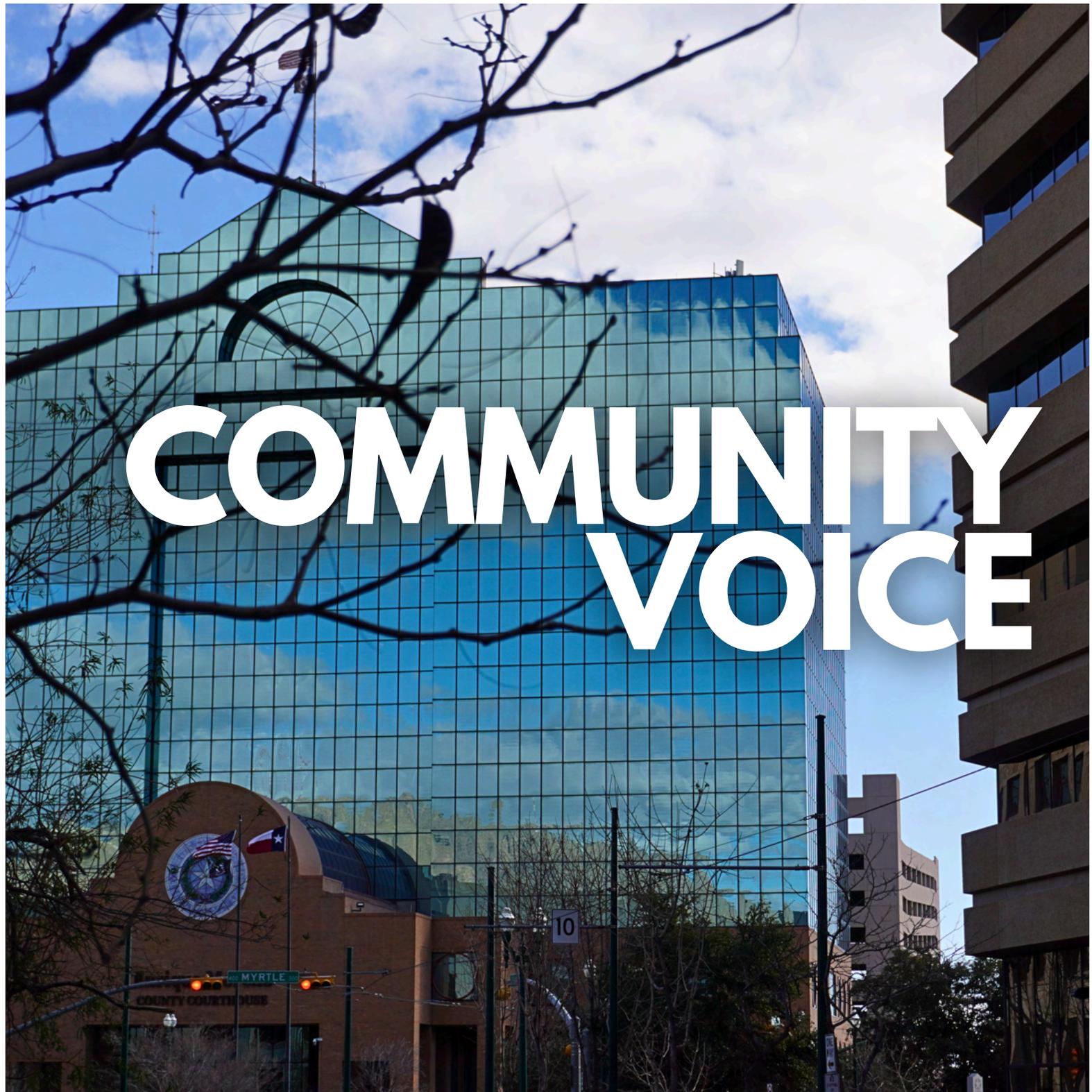
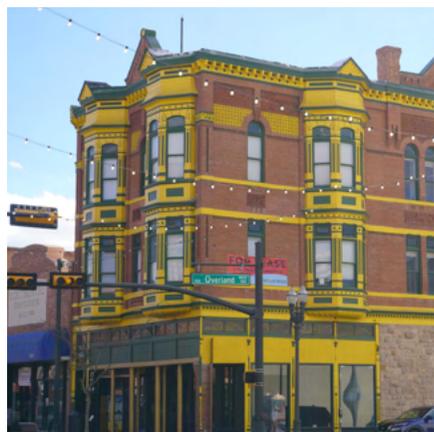
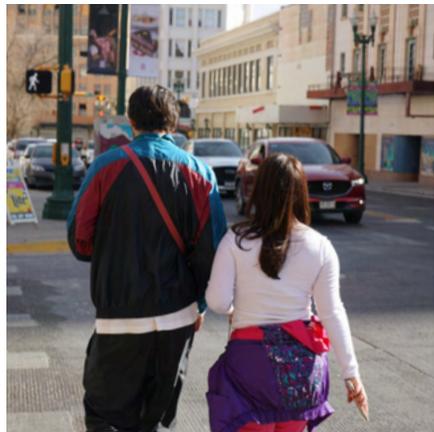
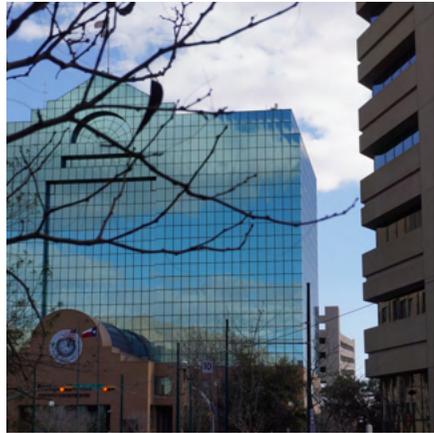
SALLY THE ALLIGATOR

DMD MASCOT

Sally the Alligator is the official DMD mascot, inspired by the history of San Jacinto Plaza and its iconic alligators. Through her playful presence, Sally welcomes people of all ages through appearances at DMD and community events.

In 2025, Sally attended 19 community events and appearances, bringing Downtown energy to celebrations, promotions, and gatherings across the district. She also celebrated her first birthday, marking a milestone year as a growing part of Downtown's identity and a familiar face for residents, visitors, and families.





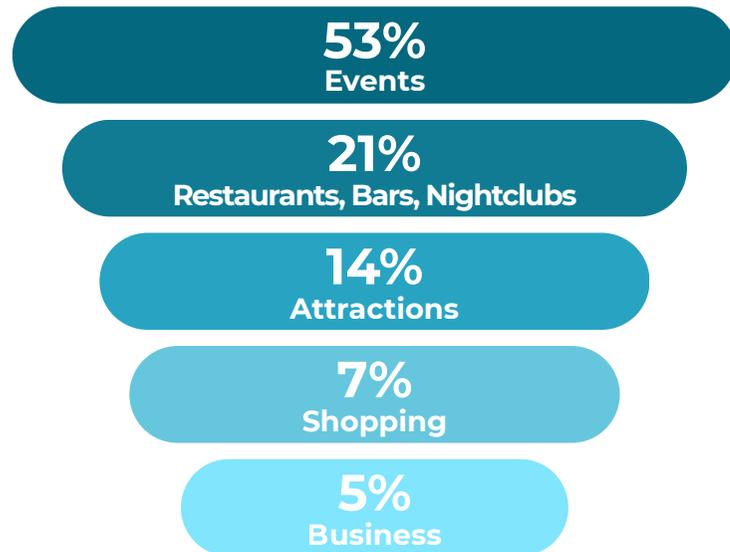
COMMUNITY VOICE

ANNUAL SURVEY

Downtown El Paso is shaped by the people who live, work, and spend time here. Each year, the Downtown Management District gathers feedback to better understand the Downtown experience and ensure programs and services align with community needs.

1,265 RESPONDENTS **<** **1,187 ENGLISH**
78 SPANISH

PRIMARY REASON TO VISIT



Events are the primary reason people visit Downtown, with theater events leading at 35%, followed by sporting events (15%), art and farmers markets (14%), and street festivals (11%). Museum events (7%), restaurant crawls (4%), art crawls (2%), and bar crawls (2%) round out the mix.



ANNUAL SURVEY



PERCEPTION OF DTEP IN PAST 12 MONTHS

53% Improved **38%** No Change **9%** Worsened

PARTICIPANTS' CONNECTIONS TO DTEP

Survey participants most commonly identified as visitors, making up 61% of respondents, followed by Downtown employees at 23%. Business owners (4%), property owners or managers (3%), and residents (3%) also contributed, reflecting a range of perspectives from people who engage with Downtown in different ways.

TOP ELEMENTS FOR DTEP REDEVELOPMENT

Respondents identified events, safety and security, and a family-friendly atmosphere as the top priorities for Downtown redevelopment. These elements reflect the importance of creating vibrant experiences while maintaining a safe, welcoming environment supported by businesses and activities for all ages.

DOWNTOWN IN THE SPOTLIGHT

INTERNATIONALLY RECOGNIZED HUB FOR FAMILIES

La Nube STEAM Discovery Center, a project of the City of El Paso and the El Paso Community Foundation, opened on August 10, 2024, bringing hands-on STEAM learning to Downtown El Paso. In 2025, it earned the Hands On! International Award for Excellence, highlighting its positive impact on families and the community.



AN AWARD-WINNING HOLIDAY MARKET



WinterFest turned Downtown El Paso into a holiday destination from November 22 through January 4, welcoming 588,400 visits in 2025. The event received national recognition, earning First Place for Best Holiday Market from Newsweek and a Second Place ranking from USA Today 10Best, highlighting WinterFest's growing impact and appeal.

DOWNTOWN EL PASO ON THE BIG SCREEN

Downtown El Paso appears on screen in the critically acclaimed film *One Battle After Another*, showcasing local business *Perfumería Génesis*. The Downtown Management District's sanitation truck also made a brief appearance. As the film earns recognition, these scenes spotlight El Paso's authenticity and its potential as a film-ready city.



ROOTED IN PEOPLE. GROUNDED IN PLACE.

As Downtown El Paso continues to evolve, the Downtown Management District remains focused on what has always mattered most — the people who shape this place and the shared spaces that bring them together. The work highlighted throughout this report reflects an ongoing commitment to care, collaboration, and thoughtful investment in Downtown’s future.

Looking ahead, the DMD will continue building on the relationships, programs, and partnerships that support a vibrant, welcoming Downtown. By listening to community voices, responding with intention, and staying grounded in Downtown’s unique character, the work moves forward with purpose and optimism.

A MESSAGE OF THANKS

Downtown El Paso is made possible by the *people* who show up every day — business owners, property owners, partners, residents, employees, and visitors. Thank you for your continued trust, collaboration, and commitment to Downtown. Together, we are shaping a *place* rooted in culture, connection, and community, and I look forward to the work ahead.

— Joe Gudenrath, Executive Director
El Paso Downtown Management District



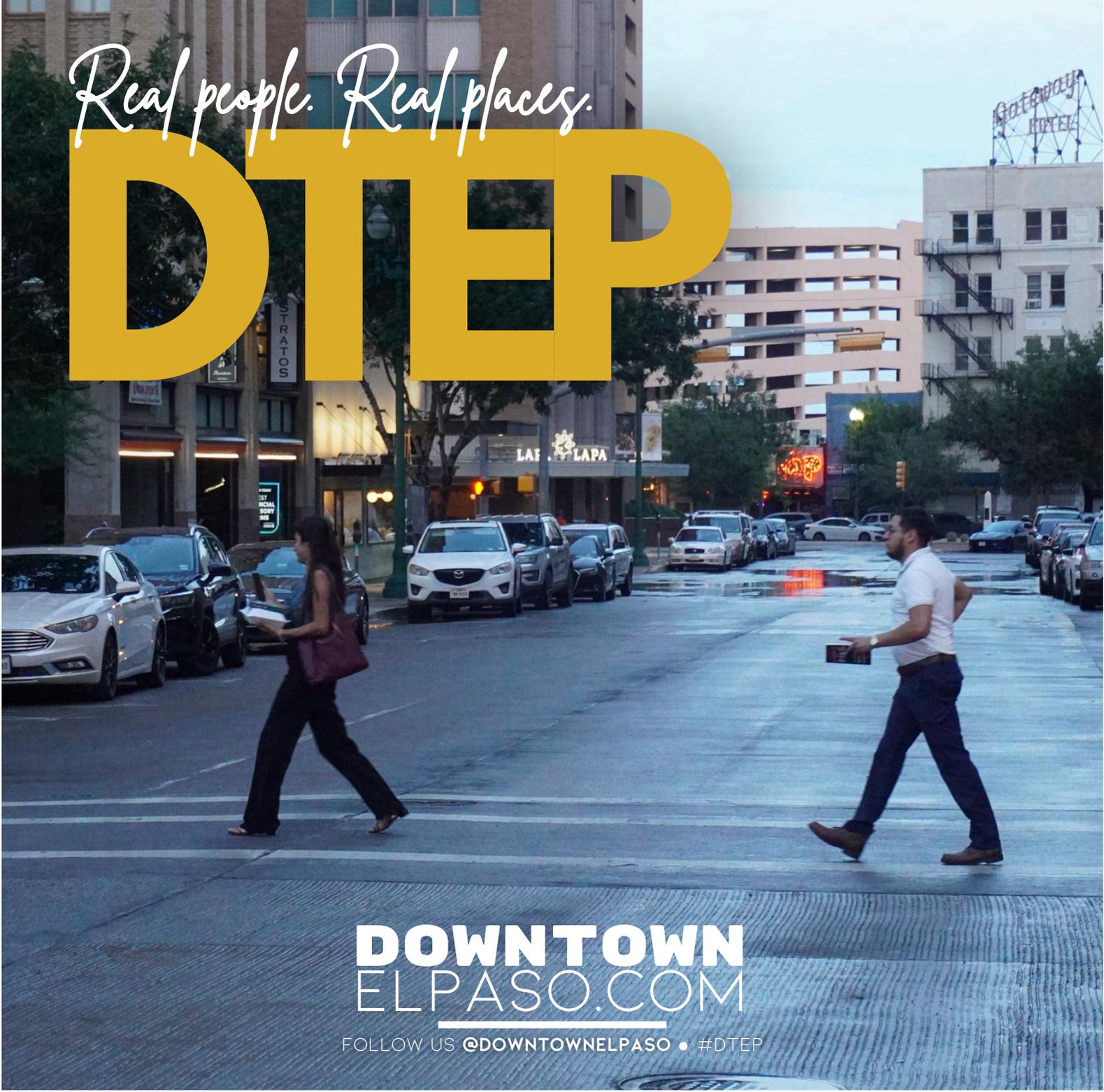
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