

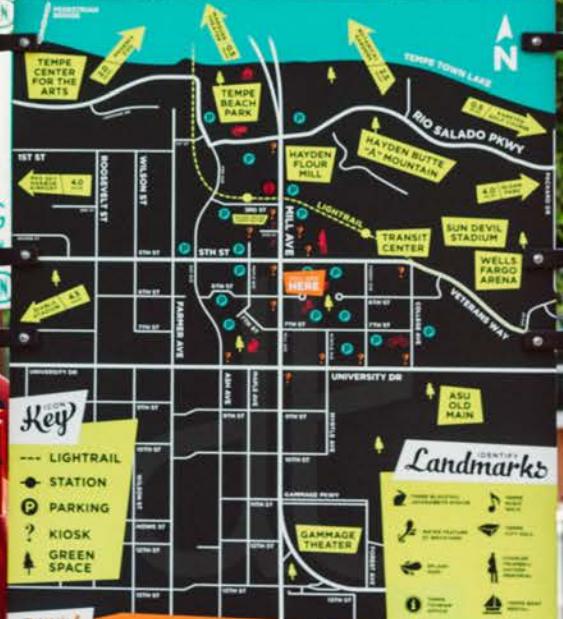
# 2016-2017

## ANNUAL REPORT





## DOWNTOWN TEMPE



### Travel Speed

1 MILE  
WALKABLE BLOCK DISTANCE  
2 MILES  
WALKABLE BLOCK ON A BIKE  
4 MILES  
WALKABLE BLOCK IN A CAR

### Explore

WHERE ELSE CAN YOU HIKE A MOUNTAIN AT SUNRISE, PADDLE ACROSS AN URBAN LAKE, SIP A SMOOTHIE ON A PATIO, ROCK OUT TO AN IMPROMPTU STREET GAME... ALL WITHIN A FEW WALKABLE BLOCKS OF EACH OTHER? NOWHERE ELSE, BUT IN DOWNTOWN TEMPE.

### Ride On

WELCOME, PEDAL PALS AND SPONKES-PEOPLE, TO THE MOST BIKE-FRIENDLY DESTINATION IN ARIZONA! WITH MORE THAN 125 MILES OF DEDICATED BIKE PATHS STRETCHED ACROSS THE CITY, IT'S EASY TO SEE HOW DOWNTOWN TEMPE IS THE HEART OF THE REGION'S PREFERRED PLAYGROUND FOR BIKE ENTHUSIASTS.

### More

SIMPLY HIT [DOWNTONTEMPE.COM](http://DOWNTONTEMPE.COM) ON YOUR PHONE TO GET RESTAURANT RECOMMENDATIONS, UPCOMING EVENT SCHEDULES AND ALL THINGS DOWNTOWN TEMPE! AND DON'T FORGET TO TAG PHOTOS OF YOUR ADVENTURES HERE WITH #DOWNTONTEMPE.

30 MINUTE PARKING  
COMMERCIAL LOADING ZONE  
SAMEDAY  
THIS SIDE

T  
STA  
MONDAY  
THIS SIDE

ARD  
HOWL'S MOVIE  
HAUSA  
ALMOST

# DEAR DOWNTOWN STAKEHOLDER

Each year we look closely at our programs and achievements and ask ourselves, “Are we doing enough? Are we doing the right programs for the district? Are we serving our stakeholders as best as we can?” We take this responsibility very seriously and hope that the answer is always yes. But, we know that the job is never complete. The past year we have begun to really dig into our open spaces plan implementing Placemaking initiatives as budget dollars could allow. We launched a new weekly art-focused market that created a neighborhood experience for local residents, visitors and regional guests to enjoy. The goal with the Market is to build on our existing events and the vibrancy of the place to create another opportunity for interaction with our audiences. Market vendors not only participated in the weekly event but also showcased their wares at both holiday parades creating more of a connection to those events. Additionally we are very aware of the lack of selling opportunities for local artists. To that end we also added a local artist component to the Tempe Festival of the Arts with a locals only Makers section.



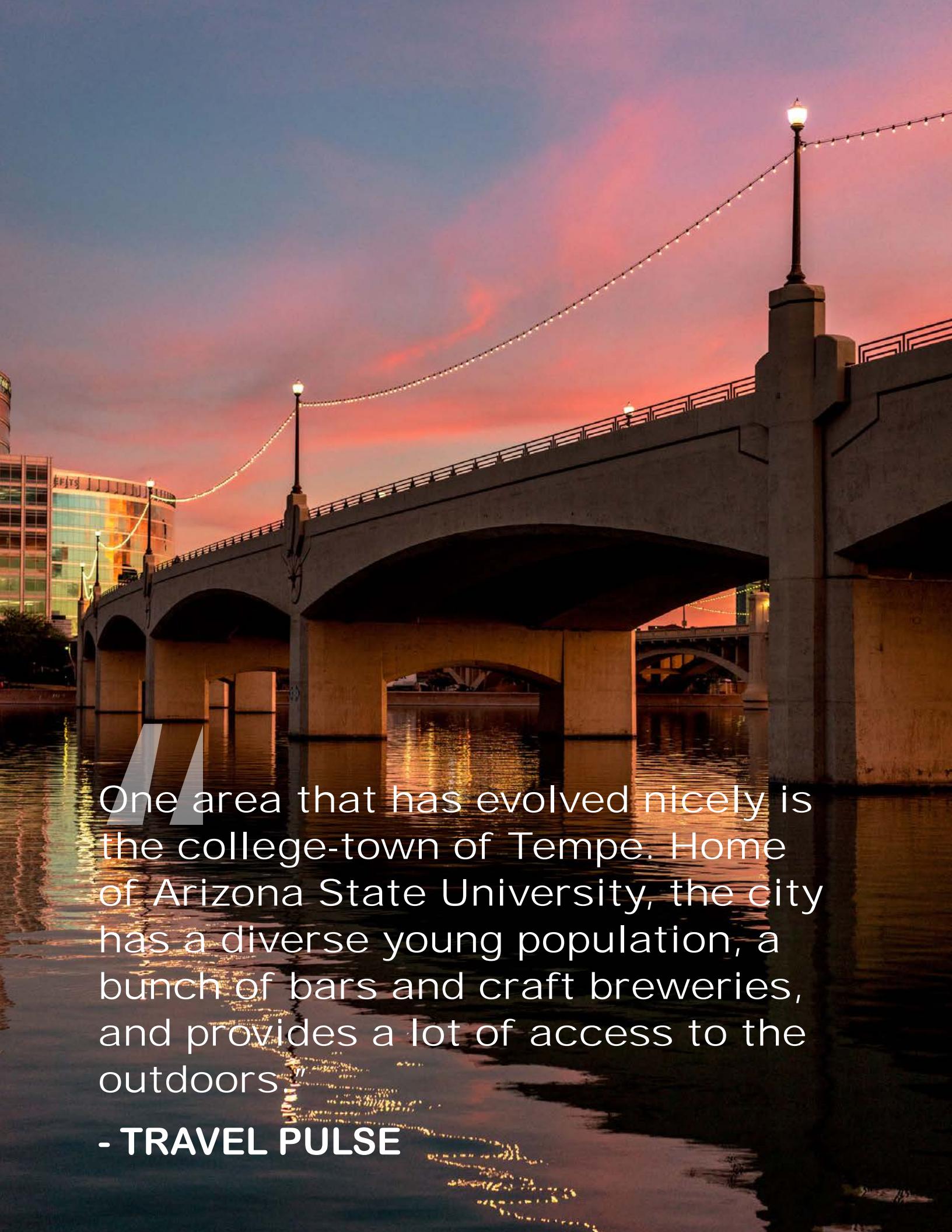
**Kate Borders**  
*Executive Director*

The connection to community was also augmented this past year through a Kids Block at Tempe Festival of the Arts that included community non-profit groups as well as an exhibit opportunity for local art students. These opportunities are an enhancement to our existing programs and activities. Our primary responsibility is to the cleanliness of downtown, the safety of our district, and enhanced plantings that bring a sense of “caring” to the place. Each year we ensure that we do more for the community and our stakeholders and execute existing programming with greater efficiency and effectiveness. “Are we doing enough?” We never believe that this is possible. This report gives specifics on our work execution and we hope it brings clarity to the “who” behind many elements that you enjoy in Downtown Tempe. Next year we will conduct greater research and dive into the perceptions of our various constituent groups. In 2018 we will celebrate 25 years since the formation of our district, so expect many new activities and a great deal of success stories!

Sincerely,



**Matt Mooney**  
*Board Chair*  
*Cousins Properties*

A photograph of a bridge over a river at sunset. The sky is filled with vibrant orange and pink clouds. The bridge has multiple arches and is illuminated by streetlights. A modern building with large windows is visible on the left bank. The water below reflects the warm colors of the sunset.

One area that has evolved nicely is the college-town of Tempe. Home of Arizona State University, the city has a diverse young population, a bunch of bars and craft breweries, and provides a lot of access to the outdoors."

- TRAVEL PULSE

# HAUS BREWERY



# OPERATIONS

## KEEPING DOWNTOWN CLEAN & SAFE

A clean and safe Downtown Tempe is our top priority. In addition to keeping Downtown Tempe looking beautiful, the Clean Team crew is a great source of information. This past year, the committed maintenance personnel assisted **9,722** people with hospitality-related inquiries alone, and even went the extra mile by escorting **295** of those inquiring folks to their final destinations. Downtown Tempe's very own custodial team is ultimately responsible for keeping the public right-of-way looking clean and pristine. Day and night, the Clean Team crew works diligently while assisting residents, employees and visitors every step of the way.

As goodwill ambassadors for Downtown Tempe, the highly visible, well-trained staff of yellow shirted Safe-T-Patrol guides have welcomed and enhanced experiences for residents, visitors and employees in Downtown Tempe. They provide an enhanced security presence on the streets and lakeside, patrolling on foot, bicycle and by boat seven days a week. This past year, the Safe-T-Patrol responded to **12,157** incidents, **11,342** inquiries and made **2,645** connections to social service agencies to assist those in need within the district. Downtown Tempe's Safe-T-Patrol guides are always ready to help.

### CLEAN

#### Clean Team Statistics

**5,598** instances of flower maintenance

**2,320** pieces of graffiti removed

**8,544** gum spots removed

**3,281** bags of trash collected

**10,058** cleanings of street furniture and trash receptacles

### SAFE

#### Safe-T-Patrol Statistics

**2,645** social service connections made

**11,286** hospitality interactions

**2,748** responses to business community concerns

**18** personal safety escorts provided

**32** responses to disabled motorists



# PARKING MANAGEMENT

Within Downtown Tempe, there are a total of 16,550 parking spaces between on-street metered locations and off-street lot and garage locations. DTA manages the enforcement of the on-street parking as well as the majority of off-street parking locations in Downtown Tempe. Nearly 600 spaces are on-street meters that can accept payment using multiple methods for the convenience of users. These include cash, credit and/or debit card, and the ParkMobile app.

In FY 2016-2017, the City of Tempe generated **\$2,700,000** in parking revenue. An additional **\$5,047,000** of revenue was generated in Downtown Tempe for private clients. DTA also introduced demand-based pricing for on-street meters, designated motorcycle and ride share only spaces, introduced Zip Car to 3 garages and traditional rental car services at City Hall Garage.

## Parking Statistics

**13** parking locations managed by DTA

**16,550** parking spaces managed by DTA

**2.07 million** customer parking transactions this past year

**78%** of parking transactions via credit and/or debit cards

**1 hr 40 mins** is the average length a customer parks at an on-street meter

**2 hrs 37 mins** is the average length a customer parks in an off-street location

**88%** average occupancy of Mill Avenue spaces

**82%** average occupancy of all on-street meters at peak





# 29,326

HOURS SPENT CLEANING  
AND PATROLLING  
THE DISTRICT

## BLOCK BY BLOCK PARTNERSHIP

The sidewalks and streets of Downtown Tempe are maintained and patrolled by our Clean Team crew and Safe-T-Patrol guides. Both groups are staffed through a partnership with Block by Block, a company that specializes in providing clean and safe services to downtown improvement districts.

DTA has been partnering with Block by Block since 2013, addressing the issues that affect how people think, feel and essentially interact with Downtown Tempe. Downtown Tempe continues to see the benefits of Block by Block services, which maximize dollars invested in Downtown Tempe, and ultimately benefit every stakeholder.



# RETAIL, HOSPITALITY AND RESIDENTIAL OVERVIEW

## **Restaurants, Bars, Nightlife, Retail and Residential**

This past year was an outstanding one for restaurants and residential in Downtown Tempe. Showcase openings included SALT, a four-story, 265-unit, Class A apartment complex on the south side of Tempe Town Lake and F.A.B.R.I.C., a collaborative work space that combines apparel manufacturing resources, creative professionals and industry training. DTA played a role on both the industry and consumer side, providing information and business services to new retail tenants and hospitality developers, and promoting local businesses and hotels in our marketing materials, tours, and meetings.

## **NOTABLE OPENINGS IN 2016-2017**

SALT	Rehab Burger Therapy	The Funky Monk
VR Junkies	Starbucks at Chase Bank	FABRIC
CASA Main Room	OG Taco Shop	Delicious Factory
The Baked Bear		



# DTA BUSINESS SERVICES

## TOURS

This past year, Downtown Tempe hosted 3 tours, showcasing Downtown Tempe's unique attractions and amenities. The tours included everything from new restaurant openings to new residential living opportunities. The tours were specifically geared toward those who work in the hospitality industry -- hotel concierge and our very own Safe-T-Patrol guides and Clean Team crew. Combined, they made almost **21,008 hospitality contacts** this past year while patrolling and maintaining the streets.



## RESOURCES

To assist district businesses, DTA engaged district businesses in a variety of creative ways and provided the following assistance throughout the course of the year:

- **District-wide Merchant Meetings**
- **Merchant Marketing Symposiums**
- **Merchant Committee Meetings**
- **Dinner & A Show Program with Gammage**
- **Matinee & A Meal Program with Childsplay**
- **Dine Around Program with IRONMAN**
- **Show Your Bib Program with Rock 'N' Roll Marathon**
- **Shop Small Saturday Program**
- **Merchant Holiday Tree Challenge**
- **Merchant Participation in Special Events**



## LIAISON

In addition, DTA continued to participate in synergy meetings and explored partnerships with the following groups, events and community partners:

- **Tempe Tourism**
- **City of Tempe - Various Departments**
- **Tempe Police Department**
- **City of Tempe Special Event Task Force**
- **ASU's Devils on Mill/Devils on College**
- **Tempe Grease Cooperative**
- **ASU Ceramics Museum Ceramarama Gala**



# #TEMPEMISSION

## OUR MISSION

In July of 2016, Downtown Tempe Authority organized an effort, in partnership with various stakeholders, to have a positive impact on homelessness in Downtown Tempe. The ongoing scope of the mission aims to raise money, collect needed items, mobilize volunteers and raise awareness. The financial goal is to raise \$100K via cash and in-kind donations, which will be directed toward four local social service agencies that are currently providing services to those in need.



## MISSION METERS

Downtown Tempe Authority installed new parking meters fitted with credit card processors on 9 of the informational kiosks in Downtown Tempe. The "Mission Meters" encourage people to donate money directly to the four social service organizations rather than giving money to panhandlers on the street. 100% of the funds raised in these meters benefit the Tempe Mission campaign.



## MISSION BREW

Downtown Tempe's 3 breweries; Gordon Biersch, Blasted Barley and Pedal Haus joined forces to craft a collaboration brew called "Mill's Mission Brew" in support of the Tempe Mission campaign. Kegs were officially tapped in July of 2016 to kickoff the Tempe Mission campaign. Mill's Mission Brew was sold at all 3 breweries and 12 other restaurants and/or bars in Downtown Tempe. For every pint sold, \$1.00 benefited the Tempe Mission campaign.



# BUILDING COMMUNITY

## SIGNATURE EVENTS

### **Tempe Festival of the Arts**

During December 2-4, more than 200,000 people attended the **48th Annual Fall Tempe Festival of the Arts**, while over 150,000 people attended the **40th Annual Spring**

**Tempe Festival of the Arts.** The fall and spring festivals introduced new elements -- Kids Block, a hands-on interactive block with a K-12 art exhibit that featured over 400 student works from around the Valley -- and Sixth + Mill Makers, a carefully curated selection of local makers and Phoenix-made goods to the festival. The fall and spring festivals combined received very favorable media attention with over 30 digital features and television coverage from 5 local news outlets. Between the 2 festivals, it was estimated that the Tempe Festival of the Arts received over **\$160,000 in earned media coverage**.

### **Fantasy of Lights**

On November 26, approximately 50,000 Tempe and Valley residents and visitors continued their tradition of attending the **Fantasy of Lights Opening Night Parade**. The parade Grand Marshall was ASU's Sparky, and both the Mayor and City Council members stayed true to Tempe's sustainability initiatives by making their way through Downtown Tempe on pedi cabs. The parade concluded at Centerpoint Plaza with a **Tree Lighting Ceremony** and festive performance from Marcos De Niza and Tempe Community Choirs. The Fantasy of Lights theme carried through to December 10 for the **Fantasy of Lights Boat Parade**, where an estimated 35,000 people gathered around Tempe Town Lake to witness this one-of-a-kind event in the Valley. The event featured a pop-up section for the 6th Street Market, a variety of food trucks and stage performances from Kyrene del Melenio Choir and local musicians, Josielle Cheekymole and Press Play.

### **6th Street Market**

The **6th Street Market** is a new initiative dedicated to providing a space and opportunity for local artists, artisans and makers. This market not only provides artists with an opportunity to showcase and sell their work, but also helps create and encourage a thriving and diverse community of artists and makers in Downtown Tempe and the surrounding areas. Located in **6th Street Park**, the market's first season saw nearly 13,000 guests, received over 200 vendor applications and averaged 28 vendors each Sunday. The second season of the 6th Street Market will run **October 2017 through April 2018**.



# PLACEMAKING

## BEYOND THE BRICKS

Beyond the Bricks Thursday Night Live was a live music series sponsored by State Farm. The weekly series provided free family-friendly entertainment and activated an underutilized public space -- Hayden Square Amphitheatre. The series took place on Thursday evenings from 5:30-7:30p in Hayden Square Amphitheatre and ran October 6th through December 15th and February 2nd, 2017 through May 25th. The activation was enhanced with a pop-up beer and wine garden as well as food and snack options provided by local merchants.

## NEW YEAR'S

In its second year, the larger than life numbers representing the upcoming new year were placed at 5th and Mill in the weeks leading up to the New Year's Eve celebration on Mill Avenue. The 10 foot "2017" served as the backdrop for hundreds of photos and popped up in social media feeds for weeks.

## SPRING TRAINING

The "**Big Red Chair**" made its first appearance during Spring Training and has quickly become one of the most photographed elements in Downtown Tempe. It was placed at the corner of 5th and Mill and Spring Training fans were encouraged to snap festive pics all month long. The **State Forty Eight Container Store** popped up in Centerpoint Plaza as well. This was must-see one-of-a-kind project from one of Arizona's most coveted clothing brands. Visitors were able to snap pics and grab some gear, taking a little piece of Arizona back home no matter where they were from. Downtown Tempe's well-known 8-foot **Chalkboard Cube** showcased both the Anaheim Angels and Chicago Cubs team logos for visitors and fans to pose with.

## THE SOUND CANOPY

In partnership with the City of Tempe's Public Works Department and a grant awarded from Springboard for the Arts, Downtown Tempe Authority did a call to artists to transform an old city roll-off into a pop-up patio concept. From this, **The Sound Canopy** was born, which was designed to function as a public forum for non-amplified musical performances, spoken word or simply a place to sit down and have a cup of coffee.



# MARKETING

## ENGAGING CONSUMERS WITH DOWNTOWN

The marketing department took a more holistic approach with the marketing efforts this past year based on the target personas that were developed in the 2015-2016 fiscal cycle. DTA is tasked with hosting, producing and marketing a myriad of events and activations while driving evergreen traffic to Downtown Tempe throughout the year. Rather than approaching each item as a one-off project, a community-first strategic marketing plan was implemented in order to make Downtown Tempe's brand relevant to surrounding neighborhoods, deepen connections with constituents and create a sense of community. New marketing tactics included stand alone **microsites** for the **Holiday Season**, **NYE** and **Spring Training**, the use of **custom Snapchat filters** at signature events and a new version of the **printed directory that includes more detailed parking information**.

Significant highlights include a **275% increase in web page views**, a **76% increase in social media followers** and a marketing and pr campaign for the Tempe Festival of the Arts and Fantasy of Lights events that **reached over 8 million people** and **earned over \$250K in pr/media exposure**.

### DOWNTOWN WEBSITE

**895,332** page views  
**324,710** new users  
**13,000+** email subscribers  
**17%** email open rate

### DOWNTOWN SOCIAL MEDIA

**21,847** Facebook fans  
**9,421** Twitter followers  
**8,616** Instagram followers





# MARKETING

## MEDIA COVERAGE

DTA events and initiatives resulted in media coverage from a number of media outlets including the Phoenix Business Journal, East Valley Tribune, Arizona Republic, Phoenix New Times, State Press, AZ Central, Phoenix Magazine, Tempe Ahwatukee Republic, and Wrangler News. The DTA earned broadcast coverage including ABC15, FOX10, CBS5, 12News, 3TV and KTAR.

## DOWNTOWN DIRECTORIES

DTA distributed approximately 70,000 directories, highlighting Downtown Tempe attractions, points of interest, restaurants, bars, shops and business services.

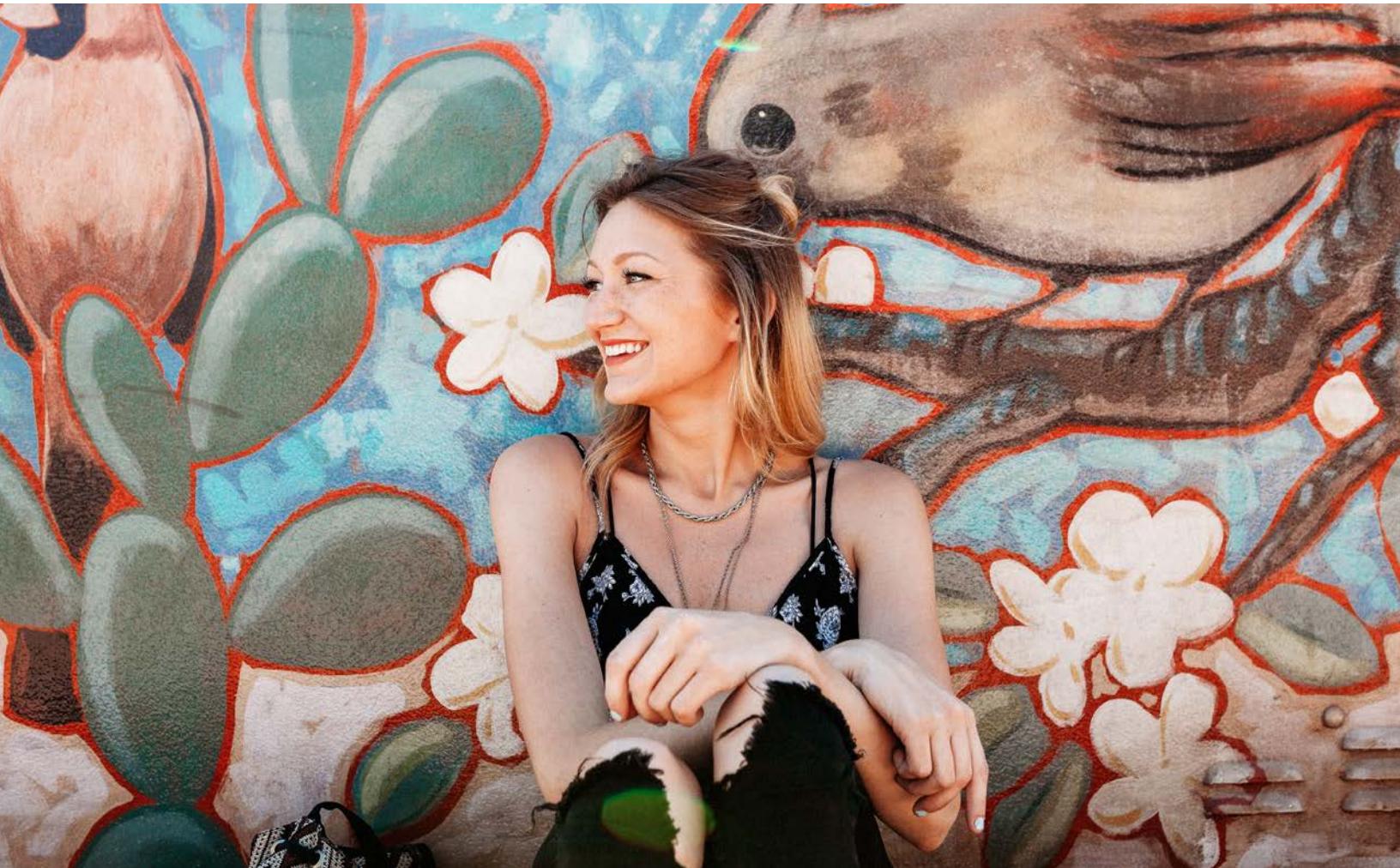
## NEWSLETTERS

### Merchant News

DTA held 4 quarterly merchant meetings and maintained regular communications with all property owners and merchants in the district. The Merchant News provided information on DTA programs, events, and operations to keep stakeholders informed.

### Monthly Email Newsletters

Subscribers to the Monthly Email Newsletter received monthly newsletters that highlighted new businesses, events, seasonal marketing campaigns, and exclusive specials. The emails had a 17% average open rate, which is on par with industry standards.







## DTA BOARD OF DIRECTORS

Matt Mooney  
**Chair**  
Cousins Properties

Charles Goffnett  
**Vice Chair**  
Brand X

Dan Dahl  
**Treasurer**  
YAM Management

Kate Borders  
**Secretary/President**  
Downtown Tempe Authority

Charles Huellmantel  
**Immediate Past Chair**  
Huellmantel & Affiliates

Nancy Baker  
Silicon Valley Bank

Andrew Ching, City Manager  
City of Tempe

Angela Creedon  
ASU/Community Affairs

Grady Gammage  
5th & College LLC

Sam Gordon  
Wexford Developments

Andrew King  
Resident

Spike Lawrence  
Lawrence & Geyser Development

Izma Miller  
Chase

Mark Mitchell, Mayor  
City of Tempe

Kristin Moore  
DIVAZ

Jim O'Meara  
Courtyard by Marriott

Eric Sather  
Tempe Mission Palms

Julian Wright  
Pedal Haus Brewery

Kate Borders  
Executive Director

Jane Mittness  
Executive Assistant

Miranda Edwards  
Director of Marketing

Lori Foster  
Director of Business Relations

Julie Kent  
Director of Placemaking

Andrew Peters  
Controller

Amber Brown  
Receptionist/Parking Administration

Adam Jones  
Deputy Director

Brian Gatch  
Area Manager/Facility Services

Samantha Chaloupka  
Parking Compliance Services

Kelly Fogg  
Safe-T-Patrol Manager

Anna Katen  
Parking Office Assistant

Anthony Strait  
Facilities Assistant Manager

## FOUNDATION BOARD OF DIRECTORS

Charles Goffnett  
**Chair**  
Brand X

Corey Woods  
**Vice Chair**  
ASU Preparatory Academy

Pam Goronkin  
**Secretary**  
Independent Public Policy Professional

Kate Borders  
**Treasurer**  
Downtown Tempe Foundation

Maja Aurora  
City of Tempe Public Art Coordinator

Bill Epps  
Tempe Community Action Agency (Retired Director)

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