

growing, vibrant & urban.

Welcome to Downtown Tempe

It's a great place to be in
BUSINESS

WHO WE ARE & WHAT WE DO

Downtown Tempe Authority, Inc. (DTA) is the Enhanced Municipal Services District that manages the central business district between Tempe Town Lake, College Avenue, University Drive and Farmer Avenue. Our mission is to positively impact and drive the future of our city's urban center while serving as a steward of the existing resources and assets.

The services we provide include a) Clean & Safe; b) Parking Management; c) Marketing & Events and d) Advocacy on behalf of our stakeholders. We are a non-profit organization funded by the private property owners in the district.



DOWNTOWN TEMPE





FIRST THINGS FIRST

YOUR 'TO DO' LIST - SET YOUR BUSINESS UP FOR SUCCESS DOWNTOWN

ONE: SEND INFORMATION

Email Ally@downtowntempe.com the following for your landing page on our webpage:

- Your logo (high resolution: PDF, EPS, Vector)
- 3 High resolution photos (interior/exterior of business, products, etc.)
- Your Facebook, Instagram & Twitter links
- A brief description of your business



Email Ally@downtowntempe.com names & email addresses of key staff to receive the weekly Merchant eNewsletter - your connection to what's happening downtown

TWO: SUBMIT TO EVENT CALENDAR

Submit your grand opening events to the DTA Event Calendar: www.downtowntempe.com/submit-event . Be sure to submit ALL of your events to this calendar throughout the year

THREE: BOOKMARK MERCHANT RESOURCES

Bookmark the Merchant Resource web page www.downtowntempe.com/about-us/merchant-resources
You'll have access to:

- Event & Marketing opportunities
- Business Resources
- Event Calendars
- Clean & Safe Information
- Quality of Life FAQ's & Crime Prevention Tips
- Business Resources in Tempe

FOUR: GET PARKING PERMITS

Obtain parking permits for your staff (if applicable) from DTA by emailing parking@downtowntempe.com and include a copy of your lease so parking can be verified. Not sure if you have parking included in your lease? Contact your landlord.

FIVE: GET FOUND ONLINE

1. Tag us! #DowntownTempe in all your social posts.
2. Claim your business on Google www.google.com/business/





FIRST THINGS FIRST

SIX: PARTICIPATE

Participate in merchant committees, meetings, workshops and promotions. Notifications about these are sent out via weekly merchant email.

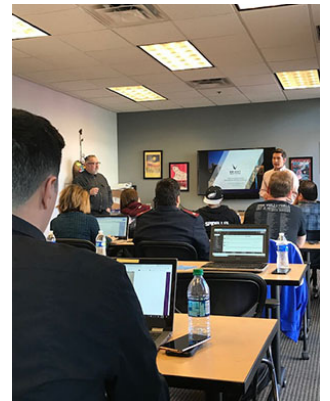
- Join the Tempe Grease Cooperative www.tempe.gov/government/public-works/water/tempe-grease-cooperative
- Take the Chamber of Commerce Sustainability Pledge www.tempe.pledge.green
- Join Local First Arizona www.localfirstaz.com
- Join Tempe Chamber of Commerce www.tempechamber.org
- Get to know Tempe Tourism www.tempetourism.com

SEVEN: USE CALENDAR

Use the Downtown Tempe Event Calendar when planning staffing & ordering. The calendar is available on the Merchant Resource web page, click on Events & Marketing Opportunities.

GET INVOLVED

- Read weekly Merchant Newsletter
- Participate in events (IRONMAN AZ, Tempe Festival of the Arts, etc.)
- Maintain active social media accounts, use hashtag #DowntownTempe, include positive messaging about downtown
- Participate in merchant promotions like Shop Small, Halloween Stroll, ASU events
- Make sure your landing page on www.downtowntempe.com is up to date
- Collaborate with other merchants, reach out & meet your neighbors (including residents and workers)
- Participate in merchant meetings & workshops
- Give us feedback; participate in data collection & survey initiatives
- Learn about Downtown Tempe with DTA Reports & Research: Downtown Economic Impact Report, Stakeholder Survey (reports are located at www.downtowntempe.com/choose-downtown/reports-and-research)





CLEAN & SAFE

Keeping Downtown Tempe safe and clean for all visitors and residents is our top priority, and it's the job of the Safe-T-Patrol guides and Ground Support crew to do exactly that.

In addition to keeping Downtown Tempe looking beautiful, the Ground Support crew is a great resource of information. Downtown Tempe's own custodial team is responsible for keeping the public right-of-way looking clean and pristine. Day and night, the Ground Support crew works diligently while assisting visitors and residents every step of the way.

The Ground Support team provides several services for the public right-of-way including:

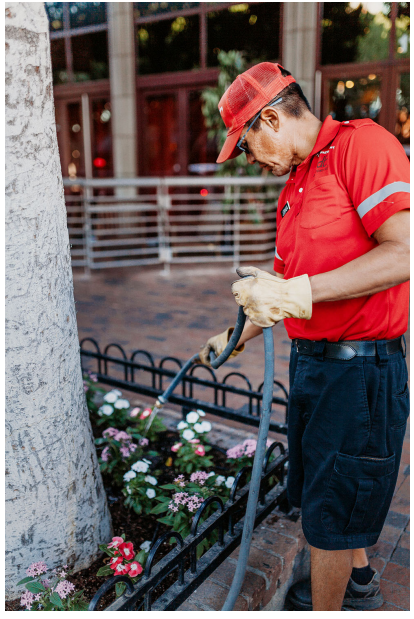
- TRASH/DEBRIS REMOVAL**
- GRAFFITI REMOVAL & BIOHAZARDS**
- EMPTY & CLEAN PUBLIC TRASH RECEPTACLES**
- REPAIR DAMAGED STREET BANNERS**
- REPORT DAMAGE & SAFETY CONCERNS**

If you see something that needs the attention of the Ground Support Team, you can fill out a Maintenance Request Form at www.downtowntempe.com/about-us/clean-and-safe/maintenance-request-form or contact:

Cipriano Olivas at Cipriano@downtowntempe.com

Contact the City of Tempe for:

- Broken or inoperable traffic lights
- Broken street light or street light base
- Damaged or missing street signs
- Damaged/dirty bus shelter
- Trash in middle of street
- Dead or broken tree limbs
- Broken pavement or missing bricks on sidewalk



Download and use the the City of Tempe 311 App
 Tempe 311 mobile is your one-stop-shop for services from the City of Tempe and connecting with the city. Use this App to report tree damage, pot holes & street issues. Available in the App Store or Google Play

SECURITY CONTACTS



SAFE-T-PATROL Guides are highly trained and distinctly uniformed personnel that patrol the streets of the Downtown Tempe and Town Lake districts by foot, bicycle and boat. They serve as goodwill ambassadors by welcoming residents, workers, and visitors in the downtown area, giving directions, answering questions and making recommendations for shopping, dining and attractions.

Safe-T-Patrol Guides also assist in overall crime prevention and reduction by working closely with the Tempe Police Department to provide a highly visible street presence, acting as additional “eyes and ears” throughout Downtown Tempe. The use of a TPD radio on each Safe-T-Patrol shift helps to provide prompt communication response time. Windom Security provides courtesy patrol & dispatch services overnight in the downtown district.

WHO TO CALL WHEN...

SAFE-T-PATROL

480.236.2527 or 480.231.8356

Person needs social services

Person making staff uncomfortable and NOT committing a crime

Person sitting/lying on sidewalk in public right-of-way (not on private property)

After calling TPD for a crime in progress

911

911

Crime in progress

Someone in imminent danger

Violence being exhibited

Threats of danger

Threats of person or property

24 Hours, 7 Days

TEMPE PD

480.350.8311
non-emergency

Crime no longer in progress

*Be VERY specific in description of behavior that occurred in order to be serviced properly

24 Hours, 7 Days

NEW

CARE & HOPE Homeless Assistance

480.350.8004

NEW

OVERNIGHT PATROL & DISPATCH

Nightly 8:00 p.m. to 6:00 a.m.

Windom Security is your courtesy patrol provider for situations pertaining to unsheltered individuals & non-emergency incidents. Patrol and dispatch services are available nightly from 8:00 p.m. to 6:00 a.m. Call the dispatch number to report any courtesy patrol related concerns: **480.865.4272**



Safety Patrol



Windom Security

SAFE-T-PATROL HOURS

DOWNTOWN DISTRICT

M - F : 7:00a - 8:00p,

SAT : 7am - 8pm, SUN 9am - 5:30pm

LAKE DISTRICT

M - SUN : 4:30a - 1:00p & 4:30p - 3:00a



MARKETING

MARKETING

Part of DTA's mission is to create an environment where district merchants can engage with residents, businesses, employers and visitors in Downtown Tempe and surrounding areas. There is extensive marketing value that merchants in our district receive.

WEBSITE www.downtowntempe.com

You will have a [designated landing page](#) on www.downtowntempe.com for your business profile.

This will include the following:

- Business Name
- Brief Description
- Address & Contact Info
- Hours of Operation
- Website & Social Media Links
- 3-5 high resolution images
- Interactive map

[DowntownTempe.com](#) receives over 450,000 annual site visits!

SOCIAL MEDIA & BLOG Over 17,000 fans/followers!

Regular posts on the Downtown Tempe social media sites, featuring Facebook, Twitter and Instagram feature businesses in Downtown Tempe. Be sure to tag [@downtowntempe](#) and include [#DowntownTempe](#) in your social media posts. Opportunities also exist for your business to be featured in blog posts on downtowntempe.com which is also used for social media content.

Don't forget to follow [@DowntownTempe](#) on Facebook & Instagram

MARKETING RESOURCES A Marketing & Events webpage just for downtown merchants

On our Merchant Resources webpage, you'll find information and resources on marketing, collaboration opportunities with downtown events, the downtown event calendar, the ASU calendar and merchant co-op ad buy opportunities. You'll also find an extensive library of marketing workshop presentations including website, digital, email marketing, social media best practices, marketing planning and more. www.downtowntempe.com/about-us/merchant-resources/events-and-marketing-opportunities

PUBLIC NEWSLETTER Over 10,000 subscribers!

A [electronic newsletter](#) is sent to Downtown Tempe stakeholders and includes information about events, businesses and all things happening downtown.

ONLINE DIRECTORY

Your business will be included in the online Downtown Tempe Business Directory at www.downtowntempe.com. Your business listing is free.

EVENT CALENDAR Exposure to thousands

Submit your events to the DTA Event Calendar so people know what is happening in your business. We publish and share this calendar with media, downtown residents, workers and the public.

Submit your events here:
www.downtowntempe.com/submit-event

#DowntownTempe
@DowntownTempe





PARKING

22,863 Number of total parking spaces downtown with both street and off-street parking

Within Downtown Tempe, there are a total of 22,863 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. www.parkmobile.io

Several streets in the downtown district feature motorcycle and ride share only spaces.

ON-STREET METERS

Use the Park Mobile app to feed the meter from your phone  ParkMobile

PARKING VALIDATIONS:

Rate and Times By Area

Pay Until	10 pm	10 pm	10 pm
Time Limit	2 Hour Max	2 Hour Max	3 Hour Max
Monday - Friday	8 am - 10 pm	8 am - 10 pm	8 am - 10 pm
Saturday	11 am - 10 pm	11 am - 10 pm	11 am - 10 pm
Price Per Hour	\$2	\$1	\$1
Free	Sundays & Holidays	Sundays & Holidays	Sundays & Holidays

Meters accept coins, credit cards listed & pay by phone - park mobile

For Questions or Concerns Contact: Downtown Tempe Authority
www.downtowntempe.com/parking • 480 - 894 - 1800

Merchants may purchase parking validations for the following parking garages by emailing parking@downtowntempe.com

201 S. Ash Garage (Rio & Ash)

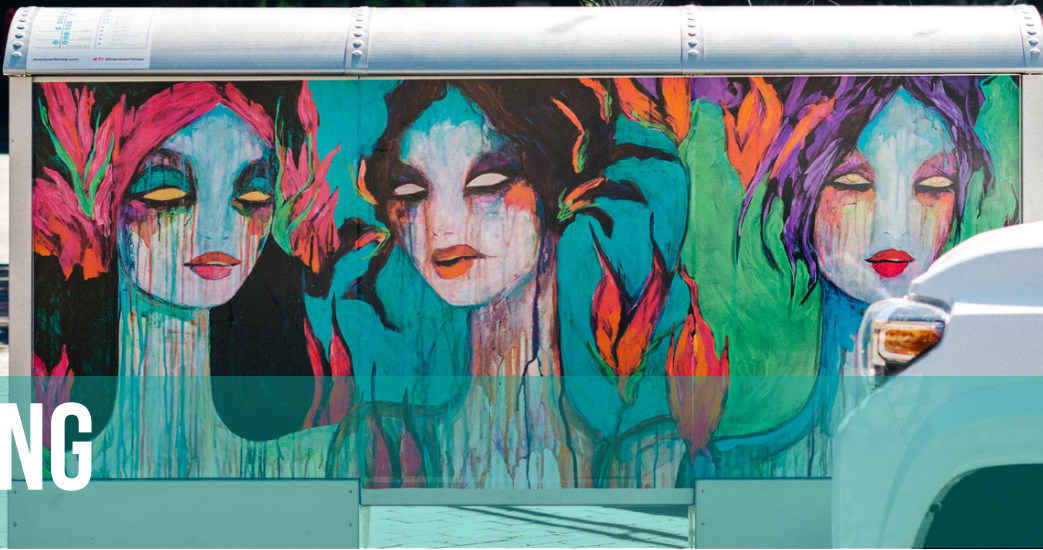
City Hall Garage, 117 E. 5th St.



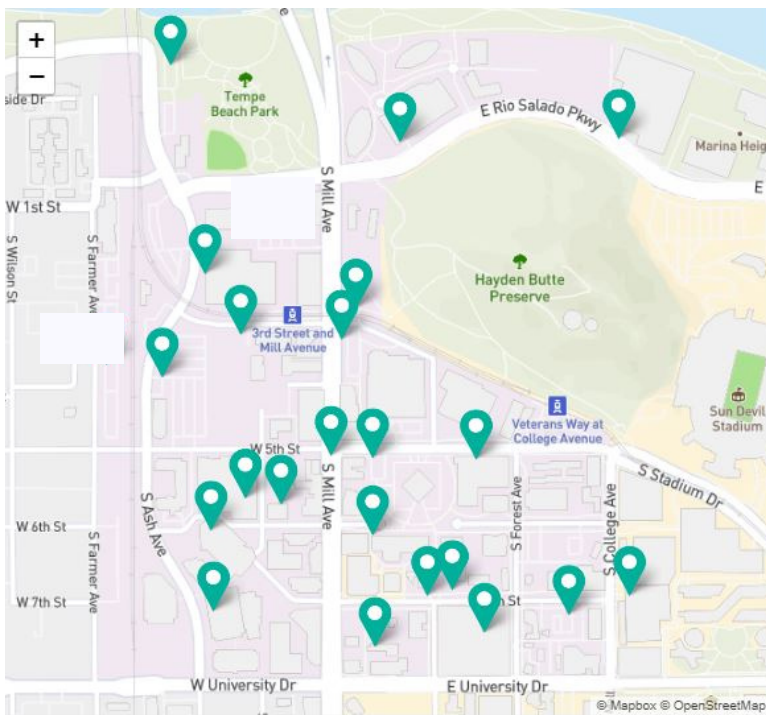
The DTA Parking Office is located at 1 West Rio Salado Parkway (SW corner of Rio Salado Pkwy & Mill Avenue).

Phone 480.355.6060
parking@downtowntempe.com

PARKING



PARKING LOTS & GARAGES:



FREE PARKING:

There are over 2,000 free parking spaces in Downtown Tempe.

After 6 PM Monday - Friday and all day Saturday & Sunday are free at (excluding special events):

- 201 S. Ash Garage (Rio & Ash)

On-street meters are free on Sundays & Holidays.

- City Hall Garage, 117 E. 5th Street: first hour free from 7 am - 7 pm

201 S. Ash Garage- ParkIT

201 S. Ash Avenue (ADP Building)

All Saints Newman Center Surface Lot

221 E. 7th Street

The Brickyard Parking Garage, 7th St.

7th Street @ Mill Avenue

Centerpoint Parking Garage

730 S. Ash Avenue

City Hall Parking Garage - ParkIT

117 E. 5th Street

Emerson Garage

101 W. 5th Street

ASU Fulton Center Garage

S. College @ 7th Street

The Brickyard Parking Garage, 6th St.

6th Street @ Mill Avenue

Church Lot

100 E. 7th Street

City Hall West Lot

5th Street @ Mill Avenue

Hayden Ferry Lakeside Parking Garage

68 E. Rio Salado Pkwy

Hayden Square Garage- ParkIT

154 W. 5th Street

Hayden Square West Surface Lot

430 S. Ash Avenue

Marina Heights Garage

300 E. Rio Salado Parkway

Mission Palms South Lot

301 S. Mill Avenue

Tempe Beach Park Surface Lot

250 W. Rio Salado Parkway

Union Tempe Garage

712 S. Forest

Maple Avenue Lot

20 W. 6th Street

Mission Palms North Lot

281 S. Mill Avenue

Tempe Town Center Lot

20 E. University Dr.

West 6th Parking Garage

133 W. 6th Street

Special Event Rates will be in effect at most garages and lots downtown with the rate posted at each lot during the following events (check Downtown Event Calendar):

- All ASU home football games
- Rock N Roll Marathon
- Music Festivals
- AZ Aloha Festival
- Tempe Festival of the Arts
- Fourth of July
- Oktoberfest
- Large walks & runs
- IRONMAN AZ (November)
- Fantasy of Lights Opening Night Parade (Nov.)
- Fantasy of Lights Boat Parade (Dec.)



LOADING ZONES & SIGNAGE

COMMERCIAL LOADING ZONES:

**MAP
LOADING ZONES**

THE DESIGNATED GREEN BOXES ON THE MAP ARE THE OFFICIAL LOADING ZONES WITHIN THE DOWNTOWN. THESE LOADING ZONES ARE AVAILABLE FROM 5AM TO 10PM.

IF YOU HAVE ANY QUESTIONS OR CONCERNS PLEASE CONTACT DOWNTOWN TEMPE AUTHORITY AT 480-355-6082

dt DOWNTOWN TEMPE

DUE TO THE CONTINUED GROWTH IN DOWNTOWN TEMPE, WE ADDED ADDITIONAL OPTIONS FOR DELIVERY COMPANIES AND BUSINESSES TO ALLEVIATE IMPROPER AND ILLEGAL PARKING CONCERNS.

WE ARE NOW ALLOWING COMMERCIAL VEHICLES TO USE ANY ON-STREET METERED SPACE(S) BETWEEN THE HOURS OF 5AM-10AM, MONDAY-SUNDAY, WITH NO PAYMENT REQUIRED FOR UP TO 30 MINUTES. WHILE OCCUPYING A METERED SPACE, YOU CANNOT PARK IN A MANNER THAT WOULD CAUSE A TRAFFIC HAZARD OR IMPEDE THE FLOW OF TRAFFIC. IF YOU HAVE TO MAKE A DELIVERY AFTER 10AM, YOU MAY STILL USE THE TRADITIONAL LOADING ZONES, BUT THEY WILL BE AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS. ALSO, PLEASE NOTE THAT FINES FOR LOADING ZONE AND FIRE LANE VIOLATIONS INCREASED TO \$84 AND \$115 RESPECTIVELY.

**PARKING
COMMERCIAL LOADING
UNLOADING ACTIVITY**

WAY-FINDING SIGN PERMIT:

The purpose of way-finding signs is to allow businesses in a pedestrian environment to identify their business name and/or service on a removable sign that is either an upright sign or an A-Frame at a defined location.

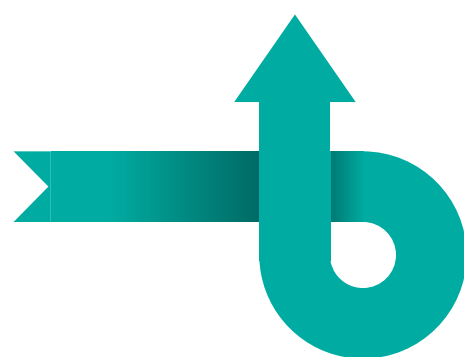
Size

- Upright signs shall be a max of 8 square feet in area, 5 feet in height and not to exceed 2 feet in width.
- A-Frame signs shall be a max of 6 square feet in total area and max of 3 feet in height.

Location

- Signs must allow for a minimum of 6 foot wide clear pedestrian pathway to/from all building entrances/exits.
- Signs for individual ground floor businesses must be located within 3 feet of building frontage and within 10 feet of business entry. Businesses above ground floor shall locate signs within 10 feet of a stairway or elevator.
- Signs for courtyard entries limited to 1 sign for all businesses located within courtyard; sign must be located within 10 feet of courtyard entrance.

Put out
your Sidewalk Sign





CITY OF TEMPE CODES

Most commonly referenced City Codes in Downtown Tempe as well as contact information for social service agencies in Tempe.

DOWNTOWN SIDEWALK SITTING

Sec. 29-70. Prohibited conduct; exceptions.

(a) No person shall sit or lie down upon a public sidewalk or upon a blanket, chair, stool, or any other object not permanently affixed upon a public sidewalk or median in the downtown central commercial district during the hours between 7:00 a.m. and 10:00 p.m. on weekdays and between 7:00 a.m. and 2:30 a.m. on Fridays and Saturdays and Sundays .

(b) The prohibition in subsection (a) shall not apply to any person:

- (1) Sitting or lying down on a public sidewalk due to a medical emergency;
- (2) Who, as the result of a disability, utilizes a wheelchair, walker, or similar device to move about the public sidewalk;
- (3) Operating or patronizing a commercial establishment conducted on the public sidewalks pursuant to a permit; or a person participating in or attending a parade, festival, performance, rally, demonstration, meeting or similar event conducted on the public sidewalk pursuant to a permit;
- (4) Sitting on a chair or bench located on the public sidewalk which is supplied by a public agency or by the abutting private property owner; or
- (5) Sitting on a public sidewalk within a bus zone while waiting for public or private transportation.

(c) Nothing in the exceptions enumerated in subsection (b) shall be construed to permit any conduct which is otherwise prohibited by law.

(d) No person shall be cited under this section unless the person engages in conduct prohibited by this section after having been notified by a law enforcement officer that the conduct violates this section.

(e) Nothing in this article shall be construed to criminalize homelessness, targeting the homeless community, or otherwise criminalizing an individual's status rather than conduct.

Sec. 29-71. Penalty.

(a) A violation of§ 29-70 shall be a civil offense punishable by a fine of not more than one hundred dollars (\$100).

(b) A second and any subsequent violation of this article within twelve (12) months of a previous conviction or finding of responsibility for a violation of§ 29-70 shall constitute a class 3 misdemeanor.

ANIMALS

Sec. 6-30. Dogs at large; wearing license tags

(c) If any dog is unrestrained on the public streets, public parks or public property, then such dog's owner or custodian is in violation of this chapter. Dogs will, however, be permitted to be unleashed within areas of public parks as may be designated "off leash areas" by the community services director.

(d) Any person whose dog is at large is in violation of this chapter. A dog is not at large if:

- (1) Said dog is restrained by a leash, chain, rope, or cord of not more than six (6) feet in length and of sufficient strength to control the actions of said dog;
- (2) Said dog is used for control of livestock or while being used or trained for hunting or being exhibited or trained at a kennel club event or while engaged in races approved by the state racing commission; or
- (3) While the dog is actively engaged in dog obedience training, accompanied by and under the control of his owner or trainer, provided that the person training said dog has in his possession a dog leash of not more than six (6) feet in length and of sufficient strength to control said dog, and, further, that said dog is actually enrolled in or has graduated from a dog obedience training school.

Any dog at large shall be apprehended and impounded by an enforcement agent

AGGRESSIVE SOLICITATION

Sec. 24-116. Prohibited Acts

(It shall be unlawful for any person to solicit any money or other thing of value, or to solicit the sale of goods or services:

- (1) In an aggressive manner in a public area;
- (2) Within fifteen (15) feet of any entrance or exit of any bank or within fifteen (15) feet of any automated teller machine; or
- (3) In any public transportation vehicle or from persons waiting within fifteen (15) feet of a sign designating a bus stop;
- (4) Within fifteen (15) feet of any Transit stop or Taxi stand;
- (5) Immediately adjacent to the entrance of a business in a manner interfering with ingress or egress;
- (6) From persons engaging in any financial transaction;
- (7) Within ten (10) feet from persons inside a business, including a patio area,
- (8) Under false or misleading representations.

ILLEGAL STREET VENDING

Sec. 24-19. Vending Prohibited

a) It shall be unlawful for any person to engage in vending on any public sidewalk, right of way or city-owned property unless authorized pursuant to this article.

b) It is not a defense to a violation of this section that the vending activity is offered on a donation basis, if there is credible evidence that the items offered for donation are subject to any minimum purchase price. Any person or persons guilty of violating any of the provisions of this section shall be deemed guilty of a misdemeanor and punishable as set forth in§ 1-7 of this code.

CITY PARK RULES AND HOURS OF OPERATION

Sec. 23-36. Hours of Operation

(No person shall trespass upon or be upon the grounds, other than public sidewalks or streets located therein, of any city park, playground or golf course without the express written permission of the official designated by the community services director, between the hours of 10:00 p.m. and 6:00 a.m., unless otherwise posted; provided, however, with respect to any city park, playground or golf course that is equipped with either general area or athletic lighting which is functioning, the closing time may be extended to 12:00 midnight.

Sec. 23-45. Spirituous liquor in parks prohibited.

(a) The possession or consumption of spirituous liquors in city parks is prohibited, except that malt beverages are allowed for personal consumption with a one day permit issued by the community services department, or by the deslgnee of such department, pursuant to § 23-56 of this code. The prohibition of spirituous liquors in any city park shall be conspicuously posted near all entrances to the park.

Helpful Numbers to assist those in need:

Care & Hope Line
Homeless Assistance
480.350.8004

Meet the DTA Team

Lori Foster
Interim President & CEO
Lori@downtowntempe.com

Jane Mittness
Chief People Officer
Jane@downtowntempe.com

Kim DeMeritt
Events Director
Kim@downtowntempe.com

Amy Otto
Events Manager
Amy@downtowntempe.com

Tamar Burch
Events Coordinator
Tamar@downtowntempe.com

Rachel Burkman
Events Coordinator
Rachel@downtowntempe.com

Tamia Scott
Marketing & Communications Director
Tamia@downtowntempe.com

Ally Dykstra
Business Liaison & Placemaker
Ally@downtowntempe.com

Operations & Parking

Cipriano Olivas
Operations Manager
Cipriano@downtowntempe.com

Anthony Strait
Manager - Parking Services
Anthony@downtowntempe.com

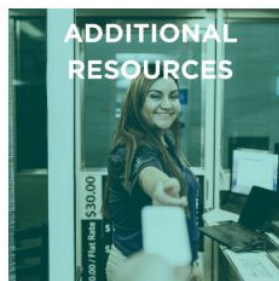
Anastazia Valenzuela
Marina Heights Site Supervisor
Anastazia@downtowntempe.com

Channa Phillips
Asst. Operations Manager - Parking Services
Channa@downtowntempe.com

Anna Katen
Operations Admin. Asst.
Anna@downtowntempe.com

Kino Starks
Hayden Ferry Garage Supervisor
Kino@downtowntempe.com

Downtown Tempe Merchant Resources Web Page at www.DowntownTempe.com



Downtown Tempe businesses are encouraged to take advantage of the many tools and features available on the Downtown Tempe Authority website.

These are the topics and quick links you'll find under the **About Us menu at www.DowntownTempe.com**



Downtown Tempe #NowhereElse



DOWNTOWN TEMPE AUTHORITY

Ally Dykstra
Business Liaison



1 West Rio Salado Parkway, Tempe, AZ 85281



(480) 355-6061



Ally@downtowntempe.com



DOWNTOWN TEMPE