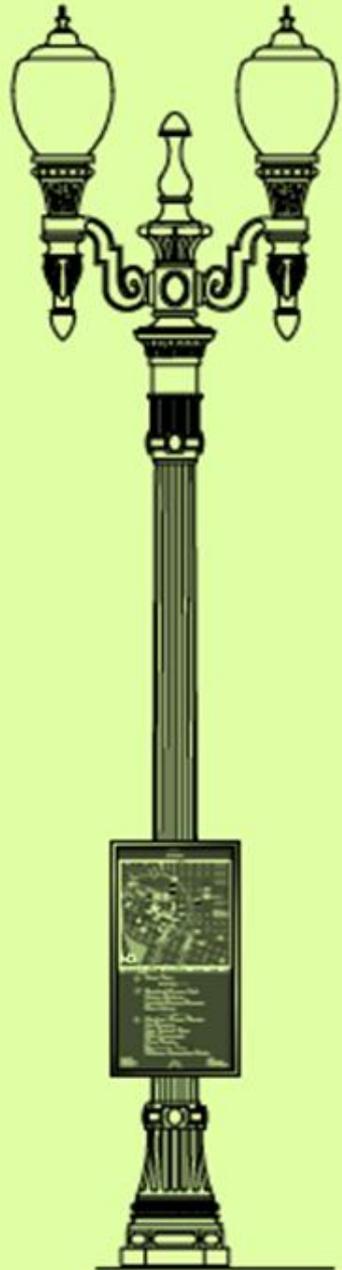


El Paso Downtown Management District

Downtown Pedestrian Wayfinding Plan





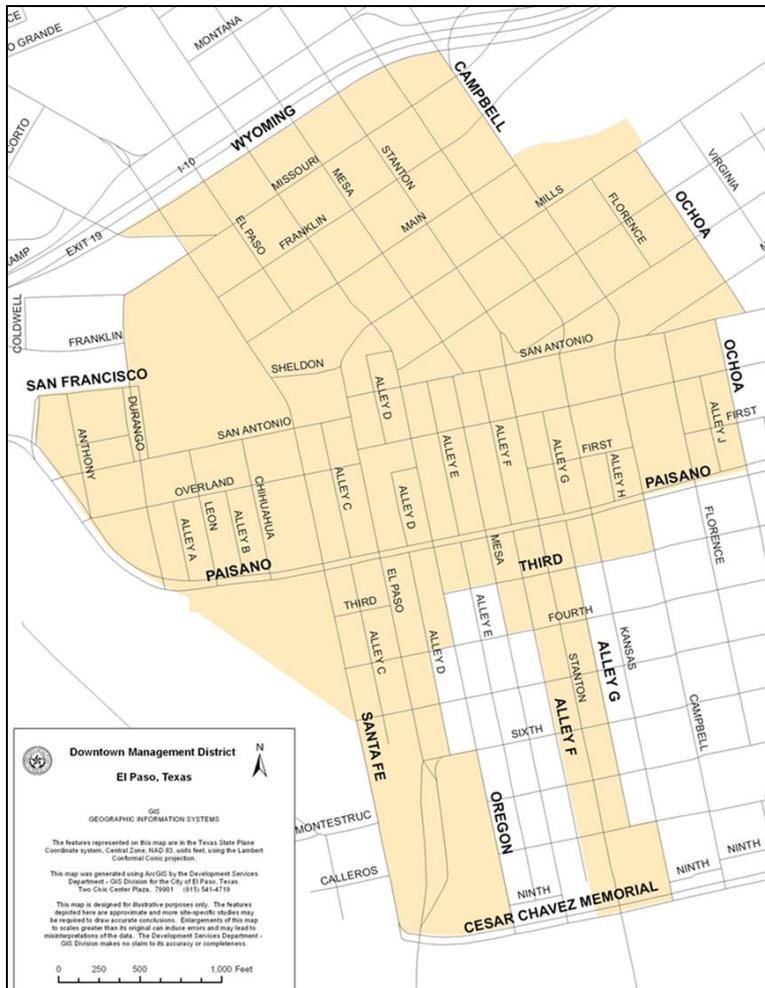
Core Services



Marketing • Security • Sanitation

- We are a municipal improvement district focused on economic development-driven initiatives and programs in Downtown El Paso.

El Paso Downtown Management District



- The El Paso Downtown Management District (DMD) is a quasi-governmental entity created in 1997 and is funded by assessment revenue from property within the district and through collaboration on specific projects and programs.
- Mission: To make Downtown El Paso the center of commercial, civic, and cultural activity.

DMD Board

- Bob Ayoub, President
- Mike McQueen, Secretary
- Ruben Torres, Treasurer
- Marco Bencomo
- Bill Burton
- Arlene Carroll
- Jim Dove
- Adam Frank
- Jamie Gallagher
- Octavio Gomez
- Tripper Goodman
- Brent Harris
- Jorge Hernandez
- Jon Law
- T.J. Karam
- Chris Kleberg
- Sam Legate
- Eric Pearson
- George Salom, Jr.
- Y. I. Santoscoy
- H. Wayne Soza



What we do...



- Promote and market Downtown.
- Supplement sanitation services in Downtown area.
- Promote economic development and investment in Downtown.
- Recruit more (and new) events to Downtown and streamline event permitting.
- Administer and fund façade improvement program.
- Share information about Downtown with many stakeholders

“It’s Happening!” Campaign



- The Downtown Management District (DMD) launched a new campaign to inform El Pasoans about the exciting new construction projects and showcase that “It’s Happening!” in Downtown El Paso.



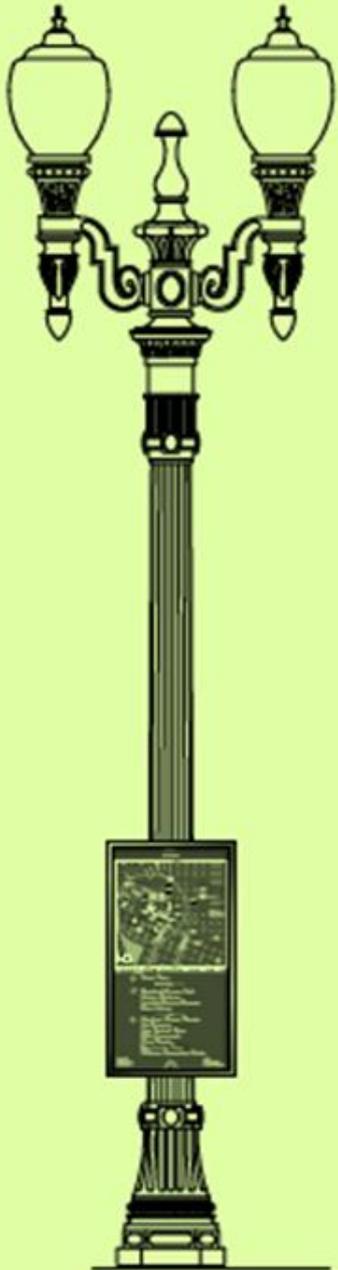


Wayfinding Taskforce



To guide the creation, expansion and design of a flexible pedestrian wayfinding plan for Downtown El Paso

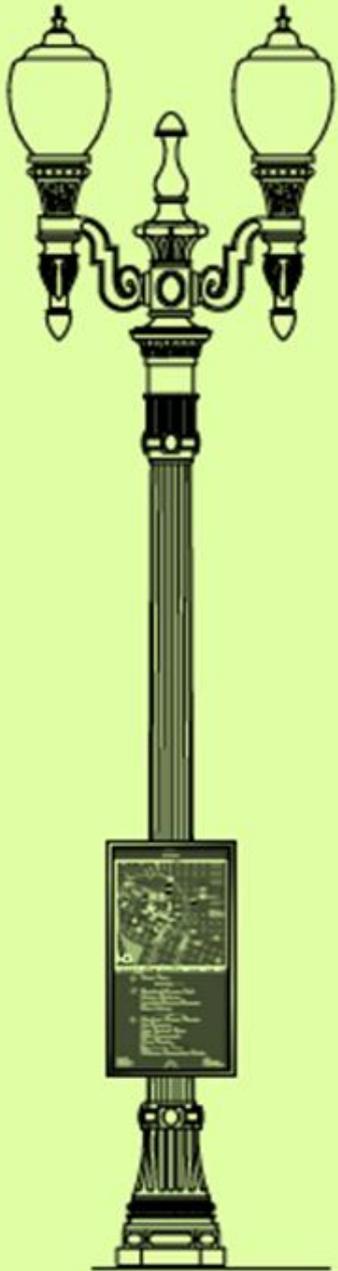
- Formed in December 2012
- Chaired by 2 DMD Board Members
- Reviewed and expanded area to include in wayfinding scope
- Reviewed the elements to make up the wayfinding scope
- Providing input on the implementation schedule for the program



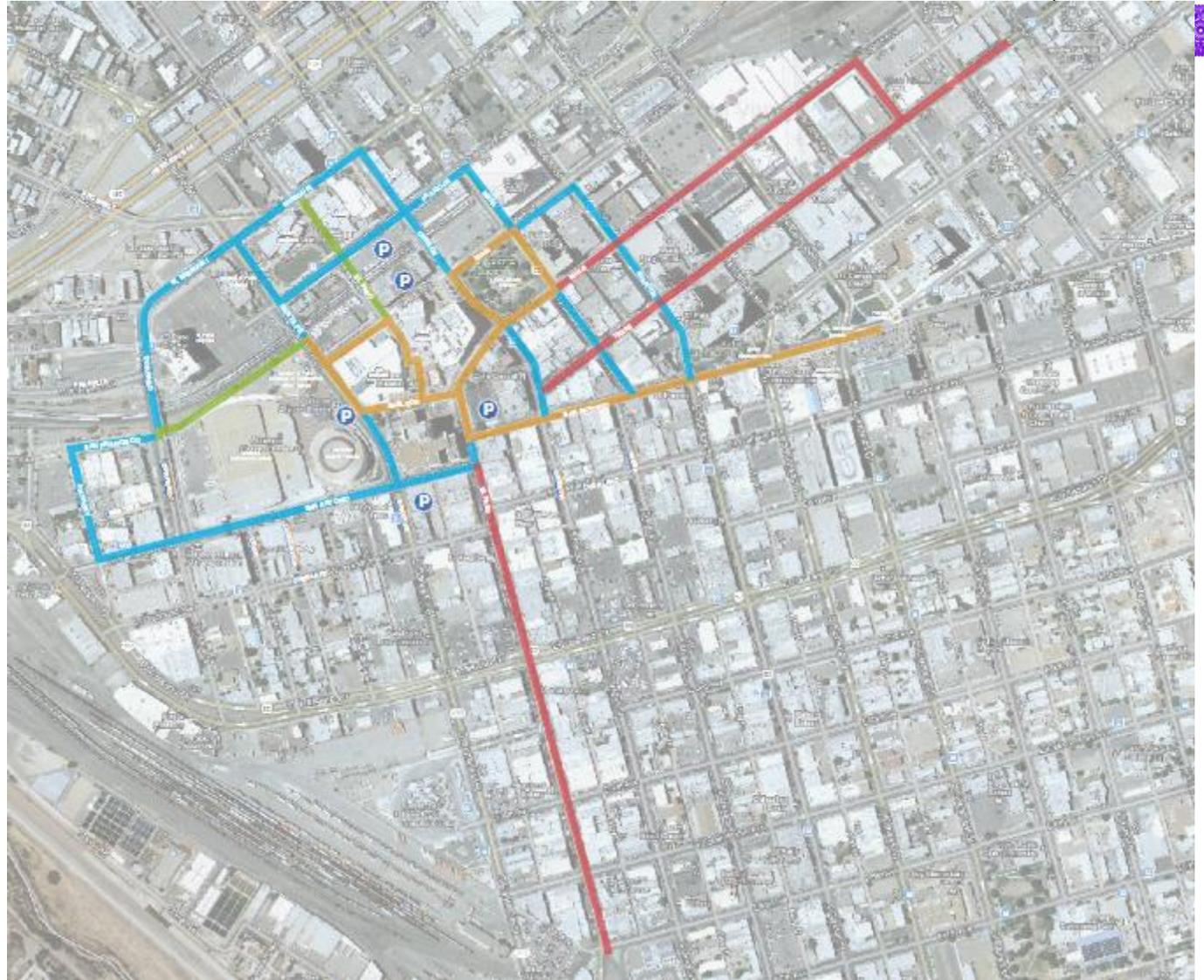
Members

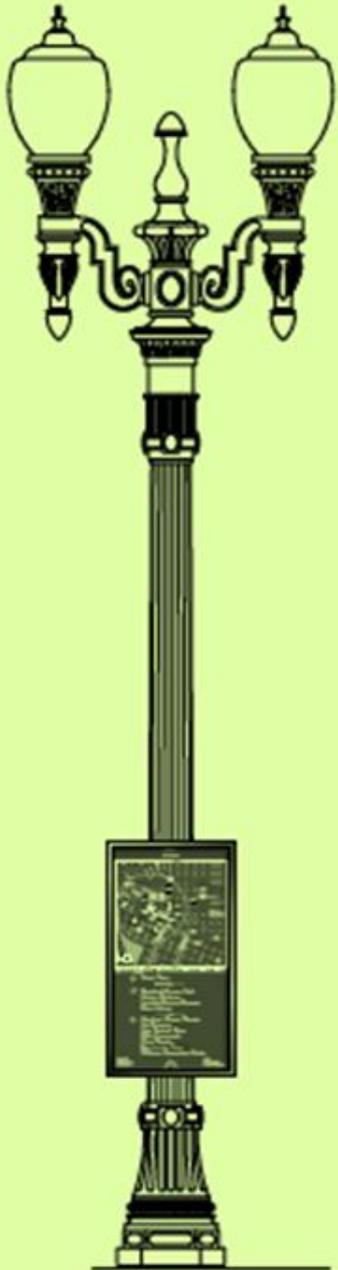
- Jorge Hernandez, co-chair
- Octavio Gomez, co-chair
- Andrea Ingle, Creative Kids, Union Plaza property owner
- Beto Burton, Mithoff Burton Partners
- Christine Rakkas, House of Pizza Downtown
- Edie Zuvanich, Starr Western Wear
- Eduardo Gutierrez, Gutierrez Group
- Laura Cruz Acosta, Sun Metro
- Veronica Castro, Convention and Visitors Bureau
- Gary Williams, El Paso Community Foundation
- Lynn Dornau, Double Tree Hotel





Location Plan





Review Process

- Five (5) taskforce meetings held
- Presentations before the Downtown Management District (DMD) Board
- Presentations to the Downtown Committee Meeting
- One (1) large community meeting held on May 1
- Public had opportunity to submit input and recommendations
- DMD endorsed the final recommendation
- All comments received were positive
- Final public meeting and comments to be received at Council Meeting

