



# **DMD City Council Update**

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**October 27, 2011**



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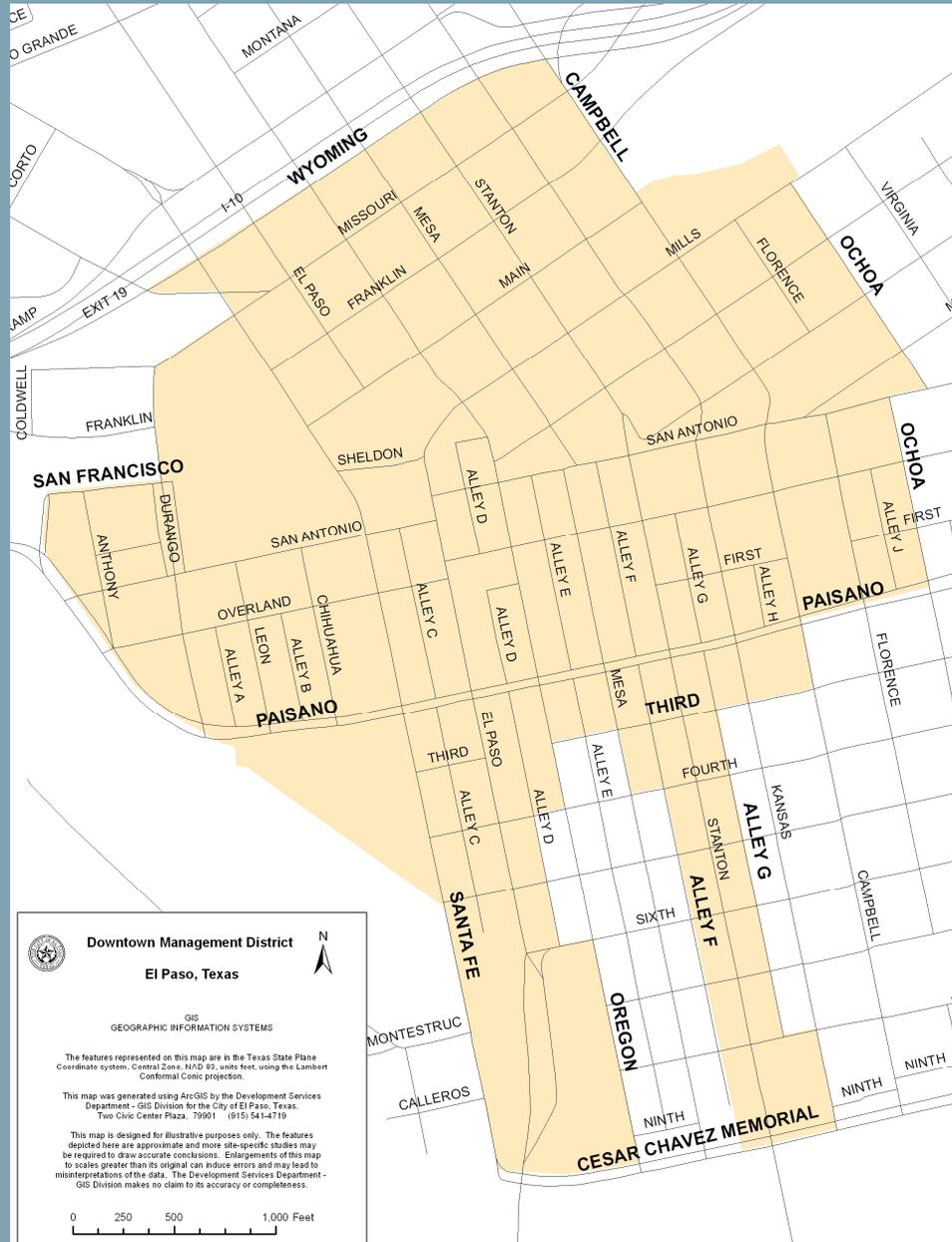
- About the Downtown Management District (DMD)
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- Marketing Implementation Plan: Timeline & Benchmarks
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## About the El Paso DMD

- Municipal management district provides supplemental services paid for by the annual assessment levied on building owners
- Board of Directors comprised of Downtown property owners, business representatives and tenants
- District totals 630 individual parcels including various key city, county, state and federal properties
- Assessment rate of 0.12 cents per \$100 of valuation

# El Paso DMD Area



# El Paso DMD Vision



To make downtown El Paso the center of commercial, civic, and cultural activity.

*Creating Place...*

Live... work... play... connect



## El Paso DMD Mission

### Core Services: Marketing, Security, Sanitation

- Become the primary clearinghouse for public/private activities and commerce in downtown El Paso
- Improve the marketing of downtown as a destination for employment, events and living
- Improve downtown El Paso public space, the environment, public facilities and streets in conjunction with City and County efforts



## Collaboration & Results

- Partner with the City and other downtown stakeholders to improve downtown
- Interlocal between the City and the DMD in February 2011 set priorities for the group for the fiscal year that ended this September
- Marketing with and for all stakeholders (examples in next slide)
- On-going collaboration for improved end-user experience and for city-processes



## Sample Marketing support

- Arts District designation: press for Spanish-language media
- Property Manager: request for census information for potential new office tenant downtown
- Chalk the Block: secured property-owner participation for “pop-up art galleries”
- CVB: downtown banners for venue events



## Business Survey

- First study providing key demographics for downtown and created benchmarks on perceptions about downtown
- Key Census-type information about who lives, works, plays and connects in Downtown El Paso
- Information to be utilized by entrepreneurs evaluating business investment opportunities and property owners seeking tenants
- Source for information at the request of users provided by the DMD



## Key Findings – Employers

- A third have been in business for more than 50 years (34%).
- More than a third own their own building (39%).
- A majority did not plan to relocate their business in the next year (84%).
- More than a third of all businesses have 10 or less employees (39%) .
- Primary ways they become aware of downtown events and activities:
  - newspapers (31%)
  - word of mouth/friends (25%).



## Key Findings – Employees

- ❑ 58% are college educated with 35% having an undergraduate degree and 23% a graduate degree.
- ❑ 15% earn over \$100,000 annually and 83% own their home
- ❑ Most employees that visited downtown outside of working hours are 35 years old or younger
- ❑ Primary ways they become aware of downtown events and activities:
  - newspapers (29%)
  - word of mouth/friends (19%).



## Key Findings – Households

- ❑ A majority visit downtown on weekdays (62%) compared to weekends (38%).
- ❑ 34% visit downtown at least once a month and 22% at least once a week
- ❑ Reasons for visiting downtown include:
  - shopping (48%)
  - services (15%)
  - arts and cultural events (10%)
  - music & entertainment events (8%)
- ❑ Primary ways they become aware of downtown events and activities:
  - television (39%)
  - newspapers (35%)

# Activity Highlights



- Sanitation & Security** – Grew from two crews to three to support added for sidewalk power-washing, graffiti wipe out and gum-busting and support of banner program
- Capital Projects** – New DMD Budget item; to be used for feasibility studies, if needed
- Marketing** – Doubled budget (from \$100,000 to \$200,000) to have increased and focused downtown marketing; contractor hired
- Marketing Implementation Plan** – Currently in planning process with benchmarks and deliverables in process; final plan by early 2012

# Activity Highlights



- Expanded Façade Program** – \$200,000 to improve appearance of storefronts; launch November 2011
- Downtown Event Support Program** – \$25,000 to encourage more events to be held downtown to attract more El Pasoans & Tourists; official roll-out by December 2011
- Street Banner Program** – Downtown event promotions and signage ready by November 2011 (pending city legal review)
- Downtown Event Permitting Program** – Transition to DMD November to December; Official launch 2012



## DMD Project Priorities

- Downtown Capital Projects
- Marketing Implementation Plan / Website
- Newsletter & social media
- Sanitation Program
- Downtown Event Permitting & Façade Programs
- Downtown Census
- Wayfinding Project & Banner Program



# Marketing Priorities

- Marketing implementation and branding plan
- New website and social media planning
- Newsletter redesign
- Multi-purpose downtown tours
- Downtown events marketing / PR support
- Welcome packets – marketing materials
- Downtown Census survey
- Progress / Annual Report
- DMD presentations for civic groups

# Existing Economic Incentives

## Need to expand or extend beyond current expiration date of 2012

- Historic Tax Exemption including Areas of Potential Effect** - expanded
- Building Permits and Planning Permit Reductions in fees** (expires in 2012)
- Sales and Use tax Rebate Program** – (sunsets 2012)
- Continue to support additional incentives for downtown e.g. retail stimulus program





## Summary

- Allocated additional \$100,000 to marketing
- Enhanced and improved sanitation
- Created a focus on promoting events and streamlining permitting
- Allocated funds to façade improvement and assuming responsibility for administration
- Created dialogue with all events Continued improvements to city permitting processes
- Creating and improving signage and marketing material to promote downtown
- Moving aggressively to involve the retailers in marketing events downtown