



# Downtown Mesa Association (DMA) Profile

## WHO

- DMA Board of Directors is comprised of up to 19 primarily Downtown Mesa property and business owners elected by the DMA Board.
- The DMA represents about 450 businesses and 250 commercial property owners in the Downtown Mesa mile square.
- DMA has an office staff of 4 and a field staff of 3 clean sweep ambassadors and one civil parking ordinance enforcement officer.

## WHAT

DMA is a private, non-profit 501(c)6 corporation dedicated to downtown economic growth and business development through strategic alliances, advocacy and program management functions.

## WHERE

DMA's focus is the city's original downtown mile square townsite, historically known as Mesa Town Center, bounded by University Drive, Mesa Drive, Broadway Road, and Country Club Drive.

## WHEN

DMA was incorporated in January, 1984.

- Mesa Town Center Improvement District No. 228 (special improvement/ commercial property assessment district) was established in December, 1985.
- The City of Mesa established the improvement district and DMA provides promotion, marketing and public space management annual contract services.
- Ultimate Imaginations, Inc. (UII) is a 501(c)3 non-profit corporation that was established in January, 1989. UII is an affiliate special event organization and facilitation corporation to DMA, enabling tax deductible donations for fundraising.

## WHY

DMA provides an organized response to issues affecting private owners:

- Represents collective downtown private commercial and business interests
- Stimulates downtown private sector investment
- Influences public re-investment policies and plans in Downtown Mesa

## HOW

•Partnerships and Leverage	
•DMA Funding – Contracts With City of Mesa	
•Private Assessments (Improvement District)	\$296K
•Public Assessments (City Properties, Rights of Way or Public Space Management)	\$225K
•Parking Management	\$307K
	<hr/>
Total F/Y 2017-18	\$828K

- DMA By Contract Provides Staff Services To UII That Enables Special Event Organization and Facilitation, Light Pole Banner And Kiosks Management, and Sculpture Program Management (Sculpture Exhibits And Permanent Sculptures)