



ANNUAL REPORT 2016-2017



100 N Center St
Mesa, AZ 85201



480-890-2613



www.downtownmesa.com

MISSION STATEMENT

The Downtown Mesa Association is a private, non-profit organization dedicated to the beneficial economic growth and business development of downtown Mesa, the city's central business district and original square-mile townsite. We accomplish this through policy development, advocacy, and program management functions conducted on behalf of downtown property and business owners, and in cooperation with public and other private-sector partners.

2016-2017 BOARD OF DIRECTORS

Board Chair

Alisa Petterson
Saemisch DiBella Architects

Past Board Chair

Kirk Hoffman
PM Liquors

Vice Chair

Pat Esparza
Mesa Community College

Finance Chair

Rob Brinton
Matage Custom Framing

Kevin Brockling
Benedictine University

Paul Mallory
Prime Cut & Sew

Michelle Skaarup
Dickson's Jewelers

Amy Del Castillo
Lulubell Toy Bodega

Gannon Nikolich
PSGE Investments, LLC

Doug Smith
Marriott Phoenix Mesa

Michel Fluhr
Pomeroy's Men's Store

Shelley Nikolich
Queen's Pizzeria

Laurent Teichman
Le Studio Salon

Chris Glover
City of Mesa Vice Mayor

George Notarpole
History By George

Susan Tibshraeny
Tibshraeny Properties

Ivan Martinez
Ivan Martinez Photography

Karen Peters
Property Owner

Dave Wier
Wells Fargo Bank

STAFF

David Short
Executive Director

Tracey Traverso
Internal Operations Manager

Erica Synder
Event Manager

Courtney Garrity
Marketing Manager

Jerry Chase
Clean Sweep Lead

Brad Bulmer
Clean Sweep

Randy King
Clean Sweep

Robert Eiland
Parking Ambassador

Dear Downtown Stakeholder,

It is my pleasure to present to you the Downtown Mesa Association's 2016-17 Annual Report. The past year has been an exciting and busy one for our organization, as well as for Downtown Mesa. We are happy to share with you the progress, projects and initiatives that are assisting in the continued growth and development of our City's most important neighborhood.

2016-17 brought on a dramatic increase in our schedule of events, which further demonstrates the community's love and commitment for our Downtown. Our events brought more people downtown than previous years and included over 60 event days helping generate increased foot traffic, visibility and sales for many of our businesses. Our collaborative Lab project with the City and NEDCO is continuing to have a significant impact on the community, improving buildings and enlivening sidewalks, while building stronger, more vibrant area throughout Downtown.

We continued to be strong advocates, working with a diverse group of stakeholders to address challenges and capitalize on opportunities. Retail attraction was an important topic throughout the year and culminated with Mayor Giles' NextMesa initiative, with a focus on Downtown restaurants and nightlife. We are thrilled with the energy and vibrancy that Downtown is experiencing and are looking forward to working with our local officials, business leaders and residents to create new, inventive programming, while thinking creatively about how to address the unique issues facing Downtown. Throughout this report, we share our accomplishments as we work to continue delivering high-quality solutions and projects that will ensure Downtown Mesa fully capitalizes on the opening of Light Rail.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Short', with a long horizontal flourish extending to the right.

David Short
Executive Director
Downtown Mesa Association



STRATEGIC

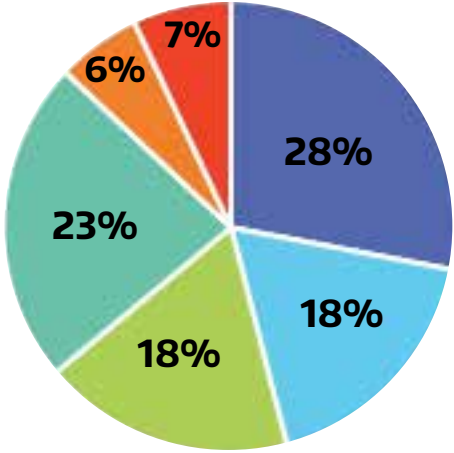
1. Marketing Downtown Mesa
2. Downtown Activation Through a Focused Marketing and Event Schedule
3. Leverage Revenue, Marketing and Promotional Resources

4. Maximize Opportunities of Light Rail's Impact on Downtown Mesa
5. Retention and Recruitment
6. Business Development

7. Communication and Collaboration Throughout the Organization, with the Downtown Community, City of Mesa and Partner Organizations
8. Clean and Safe Program
9. Parking Management

PRIORITIES

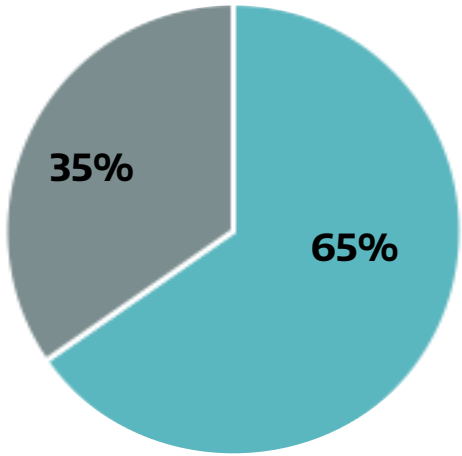
BUDGET EXPENSES



- Admin
- Collaboration
- Clean Sweep
- Marketing
- Events
- Parking

INCOME

- City of Mesa Contract
- SID Business Assessment



CLEAN SWEEP PROGRAM

PUBLIC TRASH CANS EMPTIED

19,207

ABANDONED VEHICLES REPORTED

26

GRAFFITI INCIDENTS REMOVED

144

ABANDONED GROCERY CARTS REMOVED

345

HOMELESS CAMPSITES REMOVED

226

DEBRIS PILES CLEARED

572

WELCOME TO DOWNTOWN MESA!



BUSINESSES OPENED: 19

Benedictine University Housing
Comedy off Main
Escape Games
Flight Aviator School
Goliathon Vintage & Thrift
JB Taxes & Multi-Services
Juniper Studio

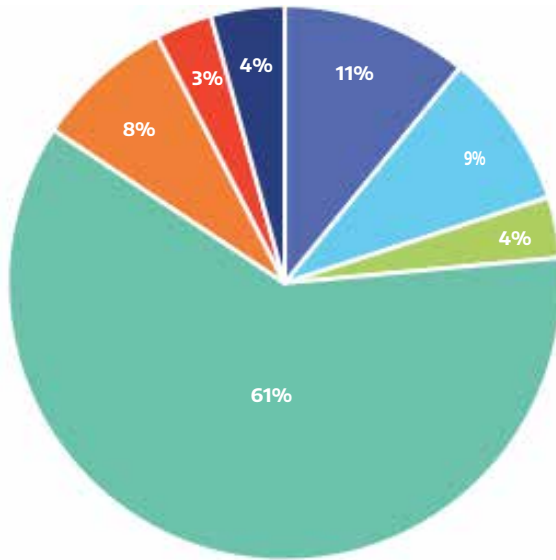
K'e
Metro Youth Symphony
Naysayer Tattoo
Organic Bean Cafe
Oro Brewing
Phoenix Motor Leathers

Salon de Belleza
Taffy Salon & Brow
The Oak Room
Westcan Oilfield Supply
Zane's Rod & Custom
Zwick Tech Labs

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- Shopping
- Restaurants, Bars, Coffee Shops
- Specialty Services
- Financial Institutions & Services
- Arts, Culture & Entertainment
- Lodging
- Health, Beauty & Wellness

9.7%
VACANCY RATE
(Main Street Corridor)

18
PROPERTIES AVAILABLE
(Main Street Corridor)

19
BUSINESSES
OPENED

16
BUSINESSES
CLOSED

7,140
EMPLOYEES
DOWNTOWN

6,954
PARKING DECALS
ISSUED

MARKETING UPDATE



22,891

Total Followers
New Likes: 9,459
Reached: 4.4M+
Posts: 1000+



5,260

Total Followers
New Followers:
2,273
Reached: 146,639
Posts: 200+



2,365

Total Followers
New Followers:
1,961
Engaged: 6,578
Posts: 143



4,069

Total Followers
New Sign Ups: 418
Opens: 30,000+
E-Blasts Sent: 25+

PEOPLE
REACHED
5.4M+
THRU SOCIAL
MEDIA

PEOPLE
REACHED
5.4M+
THRU DIGITAL
CAMPAIGNS

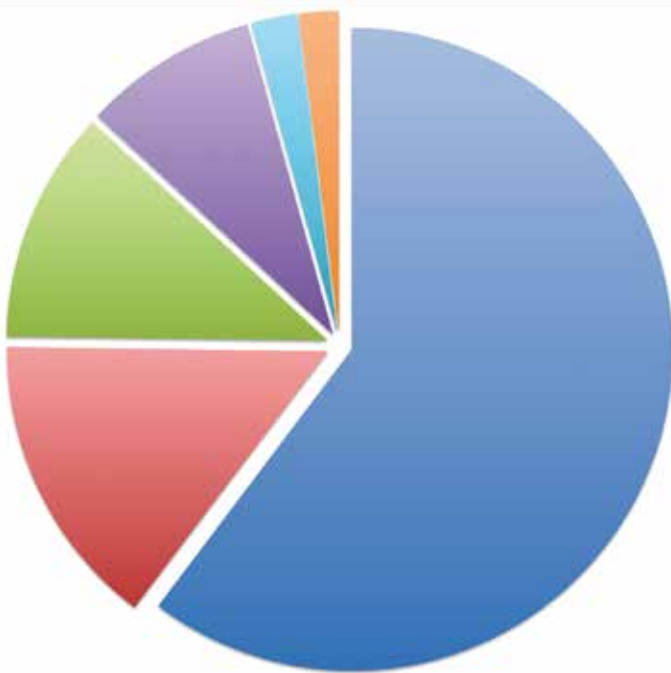
204,023
WEBSITE
VISITS

**TOTAL
REACHED
11.3M+**

WEBSITE BREAKDOWN

79.7% New Visitor 20.3% Returning Visitor

- Organic Search
- Direct Search
- Referral
- Social
- Other
- E-Mail





DOWNTOWN DOLLARS & GIFT CARDS

45+ PARTICIPATING BUSINESSES

\$11,515.00
Downtown Dollars
Redeemed



\$5,174.98
Gift Cards
Sold

MEDIA COVERAGE

Fox 10 News

12 News

3TV

AZ Central

Mouth by Southwest

Phoenix New Times

Phoenix Business Journal

Sunset Magazine

Active Moms

Sonoran News

East Valley Tribune

Mesa Republic

JAVA Magazine

AZ Parenting

Sonoran Living



COMMUNITY FEEDBACK

"We love Downtown Mesa! They always have great family events. Wonderful shopping. Such a perfect spot to hang out."

- Terina M.

"I Think it is wonderful what you are doing to bring the community together downtown."

- Shirenn W.

BUILDING COMMUNITY

COMMUNITY PARTNERS



EVENT SPONSORSHIPS



East Valley Veterans Parade

8
EVENT
SPONSORSHIPS

194,000
EVENT
ATTENDEES

94
EVENTS

12
NEW
EVENTS

