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.

### 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

<table>
<thead>
<tr>
<th><strong>Board Chair</strong></th>
<th><strong>Vice Chair</strong></th>
<th><strong>Finance Chair</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Alisa Petterson</td>
<td>Pat Esparza</td>
<td>Rob Brinton</td>
</tr>
<tr>
<td>Saemisch DiBella Architects</td>
<td>Mesa Community College</td>
<td>Matage Custom Framing</td>
</tr>
</tbody>
</table>

**Past Board Chair**

| Kirk Hoffman |
| PM Liquors |

---

<table>
<thead>
<tr>
<th>Kevin Brockling</th>
<th>Paul Mallory</th>
<th>Michelle Skaarup</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benedictine University</td>
<td>Prime Cut &amp; Sew</td>
<td>Dickson’s Jewelers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Amy Del Castillo</th>
<th>Gannon Nikolich</th>
<th>Doug Smith</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lulubell Toy Bodega</td>
<td>PSGE Investments, LLC</td>
<td>Marriott Phoenix Mesa</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Michel Fluhr</th>
<th>Shelley Nikolich</th>
<th>Laurent Teichman</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pomeroy’s Men’s Store</td>
<td>Queen’s Pizzeria</td>
<td>Le Studio Salon</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chris Glover</th>
<th>George Notarpole</th>
<th>Susan Tibshraeny</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Mesa Vice Mayor</td>
<td>History By George</td>
<td>Tibshraeny Properties</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ivan Martinez</th>
<th>Karen Peters</th>
<th>Dave Wier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ivan Martinez Photography</td>
<td>Property Owner</td>
<td>Wells Fargo Bank</td>
</tr>
</tbody>
</table>

---

### Staff

<table>
<thead>
<tr>
<th>David Short</th>
<th>Tracey Traverso</th>
<th>Erica Synder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Director</td>
<td>Internal Operations Manager</td>
<td>Event Manager</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courtney Garrity</th>
<th>Jerry Chase</th>
<th>Brad Bulmer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Manager</td>
<td>Clean Sweep Lead</td>
<td>Clean Sweep</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Randy King</th>
<th>Robert Eiland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean Sweep</td>
<td>Parking Ambassador</td>
</tr>
</tbody>
</table>
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,

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: 6%
- Collaboration: 7%
- Clean Sweep: 28%
- Marketing: 18%
- Events: 18%
- Parking: 23%

**INCOME**

- City of Mesa Contract: 35%
- SID Business Assessment: 65%

**CLEAN SWEEP PROGRAM**

<table>
<thead>
<tr>
<th>Public Trash Cans Emptied</th>
<th>19,207</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abandoned Vehicles Reported</td>
<td>26</td>
</tr>
<tr>
<td>Graffiti Incidents Removed</td>
<td>144</td>
</tr>
<tr>
<td>Abandoned Grocery Carts Removed</td>
<td>345</td>
</tr>
<tr>
<td>Homeless Campsites Removed</td>
<td>226</td>
</tr>
<tr>
<td>Debris Piles Cleared</td>
<td>572</td>
</tr>
</tbody>
</table>
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
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

**Total Followers**
- Facebook: 22,891
  - New Likes: 9,459
  - Reached: 4.4M+
  - Posts: 1000+
- Twitter: 5,260
  - New Followers: 2,273
  - Reached: 146,639
  - Posts: 200+
- Instagram: 2,365
  - New Followers: 1,961
  - Engaged: 6,578
  - Posts: 143
- Email: 4,069
  - New Sign Ups: 418
  - Opens: 30,000+
  - E-Blasts Sent: 25+

**People Reached**
- 5.4M+ through social media
- 5.4M+ through digital campaigns

**Website Visits**
- 204,023

**Total Reached**
- 11.3M+

**Website Breakdown**
- 79.7% New Visitor
- 20.3% Returning Visitor

**Traffic Sources**
- 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

This voucher is redeemable at any participating Downtown Mesa Business for $5 towards your purchase.

www.downtownmesa.com
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 SPONSORSHIPSHIPS

East Valley Veterans Parade

8 EVENT SPONSORSHIPS
194,000 EVENT ATTENDEES
94 EVENTS
12 NEW EVENTS