

**CITY OF EL PASO, TEXAS  
AGENDA ITEM  
DEPARTMENT HEAD'S SUMMARY FORM**

**DEPARTMENT:** Economic Development

**AGENDA DATE:** 5/13/2014

**CONTACT PERSON NAME AND PHONE NUMBER:** Cary Westin, Director 212-1614

**DISTRICT(S) AFFECTED:** 8

**SUBJECT:**

Presentation of 2013 Downtown Management District (DMD) Annual Report as submitted by Deborah Hamlyn, Interim DMD Executive Director. [Economic Development - Cary Westin, Director, 212-1614] (District 8)

**BACKGROUND / DISCUSSION:**

This is the annual presentation to City Council by the DMD of their 2013 annual activities as required by the Interlocal Agreement between the City of El Paso and the DMD.

**PRIOR COUNCIL ACTION:**

No action.

**AMOUNT AND SOURCE OF FUNDING:**

N/A

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**BOARD / COMMISSION ACTION:**

N/A

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\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**DEPARTMENT HEAD:**

  
\_\_\_\_\_  
(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

*Information copy to appropriate Deputy City Manager*



DWNTWN  
EL PASO

ANNUAL  
REPORT

2013

FEB 2013 - JAN 2014





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# EL PASO DOWNTOWN MANAGEMENT DISTRICT

## FROM THE EXECUTIVE DIRECTOR

Amigos,

We started the year off with a bang. Quite literally, when the DMD's Marketing Committee challenged the staff to place a huge banner on City Hall days before its implosion and made headlines about the excitement that construction in Downtown was going to bring. Thus we launched our It's Happening campaign. And the noise has continued as a slew of projects started construction and continue today. I am pleased to loudly present the 2013 El Paso Downtown Management District (DMD) Annual Report, the last such report I pen as Executive Director of this great organization.

Serving as Executive Director for the DMD has been the most challenging and fun job I have ever had. I was humbled to have worked for you and all of El Paso through the DMD. I am grateful that I got to work on improving our community by focusing on the great asset that is our Downtown and that I got to work with an incredible group of people. Most of all I am thankful that I worked with a great Board of Directors who entrusted me with the most responsibility of any position I have ever had and trusted me and the talented staff team to get the job done.

I leave the organization with a strong brand, award-winning programs, and projects that will be game changers for the region as this Annual Report documents. This Annual Report also demonstrates the breadth and depth of the organization and the tremendous impact a small organization can have in our City's quality of life. The report highlights the daily work and the innovations that the DMD team executes every day for the benefit of the region.

Today, the DMD is irrefutably known as a creative organization that delivers quality services in innovative ways; this report quantifies these services and the creativity of the team consistently delivering those services. I leave the organization in good hands with its great staff. They are dedicated, knowledgeable, hard-working and exemplary leaders for the organization. I leave knowing that I had a small part in making the DMD a stronger organization and I leave knowing that I helped move our community forward. I leave knowing that today we have a better Downtown and that tomorrow it will be even better. As I move on, I remain deeply committed to making El Paso a better place.

The annual report contains many DMD milestones, but more importantly, it reminds us that the work is not over. Celebrate with us what we have accomplished so far for Downtown El Paso and look ahead to the noisy future we continue to create. I have truly enjoyed this front seat in Downtown's transformation over the last four years.

## EXECUTIVE DIRECTOR



## FROM THE BOARD PRESIDENT

As I have seen the investment that we as a community agreed to fund through the 2012 Quality of Life Bond projects and the investments my colleagues in the private sector have made in their buildings and properties, I cannot be prouder of what we as a community are building together in our beloved Downtown. Yes, there are growing pains as we make Downtown El Paso better and navigate through the construction sites dotting Downtown, but our job at the DMD is to focus on the larger vision we are closer to realizing than ever before.

Our job as the Board of Directors has been to spread that message in a clear voice. Our efforts laid the foundation for a transformation unfolding before our eyes today thanks to our strategic partnerships and the value we as an organization add to projects we undertake. The DMD has been diligent in working with the City of El Paso and the County of El Paso to keep Downtown thriving with outdoor events, which thousands of El Pasoans enjoy, while keeping Downtown clean and safe; and these events and activities have been successful and demonstrated the economic impact that bringing people Downtown creates. In a nutshell, the continued revitalization of downtown benefits ALL El Pasoans. This is everyone's downtown.

The DMD as an organization has been leading the way in building this rehabilitated downtown by helping the private sector invest through the Façade Grant Program, kept the number of Downtown events high despite the construction challenges, and delivered services with demonstrably high rates of return on the investment that private property owners have made.

While challenges remain, the DMD is committed to a fully revitalized Downtown. The DMD is prepared to face these challenges head on and change along with Downtown so that our vision for Downtown is not dimmed. Enjoy this Annual Report and celebrate with us what we have accomplished.

**BOARD PRESIDENT**



## DMD BOD & STAFF

### BOARD OF DIRECTORS

Robert S. Ayoub, **President**  
 Jamie Gallagher, **Vice President**  
 Mike Mcqueen, **Secretary**  
 Ruben Torres, **Treasurer**

Marco Bencomo  
 Bill Burton  
 Arlene Carroll  
 Jim Dove  
 Adam Frank  
 Octavio Gomez  
 Brent Harris  
 Jorge Hernandez  
 TJ Karam  
 Chris Kleberg  
 Jon Law  
 Laura Pople  
 Sam Legate  
 Eric Pearson  
 George Salom Jr.  
 Y. I. Santoscoy  
 H. Wayne Soza

### STAFF TEAM

**Verónica R. Soto**,  
**ACIP, Executive Director**  
 Programs: Administration & Finance, Marketing,  
 Board Items, Partnerships, Infrastructure & Parking

**Frank Hernandez**,  
**Operations Manager**  
 Programs: Sanitation & Security, Special Event  
 Permitting, Banners, Wayfinding, Infrastructure

**Rudy Vasquez**,  
**Marketing & Communications Manager**  
 Programs: Marketing, Communications, Promo-  
 tions, Social Media

**Lilia Granillo**, **Office and Project Coordinator**  
 Programs: Administration & Finance, Parking,  
 Façade Programs

**Laurice Yanar**, **Office & Marketing Assistant**  
 Programs: Board Items, Marketing Promotions

**Enrique Garcia**, **Intern**  
 Programs: Administration & Finance

**Paola Rivera**, **Intern**  
 Programs: Façade Programs



# THE DISTRICT

In 2013, Forbes listed El Paso second on the list of 15 U.S. Emerging Downtowns. The secret is out. El Paso's Downtown is on the verge of becoming one of the top Downtowns in the United States. The city itself is listed #5 on the list of cities for the Cost of Doing Business and #11 in Job Growth. Clearly a strong Downtown.

The El Paso Downtown Management District (DMD) is known as a creative organization that delivers quality services in innovative ways; it is a major driving force for downtown revitalization and has strong partners at its side. The DMD is a municipal improvement district focused on economic development-driven initiatives and programs in Downtown El Paso; the District focuses on supplementing municipal services to improve the Downtown area. The District is governed by a 21-member Board of Directors which adopts the annual budget and provides strategic guidance to achieve the organization's mission. The organization is funded by assessment revenue from property within the district and through collaboration on specific projects and programs with the City and County. The FY 2012-2013 assessment rate was \$0.12 per \$100 of valuation, the same as the year the DMD was created.

## MISSION

Make Downtown El Paso the center of commercial, civic, and cultural activity in the region.

## BUDGET

### ANNUAL REVENUE (FY 2012-2013)

Assessment  
Interest Income  
Special Event Permitting & Banner Programs  
Donated Salary for Executive Director  
Interlocal Agreement for Sanitation  
Interlocal Agreement for Special Events  
Matching Funds from City and County  
Other Revenue

**TOTAL REVENUE: \$743,544**

### ANNUAL EXPENSES (Includes Operational Costs)

Sanitation Program Total: **\$296,438**  
Promote Economic Development: Total: **\$120,556**  
Marketing & Education Program: Total: **\$219,096**  
Transportation & Parking Program: Total: **\$95,198**  
Capital Expenses: **\$10,000**

**TOTAL EXPENSES: \$741,288**

\* Assessment is \$0.12 per \$100 valuation.

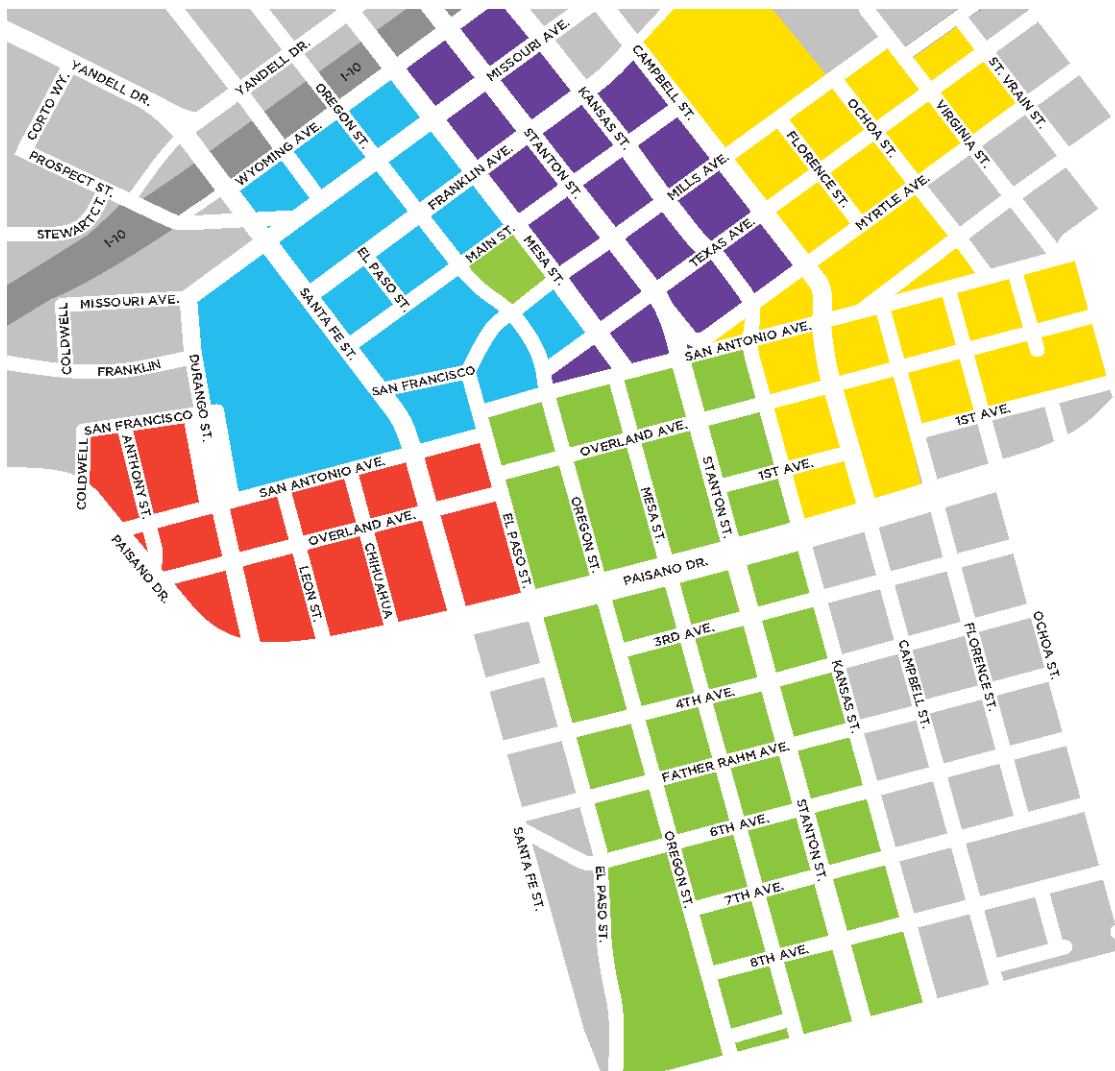
# DMD AT A GLANCE

## MARKETING, SANITATION & SECURITY, ECONOMIC DEVELOPMENT & REDEVELOPMENT

The DMD's core services for 2013 focused on marketing Downtown, improving the cleanliness and sense of security Downtown, and promoting continued investment and reinvestment in Downtown. The service area consists of 630 properties within several Downtown Districts as adopted by the El Paso City Council for the Downtown Wayfinding program.

The DMD is a primary clearinghouse for public and private investment, special outdoor events and economic enhancement programs in Downtown

El Paso. Through targeted marketing and media visibility, the DMD has promoted Downtown El Paso to bring people downtown and to have Downtown realize its potential as a destination for events, tourism, employment, and living. By reimagining Downtown El Paso and providing one clear message about this vision of Downtown, improving the economic environment and public spaces, and addressing cleanliness and security concerns in partnership with the City and County of El Paso, the DMD focused on these core services for the benefit of Downtown and the region.



### MAP KEY

- SHOPPING DISTRICT
- UNION PLAZA
- ARTS DISTRICT
- GOVERNMENT DISTRICT
- OFFICE DISTRICT

# IDA PINNACLE AWARD

For many years, applicants wanting to have block parties, street festivals, music concerts and other outdoor events in the public right-of-way in Downtown, El Paso had to go through a complicated and often cumbersome process to secure a permit.

The length of time it took to obtain a permit because of the multiple departments involved in the process as well as the fees and conflicting directives became a real problem for event organizers. It became apparent that some applicants were simply opting to host events outside of Downtown or not at all. This was contrary to the City's goal of bringing more events to Downtown.

These issues prompted the City to seek the assistance of the DMD to administer the permitting process and effectively become the one-stop-shop for event organizers. One principle guided the simplification process: the end-user experience. The City and DMD staff worked together to streamline the process and removed the redundant steps in the permitting process.

Apart from addressing the end-user needs, the DMD and the various city departments involved in the application review process formed a committee that convened whenever an application was submitted to discuss all aspects of the application and communicate any concerns or suggestions to the applicant through only one person: a DMD representative. This assured that all comments would be heard and relayed to the appropriate persons. The results of this effort have been positive.

In October 2013, the DMD received the International Downtown Association's Pinnacle Award, in the Downtown Leadership and Management category for this innovative solution. This category features comprehensive and unique organizational approaches, projects, or programs that improved the effectiveness of downtown management organizations. According to IDA president and CEO, this award "honors the very best programs and projects... to recognize great work and most importantly to set the standard for best practice in our industry."

We share this honor with all our partners at the City of El Paso, whose cooperation and commitment to public service better equip us to serve our stakeholders, the Downtown community and event organizers.



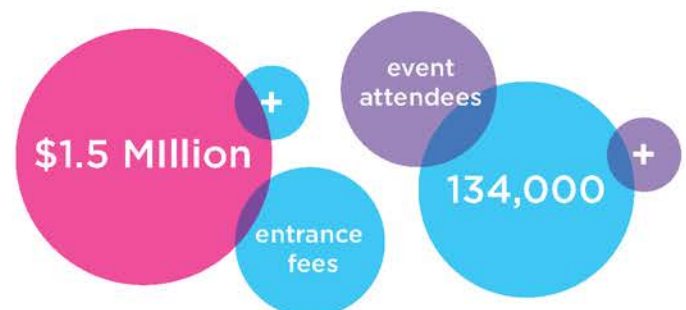


# SPECIAL EVENT

## PERMITTING

The Special Event Permitting Program has become an exciting arm of the organization's revitalization efforts. Through close collaboration with the City of El Paso's public safety, health and recreation departments, we facilitate the parties, celebrations and gathering that take place outdoors, on the public right-of-way in Downtown El Paso.

This new and improved process begins with a simplified on-line application and ends with a streamlined review of the requirements that applicants must satisfy before an event can take place. Ultimately, the DMD and its City of El Paso partners ensure that, fun, safe and successful events are permitted as quickly and efficiently as possible. In 2013 we approved **21** events that brought nearly **134,000** people Downtown. Combined, event organizers reported over **\$1.5** million in ticket revenue. The following is a complete list of the 2013 special events.

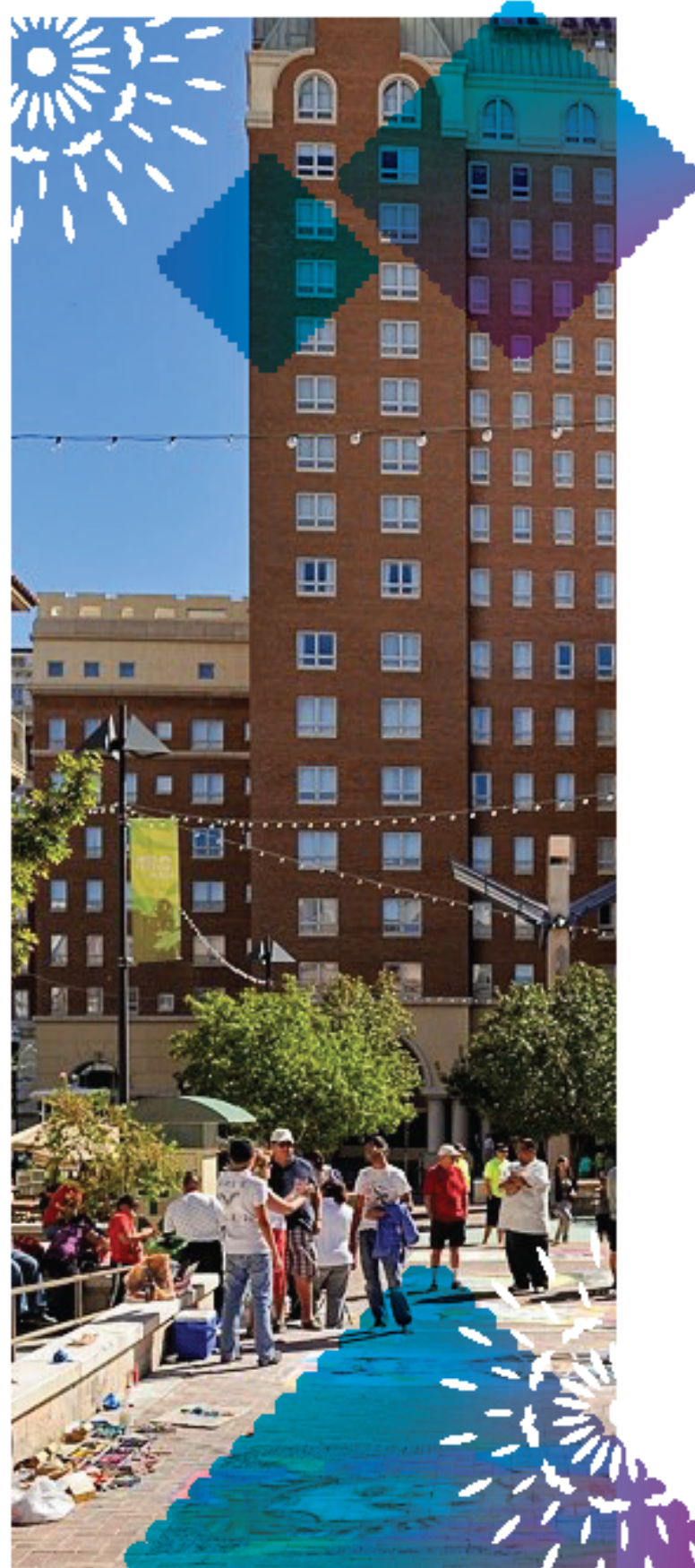


# SPECIAL EVENTS

Downtown visitors make these events successful, but the DMD's commitment to events does not end with a permit. The DMD shared event information to excite and inform the public about the activity throughout the year. We provided traffic and parking updates and shared messaging through our downtown website and social media outlets; facilitated weekly ticket promotions for a variety of events and in many cases participated in the event as volunteers, or by hosting a DMD information booth.

- MARDI GRAS BLOCK PARTY
- DOWNTOWN KIDSPALOOZA
- VOICE OF THE VOICELESS VIGIL PROJECTION
- EARTH DAY CELEBRATION
- EL PASO TIMES OPEN HOUSE
- DIA DEL LOS NINOS
- PLUM SESSIONS PRE-SUMMER BASH
- CINCO DE MAYO BLOCK PARTY
- NEON DESERT MUSIC FESTIVAL
- 6TH ANNUAL PRIDEFEST CELEBRATION
- UNITED BANK GRAND OPENING
- EL PASO DOWNTOWN STREET FEST
- MELT: LAST SATURDAYS DOWNTOWN
- MEXICAN WORLD COOK-OFF
- SUN CITY BEER FEST
- TRAP FEST
- CHALK THE BLOCK
- NIGHTMARE ON EL PASO STREET
- DAY OF THE DANCING DEAD
- SHOP FIESTA
- UNION PLAZA THANKSGIVING BLOCK PARTY

21 TOTAL  
EVENTS



## KIDSPALOOZA

An all-day event for the whole family organized by the El Paso Symphony Orchestra. Last year's event featured a children's carnival setting. The DMD redesigned the event map and distributed over 10,000 hard copies and posted on the website where it was downloaded 3,000 times. We also managed KidsPalooza social media and increased Facebook Likes by 83% in 2.5 weeks for a total reach of 247,000. Finally, we brokered partnerships & media buys, organized cross-marketing promotions with hotels and restaurants (e.g. \$90 KidsPalooza rate at the DoubleTree, \$5 Kipps KidsPalooza Special).

## NEON DESERT

The Downtown music festival with almost 30 club-level acts performing on five stages from San Jacinto Plaza to Cleveland Square in an 11 hour music marathon attracted scores of El Pasoans. The DMD created a stand-alone newsletter detailing maps, parking information, and band information for the event reaching 2,000 subscribers. Through social media and other venues the DMD posted regular ticket giveaways and cross-promoted with restaurants and hotel specials reaching 10,000 viewers weekly.

## SUMMER CAMPS

The DMD provided extensive visibility of Downtown Summer Camps on DowntownElPaso.com and social media highlighting events taking place at the Museum of Art and Museum of History among others.

## 4TH OF JULY

Using social media the DMD promoted sales and events leading up to the holiday, including events and nightlife activities. Our efforts culminated with the promotion of Downtown Street Fest 2013.

## CHALK THE BLOCK

The DMD promoted the event and hosted a booth with games for both children and adults. A matching-game win prized kids with candy and the difficult DWNTWN CRSSWRD prized adults with an "It's Happening" t-shirt. Volunteers for the DMD helped acquire 200+ emails for the INSIDER. Additionally, for a third consecutive year, the DMD sponsored the event-paying utility costs for the pop-up gallery sites, ensuring all pop-up store fronts had utility services for the event, which brought in over 35,000 attendees.



## SHOP FIESTA

The DMD was a proud sponsor of Shop Fiesta, an event that takes place in the Downtown Shopping District to help promote local shopping during the holidays. The DMD awarded \$4,800 to help with event promotion and special features such as a Santa Claus actor, a photo booth, and entertainment.

## CELEBRATION OF LIGHTS

In 2013 the Celebration of Lights had to be relocated because of San Jacinto Plaza renovation. Therefore, the 78th Annual Christmas Tree Lighting Ceremony was held at Cleveland Square Park. Sponsored by Evolve Federal Credit Union with live coverage by KVIA the event attracted thousands of El Pasoans Downtown to witness the spectacle. DMD posted live coverage via social media as the lighting took place and assisted the City Parks and Recreation Departments in planning the event with supporting promotional and information materials.

## BACK-TO-SCHOOL TAX FREE WEEKEND

The annual Texas Sales Tax Holiday Weekend created to help save parents money encourages retailers to have extended hours. The clothing and school supplies sold for \$100 or less are exempt from sales taxes for three days. The DMD targeted shoppers through newsletter and social media for Tax Free Weekend in Downtown El Paso, including PR support that helped secure regional media reach of over 2.2 million.

## SUN CITY BEER FEST

The DMD not only promoted the beer fest extensively on DowntownElPaso.com and social media outlets, but participated in the fest with an interactive booth. The booth hosted a Downtown Trivia Game for a chance to win a free “It’s Happening” t-shirt. DMD staff interacted with over 4,000 attendees by sharing information and excitement for Downtown El Paso.

## MELT: LAST SATURDAYS

The DMD helped a downtown collective of over 10 restaurants launch a monthly event that offered free food tastings, live music and specials. El Pasoans were encouraged to experience the quality dining and entertainment available only in Downtown, El Paso.

The ‘Last Saturdays’ event attracted an average of 1,000-1,500 new visitors to the 10 participating local restaurants. Posts about the MELT on our social media received over a quarter of a million views on Facebook, at total of 350,000 El Pasoans that heard about this event through traditional and new media, and free publicity value of over \$80,000 conducted in part by DMD outreach.

## LAST THURSDAYS ART WALK

Provided visibility of the monthly event on DowntownElPaso.com and social media spotlighting the art scene, Downtown museums with the support and participation of downtown restaurants, boutiques and bars.

## ARTIST AND FARMERS MARKET

Promoted the City event extensively through social media and live coverage via Instagram. Online support with INSIDER coverage highlighting market vendors and event promotions. The Market resulted in a \$2.4 million economic impact on downtown annually according to an economic impact study commissioned by La Semilla Food Center.

## SPONSORSHIPS AND PROMOTIONS

Downtown businesses through DMD-administered Facebook site offered a full buffet of weekly giveaways. Participating businesses included: The Garden, The House of Pizza, Kipp’s Cheesesteak, The Percolator, Pike Street Market, The Sweet Corner, The Double Tree by Hilton, Sparrow’s Spirits and Pies, The Healthy Bite and Manchot. Giveaways resulted in increased reach online with a range of 500-1,500 views per post on Facebook.



START →



## DWNTWN EL PASO

Apply for permits and get the city's help for your event or business.



## CONNECTING SOCIAL MEDIA

The DMD revamped its marketing efforts in 2011 by creating a Downtown marketing plan that could be shared across all forms of media. The initial stages of implementing the marketing plan focused on creating DowntownElPaso.com, the DWNTWN El Paso Facebook and a Twitter profile. Our efforts thereafter were geared towards increasing outreach. Our profile views and newsletter subscriptions grew consistently; we featured prize giveaways and often shared exclusive, real-time information.

In 2013 the DMD launched an Instagram account. The INSIDER Newsletter continued to be a weekly end-of-work-week production and the website, downtownelpaso.com, continued to attract a steady stream of views.

## DOWNTOWN MARKETING & CAMPAIGNS

# CAMPAIGNS

## INSIDER WEEKLY NEWSLETTER:

- Over **1,800** subscribers and growing
- Over **45** weekly newsletters
- Over **50** original content dwntwn related features and Q&A articles

## DOWNTOWNELPASO.COM:

- **19,000 - 22,000** Page Views Monthly
- **2-3** min. retention focused on Insider Articles
- **800+** Businesses listed in DowntownElPaso.com's online resource directory
- **75%** New Visitors to the website

# 75% NEW VISITORS

## FACEBOOK

- **Over 2,500+** New Likes in 12 months, double the projected **1000** Likes every 12 months
- Total current LIKES exceed **6K**
- Weekly Reach Totals - **80,000 - 120,000** people from Fans and over **430,000** regional visibility from Fans LIKING and SHARING our posts

# 430,000 REACHED

## TWITTER.COM

- Over **2,000** Tweets
- **400%** increase in 12 months with over **1,400** Followers

# 1,400+ FOLLOWERS

## LAUNCHED NEW INSTAGRAM:

- Over **120** Instagram Dwntwn Photos posted
- Over **300** Followers with an expected **1000** Followers projected in **12** months

## TOTAL MEDIA OUTREACH:

Television, Print, Radio and Online mentions for Downtown El Paso events, activities or promotions.

# 80- 100 MILLION

## IT'S HAPPENING

The DMD launched a campaign to encourage El Pasoans to view construction projects affecting the Downtown area with street closures and detours, as an exciting journey towards a fully revitalized downtown. The campaign incorporates traditional print and broadcast media elements, but also utilizes exciting guerilla marketing methods that encourage people to visit Downtown for the many cultural, civic and commercial assets that currently exist.

The campaign used social media tools to spread "Insider" knowledge about Downtown: the best place to grab a vegan treat or where to find latest trends in fashion. The campaign also used maps and traffic plans to inform people about upcoming street closures or detours. Ultimately, the campaign worked to remind El Paso that Downtown is great and it's only getting better. Official kick-off secured 2.5 million media viewers and 5.3 million media impressions. National media included NBC.com, ABC and Impremedia.

## ANTI-LITTERING CAMPAIGN

To celebrate Earth Day on April 20, 2013, the DMD launched an anti-littering campaign that focused on reminding downtown visitors to "Keep it Clean" by imparting a message of El Pasoan's shared ownership of downtown. Fifty panels with four different messages were printed on large, bright posters that were installed throughout Downtown's 'Big Belly' trash bin inventory of 45 units. The messages targeted gum littering, cigarette butt disposal, trash disposal and a general message to discourage littering of any type. The messages were clear, such as "Avoid Sticky Situations" which displayed a wad of gum attached to a shoe, and were meant to be friendly encouragement to avoid behavior that could make our downtown less beautiful and less enjoyable. The campaign continues to spread its message of "A Clean Downtown Starts with You."



# STREET BANNER PROGRAM

## STREET BANNER PROGRAM

The Downtown Street Banner Program is a marketing tool that the DMD uses to promote community celebrations and downtown events. Banners are placed on Downtown’s beautiful antique streetlights on major traffic corridors like Missouri Street and Franklin Avenue. The DMD maintains a total of 354 banner locations in its inventory. In 2013, the banners were heavily used to promote events and campaigns happening in Downtown such as the DMD’s “It’s Happening” campaign, the Plaza Classic Film Festival, and the University of Texas at El Paso’s Centennial Celebration which sponsored 100 Banners for a full year making them the DMD’s largest sponsorship. In addition, banners were also used to promote local business and restaurants, including The Garden Restaurant and Krystal Jeans through their sponsorship of the DMD’s It’s Happening Campaign.





**DOWNTOWN**  
.....  
**REVITALIZATION**  
& **ECONOMIC**  
.....  
**DEVELOPMENT**  
.....



### FAÇADE IMPROVEMENT PROGRAM

Economic Development has been a major priority for the DMD since 2011. The DMD and the City of El Paso entered into an Inter-local Agreement that provided property owners and business tenants in Downtown with grant money for façade improvements to renovate their buildings. The funds come from different sources including the TIRZ no. 5 redevelopment funds, funds from the City of El Paso and also revenue derived from commercial assessments within DMD footprint. Funds must be used within Downtown footprint, and must result in the visual and physical improvement of commercial facades. These improvements often include new paint, new windows, canopy installation, repointing of existing brick, adding energy efficient features, new signage, new or additional lighting and parapet reconstruction.

In 2013, over \$177,000 were granted to 9 property owners. This money leveraged over \$9,000,000 of private investment and resulted in an average rate of return of \$12.75. Our dollars provided face-lifts to commercial establishments on North/South Stanton, South El Paso St, Mills St, Western St, W. San Antonio St and Pioneer Plaza.



## WAYFINDING

The DMD, through an Interlocal Agreement with the City of El Paso was also tasked with the responsibility of creating pedestrian-friendly signage throughout Downtown to clearly identify important Downtown cultural and civic landmarks and services to include parking and hotels. With the assistance of both the City of El Paso's Engineering Department and the Department of Transportation, the DMD is close to completing the first phase of a four year plan. This phase consists of 16 four-sided solar and electric powered state-of-the-art kiosks in two sizes ranging from 10 ft. to 13 ft. tall. Each illuminated kiosk displays two site-specific maps and two additional colorful, creative marketing tools. This along with content on each kiosk helped to unify the overall image and aesthetic for promotion of Downtown.



## BIKE RACK INFRASTRUCTURE

As part of improving downtown infrastructure, the provision of bike racks throughout Downtown incorporating papel picado branding elements became a priority.

Downtown became more bike friendly in December 2013 when the first of the 5 branded bike racks planned for downtown were installed in the Arts District. The bike racks were custom designed and intended to be both practical and artistic. They not only represent a transportation infrastructure addition to Downtown but also boldly and artistically identify the District that cyclists and pedestrians are currently visiting. The "ARTS" bike rack is the only element currently in use and the initial response to this single unit has been phenomenal. The remaining four (Union Plaza, El Paso, Shopping, and Government Districts) are currently undergoing the City of El Paso's review process-prior to installation to ensure that all safety measures are met.

Partners for this project also include the El Paso Community Foundation and the City of El Paso Sustainability Office.

# SANITATION

The DMD's Sanitation Program is one of its most important priorities. Our goal is to make Downtown El Paso an attractive place to live, work, play and shop. Crews work day and night to keep Downtown streets, sidewalks, and alleyways clean and litter free.

This effort is augmented by the DMD's agreement with the County of El Paso's Community Supervision and Correction Department that provides year round labor at no charge saving the City over \$350,000 annually. Crews are comprised of defendants required to meet court mandated community service obligations. The DMD utilizes the man-power as a resource for highly visible sanitation teams-supplementing municipal sanitation services in the downtown area.

Additional sanitation services include graffiti clean-up and removal, power washing sidewalks, gum busting, 'Big Belly' trash bin washing and weekend pick-up. Cleaning up downtown is a constant challenge for our partners and resources, which is certainly why the DMD continues to focus on core services emphasizing cleanliness and safety.

## STATS: FEB. 1, 2013 TO FEB. 1, 2014

Community Service Clients: **4,875**

Community Service Hours: **33,857**

**DOLLARS SAVED AT**  
**\$10.58/HOUR:      \$358,207**

Graffiti Removal: **712**

Painting: **241**

Chemical/Other: **471**

Sidewalk Pressure Washing: **358,688**

(Total Linear Footage)

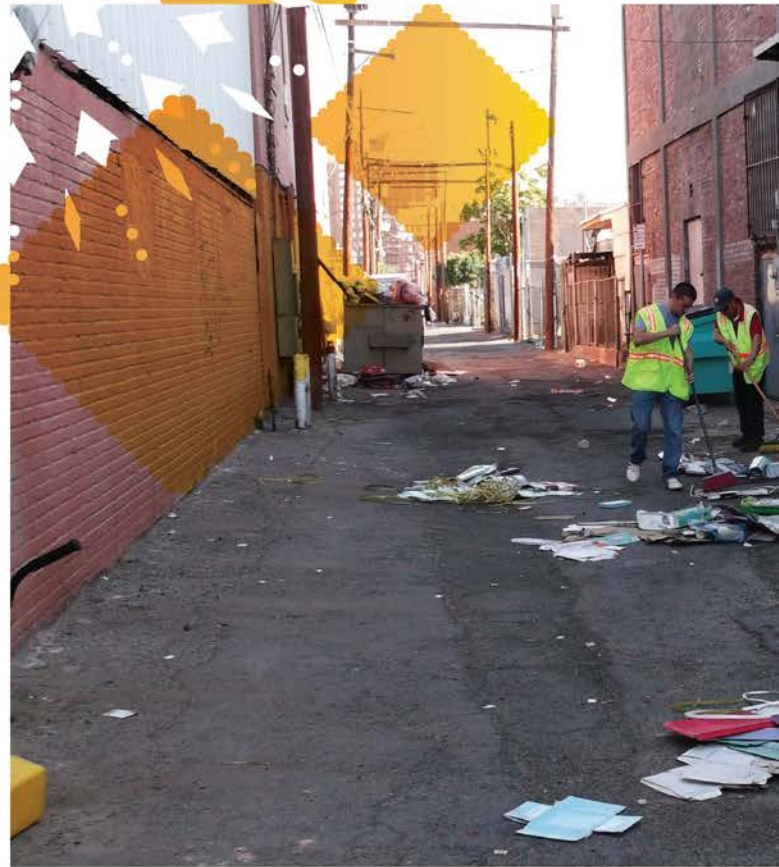
Sidewalk Litter Abatement: **73,519**

(Each sidewalk is equal to ¼ of a square block)

Alleys Cleaned: **4,789**

Trash Trailer Loads: **854**

(Loads=6 cubic yards)





## BIG BELLY TRASH BINS

In 2013, the DMD Sanitation Committee agreed to devote resources to service the City of El Paso's Environmental Services Department (ESD) 'Big Belly' trash bins on weekends. The bins are fully equipped with satellite connectivity to notify City staff when they are full and require service. ESD did not service the 'Big Belly' trash bins on weekend afternoons. The DMD stepped in to fill this gap by directing DMD sanitation crews to empty and clean bins that were filled to capacity. The bins compact over 5 times the trash capacity of regular trash bins. This, combined with more frequent pick-ups makes the 'Big Belly' a true example of efficiency, collaboration and downtown cleanliness.

## COMMUNITY CLEAN-UP

On January 25, 2014 the DMD along with the City of El Paso Environmental Services Partnerships and Programs Department co-hosted Downtown El Paso's Annual Community Clean-up. The event featured "roll off trash units" at four different sites across downtown collecting over 3 1/2 tons of debris and litter. All DMD Sanitation resources participated along with over 50 community volunteers from the El Paso Community Foundation, UTEP, Destination El Paso, area high schools and staff from El Paso's very own Chihuahuas baseball organization.





## LOOKING FORWARD

Challenges and Game Changers On the Horizon the DMD Will Help to Support and Promote

PARKING STUDY

TRIPLE-A BASEBALL

DOWNTOWN HOUSING

RETAIL AND RESTAURANTS

ARTSPACE LOFTS

EL PASO MUSEUM OF HISTORY DIGITAL WALL

LATINO CULTURAL CENTER

MULTI-PURPOSE SPECIAL EVENT CENTER

# LOOKING FORWARD





ANNUAL REPORT DESIGN BY:  
ANDRES PAYAN





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