

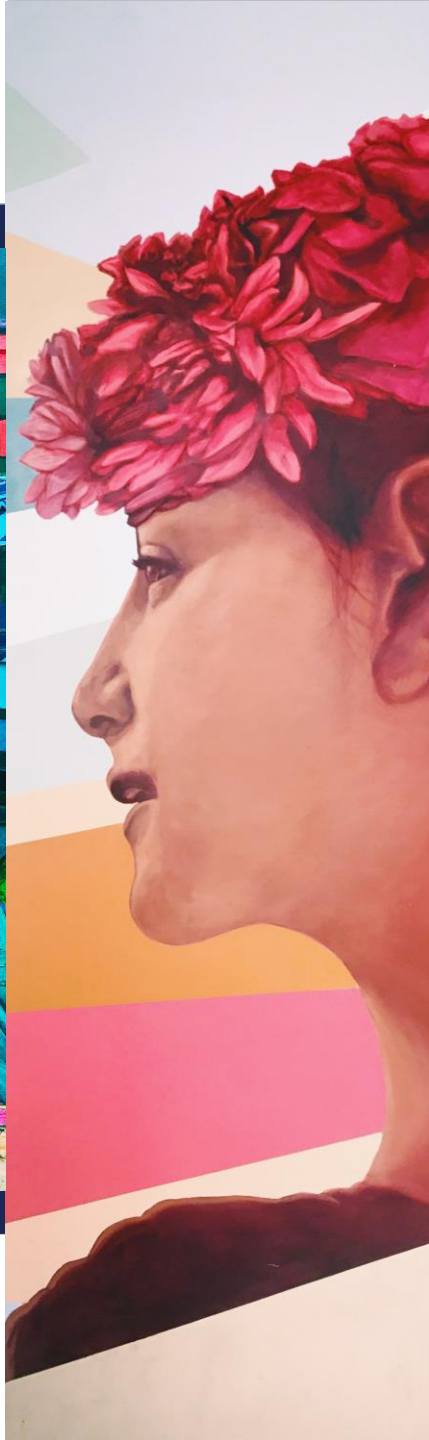


ITEM 19.1

Interlocal Agreement: City of El Paso and Downtown Management District



Goal 1. Create an Environment Conducive to Strong Sustainable Economic Development



Presentation Overview

- ❖ Agreement Purpose
- ❖ Background
- ❖ Agreement Overview
 - Sanitation + Maintenance
 - Marketing + Promotion
 - Economic Development

Agreement Purpose

An **agreement** between the City + DMD to:

- Achieve **mutually desirable outcomes** for the benefit of downtown businesses, residents and visitors
- Provide for **effective + efficient service delivery** within downtown El Paso

Powers + duties of the DMD:

- **Supplements** municipal services (does not supplant)
- Supplemental services may include: advertising, economic development, promotion, health and sanitation, public safety, maintenance, security, business recruitment, development, elimination/relief of traffic congestion, recreation, and cultural enhancement



Background

A History of Partnership

In 2019, the International Downtown Association **recognized** the City + DMD Interlocal as a municipal + urban place management organization **best practice** in organizational management.

- 2011-2015 Interlocal Agreement + Amendments (February 2011)
- Downtown Commercial Façade Improvement Program Management Interlocal Agreement (November 2011)
- 2016-2020 Interlocal Agreement and Amendments (February 2016)
- **2020- 2025 Interlocal Agreement (today)**



Sanitation +
Maintenance



Marketing +
Promotion



Economic
Development

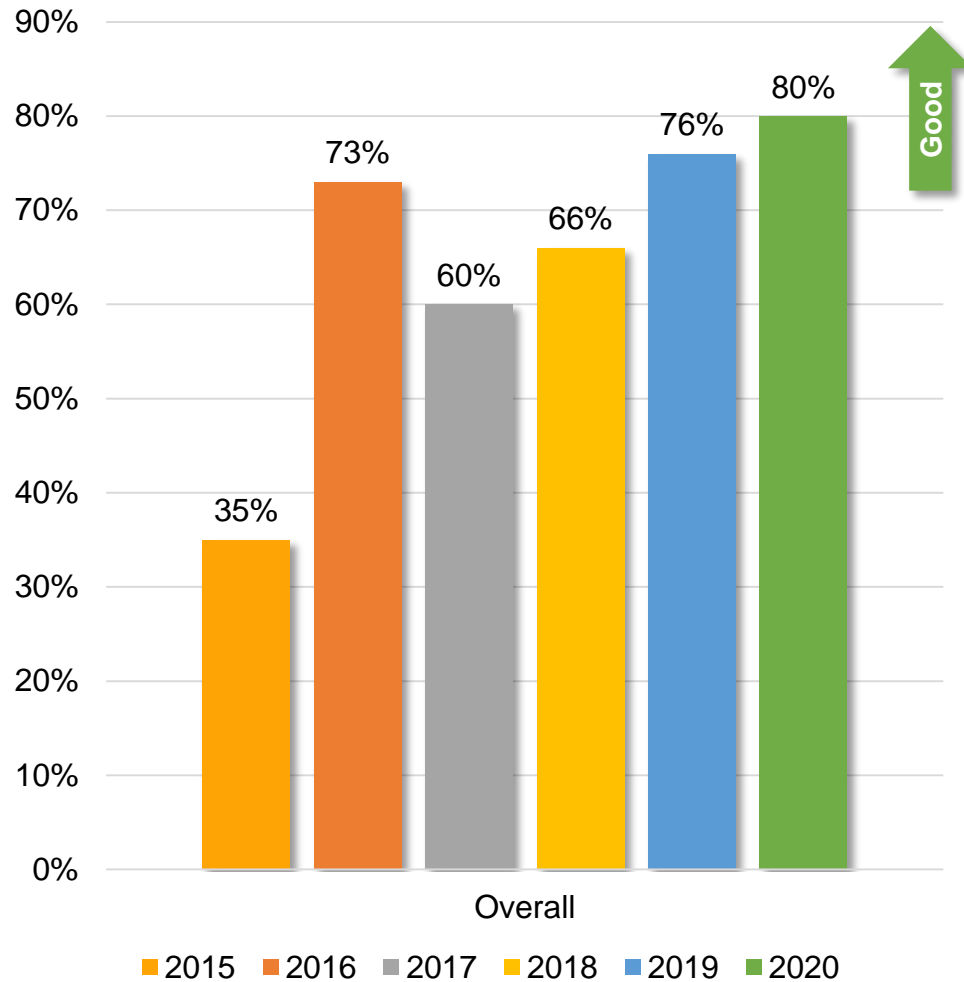


Agreement Overview

Areas of Partnership



Downtown is Clean (% of respondents in agreement)



Source: 2020 DMD Survey of Stakeholders

1 Sanitation Services

Objective:

- Effective + efficient sanitation service delivery far exceeding base level services

DMD Responsibilities:

- Provide supplemental sanitation services, including necessary labor and equipment
- Share in cost of service delivery

City Responsibilities:

- Maintain current non-DMD service levels (street sweeping, tree maintenance, etc.)
- Provide equipment storage and disposal services
- Provide annual contribution capped at \$233,475*

*Represents a **5.7% decrease** relative to FY20 made possible through introduction of cost sharing model.

1 Sanitation Services Detail

Services Provided by the DMD

Group A Services

- Daily pedestrian trashcan abatement*
- Illegal dumping remediation
- First floor graffiti abatement
- Monthly public asset power washing*
- Minor maintenance of public assets
- City event clean-up*

City Contribution: 100% of actual cost plus management fee capped at \$147,350

Group B Services

- Multiple daily pedestrian trashcan checks in high traffic areas*
- Daily sidewalk, alley + park litter abatement*
- At least quarterly sidewalk power washing
- Sidewalk gum removal*
- Seasonal public ROW weed abatement*

City Contribution: 50% of actual cost capped at \$86,125

*New service or increased service level relative to previous agreement

2 Special Event Permitting

Objective:

- To encourage the number of events held downtown that will attract visitors through the provision of a concierge permitting service.

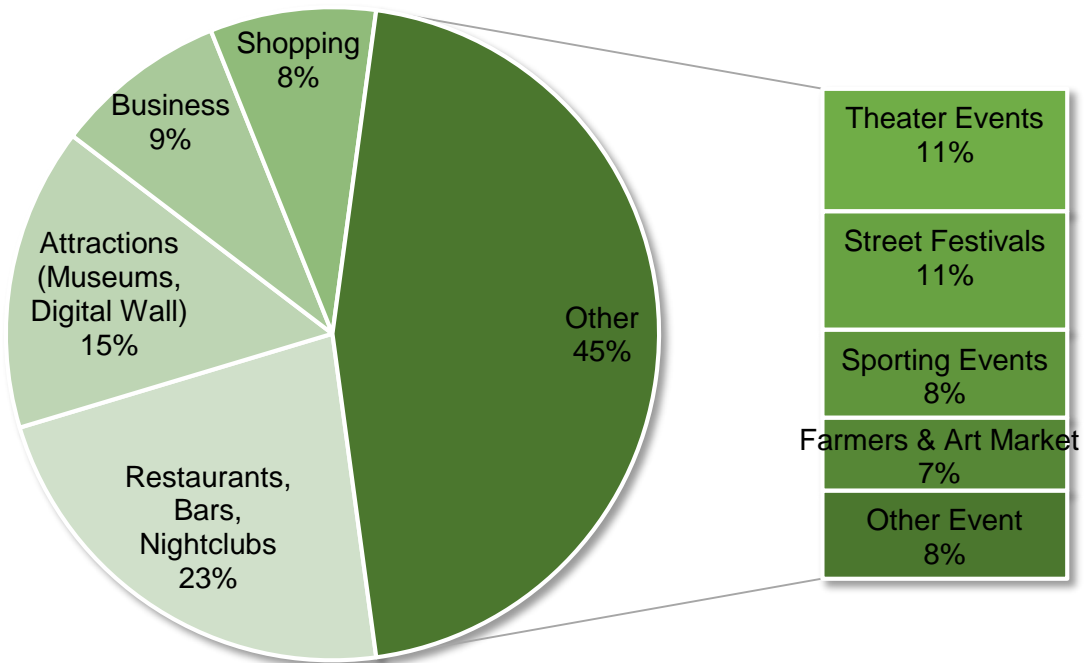
DMD Responsibilities:

- Administer permitting program for special events (non-mobile) on public right-of-way
- Provide online application
- Perform outreach to downtown stakeholders, including property and business owners, to address concerns prior to event permitting

City Responsibilities:

- Review and comment on applications
- Collect fees + issue permit
- Pay \$6,500 annual service fee for first 10 events permitted + \$650 for each subsequent permit

Primary Reason for Downtown Visit (of those identifying themselves as a "Visitor")



Source: 2020 DMD Survey of Stakeholders

3 + 4 Wayfinding Kiosk + Street Banner Content Management

Objective:

- Create an awareness of destinations and promote those areas to enhance the visitor's experience, reinforce community identity and promote tourism

DMD Responsibilities:

- Manage wayfinding kiosk and street banner content within the downtown area
- Provide for minor maintenance of the kiosk and banner infrastructure

City Responsibilities:

- Provide for major maintenance of the kiosk and banner infrastructure
- Waive rental/permit fees associated with use of public right-of-way



5 Bike Rack Accessibility

Objective:

- To facilitate bicycling as a viable means of transportation by improving the availability and convenience of bicycle parking downtown

DMD Responsibilities:

- Administer a bike rack program to install and maintain bike racks on the public right-of-way

City Responsibilities:

- Provide support in identifying viable locations
- Waive rental/permit fees associated with use of public right-of-way





6 Commercial Façade Grant Program

Objective:

- To encourage the improvement of building exteriors through the provision of match grant funding to create a positive visual impact, stimulate private investment, and complement other public and private investment efforts.

DMD Responsibilities:

- Administer the Commercial Façade Grant Program

City Responsibilities:

- Provide \$100k annually in program funding, subject to funding availability
- Currently funding is provided through TIRZ 5 (Downtown) fund as approved by Council in January 2020



Commercial Façade Grant Program **6**

Program Overview:

- Provide match grant funding to property and/or business owners to rehabilitate downtown area building facades

Program Incentives:

- Grant provided in the form of a **rebate** following successful project completion capped at \$25k

Incentive Categories + Levels:

- **Critical Corridor** Improvement – 2 to 1 public to private match for properties located along a critical corridor (S El Paso St and adjacent to San Jacinto Plaza)
- **Historic Landmark** Improvement – 2 to 1 public to private match for properties designated historic landmark or historic contributing properties
- **Small Business** Improvement – 2 to 1 public to private match for properties with small business tenants
- **Standard Commercial** Improvement – 1 to 1 public to private match for other downtown properties
- **Signature Rooftop Signage** – 1 to 1 public to private match for installation and/or rehabilitation of historic and/or artistic signage in the downtown area

Eligible Improvements:

- Repair, replacement or new applications of awnings, windows, doors, lighting, paint, landscaping, tile or other decorative material and signs;
- Installation of outdoor dining areas;
- Other exterior improvements that address code compliance issues.

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Business Recruitment, Retention + Expansion Partnership

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Objective:

- To formalize a partnership in the development of a BRRE program for the downtown area
- The purpose of the program is to:
 - Retain existing businesses;
 - Facilitate growth and expansion;
 - Enhance the downtown business climate
 - Strengthen community partnerships with downtown businesses

Responsibilities:

- Focuses partnership on development of a work plan to further identify goals, deliverables and timelines

8 Public Outreach + Marketing

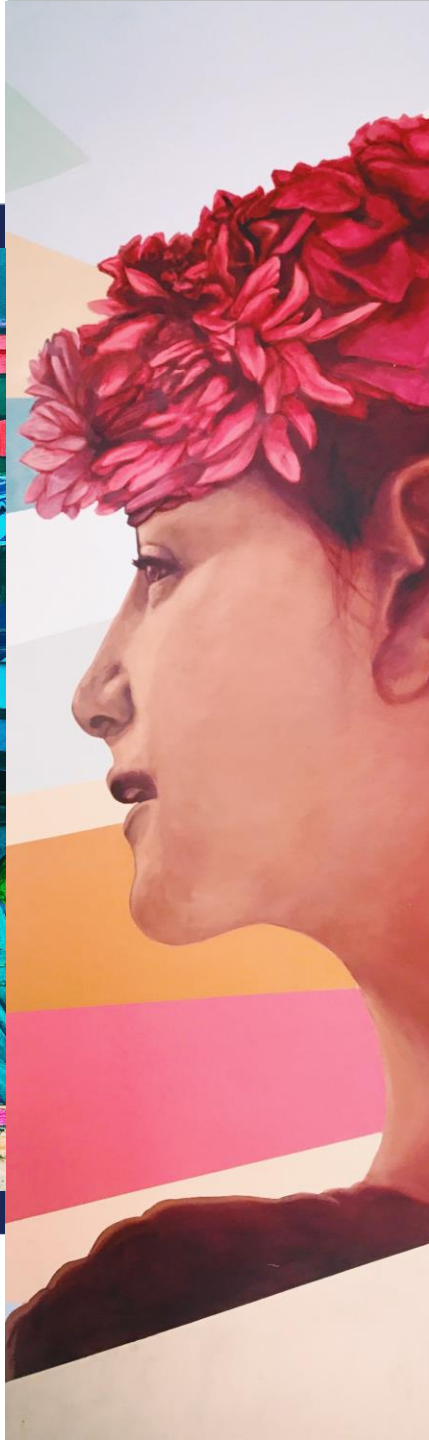
Objective:

- To continue existing downtown and subdistrict branding efforts to further develop a unique and cohesive downtown identity
- To provide City a resource to effectively and efficiency reach downtown business and property owners

DMD Responsibilities:

- To provide public outreach and advertising resources on behalf of the City on an as needed basis
- To continue to promote downtown using the marketing plan adopted in 2015





Presentation Review

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 - Marketing + Promotion
 - Economic Development
- ❖ Action Needed



Mission

Deliver exceptional services to support a high quality of life and place for our community



Vision

Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government



Values

Integrity, Respect, Excellence, Accountability, People