

Downtown Phoenix Partnership 2010 Strategic Plan Summary

Overall Vision

“Create Arizona’s true urban experience”

DPP Mission

“The Downtown Phoenix Partnership will lead in the creation of a great urban downtown for Phoenix through a comprehensive effort of community and economic development, marketing, and the provision of key services designed to strengthen the community”

Key Strategies

1. Enhance our relationship with businesses, tenants and residents. Ensure all stakeholders better understand role of the Partnership and the services provided.
2. Promote the Partnership as the best source of information related to downtown (development, events, problem resolution, etc).
3. Communicate with stakeholders and the public by taking a more coordinated, collaborative, and effective approach.

Specific Program Goals

1. Community Development

Lead in the development of a great community through a focus on quality design, the development of urban amenities, the creation of a diverse and vibrant community, and the development of appropriate policies and procedures. Specific target areas include better activation of the street level experience and public spaces, working to attract a broader range of housing types, and working to complete the Urban Form zoning project.

2. Economic Development

Attract and retain targeted employers, retailers, service providers, visitor services, residential developments, and cultural/educational amenities. Key emphasis over the coming year will be on helping to attract major office tenants to the new buildings and to provide a wider array of retail and service opportunities.

3. Enhanced Services

Provide a comprehensive package of enhanced municipal services (hospitality, security, streetscape, maintenance, wayfinding, etc.) designed to make downtown a great place to live, work, and visit. Key work efforts will focus on broadening the reach of the downtown Ambassadors to more segments (for example, reaching out more to the downtown residential community), focusing on basic services, such as maintenance, and on working with the Phoenix Police Department on controlling nuisance behaviors, such as aggressive panhandling.

4. Marketing/Arts & Culture

Comprehensively market the downtown community facilitating the new brand applications and the urban focus. Continue work on the new website and social media components, and work towards the development of a more comprehensive public relations program.

5. Effective Management

Efficiently and effectively manage the organization in order to maximize its financial and human resources. We will continue to look for ways to maximize our financial and human resources through the application of technology, and will focus on creating better staff involvement in community leadership roles.



Downtown Phoenix Partnership: Proposed 2010 Expenditures

	2008 Actuals	2009 Budget	Proposed 2010 Budget	09-10 Change
<p>1 - SECURITY & HOPITALITY</p> <p>Salaries of DPP professional staff and Ambassadors 365 days a year, materials and equipment used by Ambassadors, materials used by ad hoc and ongoing task forces, implementation of the advisory communication network among major buildings, public relations and other security related costs. Also includes allocation of shared costs for collateral materials and website.</p>	\$884,013.00	\$908,773.00	\$925,509.00	1.80%
<p>2 - MARKETING</p> <p>Salaries, advertising and construction mitigation outreach activities, public relations, production of collateral such as Downtown Phoenix Business Directory, Downtown Phoenix Quarterly, and Calendar of Events. Primary responsibility for website development and management.</p>	\$397,618.00	\$402,632.00	\$410,265.00	1.90%
<p>3 - ARTS & CULTURE</p> <p>Salaries, advertising and public relations for arts and cultural activities in Downtown Phoenix.</p>	\$147,138.00	\$136,227.00	\$138,503.00	1.70%
<p>4 - ECONOMIC DEVELOPMENT AND PLANNING</p> <p>Salaries, collateral materials, market research and support of business attraction and retention in downtown.</p>	\$235,819.00	\$287,265.00	\$248,848.00	-13.40%
<p>5 - STREETSCAPE & URBAN DESIGN</p> <p>Salaries, consultant studies, installation and maintenance of identity and parking banners, graffiti removal supplies, parkway improvement and clean up activities.</p>	\$135,316.00	\$131,021.00	\$131,396.00	0.30%
<p>6- TRANSPORTATION & PARKING</p> <p>Salaries, funding for general operational costs for the DASH and DEE shuttles (both regular service and special events), and printed material to support these. Also includes coordination of parking strategy for special events, parking maps, and coordination of transportation issues related to special events and construction in downtown.</p>	\$183,681.00	\$165,491.00	\$166,607.00	0.70%
<p>7 - ADMINISTRATIVE/GENERAL</p> <p>Includes administrative salaries and benefits, office space, equipment leases, office supplies, postage and contingency.</p>	\$621,887.00	\$618,379.00	\$635,823.00	2.80%
<p>8 - STREETSCAPE MAINTENANCE</p> <p>This portion of the budget is charged only to those property owners fronting the streetscape improvement district project and is charged on a linear foot basis. It includes tree maintenance and replacement, maintenance of the irrigation system from the ground up, replacing uprights in tree grates and lights on the kiosks. Any unused portion of this line item will be carried forward and applied to future years when capital replacement may require greater funds.</p>	\$105,119.00	\$113,234.00	\$114,385.00	1.00%
TOTAL ASSESSMENT BUDGET	\$2,710,593.00	\$2,763,022.00	\$2,771,336.00	0.30%