



DOWNTOWN ALBUQUERQUE BUSINESS IMPROVEMENT DISTRICT (BID) PLAN FOR IMPROVEMENTS AND SERVICES 2009 ANNUAL RESULTS

As the management committee for the Downtown Albuquerque Business Improvement District (BID), the Downtown Action Team (DAT) and the Property and Business Owners Committee (PBOC) respectfully submit to the City Council of the City of Albuquerque, the progress of benefits to the real property and business owners within the BID from January through December 2009.

BACKGROUND

In 2001, the Downtown Action Team (DAT) successfully implemented and launched Business Improvement District (BID) services for an approximate 85-square-block area, including an area bounded roughly by 5th, 6th and 10th Streets to the west; Marble and Slate Avenue to the north; the railroad tracks to the east; and Coal Avenue to the south.

The millage rate on the assessed tax value of commercial property is 5.8 mills (0.58 per \$100 of tax value). Improvement district services are budgeted and provided on a calendar-year basis, commencing January 1, 2001, and continuing each year thereafter for ten years until 2011. In the year 2010, the City Council shall require, as a condition to the existence of the improvement district, the submission to the Council of a petition for reaffirmation and continuance signed by at least 51% of the real property owners.

BID program elements consist of the **Hospitality and Clean Ambassadors** and the **Image Enhancement Initiatives**. The *Hospitality and Clean Ambassadors* are friendly, professional ambassadors carefully selected and trained to take a vested interest in the Downtown community and its image. The Ambassadors welcome and provide information to visitors and generally work to make Downtown streets more hospitable. They support crime prevention, proactively address the challenges associated with street populations and serve as a visible deterrent to urban problems found in Downtown core areas. The *Clean Ambassadors* remove trash, powerwash sidewalks/alleys and provide other specialized maintenance.

Image Enhancement Initiatives are intended to improve the business climate, physical appearance and overall marketability of Downtown to retain and attract new businesses, consumers and visitors.

The BID is intended to provide the foundation for enduring and unified private sector improvements in Downtown Albuquerque. The DAT, a 501(c)6 non-profit business organization was appointed as the BID Management Committee to administer and implement BID programs. To maximize accountability to ratepayers, a BID Property & Business Owners Committee (PBOC) was established within the DAT. The PBOC was charged and has accomplished the task of developing annual budgets, making assessment recommendations and monitoring the delivery of day-to-day services.

Pursuant to City Ordinance 38-2000 which created the BID, an annual progress report is submitted to the City Council for review.

Brian B. Morris,
Executive Director
Downtown Action Team

building the heart of new mexico

DAT Board of Directors:

The Downtown Action Team (DAT) is a private, non-profit organization dedicated to the revitalization of Downtown Albuquerque as the best mid-sized Downtown in the USA. Pursuant to the legislation which created the BID, the DAT was selected as the management committee charged to administer and implement the BID programs. The DAT is overseen by a 21-member Board of Directors. Over half of the Board is a Downtown property owner or representative of a Downtown property owner and also includes members from the greater regional community.

Current members include:

John Menicucci, Berger Briggs, Chairman of the Board
Roy Sumner Johnson, Sumner & Dene Creations in Art, Chair-Elect & Vice Chair,
BID

Darin Davis, Bank of Albuquerque, Immediate Past-Chair
Brian Cassutt, Infill Solutions, Vice Chair, Neighborhood & Community Relations
Pat Sanchez, Wells Fargo Bank, Vice Chair, Finance

Pat Bryan, Ex-Oficio
Mary Collins, Public Service Company of NM
Lewis Dawley, SMG-ABQ Convention Center
Jim Dobbie, Hunt Development
Ed Gebhart, SPHR, Lovelace Medical Center
David Keleher, del sol Design
Milt McConnell, CRMC, Citadel Broadcasting Corp.
Brenda Moore, Albuquerque Plaza
Jerry Mosher, Mosher Enterprises
Missy Penor, Misc Publications
Douglas Peterson, Peterson Properties
Rick Rennie, Studio Hill Design & HDIC
Richard Sertich, Goodman Realty Group
Mark Smith, BGK
Rudy Sporing, First Community Bank
Steve Wedeen, Vaughn Wedeen Creative
Glenn Wertheim, Charter Bank & Mortgage, Immediate Past Chair

The Downtown Action Team also manages several initiatives and programs outside the Business Improvement District, including the Downtown Albuquerque MainStreet Program and administers the Downtown Albuquerque Arts & Cultural District. This report covers mainly items relating to the Business Improvement District activities. For more information on non-BID DAT activities, visit www.DowntownABQ.com or call (505) 243-2230.

DAT has been in existence for 18 years and was approved for creation by the New Mexico State Corporation Commission on July 25, 1991 as the Center City Council, Inc. In April of 1996, the organization changed its name to the Downtown Action Team.

DAT Property & Business Owners Committee:

Pursuant to the legislation which created the BID, in order to maximize accountability, the PBOC was established within the DAT and is charged with developing annual budgets and monitoring the delivery of day-to-day services. Consistent with the BID Business Plan, the PBOC has met and forwarded the 2010 annual BID Budget and has monitored the day-to-day services through its quarterly meetings in 2009.

Current PBOC members include:

Alan Vincioni, Berger Briggs, Co-Chair
Nick Manole, Nick's Place/Fresh Choices, Co-Chair
Pat Bryan, Esq.
Steve Ewing, Esq./Third Central Plaza Partnership

Dennis Gromelski, The Cell Theatre
Sandy Hill, Studio Hill Design
Roy Sumner Johnson, Sumner & Dene Creations in Art
Don Leonard, Leonard Tire & Automotive
Jim Long, Heritage Hotels & Resorts
Rick Rennie, Studio Hill Design & HDIC
Nerissa Whittington, Gulfstream Group & BigByte.cc

Pursuant to the legislation which created the BID, the PBOC has developed and approved the 2010 BID Budget as submitted to the City Council. The DAT Board of Directors has also approved the 2010 BID Budget as submitted. A formal annual meeting, pursuant to the legislation which created the BID, was held on December 16, at the Hyatt Regency in Downtown Albuquerque and consisted of morning workshops on social marketing with local experts and a crime prevention workshop with Chief Public Safety Officer Darren White. A luncheon was held with Mayor Richard J. Berry as our keynote speaker and an afternoon formal meeting was held to report to our BID rate-payers. Previous to this meeting, all BID rate-payers were mailed a survey as required by the BID legislation. 42 surveys were answered (out of possible 171 owners who own 273 different properties), which is a 24.5% response rate, up from previous years and higher than average response rates for surveys.

BID BUDGETS AND ASSESSMENTS – 2009

The 2009 Downtown Albuquerque, BID-budgeted, property-owner assessment collections were budgeted at \$687,648. A survey of property owners in 2008 continued to establish “Hospitality and Clean” as priorities for the BID and thus the largest portion of the budget. The 2009 BID budget is summarized as follow:

Improvement/Service	Total Budget	% Of Total
Hospitality & Clean	\$309,441	45%
Image Enhancement	\$220,047	32%
Administration/Clerical/Personnel	\$68,764	10%
Program Costs	\$89,394	13%

Attached is an audited BID Financial Report, by accounting firm Broderick & Co., through December 31, 2008 outlining our assets liabilities, income and operating expenses.

BID Rate-Payers for 2009 included (Note: Listing is of all BID rate-payers billed for 2009 assessments as of December 1, 2008):

- 225 GOLD LLC
- 320 GOLD OFFICE ASSOCIATES
- 3-C BUILDING PARTNERSHIP
- 500 TIJERAS LLC
- 514 PARTNERSHIP
- 517 CENTRAL GROUP LLC
- 612 FIRST STREET PARTNERS
- 708 MARQUETTE CO
- ABQ HOTEL VENTURES LLC % AMERICAN
- AGAPE DEVELOPERS LLC
- AHERN MARY
- ALB US EMPL FED CREDIT UNION
- ALBUQ US EMPLES FED CRE UNION
- ALBUQUERQUE PAWN SHOP LLC
- ALBUQUERQUE PLAZA OFFICE INVESTMENT LLC
- ANASAZI DOWNTOWN LLC
- AT&T
- B C HERNANDEZ BYPASS TRUST
- BARKER HILDRETH
- BASS DEVELOPMENT
- BELL BONDING COMPANY INC
- CASITAS CLARKE LLC
- CENTRAL MARKET LLC
- CENTRAL PARK SOUTHWEST LLC
- CENTURION SILVER LLC
- CENTURION SOUTHWEST LLC
- CHALAMIDAS THOMAS & VASSO
- CHAVEZ DAN D & ADELINE S
- CHRISO LLC
- CHURCH OF SCIENTOLOGY OF NM
- CIRCA 55 LLC
- CLAY MARION KELEHER ETAL
- CLEMENTE JOHN R & DEBRA M
- COLLADO A B & ESTHER J
- COPPER SQUARE CONDOMINIUM LLC
- CORTEZ MICHELLE & PAUL
- CURRY JOAN AHERN
- DAYMONS FOLLY LLC
- DELAYO LEONARD J JR ETUX
- DISEY LLC
- DOHERTY EDWARD F & JOSEPHINE K
- DOMENICI A X C
- DOWNTOWN LOFTS LLC
- DUNLAP CARL STUART

DUTCHER SUZANNE L
ENTERRA DEVELOPMENT LLC
ESPARZA PROPERTY ENTERPRISES LLC
FIRST GALLERIA PLAZA OPERATING
FIRST STREET PROPERTIES
FOURTH AND ROMA PROPERTY TRUST
G & L INVESTMENT CO INC
G & P INVESTMENTS INC
G AND L CO INC ETAL
GEM LOBOS LLC
GERVAIS TOM & SARAH
GIANNINI ROBERT J & SALLY GARDNER
GIRAUDE CATERINA D TRUSTEES
GMDM INC
GOLD AVENUE REALTY LLC
GOLD STREET ATTORNEY INVESTMENT LLC
GOLD STREET LIMITED LIABILITY CO
GOLDEN WES & LORENTZEN JOHN & LOIS A
GONZAGOWSKI KATHLEEN L
GONZALES MICHAEL A
GOODWIN JAMES P & CHARLOTTE L
GRACE AUGUSTINE C & SUSAN G
GRUET BETTY
GSP LLC
CROSSROADS AT 4TH AND CENTRAL LLC % PETERSON PROPERTIES
HDIC THEATER BLOCK LLC
HENRIKSEN JAMES P & RIPPEL
HERNANDEZ B C &
HERNANDEZ B C ETAL
HILL SANDY
HISTORIC DISTRICT IMPRV CO & MCCUNE
HISTORIC HOTEL LLC
HOGAN BRENT
HOPE BUILDING JOINT VENTURE
HUB ALBUQUERQUE LLC / HRPT PROPERTIES
HYDER BROS INC % SPERRY VAN NESS/
I & L PUCCINI FAMILY TRUST
J MCCULLOUGH CORPORATION
JUSTA LLC
JUSTORAGE LLC
KELEHER M L
KELEHER MICHAEL L
KELEHER WILLIAM B & JAN R & KELEHER
KILMER ERIC & ANDREA
KIVA ASSETS LLC
LEE DAVID R ETAL
LEE DAVID R TRUSTEE LEE RVT
LEONARD DON E
LEVERETT WILLIAM J JR
LIBRARY REAL ESTATE LLC
LUKEMMA LLC & WASHINGTON JELSO LLC
MADRID MATILDA C
MADRID TONY G & STELLA &
MAHONEY JOHN J & CATHRYN DURAND
MAISEL MAISEL & MAISEL
MANOLE NIKI & MANOLE PAVLAKOS EVANGELINE
MARCHIONDO WILLIAM C
MARIANETTI PAUL A
MARIANETTI PAUL A & PATRICIA A
MATTEUCCI PAUL J & JOHN MENICC
MATTHEW RENTALS LLC
MATTHEWS MURIEL T TRUST
MEDICAL WASTE SERVICES LLC
MELENDRES SAMUEL E ETAL
MKHITARIAN GEGAM & KARINE PETROSYAN
MONTANO AL & LYDIA TRUSTEES MONTANO
MULLER ANNA
MULLER ANNA M
MWS LLC
N M MORTGAGE FINANCE AUTHORITY
NAUMBURG PETER TRUSTEE DANIELA
NEW MEXICO MORTGAGE

NICKOLSON FAMILY LIMITED PARTNERSHIP
NUM LLC
OCHO PARTNERSHIP
ODD MANNER LLC
OGDEN LOUIS B
PAJARITO ASSOCIATES LLC
PARKING CO OF AMERICA - ALBUQUERQUE LLC
PAVLAKOS EVANGELINE & VASILIOS
PEREZ MICHAEL D & VINCENT R &
PETERSON DOWNTOWN INVESTMENT LLC
PGP HOLDINGS RL 1 LLC & PGP HOLDINGS WP
PIERCE LEBA F
PLATINUM ASSETS II LLC
PN INVESTMENTS LLC
PNM - TAX DEPARTMENT
POMONIS PHILLIP D ETUX ETAL
PRESBYTERIAN HEALTHCARE SERVS
PUBLIC SERVICE CO OF NM
QUICKEL BUILDING LLC
QWEST
RANDALL REVELLE BUILDING
RAWLEY JAMES A JR
REBEL REAL ESTATE DEVELOPMENT LLC
SALAZAR & SONS MORTUARY
SALAZAR REBECCA J &
SANCHEZ MICHAEL G
SANCHEZ RAYMOND G
SANDERS STEVEN K &
SANTA FE PACIFIC TRUST INC
SCHMIDT GERTRUDE ZACHARY
SCHREIBER W GEORGE & ANN W TRUSTEES
SECOND & LOMAS PARTNERSHIP
SIERRA VISTA PARTNERSHIP
SILVERMOON LLC
SIX HUNDRED AND TWEVLTH
SLAM PROPERTIES LLC
SOULE DAVID & JENNIFER
SSOP LLC
STATHOULIS DENNIS & GEORGIA & VASILIOS
STRONG TRUST
THIRD CENTRAL PLAZA PTNRSH
THIRD ST INC
TIMOFEYEW ADELINA P TRUSTEE
TINNIN JR R P
TINNIN R P & FRANCES
TINNIN R P SR
TOWNES FAMILY ENTERPRISES
TSAI BILL H & CHIN HI SO
UNITED ENTERPRISES INC
VALLIANT ENTERPRISES INC
VALVERDE AVENUE LLC
VATOSEOW LLC
VELASQUEZ FRANCISCO
VENAGLIA FRANK & ANNA P FAMILY TRUST
VENAGLIA FRANK ETUX
VENTURE 302
WELCHS OVERALL CLEAN CO INC
WELLESLEY PARTNERS LLC
WELLS FARGO BANK NEW MEXICO N A
WITH ALEX ETAL
ZUCAL FAMILY LIMITED PARTNERSHIP NO 1

Additional Fundraising Efforts –

In addition to BID assessments, the DAT augments BID funding by raising outside dollars through sponsorships, corporate contributions, memberships, in-kind donations and grant requests. In 2009, DAT successfully raised over half a million dollars in cash and in-kind sources from these outside sources to help augment the overall assessment budget. Primary donors and sponsors of the BID are:

Banks & Financial Institutions:

Atkinson & Company
Bank of Albuquerque
Broderick & Co.
Charter Bank & Mortgage
Compass Bank
First Community Bank
New Mexico Bank & Trust
Sunrise Bank of Albuquerque
SW Federal Credit Union
Wells Fargo Bank

Law Firms:

Brownstein Hyatt Farber Schreck
Rodey Law Firm
Sutin Thayer & Browne

Companies & Corporations:

AIC General Contractors
Albuquerque Plaza
Associated General Contractors
Berger Briggs Real Estate
BGK
Brantley Holdings
Cantera Consultants & Advisors
CBRE – Jack L. Dailey
CHRISO LLC
Citadel Communications
Clear Channel Outdoor
CricKet Communications
Dekker/Perich/Sabatini
Diane Scully
Donald Chalmers
DRB Electric
El Don Motel
Fiahlo, Richard
Flying Star Foods, LLC
GAP Inc.
Goodman Realty Group
Great Face & Body
Grubb & Ellis
Gulfstream Group
Historic District Improvement Company
Hunt Development
Hyatt Regency
Keleher Family
Laz Parking
The Lebeck Co. LLC
Lovelace Medical Center
Maddox & Co. Realtors
McCune Foundation
Mosher Enterprises
New Mexico Sports & Wellness
NBC Studios
SMG/ Albuquerque Convention Center
Peterson Properties
Presbyterian Healthcare
ProClean
Public Service Company of New Mexico
Real Estate Advisors

Shamrock Foods

Sony Image Works
TAL Realty
Talia Freedman Realty
Topanga Productions
Venture Realty Group
WBN Productions

Marketing & Media:

Albuquerque The Magazine
Griffin & Associates
Marketing Solutions
Misc. Publications
Ripe Inc.
Simplified Graphics
Striped Couch Productions
Stubblefield Screen Print Company
Studio Hill Design
Tangerine Cafe
Vaughn Wedeen Creative
Weekly Alibi
Zip It Local
Advertising

Retail:

Blackbird Buvette
Gold Street Caffe
Leonard Tire & Automotive
Nick's Crossroads Café
NY Pizza Department
One Up Elevated Lounge
Route 66 Dry Cleaners
Tucano's Brazilian Grill
Valliant
Printing
Art:
516 Arts
Carol Estes
The Cell Theatre
Downtown Contemporary Art Center
Sumner & Dene Creations in Art
Zygote Pro-Creations, Inc.

Parking:

Central Parking System
Park-It-Place

Non-Profit & Government:

Creative ABQ/Albuquerque Arts Alliance
ABQ Convention & Visitors Bureau
ABQ Hispano Chamber of Commerce
City of Albuquerque
COA Urban Enhancement Trust Fund
County of Bernalillo
Downtown Neighborhoods Association
EDo Neighborhood Association
Raynolds Neighborhood Association
Economic Forum
Greater Albuquerque Innkeepers Association
Mid-Region Council of Governments
New Mexico Department of Agriculture
NM Farmers Marketing Association
NM State MainStreet Program
NM Department of Economic Development



Citadel Broadcasting Corporation

Citadel Broadcasting Corporation gave DAT over \$200,000 in-kind in 2009 for radio spots, website placement ads and live remotes to encourage people to come Downtown for the Go! Arts Festival, Downtown Growers Market and the LOOK Awards.

Hospitality & Clean Services

Services Provided:

The Hospitality Program provided service to the 85-square-block BID with Downtown Hospitality Ambassadors patrolling Downtown to improve both the perception and reality of safety and helped make Downtown streets more hospitable by welcoming visitors, assisting homeless and transients, being 'eyes and ears' for property owners and the Albuquerque Police Department (APD). While the original BID Business Plan called for services to be provided weekdays from 7 a.m. to 5 p.m., since inception, we have been able to provide services all 7 days of the week from 6 a.m. to 9 p.m. Monday-Thursday; 6 a.m. to 10 p.m. Friday and Saturday; 6 a.m. to 8 p.m. Sundays. DAT was able to do this by supplementing BID funds with additional fundraising, grant-writing and sponsorships from the private sector.

Welcome and direct pedestrians to civic, shopping and business destinations;

From January to December 2009, Ambassadors provided the following services:

6,955 (compared to 5,281 in 2008) Pedestrian Assists
872 (compared to 449 in 2008) Motorist Assists
8,473 (compared to 14,521 in 2008) Property Owner/
Building Manager Contacts

Prevent break-ins, report graffiti tags and disruptive street behavior:

The presence of Downtown Hospitality Ambassadors on the streets, monitoring and documenting nuisance crimes and anti-social behavior, is an effective tool to deterring disruptive street behavior and discouraging petty crimes.

Downtown Ambassadors are out in the BID actively promoting a safer Downtown Albuquerque through crime-prevention methods. In the area of graffiti, the Downtown Hospitality and Clean Ambassadors have reported:

3,847 (compared to 3,415 in 2008) graffiti tags removed
168 (compared to 36 in 2008) graffiti tags reported to the City for action

Deter, document and work to prevent nuisance crimes:

APD and the Downtown Hospitality Ambassadors have developed a healthy relationship that helps to deter crime within the BID. APD provides frequent briefings on Downtown trends and provides on-going training to the Downtown Hospitality Ambassadors. In addition, the Downtown Hospitality Ambassadors work daily with APD's Downtown Beat Unit and Crisis Outreach and Support Team. These APD assists demonstrates the ability of the Downtown Hospitality Ambassadors to handle the minor day-to-day complaints that once taxed city resources, reserving APD for emergency calls.

BID rate-payers and Downtown visitors can call our Downtown BID Hotline at 764-2800 or go to www.DowntownABQ.com and fill out an electronic request for their needs.

In addition, the Downtown Hospitality Ambassadors have worked extensively with APD's Homeless Outreach Initiative. DAT, APD and homeless service providers work together to address the needs of the homeless population.

They have reported much success, which has been reported on extensively in the local media. Several homeless individuals have been moved off the streets through these relationships and making the critical links between these individuals and their veteran's benefits and outstanding wills and trusts, etc.

DAT has utilized a "Guard Tour" system where button-tracking devices are placed throughout the BID where Hospitality Ambassadors will wave a wand in front of the tracking device so that

The Business Plan for the Downtown BID promised Downtown Property owners seven hospitality- and clean-related initiatives:

Welcome and direct pedestrians to civic, shopping and business destinations

Help deter break-ins, report graffiti tags and disruptive street behavior

Deter, document and work to prevent nuisance crimes

Provide concierge and escort services to Downtown employees

Monitor street lighting and other City services to ensure that streets remain bright and clean

Direct street populations to appropriate human service agencies

Circulate throughout the BID to remove litter and debris, clean sidewalks, alleys, alcoves, respond to on-call maintenance issues and enhance the attractiveness of Downtown

management can better track the presence of Ambassador coverage. DAT has identified several locations for these tracking devices throughout the BID, including on or near city facilities that need extra coverage, particularly parking garages and other areas where an extra set of eyes and ears are needed. DAT is meeting with other property owners and managers to identify key “hot spot” areas for these tracking devices.

Provide Concierge Services and escort Downtown employees:

Concierge and employee escort statistics are included in the citizen assist numbers documented in the “citizen assist” number above. The Downtown Hospitality Ambassadors are stationed in key areas during heavy “rush hours” Monday through Friday to keep visuals on concentrated employee centers and their respective parking lots. The Downtown Ambassadors were also active in training and introducing safety tactics to Downtown employees.

In addition, Hospitality Ambassadors now have access to a portable “car starter” to assist motorists with dead batteries.

Monitor street lighting and other City services to ensure that streets remain bright and clean:

The Downtown Ambassadors report graffiti, refuse collection inefficiencies, road obstructions and hazards, power outages, streetlight problems, and storm drain back up to 311, the appropriate City Departments and PNM for resolution.

Direct street populations to appropriate social agencies:

To reduce the negative impact of homeless and transients on Downtown businesses, Downtown Ambassadors were a link for homeless and transients to social service agencies helping disenfranchised people get off the street and into service programs. Creating a positive relationship with our social services providers and demonstrating a commitment to helping homeless and transient people, the Downtown Hospitality Ambassadors have participated extensively with APD’s COAST (Crisis Outreach and Support Team). Downtown Ambassadors proved to be a useful tool for Downtown merchants and property owners to help the homeless in Downtown Albuquerque.

Other results:

Downtown Ambassadors effectively improved communications within the Downtown Community. The Ambassadors make contact with BID businesses and property owners to follow-up on service requests, deliver Downtown information and to keep in tune with the needs of BID ratepayers.

The management team conducted a mail-in survey of ratepayers, to gauge the impact of the BID services, receive feedback, and monitor property owners’ priorities.

When asked about the perceived increase in safety in Downtown:

70% agreed or strongly agreed that the perception of safety Downtown has increased (compared to 68% in 2008).

When asked if they felt that they are kept informed about the activities and services provided within the BID:

83% agreed or strongly agreed they were kept informed (compared to 81% in 2008).

Pedestrian Assistance	6,955 (5,281)
Property Owner Contacts	8,473 (9,730)
Motorist Assist	872 (449)
Passive Panhandling	212 (402)
Aggressive Panhandling	32 (57)
Request for Police Assist	188 (147)
Bike Miles Ridden	1,573 (657)
Trash (lbs)	102,031 (90,159)
Graffiti Removed	3,847 (3,415)
Graffiti Reported to City	168 (36)
Property Reports	12 (31)
Gator Hours	207 (483)
Sweeper Hours	158 (174)
Billy Goat Hours	106 (242)
Misc Equip Hours	37 (360)
Weeds Removed (blocks)	597 (188)
Power Washing (gallons)	7,000 (15,900)
Power Washing (blocks)	45 (62)
Power Washing (hours)	87 (187)
Gum Buster (hours)	350 (98)

Impressions of Downtown Ambassadors remain high:

81% approve or strongly approve of the Downtown Ambassadors (compared to 87% in 2007).

All property and business owners in the BID clearly recognize the value of the Downtown Ambassadors and their effectiveness in improving the perception of a safer Downtown.

CLEAN AMBASSADOR SERVICES:

To provide a consistent level of cleanliness throughout the BID district, BID funds were utilized to employ sidewalk cleaning teams to collect litter, sweep sidewalks, undertake periodic power-washing of sidewalks, clean the alleys and report graffiti. By circulating throughout the BID to remove litter and debris, clean sidewalks, alleys, alcoves, respond to on-call maintenance issues and enhance the attractiveness of Downtown, the Clean Ambassadors have provided the following services:

Remove litter and debris, clean sidewalks and alleys;

The Clean Ambassadors have made a dramatic impact to the cleanliness of the BID. In 2009: **Over 102,031 (compared to 90,159 in 2008) pounds of trash have been removed from the BID**

Power washing and additional services;

DAT has worked closely with City departments to coordinate services and provide additional services that property owners' request from the city. The Clean Team provides spot-power washing for sidewalks and alleys to remove human defecation, weed control in between city scheduled service, and removal of smaller pieces of graffiti. In addition, because of efficient management of resources DAT is meeting the needs of property owners by providing weekend service to clean-up heavy pedestrian areas. While our Business Plan called for Clean Services from 7 a.m. to 5 p.m., five days a week, we have delivered services seven days a week from 6 a.m. to 9 p.m. (10 p.m. on Fridays and Saturdays).

The DAT made a considerable investment with the purchase of an industrial Gum Buster in 2008. The high-duty, specialized piece of equipment is a new service brought to the BID this year and has focused on high pedestrian traffic areas such as Gold Avenue, Central Avenue and the 4th Street Mall. The heavy-duty Gum Buster removes gum from City sidewalks throughout the core.

Impressions of Downtown Clean Ambassadors remain high:

79% approve or strongly approve of the Downtown Clean Ambassadors (compared to 84% in 2008).

All property and business owners in the BID clearly recognize the value of the Downtown Clean Ambassadors and their effectiveness in improving the perception of a cleaner Downtown.

Employing Homeless & Individuals With Disabilities:

The Downtown Action Team has maintained the desire to provide a community service by hiring individuals who are homeless or have been recently homeless, and we have done so. In addition, DAT participated in a program for three years now, hiring an individual with a disability who is monitored by his job coach and occupational therapists.

Goodwill Industries of New Mexico awarded the Downtown Action Team in 2009 with their Edgar Award in Human Services in the category of Goodwill Partnering Employer of the Year for DAT's practices in hiring and employee relations.

EQUIPMENT UTILIZED:

Over the past several years, DAT purchased several new pieces of equipment with BID funds which have been fully implemented and utilized. These include:

- **Ford F-150 Pickup Truck to monitor more of the BID and to haul equipment, trash and barricades**
- **GreenMachine Sidewalk and Street Sweeper**
- **John Deere Gator**
- **Two Billy Goat Street Vacuums**
- **Guard Tour Wand Monitoring System (to monitor where Ambassadors have been)**
- **Five (5) Police Bicycles**
- **10 two-way radios**
- **An industrial, heavy duty Gum Buster machine**
- **A sidewalk power washer**

Providing Better Services:

DAT made a strong effort in 2009 to continue to provide better services with better response rates. This included better promotion of the Clean & Hospitality Hotline.

Have You Used the Clean & Hospitality Hotline:

49% Yes (compared to 47% in 2008)

Was Your Call Responded to Promptly:

89.5% Agree or Strongly Agree (compared to 56% in 2008)

How Often Are You Greeted by an Ambassador or Clean Team Member:

23.7% Daily (compared to 29% in 2008)

26.3% Weekly (compared to 16% in 2008)

7.9% Monthly (compared to 26% in 2008)

34.2% Never (compared to 29% in 2008)

7.9% Not Applicable for out-of-town property owners

IMAGE ENHANCEMENT

The Image Enhancement Initiative is the second biggest component of BID activities and has provided a variety of *initiatives to enhance the overall image and marketability of Downtown and to create a favorable business climate to help recruit, retain and grow healthy Downtown business*. Property owners within the BID approved Image Enhancement program options to include economic development, retail recruitment and retention, event management and production, website, basic marketing, media relations, government relations, public relations, business recruitment and retention, movie industry relations, retail relations, BID relations and more.

Annual Market Report

DAT has currently funded an Annual Market Report compiling Downtown demographics and statistics that will be distributed to those wishing to do business and contribute to the investment Downtown. The report is compiled by Cantera and Consultants and is intended to be compiled annually. It is used internally by DAT economic development officials and is given to brokers, real estate agents, property owners and city officials.

Business Support Services Through Marketing:

DAT continues to produce several high quality print pieces to promote the Hospitality and Clean program, to provide general information on Downtown, and e-newsletters to keep property owners informed on BID activities. In addition to DAT distribution, these print pieces have been distributed by Albuquerque Visitors and Convention Bureau, the Hispano Chamber of Commerce, Greater Albuquerque Chamber of Commerce, the Downtown Ambassadors, and at national trade conventions to increase economic development interest in Downtown Albuquerque. The DAT works closely with Downtown's large hotels, the Albuquerque CVB and the Convention Center in attracting conventions to the area. The Image Enhancement program also conducts on-going press relations on inquiries on Downtown revitalization developments.

Advertising was placed in the following publications/venues to promote Downtown events and to encourage visitors to visit the DAT website:

- Albuquerque Journal
- Albuquerque Journal Venue
- Albuquerque Film Festival Guide
- Zip It Local Advertising Bathroom Ads
- ABQ Arts
- Downtown Arts Guide
- Weekly Alibi
- ABQ The Magazine
- NM Business Weekly
- La Montanita Co-Op Newsletter
- Local Flavor
- Local IQ
- PrimeTime Magazine
- Neighborhood Association Newsletters
- Posters
- Postcards
- Direct Mail

Weekly Email Alert

DAT's weekly email alert has nearly 3,000 direct subscribers, with subscribers from as far away as Australia! In 2009, DAT spent much staff time and effort to make the newsletter consistent, with a weekly alert going out every Thursday. Many companies send it out to their employee databases and is used by many to determine their entertainment activities.

Downtown Safety Card & Who To Call Poster

DAT produced a 10,000-piece Safety Card and a Who To Call poster to better communicate to Downtown stake-holders on who to contact in the case of emergency or to deal with a street problem. The project, in partnership with the City's 311 Call Center, ACVB and Rail Runner, is the first of many multi-organizational collaborative efforts to market Downtown.

Neighborhood Relations

The Downtown Action Team has a Vice Chair for Neighborhood and Community Relations and regularly meets with the surrounding neighborhood associations to answer any questions and make the neighborhoods aware of what is occurring Downtown. In fact, neighborhood associations have become members of DAT and are partnering on many projects, including the Downtown Neighborhoods Association and Reynolds Neighborhood Association cash sponsorship of the Downtown Growers Market. In addition, this Vice Chair position works closely with the churches in the Downtown area in meeting the needs of the churches' many attendees. DAT has partnered with EDo, the Uptown Progress Team, the Las Cruces Downtown Association and the Gallup Downtown Association to advise them on how to create a Business Improvement District.

Promotions

Citadel Communications signed on as DAT's exclusive 2009 Event Series sponsor with nearly \$250,000 in radio commercials, live remotes, web advertising and talent to advertise Downtown events.

Clear Channel Outdoor sponsored DAT by donating several billboards and digital billboards throughout the community.

Event Management

Go! Downtown Arts Festival and the Downtown Grower's Market are organized and managed by DAT, including the fundraising of over \$100,000 of cash sponsorships and \$250,000 in in-kind services to draw visitors and awareness to Downtown.

The Go! Arts Festival brought over 15,000 visitors to Downtown Albuquerque over three days in September, and the 12th Anniversary Growers Market drew over 33,000 visitors to Downtown's Robinson Park over 22 weeks in the summer, a dramatic increase in attendance. The events also reached hundreds of thousands through radio and print advertising, most of which was provided in-kind. The Go! Arts Festival had a direct economic impact to the vendors of over \$60,000 and the Growers Market had a direct economic impact to the vendors of over \$200,000 over the 22-week event.



The 2008 Go! Arts Festival continued to grow, with 140 artists, a beer garden, two stages of entertainment and non-stop crowds.

Go! Downtown Albuquerque Arts Festival was the recipient of an Urban Enhancement Trust Fund grant, (\$10,000 over two years) which significantly assisted in the planning, marketing and implementation of this event. These funds are allocated on a two-year cycle and we are hopeful to receive assistance from UETF in the coming years.

A portion of our funding was used to increase our outreach nationally for artist recruitment, with amazing results. While the 2007 Go! Arts Festival only featured 2 out-of-state artists, the 2009

Go! Arts Festival featured more than 50 out-of-state artists (one from Canada and one from Peru) to compliment our 84 local artists. In total the festival hosted 140 artists selling fine crafts and artwork. Adding to our festival experience were 100+ musicians and performers.

In 2009, we partnered with Globalquerque, a world music festival that takes place at the National Hispanic Cultural Center. Our events took place on the same weekend.

DAT assists many other groups throughout the year with events including:

- New Mexico AIDS Services Tour de Bosque
- McDonald's World Children's Day Block Party
- Motorcycle and Car Shows
- Twinkle Light Parade
- Summerfest
- ABQ Ride's Poetry on the Bus
- ABQ Ride's Clean Air Challenge
- ABQ Ride's Bike To Work Day
- Off Center We Art The People
- Fab @ 4 with Hispano Chamber and 770 KKOB Radio
- Veterans Job Fair
- Albuquerque Film Festival
- Gay & Lesbian Film Festival
- Music In Film Summit
- ACVB's Ornaments promotion
- Mother's Day Home Tour
- Disney Train Tour
- Civic Cinema
- Keep Albuquerque Beautiful
- Animal Pet Adoptions
- Peak the Plaza
- and more in the Downtown area, including assistance with obtaining event permits, barricading, etc. The events help to bring pedestrians to Central Ave. and to Downtown merchants.

The DAT is also an active participant and partner with the City of Albuquerque Film Office on location selection and business notification of filming. A DAT staff project manager is assigned to the Film Office Permitting Committee and the City of Albuquerque Special Events Permitting Committee.

Media Relations

DAT serves as the central "clearing house" for media stories relating to Downtown, with DAT realizing dozens of news stories in 2009 in both print and electronic media. DAT works with print and electronic journalists weekly on proactive news stories as well as responding to daily news inquiries.

Beautification

The DAT coordinates with property and business owners to clean up empty storefronts and diminish the negative impact dilapidated facades have on the overall streetscape. The group also focuses on landscaping issues, encouraging private property owners and parking lot owners to maintain clean and inviting facilities. In addition, the DAT has partnered with the City Department of Municipal Development on the necessary public input sessions to expedite funding for a public art project on the Central Avenue underpass to help encourage pedestrian traffic from the neighborhoods and beautify the railroad underpass as a gateway to the Downtown core.

In addition, DAT worked with the Office of the Mayor in 2009 in nearly half a million dollars worth of street beautification efforts to enhance the core of Downtown, including sidewalk and curb and gutter replacement, banner and signage efforts, hanging flowers pots, etc.

In 2009, DAT negotiated with a private property owner, to lease his vacant land to DAT in order to create a “Pocket Park” on Gold Avenue. DAT partnered with NM MainStreet on designs and the Gordon Bernell Charter School to develop a plan on implementation in 2010.

Community Partnerships

DAT strives to maintain close and strong relationships with many local organizations, including the ACVB, GACC, Hispano Chamber of Commerce, Rail Runner, Albuquerque Economic Development and City Departments. In addition, DAT works closely with many art organizations such as Creative Albuquerque (formerly the Arts Alliance), the Downtown Contemporary Arts Center and the Wingspread Collectors Guide.

DAT strengthened its partnership in 2009 with organizations such as the City of Albuquerque Office of Economic Development and Albuquerque Economic Development, the State Department of Economic Development, the NM Partnership and has assisted on many occasions of the recruitment of new companies and employees to the Downtown and greater-Albuquerque market.

DAT worked closely with the Mid Region Council of Governments on the implementation and marketing of the Rail Runner Express to the Downtown Community and also worked closely with ABQRide on the implementation and marketing of the D-Ride Downtown Circulator.

DAT also partnered with and helped fund the 2009 Downtown Albuquerque Arts Guide with McCune Foundation, 516 Arts and other organizations. In addition, DAT helped sponsor the Albuquerque Art Business Association Arts Guide, which promotes locally-owned galleries. This guide is being distributed world-wide to promote Albuquerque as a destination for the arts.

DAT received funding in 2009 from the NM Department of Tourism and the NM Department of Economic Development for promotion of Downtown Albuquerque through advertising in tourism guides and other advertising venues.

In addition, members of the DAT staff serve on other community boards in order to strengthen the community, including the Albuquerque Art Business Association, Friends for the Public Library, New Mexico AIDS Services, Working Classroom, Albuquerque Convention & Visitors Bureau, Creative Albuquerque, Christina Kent Daycare Center and several ACVB and GACC committees.

DAT is a member of the International Downtown Association, the National MainStreet Association, the Greater Albuquerque Chamber of Commerce, the Albuquerque Convention & Visitors Bureau, the Hispano Chamber of Commerce, EDo, Sawmill Community Land Trust, Reynolds Neighborhood Association and many other organizations throughout the community.

Marketing

DAT underwent a major re-branding effort in 2009 with redesign of its logo, color scheme, tagline, etc. Ambassadors’ uniforms were changed to implement this new strategy which included better identification of the teams and more proactive approach through branding.

Marketing Materials Produced in 2009 include:

- 120,000 retail and restaurant maps
- 50,000 Downtown Arts & Entertainment Guides
- Purchase of a mobile information kiosk (in partnership with ACVB), in which DAT Ambassadors meet the mid-day Rail Runner trains and Amtrak trains to promote visiting Downtown establishments
- 12 new information kiosks in the Downtown core – DAT produces the maps on them
- DAT Ambassador Post-It Notes to better communicate with BID rate-payers on services provided

- 4-and-a-half minute promotional DVD on Downtown with Travel Guide New Mexico which has aired twice on local CBS affiliate; twice on El Paso NBC affiliate and is posted on various websites and is being mass-produced by DAT to be used at major conventions and gatherings
- Weekly Email Alert distributed every Thursday to nearly 3,000 direct subscribers to encourage visits to Downtown establishments and keep readers posted on latest news and happenings

Web Site Re-Design

DAT continues to enhance its website www.DowntownABQ.com, and has dramatically seen increases in its “hits” and “visits” over the past year. DAT completely redesigned its website in 2009 and enhanced its usability as a resource tool for visitors and an economic development tool to Downtown and those wishing to do business Downtown.

The web site is used to market Downtown Albuquerque to locals and tourists, as well as to assist and lure office tenants. The site is also intended as a research tool for economic development purposes.

Viewers of the site have been identified from around the world including the Netherlands, Saudi Arabia, Japan, Greece, Australia, Brazil, Ghana and more.

The JIT

DAT initiated a new program in 2005, in partnership with several Downtown establishments to mitigate the impact of DWI on our community. The JIT, short for Jitney is defined as:

1. A **jitney** is a livery vehicle intermediate between a taxi and a bus. It is generally a small-capacity vehicle that follows a rough service route, but can go slightly out of its way to pick up and drop off passengers. In some US jurisdictions the limit to a jitney is seven passengers. In Hong Kong, minibuses (sometimes maxicabs) carried a maximum of sixteen passengers. While jitneys are fairly common in many less wealthy countries (such as the Philippines), they have also appeared in the past in some wealthier countries. For example, in Vancouver, Canada, in the 1920s, jitneys competed directly with the streetcar monopoly, operating along the same routes as the streetcars but charging lower fares. They were so successful that the city government banned them at the request of the streetcar operators. After the oil crisis of 1974, jitneys began to reappear in some areas of the bastion of the private automobile, the United States, though their entrepreneurial, non-corporate and unregulated nature made many legislatures uneasy.
2. **jitney*** noun (pl. **jitneys**) N. Amer. informal a bus or other vehicle carrying passengers for a low fare (originally five cents).
3. **jit·ney** a. A small motor vehicle, such as a bus or van that transports passengers on a route for a small fare. b. a vehicle carrying many passengers; used for public transport; "he always rode the bus to work"
4. Acronym - JIT = Just In Time *referring to a patron realizing The JIT was available to them "Just In Time" after leaving the nightspot to find an alternative to driving their own car.*

In 2007, DAT gained a partnership with the New Mexico Department of Transportation to operate the program for special event nights, such as Cinco de Mayo, St. Patrick’s Day and New Year’s Eve. We have continued this program with the NMDOT every year since and just signed another agreement for the 2010 calendar year. The shuttle operates from 10 p.m. to 2 a.m. Patrons get free rides from Downtown Albuquerque to their home anywhere in the city limits.

The JIT was sponsored by the Downtown Action Team, the NM Department of Transportation and 93-3 KOB FM in 2007. Design and branding is sponsored by RIPE INC. Several members of Downtown’s nightspot community have been involved in the planning and implementation of the program. Through this program, several hundred people were taken home and avoided costly DWI’s, accidents and deaths.

Membership

In order to provide more services to more businesses, particularly to non-BID ratepayers, DAT implemented a membership program similar to programs operated by the ACVB and the GACC. The membership program also allows businesses outside of the area to become involved and partners in the effort.

Membership benefits include marketing and media assistance, mixers and socials, co-op advertising opportunities, orientations and business exchanges, seminars, vendor lists, referrals and access to national resources through DAT.

LOOK Awards

The DAT held its fifth annual "DAT LOOK Awards" in 2009 with a "Taste of Downtown" component to recognize the best of the best in Downtown in 2009 to encourage advertising, window displays, exemplary customer service, unique architecture and design and more. The event serves to raise awareness of Downtown through advance media and follow-up media promotions.

400 people attended the event and it received extensive media coverage.

MainStreet Certification

DAT is certified by the State of New Mexico Economic Development Department to manage the MainStreet Program for Downtown Albuquerque. New Mexico MainStreet works within the National Trust Main Street Center's established Four-Point Approach (TM) of organization, design, promotion and economic positioning while tailoring to meet local needs and opportunities. MainStreet has been the premier organization that brings life to New Mexico's downtowns since 1984.

New Mexico MainStreet Program, in which DAT is the management entity for the certified Downtown MainStreet Program, is a grassroots economic development program that assists communities in revitalizing their traditional commercial neighborhoods. A division of the New Mexico Economic Development Department, MainStreet works throughout New Mexico to help affiliated downtown organizations create an economically viable business environment while preserving local cultural and historic resources.

The Program provides resources, education, training and technical services that stimulate the economic vitality of each participating community while celebrating local heritage and culture. MainStreet is a consensus-building program that fosters community pride and encourages the growth of small businesses, consequently enhancing local employment and income opportunities, tax revenues, property values and general quality of life.

New Mexico MainStreet works within the National Trust Main Street Center's established Four-Point Approach™ of organization, design, promotion and economic positioning while tailoring to meet local needs and opportunities. MainStreet has been the premier organization that brings life to New Mexico's downtowns since 1984.

Our core organization is the New Mexico MainStreet Program housed in the state's Economic Development Department. If you wish to discover more about the Program please visit the state Economic Development Department web site at www.goNM.biz.

The New Mexico Coalition of MainStreet Communities, a 501-c-6 organization, provides advocacy on behalf of the local organization affiliates.

The Friends of New Mexico MainStreet, a 501-c-3 organization, provide resources to our local organizations which the state Program, by law, can not provide.

Arts & Culture District

DAT is authorized by the State of New Mexico to manage the Downtown Arts & Cultural District, a state legislature enabled designation which allows designated communities to utilize state resources (NM Econ Development Department, Dept. of Cultural Affairs, Tourism Department, Local Economic Development Act) to create a master Arts & Cultural District plan and utilize additional economic development incentives.

A resource team came to Downtown in 2009 to begin the process of putting together a Cultural Plan for Downtown Albuquerque. In addition, DAT applied for and received a \$35,000 state grant to formally design and implement the plan in 2010. This grant will be administered through the City of Albuquerque.

The goal of the New Mexico Arts and Cultural District Program is to help a community turn their vision into commerce, tourism, artistic growth, and civic pride. In technical language: place-based community economic development rooted in a community's dynamic arts and cultural environment.

A unique joint effort between the New Mexico Department of Economic Development's MainStreet Program, the Department of Tourism's Scenic Byways Program, and the Department of Cultural Affairs' Divisions of New Mexico Arts and Historic Preservation, the New Mexico Arts and Cultural District Program was established to help communities preserve their heritage while providing support to cultural entrepreneurs and institutions, while capitalizing on the potential economic opportunity for the District as well as the town. From playwriting to photography, theater to sculpture, film and digital media, graphic arts to culinary arts, the New Mexico Arts and Cultural District Program embraces the full spectrum of the creative economy.

Objectives

The program's objectives are simple and beneficial.

- Promote the exceptional art and history of New Mexico.
- Help develop a community's cultural and artistic facilities by providing resources to artists, artisans, and crafts people in both live and work environments.
- Clustering existing arts and cultural amenities helping to leverage their assets for the common goal of a dynamic and economically vibrant district.

These elements, in turn, will attract more culture and heritage tourism, and thus help create an economically viable and sustaining community for those individuals driving the local cultural economy.

Incentives and Assistance

To reach these objectives, state authorized Arts and Cultural Districts will be able to tap into beneficial incentives such as enhanced historic tax credits for the rehabilitation of historic structures. The municipal adoption of a Local Economic Development Act (LEDA) opens the door for a solid revenue stream to support cultural infrastructure and activities. A goal in utilizing these incentives is rehabilitation and adaptive reuse of historic structures for live/work space and space for cultural enterprises. Additionally, these Districts can benefit from financial assistance programs and funding partners including:

- Support and marketing help from the New Mexico Tourism Department**
- Access to the New Mexico Historic Property Tax Credit (doubled within Arts and Culture Districts)

- Specialized technical assistance and support from the New Mexico MainStreet Program, New Mexico Arts and the Historic Preservation Division
- Grant funding from the State Arts and Cultural Capital Improvement Fund

A Quick Program History

In 2007, the legislature passed enabling legislation to establish New Mexico's Arts and Cultural District Program. They designated the State's MainStreet Program Director as the State Coordinator of the Program and the New Mexico Arts Commission as its "authorizing" governing body. The initial Program was launched that same spring. Interested communities submitted proposals for an elaborate review and ranking process.

Economic Development Efforts

DAT made significant efforts in 2009 to enhance its economic development efforts.

DAT commissioned and completed a retail market study and analysis with national firm Economic Research Associates in Washington, DC in 2008. The firm specializes in urban retail recruitment and retention in revitalizing areas. The study was completely funded through private dollars raised by DAT. Additional funding, including \$10,000 from the 2008 State Legislative Session, was used in 2009 to fund a retail recruiter who works for DAT to help retain current retail and lure new retail into the urban core. A Retail Recruiter & Economic Development Coordinator was hired in June 2008 and has worked extensively on prospecting potential retail tenants for the Downtown core, currently having identified over 500 potential retailers.

The overall goal of the Retail Recruitment Strategy is to broaden the customer base for Downtown Albuquerque by diversifying types and quality of entertainment and shopping venues – Essentially recruit more restaurants and higher quality retail shops to balance out the night time establishments in Downtown Albuquerque.

The Retail Recruiter will proactively implement the recommendations of the Retail Strategy by finding prospective retailers that reflect the Merchandise Mix Plan and Retail Strategy and bringing them to Albuquerque landlords and/or their real estate representatives. The Retail Recruiter is not a broker and will not cut into any potential commissions from a signed lease. The Retail Recruiter's job is simply to find quality retail prospects to turn over to the owner/brokers to negotiate a deal.

As part of this initiative, DAT received a \$180,000 Community Development Block Grant through President Obama's stimulus package to offer façade grant improvements. A contract is being drafted between DAT and the City's Department of Family and Community Services to begin granting these funds in 2010.

In addition, the program was modeled after similar programs in St. Louis and Austin, in which it took them a year-and-a-half to realize their first success from beginning to finish in recruitment of a new retail business – in a good economy. DAT achieved two successes from beginning to finish in 2009 – in just one year from kicking off its efforts – with the recruitment of Great Face & Body Eco-Urban Market and Desert Intarsia Art Gallery, both on Gold Avenue.

DAT produced and distributed 120,000 Downtown Retail and Restaurant Maps (and complimentary Downtown-area kiosk maps) in 2009. DAT will continue to update and print the map once a year, with the kiosk maps being updated twice a year. 14 new kiosks were purchased and installed by the City in 2009, and DAT is responsible for installing twice annually a retail map.

DAT continues to work with our retailers to promote Downtown as a destination location for boutique shopping.

DAT made strides to do a better job of reaching out to economic development agencies and brokerage community in 2009, including meeting with all local and state economic development officials in 2009 and building relationships with brokers throughout the community. In 2010, DAT will take our Economic Development efforts even further, by devoting more staff resources to economic development activities, including retail, restaurant, office, and residential recruitment.

Finally, DAT focused much of its efforts on retention activities, assisting businesses when needed and starting a "Best Practices" series to give retailers and merchants information and advice on trouble-shooting, window displays, customer relations, price-points, etc.

2010

The 2010 BID budget approved by the PBOC and DAT Board of Directors is fairly consistent with previous years' budgets, except more staffing will be dedicated to economic development activities, both retention and recruitment of new retail, office and residential.

Clean & Hospitality remains consistent with previous year's budgets.

Finally, 2010 will be the last year of funding for the Business Improvement District under its current ordinance. A petition of at least 51% of property owners needs to be submitted to the City Council in 2010 to continue the BID. DAT will be working on this effort with the goal of submitting these petitions in May 2010.

2010 And Beyond

The DAT Board of Directors, in collaboration with the PBOC, underwent a strategic planning process in late 2009 with a full day retreat, revisiting DAT's Vision, Mission and Strategic Initiatives

The following is a summary:

VISION – The compelling future state toward which we aspire and strive – the Desired Outcome.

Downtown Albuquerque is the region's most irresistibly positive urban experience.

- By 2015, the Downtown Albuquerque community will be uniquely attractive with a combination of retail, residential, educational and entertainment opportunities that Downtown Albuquerque will be the most desirable location in the City so that we will have attracted five new leaders/businesses in the creative economy.

MISSION – Answers three questions:

Why do we exist? Whom do we serve? What do we produce?

To optimize the value of Downtown Albuquerque as the economic, creative and entertainment heart in the community.

We develop and attract quality growth and investment in Downtown which benefits the greater Albuquerque region. We also serve as the management committee for the Business Improvement District to provide enhanced services to the businesses and properties within the BID. We understand the market and proactively collaborate with all the key players in the community to develop and implement strategies to reach our desired outcomes:

- Ensure a clean and hospitable environment in Downtown Albuquerque through our Hospitality and Clean Ambassadors,

- Enhance safety in Downtown by collaborating with appropriate agencies and property and business owners,
- Foster public and private cooperation for quality growth and investment in Downtown development,
- Create promotional programs and sponsor events to increase business activity,
- Create and implement Economic Development initiatives, strategies and marketing plans to recruit and retain desirable businesses.
- Develop an environment for vibrant Downtown residential neighborhoods
- Enhance the image of Downtown by increasing the quality of the environment and by articulating that quality to the general public.

STRATEGIES – How we will achieve our ideal future state – Vision.

Strategy # 1 INCREASE AND BALANCE THE POPULACE – Develop a balanced populous by creating an irresistible Downtown environment.

Strategy # 2 SUSTAINABLE FUNDING – Capitalize on all funding sources to DAT and other entities (MRA) that will contribute to the mission.

Strategy # 3 RECRUIT & RETAIN DESIRABLE BUSINESSES – Retain and recruit desirable businesses that strengthen the economy of Downtown, add to the creative, innovative and intellectual capital of Downtown and increase the balanced populous Downtown.

Strategy # 4 TRANSPORTATION, PARKING & INFRASTRUCTURES – Effectively optimize all available parking, transit and infrastructure facilities to accommodate current and future needs.

Strategy # 5 SAFETY – Ensure that Downtown Albuquerque is perceived as and is a safe, secure and hospitable environment.

Strategy # 6 ARTS, CULTURE & ENTERTAINMENT – Be the catalyst for Art, Culture and Entertainment to flourish in Downtown Albuquerque.