



Item 38

Tax Increment Reinvestment Zone #5  
Amendment #20 to Project & Finance Plan

Economic & International Development

Mirella Craigo





**Goal 1**  
CULTIVATE AN ENVIRONMENT  
CONDUCTIVE TO  
STRONG, SUSTAINABLE  
ECONOMIC DEVELOPMENT

1.7 : Identify and develop plans for areas  
of reinvestment and local partnership

# Tax Increment Reinvestment Zone No. 5 (Downtown)

On March 18, 2021, the Board of Directors unanimously recommended approval to allocate \$100,000 to the Downtown Management District's Façade Program.



# Discussion and Action Item

An ordinance approving amendment number twenty to the project plan and reinvestment zone financing plan for tax increment reinvestment zone (TIRZ) number five, City of El Paso, Texas, to allocate up to one hundred thousand dollars of the tax increment reinvestment zone annual revenue to the downtown management district commercial façade improvement program; adopting said amendments as required by section 311.011(e) Texas Tax Code

**Statement of Revenues, Expenditures, and Changes in Fund Balance  
For the Month Ended June 30, 2021**

**Budget  
Impact**

<b>Tax Increment Income</b>	<b>\$ 1,145,538</b>
<b>Expenditures</b>	
Expenses	
Administrative Expenses	48,420
Alleyway Project	400,000
Encumbrances	
Paseo De Las Luces	210,526
FY 2021 Pioneer Plaza & Promenades - Phase I & 2	383,792
<b>Total Expenditures</b>	<b>1,042,738</b>
<b>Net Change in Fund Balance</b>	<b>102,800</b>
<b>Beginning Fund Balance</b>	<b>1,759,137</b>
<b>Ending Fund Balance</b>	<b>\$ 1,861,937</b>
<b>DMD - Façade Program (subject to approval)</b>	<b>100,000</b>
	<b>\$ 1,761,937</b>



## 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



**DOWNTOWN  
MANAGEMENT DISTRICT**

E L P A S O

**Downtown Commercial Façade Improvement &  
Signature Signage & Lighting Grant Programs**



# Property Valuation Percentage Change



**LEGEND**

**% Change**



Light Yellow	-33% - -16%
Yellow	-15% - -3%
Light Orange	-2% - -1%
Orange	0%
Light Red	1% - 15%
Orange-Red	16% - 22%
Red-Orange	23% - 33%
Red	34% - 67%
Dark Red	68% - 97%
Very Dark Red	98% - 143%
Dark Red	144% - 283%
Red	284% - 903%



The features represented on this map are in the Texas State Plane Coordinate System, Central Zone, NAD 83, units feet, using the Lambert Conformal Conic projection.

This map was generated using ArcGIS by the GIS Team for the City of El Paso, Texas (915) 2-1439

This map is designed for illustrative purposes only. The features depicted here are approximate and more site specific studies may be required to draw accurate conclusions. Enlargements of this map to greater scales than its original can induce errors and may lead to misinterpretations of the data. The GIS Division makes no claim to its accuracy or completeness.


**GEOGRAPHIC INFORMATION SYSTEMS**


DATE: SOURCE:





# Downtown Commercial Façade Improvement Program

## History

- Pre-2011 City Economic Development Department managed a Façade Grant Program for small businesses with a \$5,000 maximum matching grant.
- In 2011, a 5-year Interlocal Agreement is entered into between DMD and City.
  - DMD to oversee the management of the grant program
  - Maximum matching grant increases to \$25,000
  - Funding comes from City, TIRZ and DMD.
- In 2016, the DMD and TIRZ established Signature Signage & Lighting Program. DMD establishes Mural and Pedestrian Corridor Improvement Program.
- In 2020, Interlocal Agreement extends DMD program management and amends eligibly for City funded projects. City/TIRZ commit to \$100,000 annually (minus \$2,500 management fee).

**DOWNTOWN  
MANAGEMENT DISTRICT**

E L P A S O

Program Year	Starting Balance	City Contribution	TIRZ Contribution	DMD Contribution	Available Funding	Grants Reimbursed	Remaining Funds
2011	\$0	\$100,000	\$50,000	\$150,000	\$300,000	\$200,776	\$99,223
2012	\$99,223	\$0	\$100,000	\$50,000	\$249,223	\$200,247	\$48,975
2013	\$48,975	\$0	\$100,000	\$50,000	\$198,975	\$125,415	\$73,560
2014	\$73,560	\$0	\$100,000	\$50,000	\$223,560	\$139,801	\$83,759
2015	\$83,759	\$0	\$0	\$50,000	\$133,759	\$52,028	\$81,731
2016*	\$81,731	\$0	\$139,000	\$50,000	\$270,731	\$71,069	\$199,662
2017	\$199,662	\$0	\$75,000	\$0	\$274,662	\$149,412	\$125,249
2018	\$125,249	\$0	\$175,000	\$0	\$300,249	\$192,709**	\$107,540
2019	\$107,540	\$0	\$75,000	\$45,000	\$227,540	\$53,295**	\$174,244
2020***	\$174,244	\$0	\$97,500 (Doesn NOT include additional \$100,000)	\$0 (No contribution budgeted for PY 2020)	\$271,744 (Does not include additional \$100,000)	\$272,118**	(\$374)
	TOTALS	\$100,000	\$911,500	\$445,000		\$1,456,870	

\*New Grant Programs, \*\* Not All Grants Reimbursed, \*\*\* Partial Year and Not All Reimbursed

Program Year Runs October 1 – September 30. Next Scheduled Contributions: October 1, 2021 (DMD), January 1, 2022 (City/TIRZ)



# Return on Investment (2011-May 2021)

# of Completed TIRZ Projects (Facade)	39/49
Base Year Property Value of Completed FAÇADE Projects	\$33,852,348
Total TIRZ Investment	\$687,590.43
Min. Property Owner Investment	\$687,590.49
TOTAL Min Investment	\$1,375,180.86
2020 Total Property Value	\$53,775,776
Total Property Value Increase	\$19,923,428 (59%)*

**\$28.97 increase in property valuation for every TIRZ dollar invested.**



# Record Start to the Year

TIRZ Funded Façade Projects	8	\$194,982.50*
DMD Funded Façade Projects	0	\$0
TIRZ Funded Sign & Light Projects	4	\$52,575.00*
DMD Funded Sign & Light Projects	2	\$43,750.00*
DMD Funded Mural Projects	0	\$0
DMD Funded Ped Corridor Projects	4	\$38,510.75*
<b>TOTALS</b>	<b>18</b>	<b>\$329,818.25*</b>



\* Includes projects under construction and pre-approved

Program Year	# of Grants Awarded	Grant Funds Allocated
2011-2012	14	\$200,776.59
2012-2013	11	\$200,247.59
2013-2014	7	\$125,415.09
2014-2015	9	\$139,801.42
2015-2016	7	\$52,028.20
2016-2017	5	\$71,069.10
2017-2018	9	\$149,412.86
2018-2019*	10	\$192,708.89
2019-2020*	6	\$53,295.56



# Growing Interest\*

<b>Program</b>	<b>Business/Building</b>	<b>Address</b>	<b>Last Contact</b>
Façade	La Negrita	309 S. El Paso St.	10/8/2020
Façade	Residential/Commercial	621 S. Oregon	12/9/2020
Façade	D-Elsa Beauty Salon	702 S. Santa Fe	12/9/2020
Façade	Blue Seal Bakery	623 S. El Paso St.	Pre-Approved
Façade	Benny's Pawn Shop	213 S. El Paso St.	2/5/2021
Façade	Former Rock House Gallery	400 W. Overland	2/9/2021
Façade	Toltec Building	717 E. San Antonio	2/11/2021
Signage & Lighting	DeSoto Hotel	309 E. Mills	Pre-Approved
Ped Corridor	DeSoto Hotel	309 E. Mills	Pre-Approved
Ped Corridor	The Pizza Joint	500 N. Stanton	2/10/2021

\*Property/Business Owners have expressed interest in applying but have not submitted an application for consideration.