



# **Interlocal Agreement: City of El Paso and Downtown Management District**

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



# Presentation Overview

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# Background: 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

## **Power and 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: Previous Action

- 2011-2015 Interlocal Agreement and Amendments (February 2011)
- Downtown Commercial Façade Improvement Program Management Interlocal Agreement (November 2011)
- 2016-2020 Interlocal Agreement and Amendments (February 2016)
- 2020-2025 Combined and Reconciled Interlocal Agreement
- 2025-2030 Interlocal Agreement (Today)



# Agreement Summary



# Sanitation Services Detail

## Objective:

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

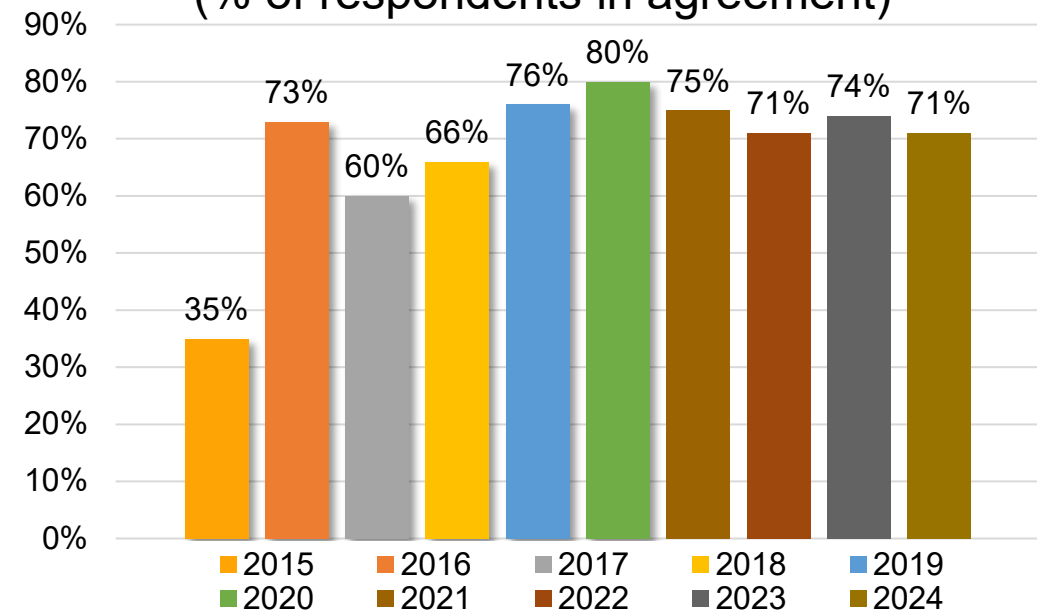
## DMD Responsibilities:

- 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

Downtown is Clean\*  
(% of respondents in agreement)



# Sanitation Services Detail

## 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 15% management fee (capped)

<i><b>Year 1</b></i>	<i><b>Year 2</b></i>	<i><b>Year 3</b></i>	<i><b>Year 4</b></i>	<i><b>Year 5</b></i>
• <b>\$310,661</b>	• <b>\$322,112</b>	• <b>\$334,343</b>	• <b>\$347,444</b>	• <b>\$361,517</b>

# Sanitation Services Detail

## 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

No City Contribution proposed at this time



# 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
- Perform outreach to downtown stakeholders, including property and business owners, to address concerns prior to event permitting
- Host annual meeting for event organizers
- Host biannual meetings for City employees responsible for Department Review

## City Responsibilities:

- Review and comment on applications
- Collect fees + issue permit
- **Pay \$15,000 annual service fee for first 20 events permitted + \$750 for each subsequent permit**

# 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



# 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



# Grant Program

## Objective:

- Facilitate revitalization of Downtown El Paso by matching private investment for building façades, signage, murals, and public-facing space enhancements.
- Enable adaptive reuse and residential conversion by funding utility upgrades and pedestrian corridor improvements to support downtown livability and economic growth.

## Programs:

- Commercial Façade Improvement
- **Residential Conversion Utility Upgrade**
- Signature Signage & Lighting
- **Pedestrian Corridor Improvement**
- Mural Grant Program

## DMD Responsibilities:

- Administer the Grant Programs
- Provide regular reports to City and TIRZ #5 Board

## City Responsibilities:

- **\$150,000 Annual Program Funding**
- Façade Program Max Cap **Increased to \$30,000**
- Proposed increase was approved by TIRZ #5 Board on July 9<sup>th</sup>



# Business Recruitment, Retention & Expansion

## 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



# 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
- Own and Manage [www.downtownelpaso.com](http://www.downtownelpaso.com)



# Recommendation and Action

**APPROVAL** of the proposed Resolution to authorize the Mayor to sign an Interlocal Agreement between the City of El Paso and the El Paso Downtown Management District (DMD) for a five-year term with one-year extension options subject to City Council approval.



## 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, **R**espect, **E**xcellence,  
**A**ccountability, **P**eople