





Goal 1
CULTIVATE AN ENVIRONMENT
CONDUCIVE 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



Budget Impact



100,000

\$ 1,761,937

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

Tax Increment Income	\$ 1,145,538
Expenditures	
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
Total Expenditures	1,042,738
Net Change in Fund Balance	102,800
Beginning Fund Balance	1,759,137
Ending Fund Balance	\$ 1,861,937

DMD - Façade Program (subject to 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, Respect, Excellence, Accountability, People





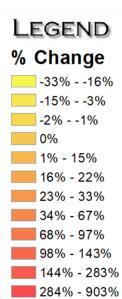
Downtown Commercial Façade Improvement & Signature Signage & Lighting Grant Programs

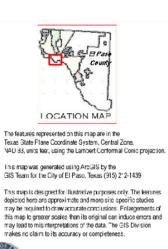




Property Valuation Percentage Change







GEOGRAPHIC INFORMATION SYSTEMS



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).



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*
TOTALS	18	\$329,818.25*

* 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*

Program	Business/Building	Address	Last Contact
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.