



# About Downtown Tempe Community

## What

Downtown Tempe Community, Inc., is the private, non-profit organization that is responsible for the vibrancy and excellence of the cultural, lifestyle, and commerce experience through management of the Mill Avenue and Lake Districts. DTC works in partnership with the City of Tempe to increase the value of downtown Tempe through enhanced management and promotional services on behalf of DTC members and other downtown stakeholders.

## Who

DTC has a full time staff of twelve and is presided over by an elected 32-member board of directors and 5 advisory directors, representing stakeholders of the downtown community. Using a Strategic Plan created in February, 2007, the organization focuses on improvements to parking/traffic issues, safety and beauty, membership and development opportunities, elements of design and planning, and on marketing and promoting the district with world class events and media relations.

## When

DTC has been operating since January 1994.

## Why

During the 1970s, the City of Tempe made a firm commitment to redevelop downtown Tempe. These improvements brought an increase in economic activity, boosting both pedestrian and vehicular traffic.

In the late 1980s, along with downtown Tempe's success came concerns regarding public safety and the availability of parking. At the time, the City lacked the necessary resources to resolve these concerns and wanted the private sector to share the burden to manage the downtown area.

## How

The creation of a business improvement district was agreed upon and a new organization, the Downtown Tempe Community was created to manage the district. The special assessment district that funds DTC activities must be continued by the City of Tempe and the commercial property owners of the district every five years.

### **Downtown Tempe Community, Inc. Mission**

DTC, Inc. is the civic leader that takes action to assure the vitality and excellence of the Mill Avenue District's cultural, lifestyle, and commerce experience.

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