



City Council Weekly Information Packet

Friday, July 26, 2024

Includes the following documents/information:

- 1) City Council Events Schedule
- 2) Downtown Retail and Restaurant Revitalization
- 3) Community Services Department Update



City Council Events Schedule

July 26, 2024 thru December 13, 2024

The Mayor and City Council have been invited to attend various community meetings and public and private events at which a quorum of the City Council may be present. The Council will not be conducting city business, nor will any legal action be taken. This is an event only and not a public meeting. A list of the community meetings and public and private events along with the schedules, dates, times, and locations is attached. Organizers may require a rsvp or fee.

Fri	Jul 26	5:30 p.m. – 9:30 p.m.	Farewell Dinner for Tempe Sister Cities Program Location: Church of Jesus Christ of Latter Day Saints 2707 S. College Tempe, AZ
Sat	Jul 27	6:00 p.m. – 8:00 p.m.	Special Olympics Awards Banquet Location: Westside Multigenerational Center 715 W. 5 th Street Tempe, AZ
Wed	Jul 31	6:00 p.m. – 7:30 p.m.	Career Ready Intern Celebration Location: Rio Salado Conference Center 2323 W. 14 th Street Tempe, AZ
Thu	Aug 8	6:00 p.m. – 7:00 p.m.	ADOT Interstate 10/ Baseline Road Traffic Interchange Virtual Public Meeting Location: Zoom https://tinyurl.com/i10baseline
Fri	Aug 9	9:00 a.m. – 1:00 p.m.	Public Private Partnerships Location: Tempe Center for the Arts 700 W. Rio Salado Parkway Tempe, AZ
Mon	Aug 12	7:30 a.m. – 9:15 a.m.	For Our City Tempe Education Breakfast Location: For Our City Tempe Education Breakfast 7070 S. Rural Road Tempe, AZ
Fri	Aug 16	5:30 p.m. – 7:30 p.m.	Pat Tillman Veterans Center's 13 th Year Anniversary Celebration Location: Arizona State University 500 E. Veteran's Way Tempe, AZ

			Tempe, AZ
Wed	Sep 25	5:30 p.m. – 7:30 p.m.	Arts in the Parks Block Party: Mary and Moses Green Park Location: Mary and Moses Green Park 9325 W. Warner Ranch Drive Tempe, AZ
Thu	Sep 26	5:30 p.m. – 7:30 p.m.	Arts in the Parks Block Party: Optimist Park Location: Optimist Park 2000 E. Sesame Street Tempe, AZ
Thu - Sat	Sep 26 - 28	All Day	Democrat Municipal Officials Summit Location: Temp Mission Palms 60 E. 5 th Street Tempe, AZ
Wed	Oct 9	5:00 p.m. – 7:00 p.m.	Tempe Sister Cities New Garden Reveal Location: Tempe Public Library Community Complex 3500 S. Rural Road Tempe, AZ
Fri – Sat	Oct 11 – 13	All Day	Oktoberfest Location: Tempe Beach Park 80 W. Rio Salado Parkway Tempe, AZ
Sat	Oct 12	4:00 p.m. – 6:00 p.m.	Parque de Soza Renaming Celebration Location: Parque de Soza Park 1430 S. Cedar Street Tempe, AZ
Wed	Oct 16	5:30 p.m. – 7:30 p.m.	Arts in the Parks Block Party: Daumler Park Location: Daumler Park 2821 S. Evergreen Road Tempe, AZ
Sat	Oct 19	3:00 p.m. – 7:00 p.m.	Getting Arizona Involved in Neighborhoods (GAIN) Location: City of Tempe 31 E. Fifth Street Tempe, AZ
Tue	Oct 22	5:30 p.m. – 7:30 p.m.	Arts in the Parks Block Party: Clark Park Location: Clark Park 1730 S. Roosevelt Street Tempe, AZ

Wed	Oct 23	5:30 p.m. – 7:30 p.m.	Arts in the Parks Block Party: Indian Bend Park Location: Indian Bend Park 1250 E. Marigold Lane Tempe, AZ
Sat	Oct 26	9:00 a.m. – 11:00 a.m.	Fire Station 2 Grand Opening Location: Fire Station 2 3025 S. Hardy Drive Tempe, AZ
Tue	Nov 12	5:30 p.m. – 7:30 p.m.	Arts in the Parks Block Party: Estrada Park Location: Estrada Park 1801 E. Palomino Drive Tempe, AZ
Wed	Nov 13	8:00 a.m. – 10:00 a.m.	LISC Phoenix Annual Breakfast & Community Awards Location: LISC Phoenix 326 Coronado Road, Suite 204 Phoenix, AZ
Wed	Nov 13	5:30 p.m. – 7:30 p.m.	Arts in the Parks Block Party: Meyer Park Location: Meyer Park 2727 S. Dorsey Lane Tempe, AZ
Sat	Nov 16	6:00 p.m. – 9:00 p.m.	Tempe Jam Location: Tempe Sports Complex 8401 S. Hardy Tempe, AZ
Mon	Nov 18	5:00 p.m. – 9:00 p.m.	41 st Annual Don Carlos Humanitarian Awards – Tempe Community Council Location: Pera Club 1 E. Continental Drive Tempe, AZ
Sat	Dec 7	12:00 p.m. – 4:00 p.m.	Chandler Thunderbird Lodge #15 125 th Anniversary Location: Chandler Thunderbird Lodge #15 88 W. Erie Street Tempe, AZ
Fri	Dec 13	11:00 a.m. – 4:00 p.m.	Tempe Elementary Blood Drive Location: Tempe Elementary School District #3 3205 S. Rural Road Tempe, AZ

07/26/24 JR

MEMORANDUM



TO: Mayor and City Council

THROUGH: Rosa Inchausti, City Manager
Mike DiDomenico, Economic Development Director

FROM: Josh Rutherford, Economic Development Special Projects Administrator

DATE: July 26, 2024

SUBJECT: Downtown Retail and Restaurant Revitalization

PURPOSE:

The City of Tempe's Economic Development Department has taken a proactive step to enhance the downtown core's retail and dining landscape by contracting with The Retail Coach, a specialty retail consultant. This strategic move aims to build on recent successes and maintain the positive momentum in downtown development.

BACKGROUND INFORMATION:

The Economic Development Department, Tempe City Council, and Downtown Tempe Authority have worked tirelessly for over two years to recruit elevated restaurant experiences for the downtown core. This included the creation of the Façade Grant Program, administered by Downtown Tempe Authority, which has granted over \$300,000 to date for our downtown businesses. To date, this effort has gained tremendous traction. Pretty Decent Concepts, a local restaurant group, is bringing two upscale restaurants to the former P.F. Changs space located on the NWC of Mill Avenue and University Drive and a new ground-up building at the NEC of Mill Avenue and Rio Salado Parkway, where a vacant parcel is located at Hayden Ferry Lakeside.

STRATEGY:

The Retail Coach's approach aligns with Tempe's goals, employing a proprietary Retail360 Process to identify community strengths and weaknesses, analyze the retail market, determine retail opportunities, and recruit suitable retailers. This comprehensive strategy aims to help Tempe target the most appropriate businesses for its downtown core, intending to increase economic activity and improved quality of life for residents and visitors.

By engaging with The Retail Coach, Tempe is taking a data-driven approach to economic development, which will result in a more diverse and vibrant downtown retail and dining scene.

FISCAL IMPACT:

The Façade Grant Program has funding to cover the contract amount not exceeding \$45,000, which has no additional fiscal impact on the current FY budget.

ATTACHMENT:

The Retail Coach's Scope of Work

Scope of Work

SCOPE 1: Retail Market Research & Analysis

The Retail Coach (TRC) will apply our proprietary data & cell phone analysis methodology utilizing but not limited to Unacast Mobile Data, Claritas, ESRI, U.S. Census Bureau, & Bureau of Labor Statistics data, we will create the following deliverables for Downtown Tempe:

- Consumer Demographic Profiles
- Consumer Psychographic Profiles
- Custom Retail Trade Area Map
- Downtown Tempe Retail Market Profile
- Consumer Mobile Data Analysis of Key Retail & Destination Venues
- Online Retail Dashboard (Retail:360® Website)
- Competitive Landscape Analysis of Similar Downtowns by Size, Region, and Desired Results
- Retail Demand Outlook Analysis

TRC will gain market insight and boots on the ground analysis of Downtown Tempe Commercial Real Estate & Retail Profiles during *Stakeholder Meetings* including (but not limited to) representatives from the following:

- Downtown Tempe/ OED
- Active Downtown Brokers
- Local Business Owners
- Landlords/ Property Owners
- Large Downtown Employers
- City Development Officials
- Mission Palms Conference Center
- Arizona State University Officials and Novus Innovation Corridor

SCOPE 2: Groundfloor Activation Strategy

Based upon stakeholder feedback, commercial real estate visits, commercial real estate analysis, and retail analysis, TRC will present a comprehensive *Groundfloor Activation Strategic Plan to Downtown Tempe*. The Plan will include the following deliverables:

- Highest & Best Use Analysis for Key Vacancies
- Downtown Leasing Study
- Downtown Walkability Audit
- Downtown Parking Analysis
- Stakeholder Feedback Report & Analysis
- Identification of Retailer & Restaurant Target List

SCOPE 3: Retail Recruitment & Ongoing Consulting

TRC will actively recruit retail, restaurant, entertainment, and hospitality users to Downtown Tempe, including workshops to address the needs of retailers & restaurants with current locations in the market.

- 12 Month Retail Recruitment
- Retail Recruitment & Downtown Real Estate Feedback
- Developer (Redevelopment Opportunity) Outreach
- Key Vacancy Site Profiles
- Project Management System for Real Time Retail Outreach Updates
- Downtown Tempe Marketing Flyers & Brand Collateral
- Trade Show Representation (Including Retail Live! & ICSC Regional & National Shows)
- Workshop: Strategies and Tools for Small Business Success
- Workshop: Understanding the profiles & buying habits of Downtown Tempe consumers
- Workshop: Marketing Strategies to Expand Your Local Business Reach

SCOPE 4: Strategic Urban Design Analysis & Recommendations

TRC and MSU's Small Town Center will assess corridor intersections, public parking areas, sidewalk enhancement, wayfinding and signage recommendations, and public art improvements.

- Actionable Strategies & Graphic Design Renderings for District Enhancement

COMMUNITY SERVICES UPDATE

July 26, 2024

PARK RANGER PROGRAM — VEHICLE UPDATE

Since the re-launch of the Park Ranger program, 16 employees were using borrowed pool vehicles and vehicles through the retention program. Park Rangers are now close to being able to be out-in-the-field in our very own trucks. Park Rangers will have six (6) trucks for patrol and two (2) electric trucks for programming and patrol. In the near future, you may see a Ranger driving around in a new Maverick or electronic Silverado truck!



Electric Silverado Design

All the vehicles will have new graphics created by the Marketing & Communications team. The Maverick trucks will have a cactus design (below). We are working with Chris Cuyler (Print Shop) and Jack Mingo (Transportation) on vehicle wraps for the electric vehicles, which will have a graphic of desert mountain landscaping design (left). Currently, one (1) vehicle is at Fleet being outfitted with docking stations, lights, and accessories, four (4) vehicles are with PD for radio outfitting, and one (1) vehicle is in service.

Thank you to all of the departments that coordinated and assisted with obtaining, outfitting, and branding of the Park Ranger vehicles!



Maverick Design

COMMUNITY SERVICES UPDATE

July 26, 2024

2024 Summer Youth Volunteer Program Volunteer Opportunities and Impact Recap

Volunteers are incredibly valuable and play a vital role in the success of the City of Tempe's programs and services. They freely give their time and talent to assist with activities designed to enrich the lives of our community members.

Each summer, middle and high school-age students join Tempe's Summer Youth Volunteer Program (SYVP). The participants assist with a variety of programs including Adaptive Recreation's Camp Challenge, Community Arts classes, Tempe Aquatics' Junior Guard program, Tempe History Museum's Tempe Time Machine, Tempe Public Library's Summer Reading, Recreation Specialty Camps and more.

This past summer (May – July 2024), approximately 160 students contributed 6,065 hours of service. The economic impact of our SYVP volunteers exceeded \$203,000. This was determined using the National Value of volunteer time at \$33.49 per hour.

Again this year, volunteers were able to participate in the Youth Leadership Academy, which was specifically designed to complement the SYVP. Weekly topics included communication, time management, professionalism, teamwork and more. Youth not only gained knowledge in these areas, but they were also able to put the skills to work in their volunteer position(s).

The Community Engagement Office recognized all the outstanding teen and tween volunteers with an end of summer celebration at Main Event on Thursday, July 18. Each volunteer was allowed to bring a guest and they enjoyed an afternoon of food, unlimited games of bowling, laser tag and ropes courses, raffle prizes and more.



Recruitment for the 2025 Summer Youth Volunteer Program will open in March 2025.

Year-round opportunities can be found at tempe.gov/volunteer.