Prescott Downtown Partnership
Prescott Downtown Partnership is a Merchant’s Organization

• PDP has been in existence for 16 years

• It is a 501c6 trade organization independent from any government entity

• It is governed by a board of directors and has an executive director and an assistant.
Partnerships
Establishing Partnerships

• Yavapai County Government

• We contract with them to do:
  – Event booking
  – Fee collection
  – Ensuring that proper insurance is in place
  – Event supervision
Partnerships

• Contract with the City of Prescott
  – Serve on city’s “Special Events Committee”
  – Supply city sales tax department with information they need to verify Transient Vendor Permits
  – Maintain Main Street accreditation
  – Perform an annual business inventory
Events

• Courthouse Lighting

• Rodeo Days Fine Art & Craft Show

• Holiday Light Parade

• Acker Music Night
Courthouse Lighting

• We partner with the Chamber of Commerce on several projects, the largest being the annual courthouse lighting.

• We have also partnered with Sharlot Hall Museum, Prescott Regulators, Prescott Unified School District and others on events.
Courthouse Lighting
Courthouse Lighting
Kiosks

• PDP purchased two 3 sided sidewalk kiosks using a Main Street grant 10 years ago.
• One side has a map and business directory of the district that highlights our membership.
• One side has a calendar of events primarily downtown but will also feature large events that take place in other areas of town.
Kiosks

• One side is rented out to businesses (preferably in the district) to advertise.
• The kiosks were given to the City who also installed them on high traffic corners.
• Rent from the advertising panel pays for the printing and weekly maintenance and provided funds to purchase two more.
Flower Baskets on a Shoestring Budget

• Decorative flower baskets are a simple way to add value to the downtown district.

• Many cities hang flowers from street light poles to add some color.

• The trick is to get the program started and keep it from being too expensive.
Flower Baskets

• We started small on a block that we knew had supporters.

• Contracted with a local nursery to grow and maintain the baskets.

• *Created flower basket envy* on the adjacent blocks to expand the program.
Holiday Light Parade

- This event is designed to kick off the Christmas shopping season downtown.
- Takes place the Saturday after Thanksgiving
- Very local - distinctively “unpolished event”
- Started with about 20 entries and lasted 20 minutes and drew about 1000 spectators
- Last year had 40 entries and 5000+ spectators
Acker Music Night

• Takes place on the Friday following the courthouse lighting

• Local musicians perform in downtown businesses from 5:30 – 8:30PM

• Began small and now attracts thousands – mostly local.
Acker Night Musical Showcase
Our Challenges

• Prescott is dependant on sales tax revenues and tourism provides a significant portion
• The target market for our tourism office is younger and more affluent than in the past
• This group wants to take advantage of the outdoor recreation and also be entertained.
• Our downtown has become more of an event center over time.
Challenges
The Costs of Redevelopment

• We have vacant land downtown and some historic properties that need repurposing

• Land and building costs have become prohibitive

• New fire codes, parking requirements have made it difficult to replace or repurpose in such a manner that they will be commercially viable
Downtown is Still the “Crown Jewel” of Prescott

• Retail vacancy is very low

• The Downtown is still the center of government

• Our residents and businesses have a great sense of pride in the community