

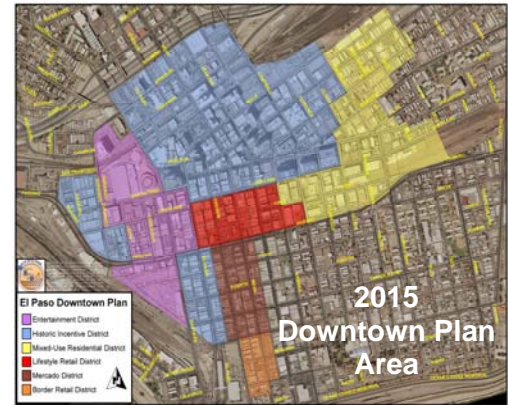


## Welcome to Downtown Revitalization!

Welcome to the first issue of *el centro*, your newsletter about Downtown. The City of El Paso is making progress on the 2015 Downtown Plan and we want to make sure you know what's going on.

In addition to this newsletter, we are planning a weekly email highlighting special events, restaurant specials, sales, available properties and other Downtown happenings.

Let us help you promote your business. If you would like to be included in future publications, please contact Verónica Rosales-Soto at (915) 541-4810 or at [rosalesv@elpasotexas.gov](mailto:rosalesv@elpasotexas.gov).



### Tax Increment Reinvestment Zone (TIRZ)

The Tax Increment Reinvestment Zone (TIRZ) #5 is part of the 2015 Downtown Plan, and covers all of the colored areas in the map above, except for the blue areas which are the Downtown Historic Incentive District.

TIRZ districts allow funds to be raised for public sector improvements. The TIRZ was formed in 2006, and any increase in City property taxes from 2007-2036 will go into a special City fund for public improvements in the area.

The goal of the Downtown Plan is to enhance

businesses already operating Downtown, while improving underperforming areas. TIRZ funds can be used to help make private investment in Downtown more successful by improving sidewalks, adding parks, addressing parking shortages and making other public improvements.

The colored areas in the above map include retail, entertainment and mixed-use neighborhoods. For a larger map, contact Verónica Rosales-Soto at (915) 541-4810 or [rosalesv@elpasotexas.gov](mailto:rosalesv@elpasotexas.gov).

Improvements have begun at **Perfumeria Rachelle**, 106 E. San Antonio Ave. It's the first approved for a Façade Improvement Grant.



### Downtown Incentives

The City is working hard to promote revitalization in Downtown El Paso. We have three new incentive programs geared toward making this happen.

The Façade Improvement Grant Program is a partnership between the City and the Downtown Management District to provide matching grants of up to \$10,000 for improving the facades of downtown buildings.

Sales Tax Rebates are available on the City's portion of sales taxes paid on construction materials and labor for new construction or major renovations (minimum \$100,000 investment).

Green Building Grants are available for LEED-certified buildings from \$50,000-\$200,000, with grants doubling for certain Downtown areas.

For more information, contact Verónica Rosales-Soto at 541-4810 or at [rosalesv@elpasotexas.gov](mailto:rosalesv@elpasotexas.gov).

### TIRZ Expansion

The TIRZ Board of Directors has voted to expand the boundary of the district to include two new property areas.

The first expansion is to pick up the core of Downtown, which includes Insights Museum and the area from Santa Fe Street east to Campbell Street. It has a northern boundary of Interstate 10 and the southern boundary of the current TIRZ District. To ensure that TIRZ revenue is spent fairly, revenue collected in the original TIRZ area will not flow to the new area, although the reverse may happen.

The second boundary expansion will occur at the request of a property owner to get his entire property in the district. This expansion will add two lots at the corner of Ange and Magoffin.

The TIRZ Boundary Expansion Ordinance will be introduced to City Council on December 11, with a vote expected on December 18.

## December Events

### 12 Days of Christmas

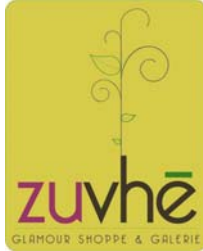
The Parks & Recreation Department is hosting a 12 Days of Christmas celebration in Downtown's San Jacinto Plaza.

Enjoy the fabulous Holiday Lights display at San Jacinto Plaza and the adjoining buildings after work with live entertainment provided by local talent weekdays through Tuesday, December 18. Entertainment will begin at 5 p.m. and run for about an hour.

Among the featured artists for the concert series are the St. Paul United Methodist Church Praise Group, holiday songs from Kristen Moreno and a special Posada sponsored by the Central Business Association.

**More information:** (915) 541-4331  
**On the web:** [www.elpasotexas.gov/parks](http://www.elpasotexas.gov/parks)

## Business Spotlight: Zuvhe



Zuvhe Glamour Shoppe & Galerie offers an excitingly eclectic selection of new and vintage women's glamorous clothing and accessories. The racks of clothing are filled with vibrant colors and styles.

The handbag selection includes high-end brands as well as equally trendy affordable pieces. The vintage corner located in the shop includes clothing, jewelry, handbags, as well as other collectibles. The shop also carries artwork, hand-crafted lighting fixtures, and jewelry created by local artists and artisans.

This trendy boutique shop is located in the historic Popular Building at 1 Union Fashion Center on San Antonio Street between Stanton and Mesa. The shop opened last year.

The space has vibrantly colored walls with very high ceilings showcasing the architectural "bones" of the historic building where the upper floors contain residential units.

There is also a "shop and relax" area near the dressing rooms where shoppers and browsers can admire the vibrant artwork showcased in the shop. The shop is owned and managed by a mother-daughter team excited to offer a unique retail experience in downtown El Paso.

**Where:** 1 Union Fashion Center, Suite B-101  
**Phone:** (915) 533-8117.  
**On the web:** [www.myspace.com/zuvhe](http://www.myspace.com/zuvhe)



## TIRZ Board of Directors

Chair: Veronica Escobar  
Vice-Chair: Pauline Dow

Ron Acton  
Jesse Alvarez  
Marc Bernat  
Bonnie Escobar  
Art Fierro  
Rebecca Friesenhahn  
Hector Gutierrez  
Bill Hooten  
Frank Lopez  
Keith Mahar  
Jim Phillips  
George Reynoso

## Property Highlight

### 116-120 South Stanton Street

This Downtown building has over 29,000 square feet of space with approximately 7,346 square feet on the main floor. Call Mimco at 779-6500 for details.

To feature your Downtown building in *el centro*, please email the information to [rosalesv@elpasotexas.gov](mailto:rosalesv@elpasotexas.gov).



## Meet the Team



Verónica Rosales-Soto, Redevelopment Manager  
(915) 541-4810  
[rosalesv@elpasotexas.gov](mailto:rosalesv@elpasotexas.gov)

As Redevelopment Manager, Verónica is responsible for implementing the Downtown plan. She is a native El Pasoan with a planning and community development background. She is a proud graduate of Bowie High School and earned degrees from Harvard College and Princeton University.

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