



Rio Nuevo

TUCSON, ARIZONA

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Mission Statement:

To facilitate and
participate in the
development of a
vibrant downtown
Tucson.

Note from Rio Nuevo Chair McCusker

Welcome to Rio Nuevo's first merchant newsletter. This initial issue is particularly important in that we have just announced the settlement of all litigation and disputes with the city of Tucson.

This means that the sales tax dollars generated by TIF merchants can go to work on downtown projects. We will move quickly to rehabilitate the aging TCC Arena, refurbishing the seats, bathrooms, concessions and dressing rooms in an effort to create a venue capable of attracting major talent back to Tucson.

There are approximately 1400 merchants from Park Place Mall all the way down Broadway to downtown in the Tax Incentive Financing district known since 1999 as Rio Nuevo. The State has agreed that Rio Nuevo can share in the state tax dollars generated by merchant sales and that the money Rio Nuevo receives can go to downtown area projects that build upon the tax revenue base.

The state took control of Rio Nuevo in 2010 after over \$230,000,000 was spent by the city of Tucson. Rio Nuevo now collects about \$14,000,000 a year from the state. Nothing has been spent on development in the last two years.

Our promise, now that we are out of court, is to spend that money wisely on projects that will benefit the community and improve opportunities for Rio Nuevo merchants. We will also use some of those funds to promote your business, on the web, on radio and in print and merchant to merchant. We own several acres of vacant land now east and west of the freeway and we are committed to upgrade the TCC.

Our other primary mission is to help launch a downtown hotel. We actually are looking at three hotel projects that will help downtown remain vibrant and able to attract major events like the Gem Show.

We have launched a new website, rionuevo.org that will keep the public up to date on Rio Nuevo activities and will allow anyone interested to track Rio Nuevo dollars as they are committed to new projects. We will use that site to promote merchant specials and events.

We welcome your comments and suggestions on how some of your earned tax dollars can be better utilized and feel free to drop us an email at info@rionuevo.org. Our staff will also be visiting merchants to better explain Rio Nuevo and to look for ways to improve your sales.

Fletcher McCusker
Chairman

The World's Greatest Treasure Hunt: Tucson's Gem and Mineral Show



The Rio Nuevo District board is committed to preserving and growing Tucson's geo-tourism industry. The Tucson Gem and Mineral Show™ draws hundreds of vendors and tourists every February.

This month those vendors and tourists have filled venues across the city. According to the Flagg Mineral Foundation, "there are an estimated 250 retail dealers sharing the Exhibition Hall and the Arena areas of the Tucson Convention Center" alone. "Buyers can find an unparalleled variety of mineral, fossil, lapidary crafts, and jewelry presented under one roof."

The TCC show attracts vendors and buyers from across the globe. As the owners of the Tucson Convention Center, the Rio Nuevo District is dedicated to improving the TCC in order to keep the tax dollars generated by the show in the Tucson economy. Already, the Rio Nuevo Board has committed to spending \$6 million to upgrade the TCC.

Geotourism is a growing industry and will play a key part in the development of venues in the Rio Nuevo District in the years to come.

One of the benefits of the Rio Nuevo TIF District is keeping Tucson tax dollars in Tucson. It is with those dollars that the Rio Nuevo District will facilitate and participate in the continued development of a vibrant downtown Tucson.

The Tucson Presidio, a glimpse into our unique past

Located at the corner of Washington and Church Streets in downtown Tucson, the Presidio was completed in 2006 through a partnership between Rio Nuevo and the City of Tucson.

Rio Nuevo owns the renovated adobe triplex on Meyer St. which houses a museum and gift shop operated through the City of Tucson Parks and Recreation Department. The Tucson Presidio was established in August 1775 by Spanish Army Colonel Hugo O'Conor.

The soldados and their families moved north from Tubac sometime during October of 1776. The fort was first enclosed with a wood palisade, and by 1783, after a large Apache assault, by an eight to-twelve foot high adobe wall that was about 700 ft to a side.

The presidio remained in use until the Americans entered Tucson in March 1856, and was quickly dismantled afterwards. The last standing segment of the wall was torn down in 1918.

Upcoming events:

EXHIBIT thru April 1, 2013, Symbols of our Mexican Past, an exhibit honoring Tucson's Mexican American pioneers.

The Tucson Presidio is located at 133 W. Washington. Parking is free on the nearby streets. HOURS Wednesday through Sunday 10:00am-4:00pm



Rio Nuevo welcomes Hobby Lobby and Stein Mart

The Rio Nuevo District Board is proud to welcome new District merchants; Hobby Lobby and Stein Mart. Both new stores are located at 5555 East Broadway Boulevard.

Hobby Lobby

Hobby Lobby is now considered a leader in the arts and crafts industry. Today, Hobby Lobby has 525 stores across the nation that average 55,000 square feet in size, and offers more than 65,000 crafting and home decor products in its stores.

Stein Mart

Stein Mart has evolved into a nationwide network of easy-to-access freestanding stores. Our merchandise includes current-season, brand name fashion for women and men; accessories; home decor; linens; and shoes. All are at prices up to 60% below department store prices, every day.



The Rio Nuevo District Board wants to hear from you!

Please contact us at:

**400 West Congress
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info@rionuevo.org
(520) 623-7336**

and

Visit us at rionuevo.org