



## 2017 annual report to the community

- Downtown Partnership & Downtown Ventures
- Downtown Development Authority
- Greater Downtown Colorado Springs  
Business Improvement District



## To our Downtown Stakeholders,

The secret is out. Downtown Colorado Springs is on a roll unlike anything it has experienced before. Construction cranes dot the skyline, sidewalks bustle with shoppers, and new businesses are taking root.

Indeed, we are in a transformative era for our city center, and Downtown Partnership is leading the way. As a placemaking organization, our scope of work is broad, but our focus is laser-pointed directly on Downtown. From business attraction/retention, to cleaning and landscaping, to marketing, to public art and community programming, to advocacy and improvements to the public realm, we dedicate ourselves daily to ensuring a prosperous, welcoming Downtown.

Downtown Partnership provides the programs and services of our family of organizations: the Greater Downtown Colorado Springs Business Improvement District, the Downtown Development Authority and Downtown Ventures. Our innovative organizational structure allows us to address the complexity of Downtown needs and services with maximum efficiency and tangible results.

But make no mistake: While Partnership staff provide the services of the BID and DDA, 60 percent of the revenue powering our work comes from our members and investors – not from the tax districts. We simply could not do what we do, to these highest levels of performance, without our members, donors, sponsors and other investors. Thank you!

On the pages ahead, you'll see how your membership and investment empowered our work throughout 2017. With you alongside us, we will realize our vision of a thriving Downtown that serves as the economic, civic and cultural heart of our community. We truly appreciate your support and commitment.



Alison Murray  
Downtown Partnership Chair



Susan Edmondson  
President & CEO

### Downtown Partnership Staff

Susan Edmondson  
President & CEO

Sarah Humbargar  
Vice President of Development  
Services

Laurel Prud'homme  
Vice President of  
Communications

Margo Baker  
Administrative and Membership  
Coordinator

Ana Valdez  
Finance Officer

Claire Swinford  
Urban Engagement Manager

Tim Archer  
Public Space Manager

Alexander Armani-Munn  
Economic Vitality Coordinator

Katy Hartshorn  
Marketing Coordinator

Also  
Sandy Friedman  
Heather Whitworth



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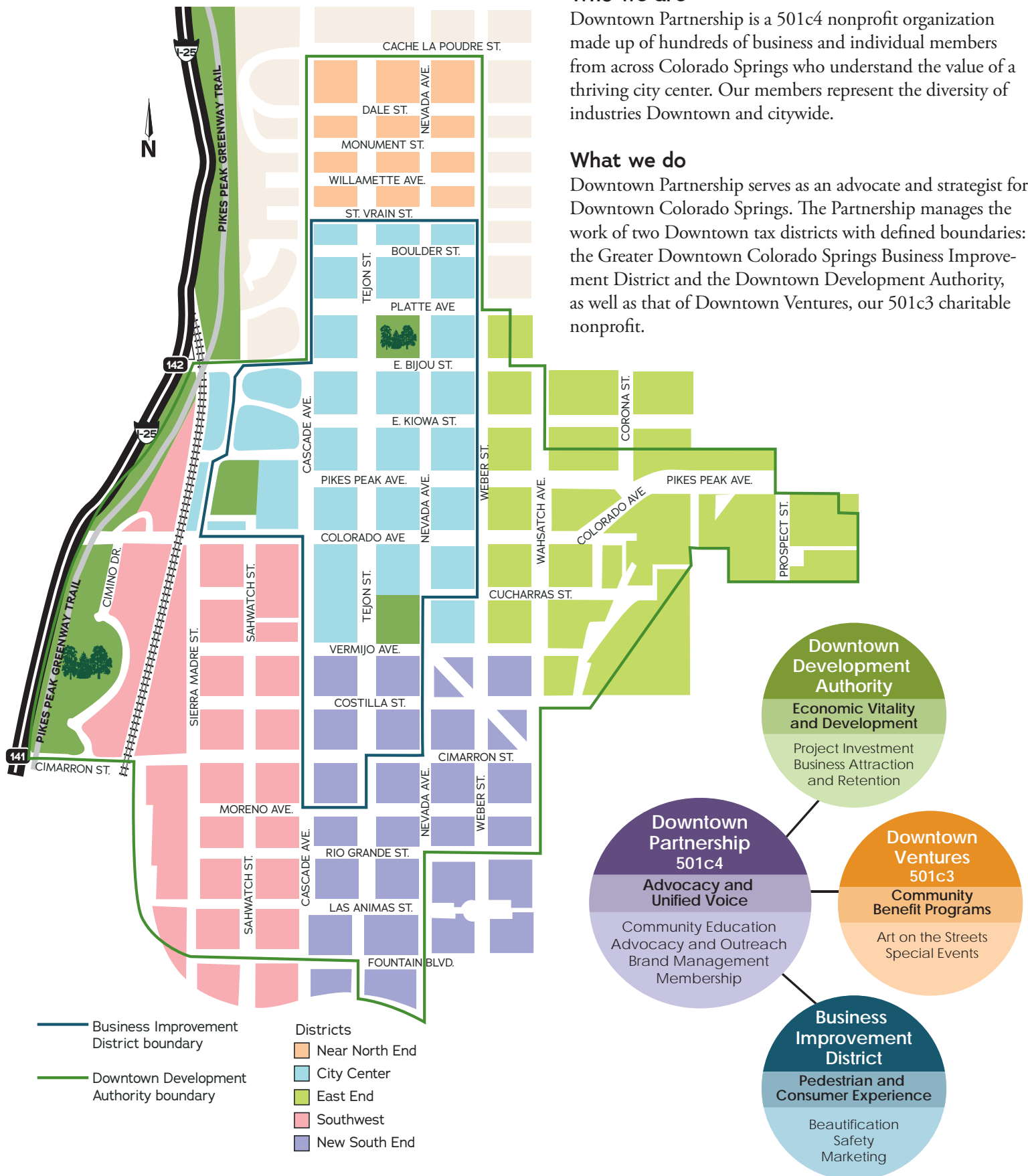
Our mission: Downtown Partnership ensures that Downtown Colorado Springs serves as the economic, civic and cultural heart of the Pikes Peak region.

## Who we are

Downtown Partnership is a 501c4 nonprofit organization made up of hundreds of business and individual members from across Colorado Springs who understand the value of a thriving city center. Our members represent the diversity of industries Downtown and citywide.

## What we do

Downtown Partnership serves as an advocate and strategist for Downtown Colorado Springs. The Partnership manages the work of two Downtown tax districts with defined boundaries: the Greater Downtown Colorado Springs Business Improvement District and the Downtown Development Authority, as well as that of Downtown Ventures, our 501c3 charitable nonprofit.



# Downtown Partnership & Downtown Ventures

**Downtown Partnership** stewards the vision for our Downtown, providing a powerful collective voice of our membership to ensure our city center prospers. We work closely with city and county elected leaders, civil servants, property owners, nonprofits and business and civic leaders to guide policy and investment choices. Much of the Partnership’s work is not visible in the form of traditional programming. Rather, our success is evident when businesses choose to locate or expand Downtown; when urban form enhances connectivity, walkability and cycling; and when entrepreneurs and young professionals find a creative and supportive environment in which to thrive.

Downtown Partnership staff provides an active voice and leadership on many boards and committees intersecting with Downtown concerns, including:

- City LART Advisory Committee
- City Public Art Master Plan Committee
- City Special Events Committee
- Colorado Springs Chamber & EDC Governmental Affairs Committee
- Colorado Springs Creative Collective Steering Committee
- Colorado Springs Fine Arts Center at Colorado College Advisory Board
- Colorado Springs Pioneers Museum Advisory Board
- Downtown Transit Center Relocation Task Force
- I-25 Interchange Working Team
- Olympic City USA Task Force
- Peak StartUp Board
- Regional Tourism Act Advisory Board
- Southwest Downtown Redevelopment Committee
- US Olympic Museum



## Downtown Partnership 2017 highlights

**Over 1,750 people** were educated about Downtown through custom presentations to service and industry organizations.

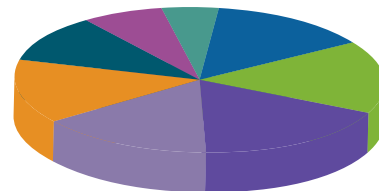
The Partnership was actively engaged in, and contributed financially to, **successful ballot campaigns** for stormwater infrastructure; the county TABOR reset; and investment in School District 11.

**4 lively Members-Only Mixers** connected and engaged our growing membership.

**More than 50 businesses** were provided custom orientations to Downtown and the wide variety of supportive services offered through the Downtown family of organizations.

## Membership at a glance

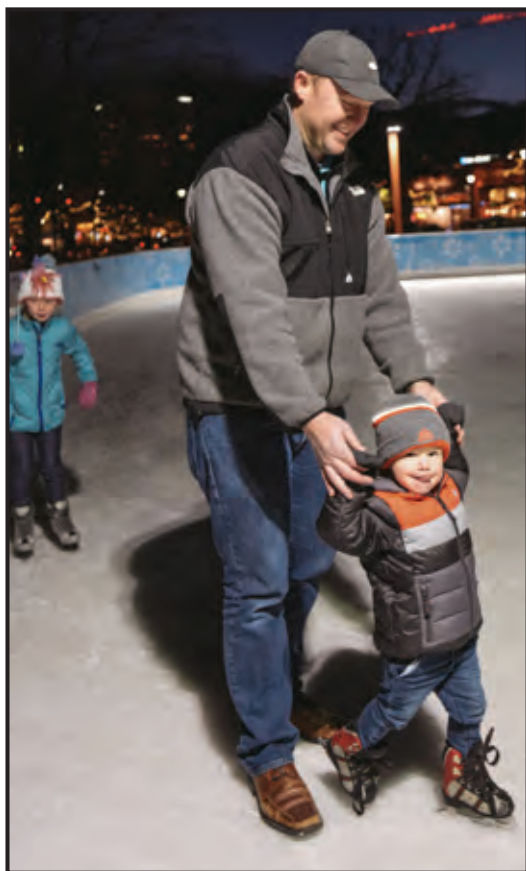
It is through our membership base that we become an ever more powerful, united voice for Downtown.



- Office and services ..... 14%
- Real estate, construction and development.....16%
- Individuals.....18%
- Restaurant and retail.....15%
- Nonprofits and faith organizations..... 14%
- Creative industries (arts, architecture, advertising, cultural).....11%
- Banking and finance.....7%
- Hospitality, tourism, health and wellness.....5%



**720 attendees** enjoyed another record-breaking Annual Breakfast.



Downtown Ventures, the charitable nonprofit arm of Downtown Partnership, works in alignment with the Partnership to power our programs that engage thousands in joyful, inspiring, educational and creative experiences.

With more than **132 days of programming** in 2017, Downtown Ventures beckoned people of all ages to the city center for arts and cultural experiences, healthy activities such as walking tours and ice skating, and educational events such as our City Center Series lectures. 2017 was an exceptional year, with many programs experiencing **record-setting growth** in participation. One highlight was the launch of the **first-ever Urban Living Tour**, attracting hundreds of people eager to explore Downtown's residential options and amenities. Also **new in 2017** was **Play in the Park**, bringing giant chess games, giant Jenga, bocce ball and other free fun to Acacia Park. All of Downtown Ventures' programs are supported solely through donations, sponsorships, grants and ticket sales.



## Downtown Ventures 2017 highlights

**20,223 skaters** took to the ice at Skate in the Park (2017-2018 season), setting a record in the fifth year of this beloved holiday tradition.

**12 First Friday art walks** attracted a record **31,173 patrons**, with strong growth reported month over month. More than 40 venues – from galleries to retailers to restaurants – participate throughout the year.

Nearly **600 participants** enjoyed the first-ever one-day **Urban Living Tour**, a capacity crowd.

**52 Downtown Walking Tours** engaged **1,094 participants** of all ages, from schoolchildren to tourists to, in many instances, new residents of Colorado Springs eager to learn about their city.

**11 compelling artworks** were installed for the 19th annual **Art on the Streets** exhibit.

A suite of **4 “Civic Treasures” sculptures** by artist Scottie Burgess were purchased through the Judy Noyes Memorial Purchase Fund and donated to the city, ensuring the works will remain Downtown for years to come.

As part of the Colorado Springs Philharmonic’s **“Bernstein@100”** celebration, Downtown Ventures installed a **300-square-foot mural** honoring the composer and his legacy.

More than **400 people attended** the second annual City Center Series to hear internationally renowned speakers such as urbanist Gil Penalosa discuss what makes cities connected, creative, inclusive and innovative.

## Downtown Partnership Board of Directors

**Chair** Alison Murray, First Presbyterian Church  
**Vice Chair** Stuart Coppedge, RTA Architects  
**Vice Chair** Tammy Shuminsky, Insurance Technologies  
**Secretary-Treasurer** Steve Engel, JCS Holding Co. (DDA representative)  
**Immediate Past Chair** Hannah Parsons, Exponential Impact

Bill Nelson, Lewis Roca Rothgerber Christie (BID representative)  
 David Lord, Retired (Downtown Ventures representative)  
 Gary Butterworth, Pikes Peak Community Foundation  
 Sam Eppley, Sparrow Hawk Cookware  
 Warren Epstein, Pikes Peak Community College  
 Steve Ingham, Academy Bank  
 Chris Jenkins, Nor’wood Development Group  
 Jon Khoury, Cottonwood Center for the Arts  
 Davin Neubacher, Navakai  
 Peter Scoville, Colorado Springs Commercial  
 John Spears, Pikes Peak Library District  
 Jennifer Taylor, Bryan Construction  
 Jill Tiefenthaler, Colorado College  
 Larry Yonker, Springs Rescue Mission

## Downtown Partnership Advisory Council

Stuart Coppedge, Downtown Review Board  
 Glenn Gustafson, School District 11  
 Jeff Greene, City of Colorado Springs  
 Yemi Mobolade, Colorado Springs Chamber & EDC  
 Cindy Newsome, Colorado Springs Utilities  
 Doug Price, Colorado Springs Convention & Visitors Bureau  
 Nicola Sapp, El Paso County  
 Jariah Walker, Urban Renewal Authority

## Downtown Ventures Board of Directors

**Chair** David Lord  
 Gary Butterworth  
 Michael Collins  
 Sam Eppley  
 Chuck Murphy  
 Jamie Brown Thompson

Above left, *Torch* by Ty Gillespie, photo by 3 Peaks Photography. Photos opposite page top to bottom: Partnership staff, Stellar Propeller Studio, 3 Peaks Photography.



Top to bottom: Gil Peñalosa at City Center Series. Members enjoying the annual breakfast. *Nothing Greater than/Less than Love* by Joshua Kennard.

## Downtown Partnership and Downtown Ventures Financials

### Assets

Current assets	\$926,238
Fixed assets	\$303,598
<b>Total</b>	<b>\$1,229,836</b>

### Liabilities

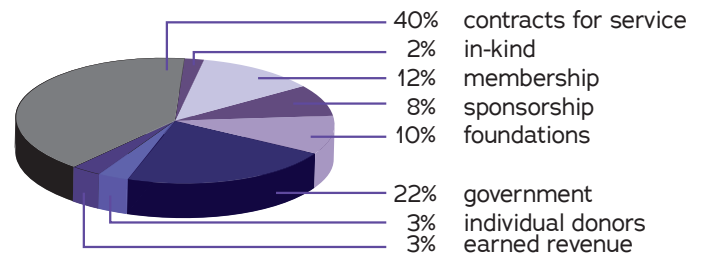
Current liabilities	\$140,809
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### Equity

Retained earnings	\$57,987
Temporarily restricted	\$203,612
Board restricted endowment	\$293,863
Designated operating reserve	\$231,031
Capital assets/artwork	\$120,915
Net income	\$181,619
<b>Total liabilities &amp; equity</b>	<b>\$1,229,836</b>

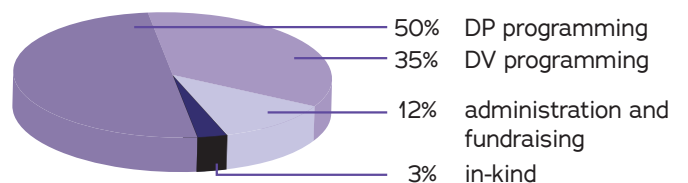
### Revenue

Membership	\$171,258
Sponsorship	\$123,000
Foundations	\$140,876
Government	\$316,002
Individual donors	\$39,188
Earned revenue	\$42,673
Contracts for service	\$584,702
In-kind	\$31,995
<b>Total</b>	<b>\$1,449,694</b>



### Expense

Administration and fundraising	\$156,677
Partnership programming	\$647,111
Downtown Ventures programming	\$456,590
In kind	\$31,995
<b>Total</b>	<b>\$1,292,373</b>



Note: Financial figures shown are prior to annual audit.

# 2017 Downtown highlights



- The first-ever Urban Living Tour sells out to capacity
- The nine-unit Bijou Lofts opens, furthering revitalization of the block
- The Quad Innovation Partnership, fostering innovation for local college graduates, opens on South Nevada Avenue



- IV by Brother Luck and Rooster's House of Ramen open on North Tejon Street
- Play in the Park, with giant chess and other games, launches in Acacia Park

The City and Parking Enterprise begin planning and construction that will result in 58 blocks of newly paved streets, 29 blocks of cycling infrastructure, and 14 blocks of streetscape improvements by year's end

JAN

FEB

MAR

APR

MAY

JUN

Revamped DowntownCS.com website launches



The 10-story, 167-room Hilton Garden Inn breaks ground at the corner of Bijou Street and Cascade Avenue



- Groundbreaking occurs for the US Olympic Museum
- The 19th annual Art on the Streets exhibit features 11 new works

- The new Coquette's restaurant opens on South Tejon Street
- An historic alliance comes to fruition under the new name of Colorado Springs Fine Arts Center at Colorado College
- DowntownCSDevelopment.com new website launches to aid in urban infill development processes



- The city's first-ever parking-protected bike lanes are completed on Weber Street
- A record 720 attend the Downtown Partnership Annual Breakfast, where it is remarked that Downtown has three construction cranes in the skyline



- Officials cut the ribbon on a renovated and expanded Fire Station 1
- Voters support stormwater improvements, a county TABOR reset and School District 11 funding, marking needed investment in the community
- Pikes Peak Market opens on South Weber Street

JUL

AUG

SEP

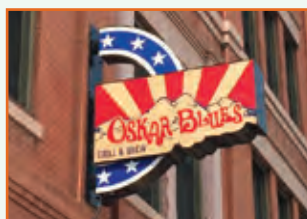
OCT

NOV

DEC



- Food Truck Tuesdays launches at Pioneers Museum
- Colorado College's renovation of Tutt Library and addition of East Campus Dorms for 154 students are completed in time for the new school year
- 210 Pueblo, five modern apartment units, opens on Pueblo Avenue



- Oskar Blues opens on North Tejon Street
- Officials cut the ribbon on the Cimarron/I-25 intersection, completing a \$113 million renovation



- Pioneers Museum shatters annual attendance records with over 90,000 people through the door
- Bravo TV's "Top Chef" 15th season includes Downtown's Brother Luck among the competitors
- Downtown Development Authority enters into an agreement to fund the pre-development phase toward securing affordable artist housing

# Downtown Development Authority

The **Downtown Development Authority** builds public and private investment partnerships that promote the physical and economic growth of Downtown. The work of the DDA is guided by the Experience Downtown Plan of Development and Master Plan, approved by City Council in 2016. The DDA provides a range of development services, from assisting small businesses in maneuvering the hurdles of site location and entitlements, to helping property owners identify tenant prospects. We also provide the data and market research to help business prospects make sound decisions about locating and expanding within Downtown. The DDA also works closely with key city staff on urban planning initiatives, ensuring that streets, streetscapes, transit, parks, alleys, public spaces and the built environment function in a manner best suited for a compact, bustling urban center.

2017 was a year of significant investment for DDA, seizing a positive market cycle by engaging in funding commitments for catalytic projects. Another highlight of the year was the launch of the Downtown Development Toolkit website ([www.DowntownCSDevelopment.com](http://www.DowntownCSDevelopment.com)), the go-to source for businesses and individuals considering investing in Downtown.

## Special Project Grants: \$1.89 million

- Job attraction and retention incentives, \$120,000
- US Olympic Museum, \$775,000
- Artspace pre-development funding for affordable creative housing/work space, \$750,000
- Winfield Scott block alley improvements and residential, \$240,000
- Bike share program pre-launch, \$100,000

## Building Enhancement Grants: \$80,082

- Regina's Unique Boutique, \$10,460
- Crafted Colorado, \$9,850
- The Bench, \$7,000
- The Carter Payne, \$38,700
- East Bijou Street block (lead: Ladyfingers Letterpress), \$14,072

## Special Event Grants: \$40,250

- Colorado Classic, Waldo Waldo 5K, 2018 US Olympic Celebration, others

*Note: In many instances, grants approved in 2017 will be paid out over several years; additionally, some commitments shall be less than reflected in total after project completion and full construction costs are known.*

## DDA Programs: \$214,335

- Consumer marketing (see page 14 for more), gateway and alleyway implementation framework, business development services, State of Downtown report and market research, Downtown Development Toolkit website, Holiday Pop Up Shop.

## TIF Reimbursement Agreements

- Winfield Scott commercial properties, 528 S. Tejon St., \$507,199
- Casa Mundi residential and commercial properties, 422 S. Tejon St., \$245,379

*Note: Agreements are estimates based on ad valorem calculations, paid over multiple years*

For a detailed look at real estate, development and market trends, see our **State of Downtown Report**, released annually each spring.  
[DowntownCS.com/do-business/reports](http://DowntownCS.com/do-business/reports)





## DDA 2017 highlights

**15,447 square feet** of space leased through direct lead or support provided by staff

**17 new street-level businesses** were assisted by staff prior to opening

**7 written opinions** were provided on cases before the Downtown Review Board

DDA partners with the Downtown BID to **jointly fund consumer marketing services**; see page 14 for more detail on marketing initiatives.

**18 artisans** were featured in the Crafted Colorado Holiday Pop Up Shop

**27 existing businesses** were assisted in expansion needs

**1,000 copies** of the State of Downtown Report were provided to businesses and stakeholders.



Top to bottom: A tour of new apartments under construction. After and before images of East Bijou Street businesses supported by a Building Enhancement Grant.



## DDA Board of Directors

**Chair** Steve Engel, JCS Holding Co.

**Vice Chair** Ingrid Richter, Catalyst Campus/  
The O'Neil Group

**Secretary-Treasurer** Tony Rosendo,  
Lane Foundation

Aaron Briggs, HB&A

City Councilwoman Jill Gaebler

Chris Jenkins, Nor'wood Development Group

Dot Lischick, World Arena/Pikes Peak Center  
for the Performing Arts

David Lux, Concept Restaurants

Jessica Modeer, Zeezo's

Chuck Murphy, Murphy Constructors

Darsey Nicklasson, DHN Development\*\*

Roger Sauerhagen, Retired\*

\*Term ended summer 2017

\*\*Term began summer 2017

## Downtown Development Authority Financials

### DDA Assets

Current assets	\$3,102,038
Other assets	\$766,924
<b>Total</b>	<b>\$3,868,962</b>

### DDA Liabilities

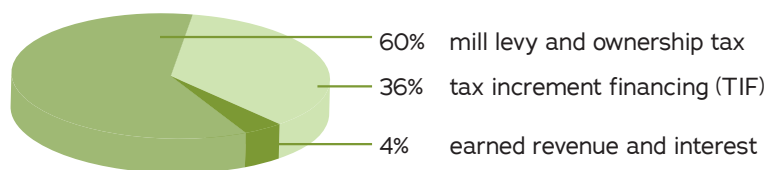
Current liabilities	\$1,017,608
Long-term liabilities	\$807,500
<b>Total liabilities</b>	<b>\$1,825,108</b>

### DDA Equity

Unrestricted fund balance	\$(552,017)
Dedicated reserves and payments	\$3,259,983
Property	\$760,677
Net income	\$(1,424,789)
<b>Total liabilities &amp; equity</b>	<b>\$3,868,962</b>

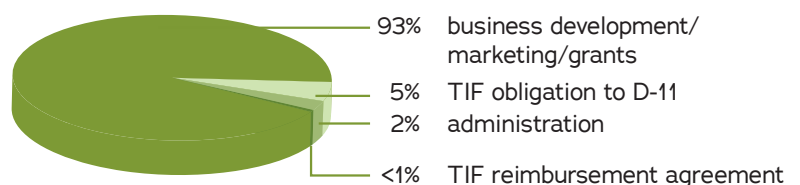
### DDA Revenue

Mill levy and ownership tax	\$826,917
Tax increment financing	\$499,338
Earned revenue & interest	\$60,430
<b>Total</b>	<b>\$1,386,685</b>



### DDA Expense

Business Development/ Marketing/Grants	\$2,629,839
TIF obligation to D-11	\$130,442
TIF reimbursement agreement	\$9,601
Administration	\$51,998
<b>Total</b>	<b>\$2,821,880</b>



Note: Financial figures shown are prior to annual audit.



## Business Improvement District

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The Greater Downtown Colorado Springs Business Improvement District (BID) ensures that Downtown provides an urban environment that is clean, engaging, welcoming and walkable. Through our public space management services, we provide daily cleaning and landscaping services and tend to the myriad needs that occur in a pedestrian-oriented environment. Through our consumer marketing efforts, we invite patrons to enjoy the variety of shopping, dining, cultural and recreational experiences for which our Downtown excels. Property owners in the BID realize an immediate and tangible return on investment through all these services that are beyond what is provided by city government.

### Pedestrian experience

Our Clean Team patrolled our 32 blocks seven days a week: picking up trash, power washing sidewalks, tending to spills, mitigating graffiti and making minor repairs. In summertime, Downtown is awash in colorful blooms, and in winter, trees sparkle with twinkling lights and cheery holiday décor beckons shoppers. A 2017 highlight was the addition of tree lights to Bijou and Kiowa streets.

- **1,289 instances** of graffiti/sticker abatement
- **2,918 spills/stains** removed
- **3 snow incident days**
- **296 banners displayed** for nonprofit and civic organizations
- **1,600 hours** of supplemental private security patrols, with more than **1,200 miles walked/biked** and **79 direct incident responses**
- **102 trees** lighted during the winter season
- **118 flowerbeds** and **49 flowerpots** tended



## Consumer Marketing

The expansive marketing services for Downtown are jointly funded by the BID and the Downtown Development Authority. Through traditional advertising, social media and targeted promotional events, we tell the story of a city center renowned for its locally owned small businesses, bustling arts scene and active lifestyle. Highlights of 2017 included launch of a completely revamped and engaging DowntownCS.com website; re-igniting of the Downtown Instagram profile; and successful shopping and dining campaigns such as Small Business Saturday, the Holiday Stroll, Pints & Plates and more.

- **85,000 Downtown tourism maps** distributed to scores of Front Range locations
- **10,000 Holiday Discount Books** distributed
- **1,367 Downtown Gift Cards** sold, bringing more than \$58,000 in sales to Downtown businesses
- **60,000 copies** of our Downtown summer tourism magazine distributed statewide and to area hotels
- More than **60,000 monthly posters and rack cards** distributed to area businesses
- Two **12-page special-section inserts** in The Gazette featuring Downtown businesses, art and culture
- Nearly **\$50,000** in print, broadcast and outdoor advertising purchases
- An increase of **17 percent** in Facebook followers
- **37 press releases** generating 23 media stories about Downtown businesses, events and activities (not including calendar listings)

## Partnerships

- Provided uniforms and orientation for the **Colorado Springs Police Department's Ambassadors** volunteer program
- 38 decorative lighted holiday trees brighten up Tejon Street through a partnership with **Pikes Peak Hospice & Palliative Care**
- Frequent meetings with **Colorado Springs Police Department** representatives ensure safety matters are continually prioritized
- Partnered with **human service agencies** and produced pocket resource guides for people experiencing homelessness, with more than 6,000 guides provided to agencies and businesses for distribution



## BID Board of Directors

**Chair** Bill Nelson, Lewis Roca Rothgerber Christie

**Vice Chair** Jessica Modeer, Zeezo's

**Secretary-Treasurer** David Bunkers, Griffis-Blessing

Wylene Carol, Downtown resident

Randy Case, Case International

Lauren Ciborowski, The Modbo

Colin Christie, 365 Grand Properties

Gary Feffer, Fountain Colony\*

Simon Penner, Newmark, Grubb, Knight, Frank\*\*

Craig Ralston, Sachs Foundation

Luke Travins, Concept Restaurants

Russ Ware, Wild Goose Meeting House

\*Term ended summer 2017

\*\*Term began summer 2017

## Business Improvement District Financials

### BID Assets

Current assets	\$384,569
Fixed assets	\$21,025

**Total \$405,594**

### BID Liabilities

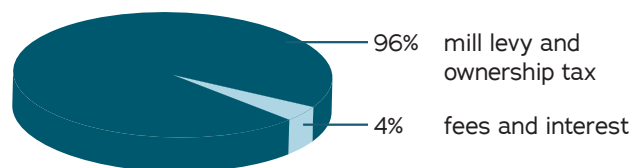
Current liabilities	\$150
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### BID Equity

Operating reserves	\$329,750
Capital assets	\$14,045
Unrestricted fund balance	\$61,649
<b>Total liabilities &amp; equity</b>	<b>\$405,594</b>

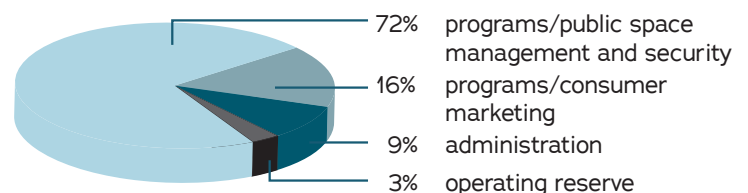
### BID Revenue

Mill levy and ownership tax	\$535,536
Fees and interest	\$24,024
<b>Total</b>	<b>\$559,560</b>



### BID Expense

Programs/Public space management and security	\$399,547
Programs/Consumer marketing	\$91,663
Administration	\$50,037
Operating reserve	\$18,313
<b>Total</b>	<b>\$559,560</b>



Note: Financial figures shown are prior to annual audit.



# economic development

thought leadership

technical support

business  
retention

## arts & culture

resources

public space improvements

policy development

programming

urban planning

## advocacy

welcoming environment

cleaning and  
landscaping

activation

promotions

## marketing

supplemental security

market research



Cover photo by Lander.media. This page top to bottom: Construction at 333 Eco Apartments, courtesy of Nor'Wood. *I have been dreaming to be a tree* by Byeong Doo Moon, photo by 3 Peaks Photography. Susan Edmondson presenting to D-11 board by Shawn Gullixson. Holiday shoppers by staff.