

DOWNTOWN COLORADO SPRINGS



2024 ANNUAL REPORT TO THE COMMUNITY

Downtown Partnership

Downtown Ventures

Downtown Development Authority

Greater Downtown Colorado Springs Business Improvement District



To our Downtown Stakeholders,

The urban heart of the Pikes Peak Region continues to pulse with energy, change, and opportunity. As we begin 2025, Downtown Colorado Springs is poised for a year of transformation, momentum, and renewed possibilities.

In 2024, we laid the groundwork for more progress, navigating economic challenges such as rising rents, increasing labor costs, and the uncertainties of a national election year. Despite these headwinds, we remained focused on championing new businesses, enhancing public spaces, welcoming new residents, and celebrating the achievements of our vibrant Downtown community.

Downtown Partnership and its family of organizations continue to ensure Downtown is a regional economic driver and a source of pride for all. Our place-based economic development is comprehensive: fostering a safe, connected, and walkable urban environment; providing an exceptional experience for shoppers, diners, sports fans and cultural patrons; welcoming new residents, businesses, and entrepreneurs; telling our story through robust marketing channels; nurturing a business climate that's magnetic to investment and innovation; and championing a city center that's the heartbeat to a thriving region.

Reflecting on 2024, we are reminded that building a great city demands bold vision and long-term dedication. Over the past year, we made significant strides, including welcoming 29 new businesses, providing customized technical assistance and Downtown orientations to more than 200 businesses, and delivering emergency relief resources to businesses impacted by disaster. Through the first-ever use of the Tree Canopy Grant, we enhanced one of our streetscapes with new trees, bike parking, landscaping, and decorative concrete. We also beautified Downtown with vibrant flowers, lights, and public art, while our team worked tirelessly to maintain clean streets supporting businesses and residents.

Looking ahead, 2025 brings exciting changes for Downtown Partnership. In June, we anticipate welcoming a new CEO to lead our organization, and we are preparing to update the Experience Downtown Colorado Springs Master Plan. Through these transitions, our commitment to creating a dynamic, welcoming, and economically vibrant city center remains steadfast and forward focused.

There has never been a better time to connect with and invest in Downtown Colorado Springs. Your ongoing support ensures our city center continues to thrive as the economic, civic and cultural heart of the Pikes Peak Region.

Thank you for being an essential part of this journey.



Jenifer Furda
*Downtown
Partnership Chair*



Christian Lieber
DDA Chair



Chris Senger
*Downtown
BID Chair*



Harrison Hunter
*Downtown
Ventures Chair*



Hannah Parsons
Interim President & CEO

Who we are

Downtown is stewarded by a family of organizations: Downtown Partnership and its charitable nonprofit arm, Downtown Ventures; the Downtown Business Improvement District; and the Downtown Development Authority. Downtown Partnership is a 501c4 nonprofit organization made up of hundreds of business and individual members from throughout Colorado Springs who understand the value of a thriving city center. Our members represent the diversity of businesses Downtown and citywide.

What we do

Downtown Partnership is the lead advocate and strategist for Downtown Colorado Springs. The Partnership also serves as the management company for the Downtown BID, DDA and Downtown Ventures. This collaborative approach allows us to serve Downtown to an exceptionally high degree of efficiency, alignment and fiscal prudence.

Downtown Partnership staff

Susan Edmondson*
President & CEO

Hannah Parsons**
Interim President & CEO

Tim Archer
Public Space Manager

Chelsea Gondeck
*Director of Planning & Mobility
Executive Director, Downtown BID*

Carrie Simison
Director of Marketing & Communications

Kelsee Swenn
Marketing Manager

Ana Valdez
Finance Officer

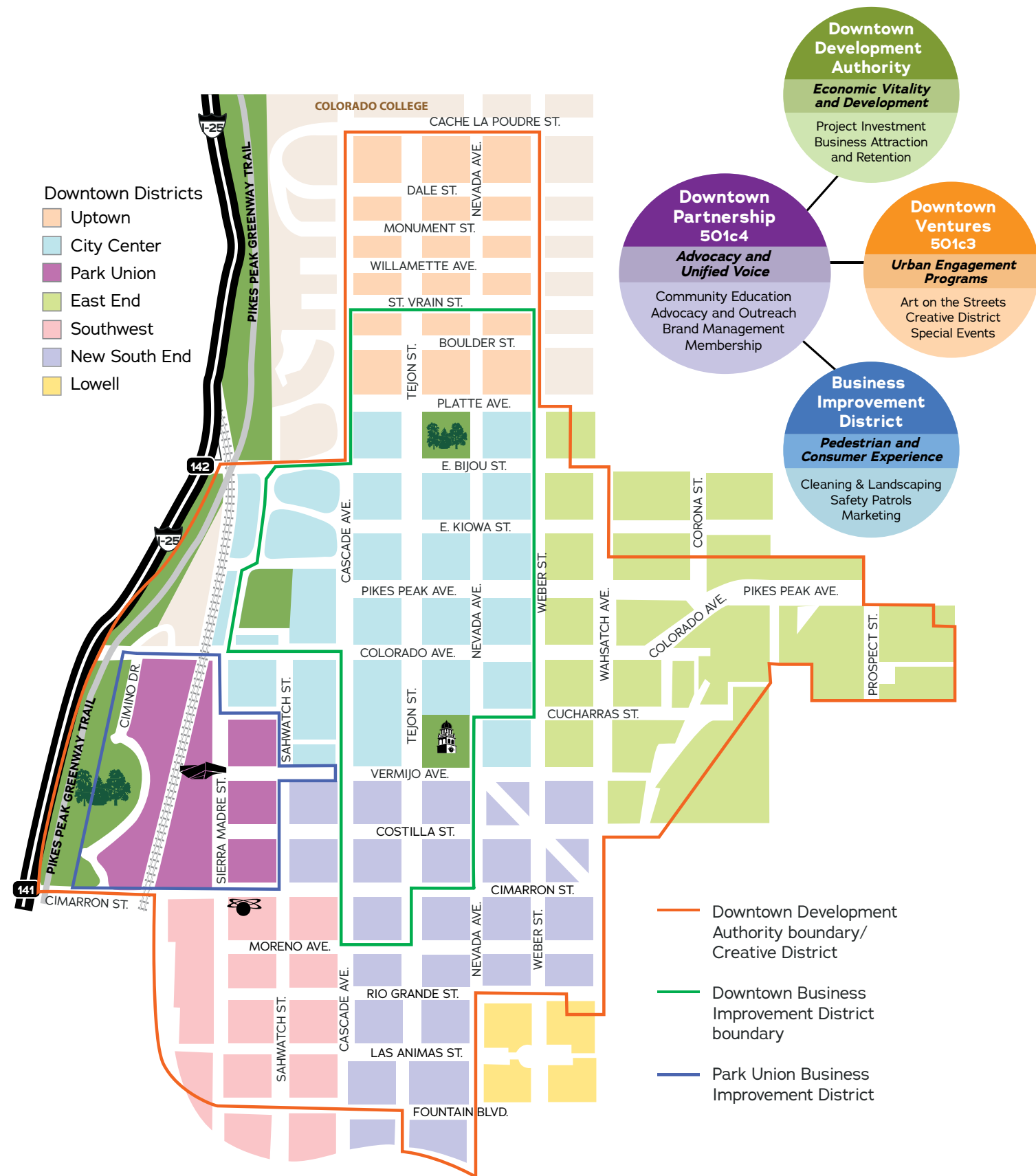
Jessica Vasquez***
Kim Oroszi****
Administrative & Member Relations Specialist

Austin Wilson-Bradley
Director of Economic Development

Michelle Winchell
*Creative District Manager
Executive Director, Downtown Ventures*

*Resigned October ***Resigned September
Began December **Began September

OUR FAMILY OF ORGANIZATIONS



BY THE NUMBERS

<p>\$585,500 Value of grants awarded through DDA to small businesses</p>	<p>1,242 New apartment units supported to date through DDA TIF</p>	<p>1,040 Apartment units under construction supported through DDA TIF</p>
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<p>38,800 Linear feet of twinkly lights strung on 131 urban trees</p>	<p>342 Responses to direct merchant requests by BID supplemental security team</p>	<p>5,369 Instances of graffiti and sticker removal by BID crew</p>
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<p>409 Banners displayed for nonprofit or civic organizations</p>	<p>187 Flowerpots and flowerbeds planted and tended by BID crew</p>
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<p>25,000+ Skaters of all ages who enjoyed the 2024-2025 Skate in the Park season</p>	<p>120 Days of programming offered by Downtown Ventures</p>	<p>13 Sculptures and murals in 26th annual Art on the Streets exhibit</p>
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<p>62,100+ Social media followers who are clued in daily about Downtown happenings</p>	<p>2,090 Downtown Gift Cards sold worth \$117,000, good at 185 shops, services and eateries</p>
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<p>500 Custom Resident Welcome Kits delivered to new Downtown residents</p>	<p>90,000 Copies of Downtown Shopping & Dining Map distributed throughout Front Range</p>
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DOWNTOWN PARTNERSHIP

Downtown Partnership stewards the vision for our city center — providing the powerful, collective voice of our members and stakeholders to ensure Downtown prospers. We work closely with property owners, business leaders, city and county elected leaders, municipal staff, and nonprofit 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 measured when businesses choose to locate or expand Downtown; when clean and well-designed streetscapes enhance connectivity, walkability, and safety; and when entrepreneurs and visionaries find a creative and supportive environment in which to thrive.

We’re guided by the goals of the Experience Downtown Master Plan, adopted eight years ago, intended to last for up to 20 years. It contains eight goals and 36 action steps, as well as guidance on improvements to the public realm, streets, parks, connectivity and more. In less than eight years, we made significant progress on well over half the action steps with less than a handful remaining relatively untouched. Due in part to this progress and the changing face of downtowns nationally, our collective boards encouraged the Downtown Partnership to secure a consultant to pursue updating the plan. In 2024, we secured Moore, Iacofano Goltsman, Inc., in partnership with several subconsultants to lead the update of the Master Plan over the next year.

The ongoing work and specific projects noted throughout the plan are realized through direct initiatives in which Partnership staff and board take the helm; partner projects in which the Partnership is a key player; or support efforts where we collaborate with others across the community for collective impact.

As Downtown grows and changes, matters of economic development, small business success, urban infill, mobility and connectivity, community safety, housing attainability, homeless services, and fostering creative industries drive our advocacy.

Our mission

Downtown Partnership ensures that Downtown Colorado Springs serves as the economic, civic and cultural heart of the Pikes Peak Region.



To celebrate the opening of Downtown’s first dog park, the Downtown Partnership hosted a well-attended dog parade that stopped traffic on the way to the ribbon cutting at Antlers Dog Park. Photo by staff.

Downtown Partnership highlights at a glance

- More than 200 businesses and organizations were provided **technical assistance, marketing support, and custom orientations** to the wide variety of supportive services offered through the Downtown family of organizations.
- Downtown Partnership hosted a presentation about the extension of the roadway maintenance sales and use tax renewal (known as 2C) and voted to **endorse the ballot measure** that was successfully extended in November.
- Downtown Partnership staff **testified in favor of legislation** regarding construction defect laws and programs that support the creative industries and workers, of which the latter was successfully passed.
- The 27th Annual Downtown Breakfast, hosted for the third year on the floor at Ed Robson Arena at Colorado College, reached **full capacity** with 750 attendees.
- Colorado Springs Utilities hosted the **Drake Demolition Completion Ceremony** with officials noting that the leveling of the plant marks a dramatic change in the city’s skyline for the first time in 100 years.
- Following discussion at the Spring All Board Session of the significant progress made on the 2016 Experience Downtown Master Plan and the changing environment for downtowns nationally, the Partnership secured a consultant to pursue **updating the plan** over the next 15 months.
- To celebrate the opening of **Downtown’s first dog park** in Antlers Park, the Partnership hosted a dog parade with 60+ participants, ending with a ribbon cutting where all furry attendees were provided with Downtown Dog bandanas.
- Partnership members made new connections at **four exclusive Membership Mixers** hosted by Universal Education Foundation, Grace and St. Stephen’s Episcopal Church, UCCS Downtown, and Exponential Impact at Weidner Field. Elite-level members enjoyed pre-opening tours of the Penrose Library and Louie Louie’s Piano Bar.
- Hundreds of stakeholders were engaged through **informational presentations** about Downtown — ranging from real estate professionals to incoming Colorado College freshmen, civic organizations, urban planning classes, and K-12 students.

Shining a spotlight

At our 27th Annual Downtown Partnership Breakfast, we recognized people and businesses that go above and beyond to foster a thriving city center. Awards each year go to an individual, a civil servant, and a business or organization.

The 2024 honorees were:

- **Matthew Schniper**, founder, Side Dish with Schniper
- **Richard Mulledy**, Public Works Director, City of Colorado Springs
- **Colorado College**, marking its sesquicentennial



Colorado College Interim President Manya Whitaker accepts the Downtown Star Award at the 2024 Annual Breakfast with former Downtown Partnership CEO Susan Edmondson. Photo by Stellar Propeller Studio.

Downtown Partnership Board of Directors

Chair Jenifer Furda, *UCCS*

Vice Chair Peter Maiurro, *RBC Wealth Management*

Secretary Amber Ptak, *Community Health Partnership*

Treasurer David Dahlin, *Independent Consultant*

DDA representative Christian Lieber, *N.E.S.*

BID representative Chris Senger, *Senger Design Group*

Downtown Ventures representative Harrison Hunter, *Northwestern Mutual*

Seth Harvey, *Bluestaq*

Nadine Hensler, *DPR Construction*

Stella Hodgkins, *El Pomar Foundation*

Nick Ragain, *Switchbacks FC*

Pat Rigdon, *Mary's Mountain Cookies*

Matthew Hanson, *Alpine Bank*

Geri Johnson, *Next PR*

Ingrid Richter, *Olive Real Estate Group*

Emily Ross, *Yobel*

Advisory Council

Crystal LaTier, *El Paso County*

Bobby Mikulas, *Downtown Review Board*

Dan Norton, *Colorado Springs Utilities*

Doug Price, *Visit COS*

Jariah Walker, *Colorado Springs Urban Renewal Authority*

Thomas Thompson, *City of Colorado Springs*

Jessica Wise, *Colorado Springs School District 11*



Bi-annual meeting of members of the four Downtown boards. Photo by staff.



Membership has its privileges including exclusive invitations to pre-openings and quarterly member mixers full of networking opportunities, like this one at Universal Education Foundation. Photo by staff.

A voice for Downtown

Downtown Partnership staff are actively engaged on many boards and committees intersecting with Downtown concerns, including:

- Avenue Creative Circuit Team
- Chamber & EDC Governmental Affairs Committee
- Chamber & EDC Economic Development Prospects Review Team
- City Special Events Committee
- Colorado Department of Transportation Commissioner
- Colorado Springs for Small Business Advancement
- Colorado Springs-Fountain Coalition Brownfield Initiative Advisory Committee
- Creative Sector Partnership
- Exponential Impact
- Front Range Passenger Rail District
- PikeRide Board
- Pikes Peak Housing Network Leadership Council
- Platte Avenue Corridor Study Advisory Committee
- PPACG Regional Transportation Plan Advisory Committee
- PPACG Mobility Coordinating Committee
- Regional Futures Forum
- Regional Tourism Act Advisory Board
- Trails, Open Space and Parks Working Committee
- US Olympic & Paralympic Museum Board
- Visit COS Marketing Committee
- World Arena / Pikes Peak Center for the Performing Arts Board



DOWNTOWN VENTURES

Downtown Ventures, the nonprofit arm of Downtown Partnership, enlivens Colorado Springs' city center through events and creative placemaking initiatives funded solely by grants, donations, and sponsorships. Programs such as Art on the Streets, First Friday, and Skate in the Park are beloved community fixtures, serving tens of thousands of residents and visitors each year.

With more than 120 days of programming annually, Downtown Ventures continues to grow a more creative, active, and informed community in the heart of the city. Art on the Streets enhanced walls, parks and sidewalks throughout the district; and First Friday Downtown included new venues. New initiatives in 2024 included Creative District Commons, increased capacity for the Revel dinner in AdAmAn Alley, and further expansion of the Cultural Corridor, lamppost banners honoring the sometimes-forgotten diverse leaders in the city's history.

Seeds in the Wind by Jodie Bliss is a fan favorite in the 2024-2025 Art on the Streets exhibition. Photo by 3 Peaks Photography.

Downtown Ventures Board of Directors

Chair Harrison Hunter, *Northwestern Mutual*

Vice Chair James Proby, *The Men's Xchange*

Secretary Andrea Slattery, *Nunn Construction*

Treasurer Josh Bailey, *Bloom Foundation*

Renee Behr, *Behr & Behr Platinum Group Realtors*

Betsy Brown, *Exponential Impact*

Colin Christie, *Neon Pig Creative*

Natasha Hutson, *Office of Senator Michael Bennet*

Abigail Kreuser, *Auric Gallery*

Jasmine Dillavou, *Ephemera*

Nathan Halvorson, *Colorado Springs Conservatory*



Several of the OEDIT Community Business Preservation Program grant recipients at the press conference. Photo by staff.



The second annual Revel: the Urban Arts Party featured a five course dinner with wine pairings, music, dancing and comraderie, all amongst the murals and sculptures in AdAmAn Alley. Photo by Tom Kimmell.



Friends of Stephannie Finley Fortune pose with her banner, a 2024 addition to Women's History Month in the Cultural Corridor. Photo by staff.

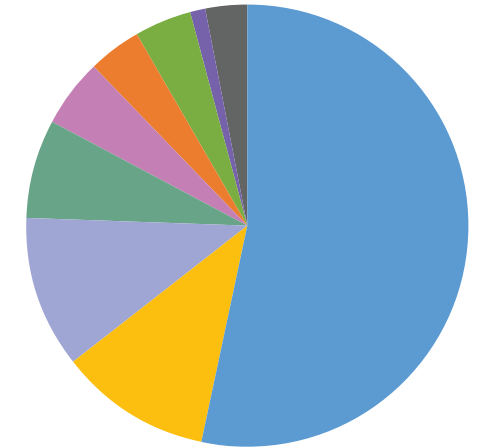
Downtown Ventures highlights at a glance

- **Six** Downtown small businesses received state grant funds and technical support to aid in overcoming destabilizing pressures and bolster their business operations. Downtown Ventures served as fiscal sponsor for the program; the **award totaling \$182,000** is part of the Community Business Preservation Program of the Office of Economic Development & International Trade.
- **24,086** patrons enjoyed **12** First Friday Downtown art walks at **43** Downtown creative businesses.
- The **26th annual** Art on the Streets exhibition featured **seven** sculptures and **six** murals, with eleven of the artists hailing from Colorado.
- A new Art on the Streets fellowship launched — Pikes Peak Region Poet Laureate Ashley Cornelius and visual artist Jasmine Holmes created a **collaborative mural project** showcasing the depth of beauty and diversity of the Colorado Springs community.
- Just over **4,900 square feet** of Downtown walls received painted mural treatments.
- The sculpture **Snowy Owl** by Stephen Landis (of Loveland, CO), first installed as part of the 25th annual Art on the Streets exhibition, was **purchased** through the Judy Noyes Memorial Purchase Fund and will remain Downtown for the enjoyment of all for years to come.
- The **Public Art Map** (first created in 2018), which serves as a great way for visitors and residents alike to explore art Downtown, was updated with **new highlights** including AdAmAn Alley and 26 murals created through Art on the Streets.
- **Revel: the Urban Arts Party** expanded capacity in its second year. The multi-course dinner in AdAmAn Alley brought together **144** people to celebrate the Downtown Creative District. Chefs from Downtown restaurants Colorado Craft, Ephemera, Golden Hour (Mining Exchange), Jack Quinn's, and Red Gravy showed off their finest on the artful menu.
- **24** Downtown Walking Tours and passport events engaged over **1,100** civic leaders, young people, tourists, and residents.
- The **Cultural Corridor**, which shines a spotlight on the diverse contributors to Colorado Springs' history, expanded two more blocks along Pikes Peak Avenue (from Weber to Corona). A total of **462** banners were hung throughout the year.
- **Creative District Commons**, a new event series held at the Meanwhile Block, brought together creative industry leaders across disciplines.
- Hundreds turned out for the **Urban Living Tour**, one Saturday in August, featuring an insider's look into **six** multifamily properties, including two newly opened in 2024 and a privately owned condo. The self-guided tour showed off the amenities and lifestyle of Downtown's growing residential scene and led to new inquiries and leases at several properties.

Downtown Partnership and Downtown Ventures financials

FINANCIAL POSITION

	Partnership	Ventures
Assets		
Current assets	\$879,027	\$1,052,428
Fixed assets	\$51,394	\$265,931
Other assets		\$2,636
Total	\$930,421	\$1,320,995
Liabilities		
Current liabilities and deferred income	\$171,724	\$15,888
Equity		
Retained earnings	\$270,570	\$291,966
Temporarily restricted		\$287,805
Board restricted endowment		\$344,748
Designated operating reserve	\$383,443	
Capital assets/artwork	\$58,628	\$265,931
Net income	\$46,056	\$114,657
Total	\$758,697	\$1,305,107
Total liabilities and equity	\$930,421	\$1,320,995

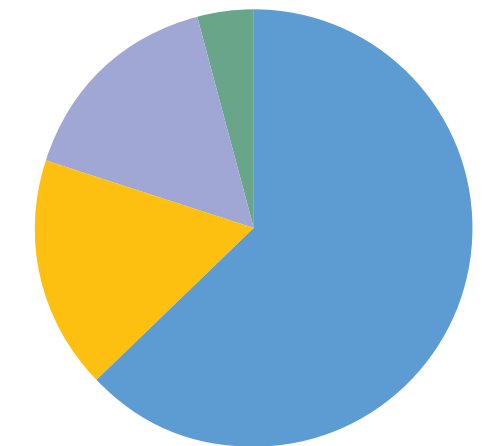


Revenue

- 53% Contracts for service
- 11% Membership
- 11% Government
- 7% Sponsorship/corporations
- 6% Other earned revenue, interest
- 4% Grants
- 4% Individual donors
- 1% Restricted endowment payout
- 3% In kind

STATEMENT OF ACTIVITIES

	Partnership	Ventures
Revenue		
Contracts for service	\$1,005,564	
Membership	\$215,165	
Sponsorship/corporations	\$73,500	\$62,254
Grants		\$78,517
Government		\$201,000
Individual donors		\$67,828
Restricted endowment payout		\$13,400
Other earned revenue, interest	\$45,647	\$61,152
In kind	\$58,043	
Total	\$1,397,919	\$484,151
Expense		
Administration and fundraising	\$223,733	\$22,432
Partnership programming and services	\$1,070,087	\$0
Downtown Ventures programming		\$273,863
In kind	\$58,043	
Total	\$1,351,863	\$296,295
Net	\$46,056	\$187,855



Expense

- 63% Partnership programming and services
- 17% Administration and fundraising
- 16% Ventures programming
- 4% In kind

Note: Financials shown are prior to annual audit.

GREATER DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

You might wonder “What does the BID actually do?” Well, when you strolled between your favorite retail shops Downtown enjoying the pops of colorful flowers, basking in the glow of sparkly tree lights, hearing a live choir of carolers or brass instruments, that was the BID at work. If you left a fun new restaurant that you learned about on Downtown’s Instagram and made your way across clean sidewalks to enjoy some live music at your favorite venue, that was the BID at work. If you saw someone that looked like you advertised as a Downtown resident and you realized you could be a part of the growing urban neighborhood, that was the BID too.

The Greater Downtown Colorado Springs Business Improvement District (BID) ensures that Downtown is clean, engaging, welcoming, and easy to explore. As a pedestrian-oriented environment, Downtown has noteworthy needs – above and beyond those provided by city government – and this is where the BID’s public space management services are hard at work. The consumer marketing efforts by our team serve to invite patrons to enjoy the unique shopping, dining, cultural, and recreational experiences that make Downtown so enticing. Property owners realize an immediate and tangible return on investment from these holistic efforts.



Residential billboard on East Pikes Peak Avenue heading into Downtown. Photo by staff. Facing page: Downtown’s sidewalks were filled with patrons during the holiday season. Photo by Stellar Propeller Studio.

Consumer and residential marketing

The expansive marketing services for Downtown, jointly funded by the BID and DDA, position Downtown as the region’s top destination for dining, shopping, live entertainment, sporting events and arts. Sidewalks buzzed with activity during highly anticipated promotions such as Mom’s Day Out, September Sidewalk Sales, Small Business Saturday, and the Holiday and Character Strolls.

We also enlisted a local digital advertising agency to use geofencing technology to target residential, shopping, dining, tourism and holiday messaging directly to consumers in specific geographic areas including shopping districts, luxury apartment complexes, event centers, day spas and salons, and more.

BY THE NUMBERS

- We continued the popular digital passport programs that include the year-round Discover Downtown Pass, the May Taco Trail, and three successful one-day passports: Haute Chocolate Hop in February, Popsicle Promenade in September, and the Candy Crawl in October. New this year, was the International Food Tour passport, encouraging participants to eat their way around the world — Downtown — during the summer Olympic and Paralympic games. This year’s collection of passports represented **113 businesses**. A total of **3,235 passes** were downloaded and users **checked in 10,504 times**. Participants overwhelmingly replied that these events allowed them to discover a new-to-them Downtown business.
- **2,090** Downtown Gift Cards were sold, totaling more than **\$117,000** in sales. More than **185** businesses have opted into this free service provided by the BID.
- We communicated Downtown happenings bi-monthly to **12,157 recipients** via e-newsletter.
- We communicated strategically to **62,140 social media followers** on Facebook, Instagram, TikTok, and LinkedIn.
- Downtown’s social media experienced notable growth over 2023:
 - Instagram gained **10,889** followers for a total of **31,000**. Reach is up by **19.5** percent and engagement is up **22.5** percent.
 - Facebook gained **1,283** fans for a total of **27,000**. Reach is up **40.9** percent and engagement is up **47.2** percent.
 - LinkedIn gained **494** followers.
 - TikTok gained **1,849** followers.
- Shop Local, Win Local, sponsored by Bank of Colorado, garnered **1,039 entries**, representing well over **\$60,000** worth of spending at Downtown retailers during the one-month holiday shopping campaign. This year’s promotion also featured celebrity shopping recommendations from Lauren Ciborowski, Ziggy from the Switchbacks FC, and Woody & Bobby from Peak-FM, added as this year’s media partner.
- December social media hosted digital gift guides highlighting various personas one might be shopping for and represented **404 items** from **35 retailers**.
- With more than **100** offers from Downtown businesses, **9,500** copies of our Holiday Coupon Book were distributed this year beginning early in the morning on Nov. 14 in the Downtown parking garages and in Acacia Park during the Holiday Character Stroll on Nov. 16 to kick start an early shopping season.
- Downtown living was featured on billboards in **five** high traffic locations over **six** months.
- **500** custom Resident Welcome Kits were distributed to new Downtown apartment dwellers, connecting them to all the shopping, dining and social opportunities in the city center.
- Shopping, Dining, Services and Lodging directories were viewed more than **9,500** times on Downtown’s website.
- **90,000** copies of the Downtown Map, the essential guide to shopping and dining, were distributed throughout the Front Range and locally at hotels, visitor centers and the Colorado Springs Airport.



Right: In 2024, our clean team removed nearly 1,000 more instances of graffiti and stickers than in the prior year. Below: The BID contracts supplemental security for seven days a week coverage. Photos by Cayton Photography.

Pedestrian experience

Every day of the week the BID Clean Team is out before dawn picking up trash, powerwashing sidewalks, tending to spills, eradicating graffiti, removing gum, and making minor repairs. Our public space manager patrols the streets, sidewalks and alleyways, available to our merchants for every possible need.

Capital improvements to the BID area in 2024 included replacement of over two dozen crumbling flowerpots and over a thousand linear feet of tree light repairs and replacement, for a total of 38,800 linear feet of lights on 131 trees.

BY THE NUMBERS

- 4,893 spills/stains removed from sidewalks
- 47,397 cigarette butts and gum removed
- 5,369 instances of graffiti/sticker abatement
- 4,750 pounds of ice-melt used over 14 snow/frost incident days
- 409 banners displayed for nonprofit or civic organizations
- 1,152 total banners installed (includes holiday, Cultural Corridor, Skate in the Park, etc.)
- 131 trees lighted throughout the year
- 38,800 total linear feet of tree lights (includes 1,700 linear feet of repaired lights)
- 140 flowerbeds and 47 flowerpots planted and tended
- 1,540 miles walked by our public space manager
- 28 flowerpots filled with sparkly holiday trees in partnership with Pikes Peak Hospice & Palliative Care

Supplemental security

A team of two officers patrols the district seven days a week, responding to merchant calls, providing resolution in conflictual situations, connecting people with resources, and assisting the general public with a variety of needs and questions. Open to all street-level businesses, the BID also held de-escalation, safety, and crime prevention training sessions in coordination with CSPD.

BY THE NUMBERS

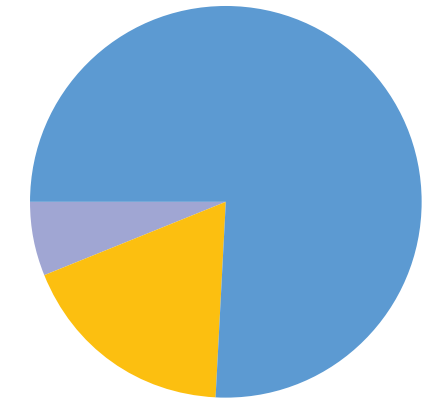
- 5,697 miles patrolled by foot or bike
- 342 direct merchant requests for assistance
- 1,158 instances of assisting the general public with questions
- 1,063 disturbances managed
- 22 instances supporting or requiring additional intervention by police



Business Improvement District financials

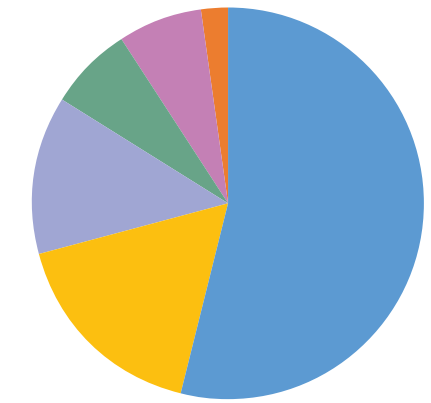
FINANCIAL POSITION

Assets	
Current assets	\$634,897
Property tax revenue receivable	\$616,913
Other receivables	\$200
Fixed assets	\$66,233
Other assets	\$14,468
Total assets	\$1,332,711
Liabilities	
Current liabilities	\$23,392
Deferred property tax revenue	\$616,913
Total liabilities	\$640,304
Equity	
Reserves	\$445,896
Capital	\$100,138
Unrestricted fund balance	\$146,372
Total equity	\$692,407
Total liabilities and equity	\$1,332,711



Revenue

- 76% Mill levy and ownership tax
- 18% Government
- 6% Fees, grants and interest



Expense

- 54% Public space management
- 17% Supplemental security
- 13% Marketing services
- 7% Capital improvements and reserves
- 7% Administration
- 2% Depreciation

Note: Financial figures shown are prior to annual audit.

STATEMENT OF ACTIVITIES

Revenue	
Mill levy and ownership tax	\$740,290
Government	\$175,000
Fees, grants, interest, misc.	\$61,901
Total	\$977,191
Expense	
Public space management	\$532,337
Supplemental security	\$163,987
Marketing services	\$128,460
Administration	\$64,310
Depreciation	\$17,357
Capital improvements and reserves	\$70,741
Total	\$977,191

BID Board of Directors

Chair Simon Penner, *Miramont Commercial**

Chair Chris Senger, *Senger Design Group*

Vice Chair Julie Brooks, *The O'Neil Group Company*

Secretary-Treasurer Mark Earle, *Resident**

Secretary Peri Bolts, *Eclectic Co.*

Treasurer A.J. Hoerth**

Vlada Benedetti, *Downtown Resident*

Michael Brantner, *Pikes Peak Library District*

Carrie Hibbard, *Terra Verde*

Eric Brenner, *Red Gravy*

Uyen Le-Morrison, *Beauty Bar*

William Reed, *Sherman & Howard*

John Wolfe, *ICONS*

*Term ended summer 2024

**Term began summer 2024

DOWNTOWN DEVELOPMENT AUTHORITY

At the heart of the \$2 billion-plus economic resurgence of Downtown Colorado Springs is the Downtown Development Authority (DDA), building 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 services, from assisting small businesses in maneuvering the hurdles of site location and due diligence to helping property owners identify tenant prospects. The DDA also provides data and market research to help business prospects make sound decisions about locating and expanding within Downtown. Finally, the DDA 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.

Data, reports and resources

For a detailed look at real estate, development and market trend data, see our State of Downtown Report, released annually in Spring.
DowntownCS.com/reports

For development resources, check our online Development Toolkit at
DowntownCSDevelopment.com



Clockwise from top left: the outdoor patio at Community Health Partnership was included in improvements as part of a Building Enhancement Grant, photo courtesy CHP; Evergreen Restaurant, serving gourmet European cuisine, received both a Building Enhancement and Retail Incentive Grant and opened near Colorado College, photo by Side Dish with Schniper; Toodles Tea Room opened in the former Brooklyn's On Boulder location with a Retail Incentive Grant; and Downtown's first Cat Cafe — Comfort and Joy, received a Retail Incentive Grant. Photos by staff.



Yobel and The Look Up Gallery reopened as a Holiday Pop Up Shop (after being closed by a fire in December 2023) in a new space in the breezeway behind COATI where they've now signed a permanent lease. Photo by Stellar Propeller Studio.

BUILDING ENHANCEMENT, RETAIL INCENTIVE, JOB INCENTIVE, TREE CANOPY & SPECIAL PROJECT GRANTS

525 S. Weber St.	\$50,000
531 S. Weber St.	\$50,000
Soiree Bridal	\$5,000
Community Health Partnership	\$30,000
Pikes Peak Housing Network	\$40,000
324 E. Pikes Peak Ave. – 10 N. Wahsatch Ave.	\$84,000
Lulu's Downtown	\$50,000
Mediterranean Cafe	\$5,000
Evergreen Restaurant	\$15,000
Comfort & Joy Cat Cafe	\$5,000
Toodles Tea Room	\$7,500
Solar Roast Coffee	\$10,000
Project Kiwi	\$104,000
Nevada/Boulder Street Retail Center	\$50,000
PikeRide	\$30,000
Jinya Ramen	\$50,000



In 2024, the community and businesses activated AdAmAn Alley for public events like alley dance parties and the St. Patrick's Day parade. Top photo by Stellar Propeller Studio, middle by staff. Bottom photo features the AdAmAn Alley team with the IDA award.

In 2024 AdAmAn Alley, a \$3 million transformational placemaking project helmed through the Downtown Development Authority, earned two additional awards. In April, Downtown Colorado Inc. awarded the project a **Downtown Excellence Award for Best Place in a Large Community** and at the International Downtown Association's annual conference won the **Award of Excellence in Public Space Management & Operations**. For more on AdAmAn Alley, go to DowntownCS.com/AdAmAn.



Fiona apartments, on the eastern edge of Downtown, started leasing in 2024 and are supported by the DDA. Photo courtesy Fiona.

DDA highlights at a glance

- **Over \$605,000 in grants** for building façade improvements, attraction of new retail options, tree canopy improvements, and special projects were awarded to a wide variety of businesses and properties. Grants included creation of new retail and food & beverage options in a long-neglected block poised for resurgence, to the attraction of over 100 new corporate office jobs, to support for PikeRide, and helping to save businesses impacted by fire through no fault of their own.
- The completion of Greystar's Fiona brought the total of residential units supported by the **DDA's tax increment financing** to exactly 1,242. An additional 1,040 units currently under construction were enabled through DDA's TIF mechanism. Experience at Epicenter opened Downtown in 2024 adjacent to Weidner Field, which brought an additional 408 units with the support of an Urban Renewal Authority designation.
- The Artspace Affordable Artist Housing project with 51 live-work units and commercial studio space, has **completed excavation**, footings, and a foundation with framing on the horizon.
- When fire and smoke damage in the Saks Building forced the closure of Solar Roast Cafe, the DDA stepped in to provide a \$10,000 **relief grant** to the business. Solar Roast intends to re-open with a renovated interior and expanded business concept in early- to mid-2025.
- The annual State of Downtown Report and quarterly Downtown Market Reports tracked **more than \$2.3 billion in investment** in the city center. The reports provide a wealth of data to help business owners and property owners make informed decisions.
- **Yobel and the Look Up Gallery** returned to Downtown after closure in late 2023 due to fire damage in the Majestic Building thanks to the DDA's **Holiday Pop-Up Shop Program**. They later announced that they signed a long-term lease in the same space to re-open for good, with a much-expanded gallery, artist studios, additional space for Yobel's clothing and accessories, and a new bar concept.
- **Eight written opinions** on projects reviewed by the Urban Planning Division or the Downtown Review Board were submitted.

Downtown Development Authority financials

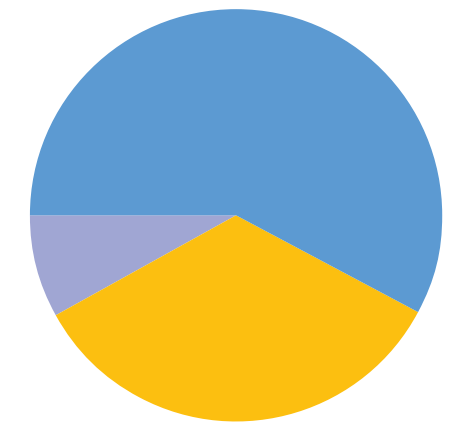
FINANCIAL POSITION

Assets	
Cash and investments	\$2,266,062
Cash and investments - restricted	\$2,343,126
Misc. receivables	\$1,203
Prepaid expense	\$47,425
Property taxes receivable	\$1,080,134
Incremental taxes receivable	\$2,148,164
Total assets	\$7,886,113

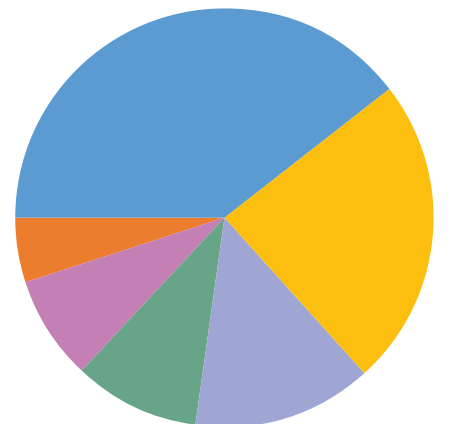
Liabilities	
Accounts payable	\$7,750
Deferred inflows of resources	
Property tax revenue	\$1,080,134
Tax increment revenue	\$2,148,164
Fund balances	
Prepaid expenses	\$47,425
Emergency reserve	\$109,573
TIF	\$2,332,863
Board designated projects	\$1,579,668
Unassigned	\$580,537
Total liabilities, deferred inflows, and fund balances	\$7,886,113

STATEMENT OF ACTIVITIES

Revenue	
Mill levy and specific ownership tax	\$1,250,948
TIF	\$2,113,268
Interest, fees, loan repayments, grants, misc.	\$281,497
Total	\$3,645,713
Expense	
Business development and services, programming, projects	\$1,031,487
Grants	\$361,500
School District 11 obligation	\$203,174
TIF reimbursement agreements	\$690,129
Marketing services, data, research	\$232,747
Administration	\$123,089
Total	\$2,642,126
Net change in fund balance	\$1,003,587



Revenue
 58% TIF
 34% Mill levy and specific ownership tax
 8% Interest, fees, misc.



Expense
 39% Business development and services, programming, projects
 26% TIF reimbursement agreements
 14% Grants
 9% Marketing services, data, research
 8% School District 11 obligation
 5% Administration

Note: Financial figures shown are prior to annual audit.

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**Term began summer 2024

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Springs Wealth Group
Sticker Giant
Stockman Kast Ryan + Co.
The Independence Center
University of Colorado at Colorado Springs
Weidner Apartment Homes

SPECIAL PROMOTIONS AND EVENTS

State of Downtown Report
Ntiva
Colorado Springs Airport
Side Dish with Schniper

Haute Chocolate Hop
Metronet

Mom's Day Out
Underline

International Food Tour
Ting Internet

Candy Crawl
Metronet

Shop Local + Win Local
Bank of Colorado

Downtown Character Stroll
Metronet

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Metronet

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Candy Bar
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City of Colorado Springs
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The Gazette
Golden Hour Bar (Mining Exchange Hotel)
Good Eye
Grace & St. Stephen's Episcopal Church
Halo Boutique
Hanks K9 Social Club
Jack Quinn's Irish Pub and Restaurant
Jose Muldoon's
JStar Jewelry Designs
Kinship Landing
KCME - FM
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Mash Mechanix Brewing Co.
Meanwhile Block
Meininger Art Supply
Mining Exchange Hotel/
Golden Hour
Norwood Development Group
Novis Mortem Collective
Ohana Kava Bar

Ola Juice Bar
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Phantom Canyon
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Pikes Peak Lemonade
PikeRide
Red Gravy
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RM Soap Market
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Savory Spice
Side Dish with Schniper
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SpringHill Suites and Element Colorado Springs Downtown
Springs Mag
Stage Stop Cantina at Mash Mechanix
Sticker Giant
Stir Coffee and Cocktails Downtown
The Style Haus
Terra Verde
UCCS Downtown
Universal Education Foundation
Urban Animal Brewery
US Olympic & Paralympic Museum

DOWNTOWN VENTURES

\$10,000-\$24,999

The Bloom Foundation
El Paso County Community Investment Fund
Colorado Office of Economic Development and International Trade

\$5,000 - \$9,999

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Molly O. Ross in memory of Lucy Ross

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Apartment Association of Southern Colorado

Neon Pig Creative

DOWNTOWN WALKING TOURS

Maggie Turner of LIV Sotheby's International Realty

PUBLIC ART MAP

City of Colorado Springs I LART

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El Pomar Foundation
Purple Mountain Group at Morgan Stanley

Small Business (\$500)

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Behr & Behr Team Platinum Group Realtors
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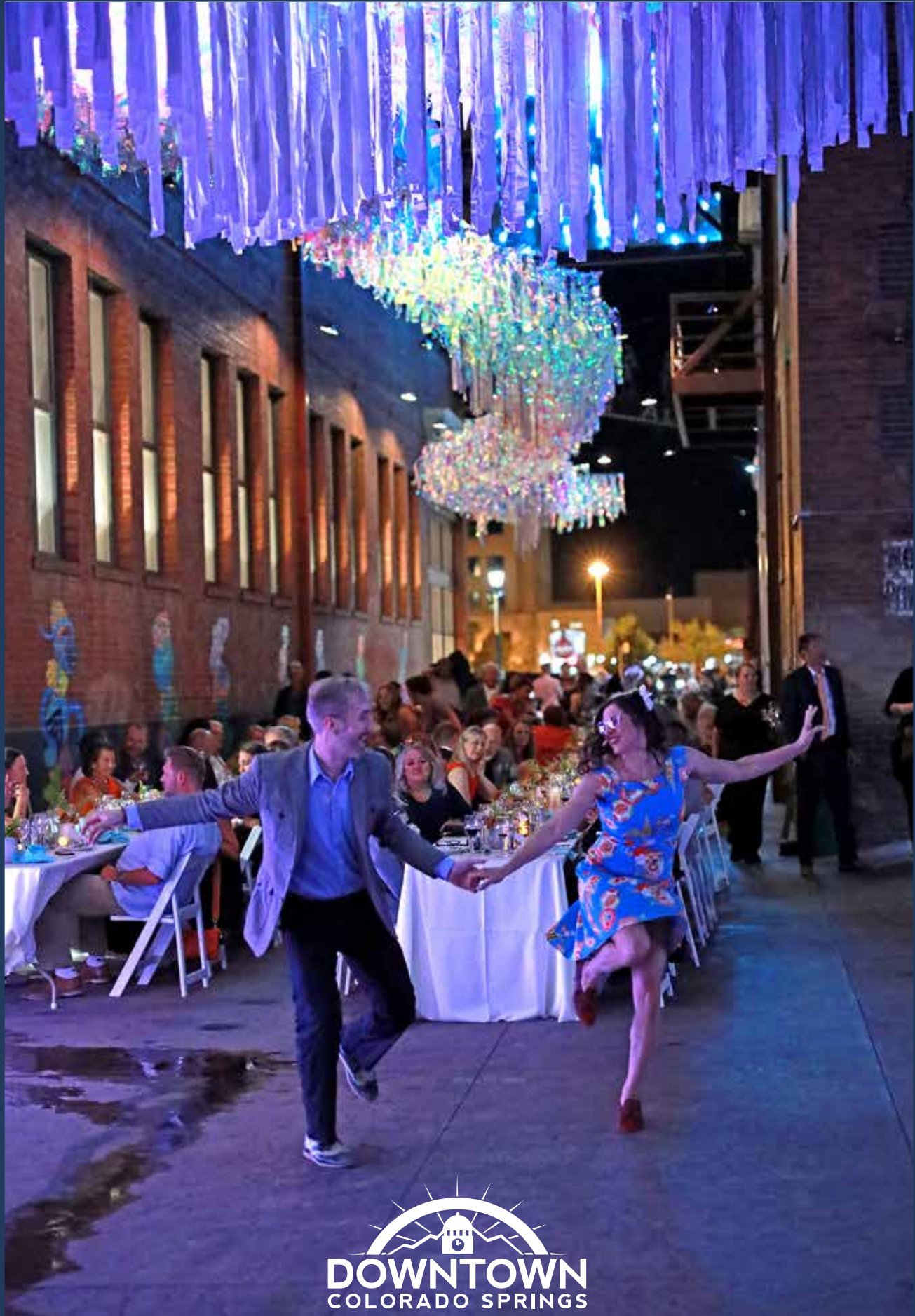
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