DOWNTOWN PARTNERSHIP

of colorado springs



2015 annual report to the community



TO OUR DOWNTOWN STAKEHOLDERS

"The tipping point is that magic moment when an idea, trend or social behavior crosses a threshold, tips and spreads like wildfire."

- Malcolm Gladwell, "The Tipping Point"

Welcome to our tipping point.

For years we've been laying the foundation for a revitalized Downtown Colorado Springs that is vibrant, welcoming, innovative, livable and valued by the citizens of Colorado Springs. In 2015, the energy pulsing through Downtown was palpable. Our city center became invigorated by an injection of nearly half a billion dollars in new public and private investment, announced or under construction. Projects in various stages that propel us forward include the Cimarron / I-25 interchange, the U.S. Olympic Museum, various residential endeavors, new commercial spaces and much, much more. It's unlike anything seen in Downtown's recent history – perhaps ever.

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 (formerly known as Community Ventures).

We strive every day to wisely and responsibly apply the resources of our taxing districts, memberships, sponsorships and donations to ensure our Downtown thrives and is positioned for a successful future.

On the pages ahead you'll see what we've accomplished in 2015 and how your membership investment empowered our work. Together, with your membership and involvement, 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.

Hannah Parsons, Chair Susan Edmondson, President & CEO

downtown partnership staff

Susan Edmondson President and CEO

Margo Baker Administrative and Membership Coordinator

Sandy Friedman
Public Space Manager

Lara Garritano
Creative District Manager

Sarah Harris
Director of Business Development
and Economic Vitality

Laurel Prud'homme
Director of Communications and
Events

Heather Whitworth Finance Officer

Also Diane Dillinger Isaac Green

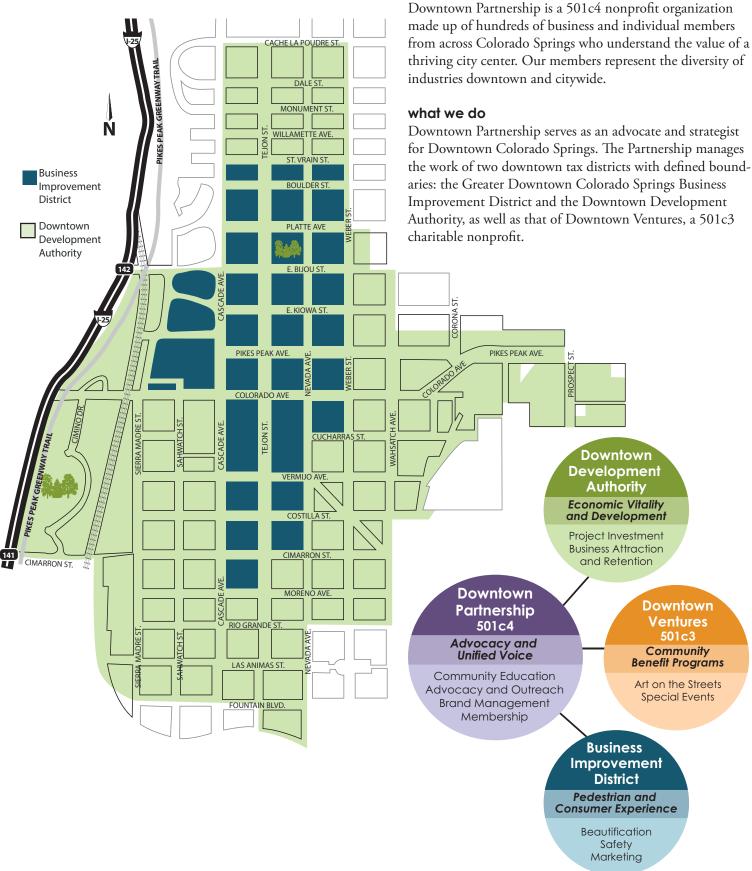
contact us

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Published February 2016

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



Our city center is shaped by the decisions of policymakers, investors, and everyday citizens regarding land use planning, business regulations, public safety, human services and much more.

Downtown Partnership works closely with city and county elected leaders, civil servants, property owners, nonprofits, and business and civic leaders to ensure our Downtown is positioned for opportunity and prosperity.

downtown partnership areas of influence in 2015:

- Served as the leading voice of business seeking and securing a date certain for the closure of Drake Power Plant.
- Joined with powerful coalitions to secure funds to improve our roads and to address construction defect reform at the local level, creating a path toward attainable housing.
- Interviewed candidates for mayor and City Council and educated them about Downtown concerns.
- Reached nearly 800 people through our Annual Breakfast and four free Downtown Lowdown events.
- Educated nearly 800 people about Downtown through custom presentations to service and industry organizations.
- Worked in partnership with City staff to create an ordinance allowing pedicabs in Downtown and throughout the city.
- Connected our members through four lively Member Mixers.
- Served on boards and committees intersecting with Downtown concerns, including: Regional Tourism Act Advisory Board; City LART Advisory Committee; City Special Events Committee; Colorado Springs Pioneers Museum; Colorado Springs Fine Arts Center; Continuum of Care; CSPD Citizen Advisory Committee; Cultural Office of the Pikes Peak Region (COPPeR); I-25 Interchange Working Team; Infill and Redevelopment Steering Committee; Peak StartUp; and U.S. Olympic Museum.

downtown partnership board of directors

Hannah Parsons, Chair Alison Murray, Vice Chair Steve Engel, Secretary/Treasurer Sam Eppley, Immediate Past Chair Gary Butterworth Randy Case Michael Collins Allison Cortez Rich Guy Kady Hommel Chris Jenkins Mark Jones David Lord Chuck Murphy Nolan Schriner **Jill Tiefenthaler** Larry Yonker

Our membership experienced a 19 percent revenue growth in 2015. It is through our growing membership base that we become an ever more powerful, singular voice for Downtown.

| Office and services17% |
|--|
| Real estate, construction and development17% |
| Individuals15% |
| Restaurant and retail15% |
| Nonprofits and faith organizations14% |
| Creative Industries (arts, architecture, advertising, cultural)12% |
| Banking and finance7% |
| Hospitality, tourism, health and wellness3% |

Bringing people together – through art, fresh food, family fun, shared activities – enlivens our city center.

Downtown Ventures (formerly Community Ventures) works in alignment with Downtown Partnership as a charitable arm powering much of our people-centered programming.

Downtown Ventures engaged our community through 129 days of programming in 2015. That's 18 days of Downtown Sunday Market; 12 First Friday art walks; 3 Starlight Cinema outdoor movie screenings; 30 walking tours through our Core Culture series, Photography Walks and private tours; and 66 days of ice skating (2015-2016 season).

The work of Downtown Ventures is supported solely through individual donors, grants, sponsorships, fees and contracts through our affiliate Downtown organizations.

downtown ventures' accomplishments in 2015 include:

- Art on the Streets soared to new heights, with vinyl parrots suspended over an alley and 11 other intriguing works installed throughout Downtown, buoyed in part by a new partnership with Mountain Metro Transit.
- The number of walking and biking tours offered nearly doubled, with the addition of Photography Walks, curator-led First Friday walks, and an increase in privately scheduled tours.
- First Fridays exploded, with new venues coming on board for more than 20 participating venues, including both galleries and nontraditional art spaces. The warmer months of First Friday saw a variety of street performers adding to the evening experience.
- Skate in the Park, a partnership with the City of Colorado Springs Department of Parks, Recreation and Cultural Services, shattered attendance records with 15,178 skaters enjoying the Acacia Park rink in the 2015-2016 season.
- The popular Downtown Sunday Market wrapped up its season with the Venetucci Pumpkin Patch; children snatched up all 600 pumpkins offered in the patch!
- Hundreds turned out for our new Starlight Cinema, screening popular films on the roof of a parking garage, complete with live music, beer and games of cornhole.
- Through the Judy Noyes Memorial Purchase Fund, Downtown Ventures acquired Michael Shewmaker's eXe, continuing to add to Downtown's permanent art collection.



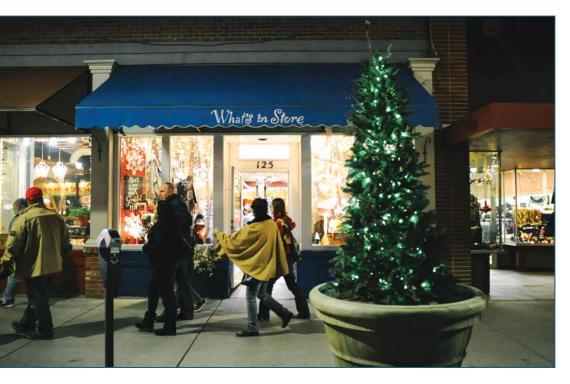


downtown ventures board of directors

Michael Collins, Chair Chuck Murphy, Vice Chair Gary Butterworth, Secretary/Treasurer

BUSINESS IMPROVEMENT DISTRICT

Our Greater Downtown Colorado Springs Business Improvement District (BID) ensures that Downtown provides an urban environment that is clean, engaging, friendly and walkable.



business improvement district board of directors

Allison Cortez, Chair
Jessica Modeer, Vice Chair
Bill Nelson, Secretary
David Bunkers, Treasurer
Lauren Andrus
Wylene Carol
Randy Case
Greg Howard*
Gary Feffer
Craig Ralston
Luke Travins
Russ Ware^

*Term ended summer 2015 ^Term began summer 2015

The BID promotes the Downtown experience through consumer marketing efforts and welcomes patrons with an exceptional pedestrian experience.

among our accomplishments in 2015:

- Our Clean Team patrolled our 32 blocks seven days a week, picking up trash, tending to more than 500 issues of defacement and more than 600 instances of spills and stains. We also gave our sidewalks a few heavy-duty powerwashing treatments.
- Winter hit hard, with 17 days of major snow removal and 31 days of ice melt application (over 23 tons of ice melt!).
- With support from the Downtown Development Authority (DDA), Downtown safety was enhanced with a private security team providing extra eyes on the street, patrolling nearly 2,000 hours in the year.
- New holiday banners, red garland and bows beckoned shoppers during the holiday season.
- A new partnership with Pikes Peak Hospice and Palliative Care brought green-lit trees to planter pots for the holiday season.
- With support from the DDA, new bright twinkle lights were added to 64 trees.
- With support from the DDA, wayfinding signs received fresh paint, new lettering and new, easy-to-navigate pedestrain-friendly maps.

- 80,000 Downtown tourism maps were distributed to stores, cafés, hotels, the airport and visitor centers throughout the region.
- More than 1,500 Downtown Gift Cards were sold, bringing at least \$67,540 in sales to participating downtown stores and restaurants.
- Nearly \$50,000 in advertising, printing and negotiated in-kind media promoted shopping and dining throughout the year.
- Our new Pints & Plates promotion was a hit, partnering with local breweries to attract new patrons to Downtown eateries.
- Downtown experienced a 22 percent growth in Facebook "likes" through strategic and lively posts.
- Eager shoppers snatched up our 7,500 copies of the popular Holiday Coupon Book.
- 325 banners were hung on lampposts to promote nonprofit and civic events and initiatives.
- Our Landscape Team tended to 91 flowerbeds and 49 flowerpots brimming with blooms.

DOWNTOWN DEVELOPMENT AUTHORITY

The Downtown Development Authority (DDA) builds public and private investment partnerships that promote the physical and economic growth of Downtown.

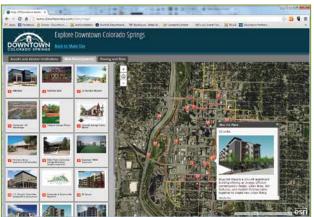
The DDA provides grants, special initiatives, close collaboration and involvement on city planning efforts, assistance for small businesses to maneuver the hurdles of site location and entitlements, and help for property owners to identify prospective tenants.

Of particular note, in 2015 the DDA, in partnership with the City of Colorado Springs, embarked on a significant update to the Imagine Downtown land use master plan. The update, to be completed in 2016, has thus far integrated hundreds of hours of feedback from stakeholder focus groups, charrettes, individual interviews and a community forum; plus review of data and existing reports; bicycle touring of Downtown; and applying a depth of understanding of national urban trends. The master plan update will be a significant step forward in guiding the thoughtful development of Downtown.

among our other accomplishments of 2015:

- DDA provided direct tenant or lead support for 11 new Downtown businesses, representing nearly 35,000 square feet of leased space.
- Staff reviewed and commented on 14 cases before the Downtown Review Board.
- Eight businesses were assisted with grand openings through ribboncutting events and PR support.
- Our Holiday Pop Up Shop program returned, with two filled vacancies plus a tiny-house coffee shop.
- New website features include a vacancy database and a GIS-based map of anchor institutions and new developments, aiding business prospects in investing Downtown (pictured).
- Just over \$300,000 in grants were provided to businesses and ventures meeting the goals of the Imagine Downtown plan of development. Those included:
 - **Building Enhancement grants** totaling \$192,346, including grants to Poor Richard's complex (pictured), Catalyst Campus, Iron Bird Pizza, Blue Dot Place commercial property, Bonny & Read's Fresh Seafood and more.
 - **Special Project grants** totaling \$69,000, including grants for feasibility studies for bike share and the Colorado Springs Public Market.
 - **Special Event grants** totaling \$43,000, including support for GoCode Colorado, Waldo Waldo 5K and the Rocky Mountain State Games opening ceremony.





downtown development authority board of directors

David Lord, Chair
Steve Engel, Vice Chair
Roger Sauerhagen, Secretary/Treasurer
Aaron Briggs^
Sam Eppley*
Jill Gaebler
Rich Guy*
Chris Jenkins
Dot Lischick
David Lux
Jessica Modeer^
Chuck Murphy
Ingrid Richter^
Nolan Schriner*

*Term ended summer 2015

^Term began summer 2015

downtown partnership financials

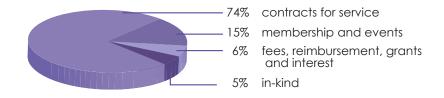
| DP Assets | |
|---------------------|-----------|
| Current assets | \$431,243 |
| Accounts receivable | \$6,500 |
| Net capital assets | \$5,933 |
| Other assets | \$5,848 |
| Total | \$449,523 |

DP Liabilities

| Total liabilities & equity | \$449,523 |
|----------------------------|-----------|
| Unrestricted fund balance | \$87,505 |
| Net capital assets | \$5,933 |
| Designated fund reserve | \$196,108 |
| DP Equity | |
| Deferred income | \$123,422 |
| Current liabilities | \$36,555 |
| Di Eldomios | |

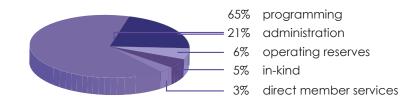
DP Revenue

| In-kind Total | \$33,245 \$723,889 |
|-------------------------|------------------------------|
| grants and interest | \$40,347 |
| Fees, reimbursements, | |
| Membership and events | \$111,027 |
| Contracts for service | \$539,271 |



DP Expense

| Total | \$723,889 |
|------------------------|-----------|
| Direct member services | \$23,085 |
| In-kind | \$33,245 |
| Operating reserves | \$45,838 |
| Administration | \$151,077 |
| Programming | \$470,644 |



downtown ventures financials

DV Assets

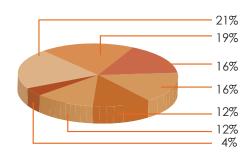
| Total | \$625,228 |
|---------------------|-----------|
| Other assets | \$3,233 |
| Net capital assets | \$239,994 |
| Accounts receivable | \$11,009 |
| Current assets | \$370,993 |

DV Liabilities

| Current liabilities | \$8,496 |
|------------------------------|-----------|
| Long term liabilities | \$6,600 |
| DV Equity | |
| Temporarily restricted funds | \$85,219 |
| Board restricted endowment | \$256,353 |
| Artwork | \$239,994 |
| Unrestricted funds | \$28,566 |
| Total liabilities & equity | \$625,228 |

DV Revenue

| Total | \$244,040 |
|-------------------------------|-----------|
| Program reserves | \$27,958 |
| Other Programs/Government | \$39,241 |
| Other Programs/Sales and Fees | \$50,754 |
| and grants | \$47,051 |
| Other Programs/Sponsorships | |
| AOTS/Fees | \$9,221 |
| AOTS/Individual donors | \$29,815 |
| Sponsorships and grants | \$40,000 |
| Art on the Streets (AOTS) | |



21% other programs/sales and fees other programs sponsorships/ grants 16% other programs/government AOTS sponsorships/grants AOTS individual donors

DV Expense

| Total | \$244,040 |
|---------------------------|-----------|
| Administration | \$11,790 |
| Other programs | \$146,492 |
| AOTS/Art purchase | \$21,752 |
| Art on the Streets (AOTS) | \$64,006 |
| =/ (0 0 / 10 0 | |



other programs 26% Art on the Streets (AOTS) AOTS/art purchase administration

program reserves

AOTS/fees

business improvement district financials

BID Assets

Current assets \$375,584 Accounts receivable \$985 Net capital assets \$27,801 Other assets \$20,372 Total \$424,743 **BID Liabilities**

Current liabilities \$4,363

BID Equity

Operating reserves \$336,772 Net capital assets \$27,801 Unrestricted fund balance \$55,806

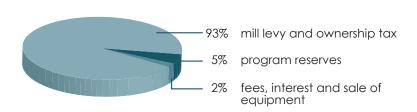
Total liabilities & equity \$424,743

BID Revenue

Mill levy and ownership tax \$568,994 Program reserves \$28,449 Fees, interest and sale of equipment

\$15,781

Total \$613,224

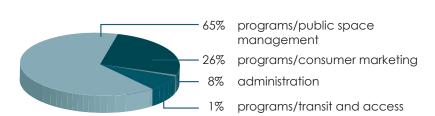


BID Expense

Programs/Public space management \$395,317 Programs/Consumer marketing \$158,512 Administration \$51,524

> Programs/Transit and access \$7,871

> > Total \$613,224



downtown development authority financials

DDA Assets

Current assets \$2,494,315 Other assets \$800,622

Total \$3,294,937 **DDA Liabilities**

Current liabilities \$206,204

DDA Equity

Reserves \$62,553 Property \$760,677 Unrestricted fund balance \$2,265,504

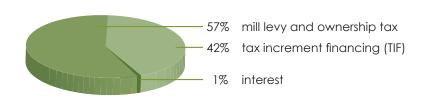
Total liabilities & equity \$3,294,937

DDA Revenue

Mill levy and ownership tax \$828,655 Tax increment financing \$621,807

Interest \$15,447

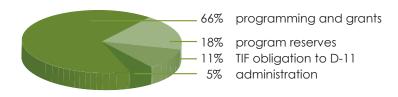
Total \$1,465,908



DDA Expense

Programming and grants \$968,790 Program reserves \$261,868 TIF obligation to D-11 \$166,288

Administration \$68,962 Total \$1,465,908



DONORS AND SPONSORS

downtown partnership programs & events

Downtown Partnership **Annual Breakfast**

Griffis/Blessing Nor'wood Development Group El Pomar Foundation Insurance Technologies Red Noland Group RTA Inc Springs Rescue Mission Colorado Business Bank Colorado Springs Airport Colorado Springs Sports Corp Culebra Properties DLR Group Lyda Hill Foundation **NES Inc UCCS** Vectra Bank

downtown ventures programs & events

Downtown Ventures

Colorado Creative Industries Beottcher Foundation **Bristol Brewing** B&Co Salon

Skate in the Park

Insurance Technologies **UCHealth** US Figure Skating Association Youngdahl Insurance Agency Colorado Springs Fine Arts Center Colorado Springs Parking Enterprise

Intersection

Pikes Peak Community Foundation Vectra Bank Behr & Behr Team Collaborative Design Group The Gazette Old West Supply

Starlight Cinema

Pikes Peak Community College

Art on the Streets

Founding & Title Sponsor US Bank

\$2500 and above **CALM** Foundation Culebra Properties* H. Chase Stone Trust Nor'wood Limited

\$1000-\$2499 Alfred W. Metzger & Esther Beynon Susan Burghart* Colorado Springs Convention & Visitors Bureau Patrick & Kris Faricy* Sam & Kathy Guadagnoli Lyda Hill Gary & Jane Loo Tom & Ann Naughton* Molly O. Ross in memory of Lucy O. Ross Wayne & Betz Smisek

\$500-\$999 ANB Bank John Budd in memory of Barbara Budd* Ed & Mary Osborne Wynne Palermo* Gordon E. Price Jolanthe Saks

Up to \$499 Tuck & Liz Aiken David Artusi Phyllis Baker Matthew Bedee & Dolores Cromeens Bobby Hill Designs J.W. Bolin Jr* John & Ann Brock* David & Colleen Bunkers Judith R. Casey* Dick Celeste & Jacqueline Lundquist Sol Chavez & Eve Tilley* City Rock Michael Collins Cook Veterinary Hospital Kent Borges & Stephanie DiCenzo Joan Donner Bruce & Pat Doyle* Susan Edmondson* El Pomar Foundation Jenny Elliott Lindsay & Joanna Fischer James Flynn Kathleen Fox Collins* Elaine Freed* John Fuller Carlton Gamer Don & Barbara Gazibara Michael & Sue Grace

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*indicates donation to the Judy Noyes Memorial Purchase Fund

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Sustainer

Bryan Construction Case International Colorado Springs Airport Colorado Springs Gazette Downtown Development Group First Presbyterian Church FirstBank Fountain Colony High Valley Group Kaiser Permanente of Colorado King's Chef Diner Kirkpatrick Bank Kratt Commercial Properties David Lord New Colorado Square Penrose St. Francis Health Services Pikes Peak Association of Realtors Raymond James & Associates Red Noland Auto Group Saks Building Springs Rescue Mission The Famous **UCHealth UCCS** Workplace Resource Wynne Realty YMCA of the Pikes Peak Region

Zeezo's

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Next Level Development

Northstar Bank Colorado

Nunn Construction

Paramount Group

Pikes Peak Library District

RMK Design Associates

RTA Architects

S & R Construction

Senger Design Group

Terra Verde

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Cascade Park Apartments

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& Downtown Express

Children's Hospital Colorado

Foundation

Collaborative Design Group

Colorado Springs Conservatory

Colorado Springs Fine Arts Center

Colorado Springs Public Market

Colorado Springs Rising

Professionals

Colorado Springs Sports Corp

Colorado Springs Switchbacks FC

Council of Neighbors &

Organizations

Craddock Commercial Real

Estate

Craig K. Sommer DDS

Cultural Office of the Pikes Peak Region (COPPeR)

Cushman & Wakefield

D&J Autosmith

DHN Planning Development

DLR Group

Donley Law

Downtown Fine Spirits & Wines

Downtown Residents Coalition of

Colorado Springs

Pat & Bruce Doyle

Dream Catchers

Early Connections Learning

Centers

Energy Resource Center

Entwine

First Congregational United

Church of Christ

Fusesport

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HUB International

Jack Miller Jewelry Design

Jack Quinn Irish Pub JE Dunn Construction Co

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Louden Third Family Ltd Madwoman Marketing Strategies

Marco's Pizza

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Group

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Society

Ola Juice Bar

Old North End Neighborhood Osborne Parsons & Rosaker

Padgett Properties

Partners In Housing

Peak Vista Community Health

Centers

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Corp

Pikes Peak United Way

Poor Richard's Quantum Commercial Group

Rasta Pasta Regina's Unique Boutique

Rocky Mountain PBS

Rocky Mountain Soap Market Rogue Mountain Law Sonterra Grill

Sparrow Hawk Gourmet

Cookware

Status Symbol Auto Body

Stauffer & Sons Construction

Steve Weed Fine Art

Summit Economics

Tara C. Patty Photography

Target Resource Group

The Machine Shop

The Resource Exchange

Tolin Mechanical

Triple S Brewing

United States Olympic Museum

Walston Group Real Estate

WEM Investment Company

Wild Goose Meeting House Woolly Works Knit Shop

Younglife

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Lisa Bachman Josiah Carlson

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Downtown Partnership of Colorado Springs

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