

# DOWNTOWN COLORADO SPRINGS



## 2019 ANNUAL REPORT TO THE COMMUNITY

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





## To our Downtown Stakeholders,

Throughout 2019, Downtown Colorado Springs continued its rapid pace of transformation, welcoming new businesses, new residents and visitors while simultaneously devoting efforts to delivering new anchor attractions and services for our bright future. It's an exciting era for our city center, and Downtown Partnership is leading the way.

Place-based economic development delivers the whole package: fostering a safe, connected, walkable urban environment; providing an exceptional experience for shoppers, diners and cultural patrons; welcoming urban dwellers, new businesses and entrepreneurs; telling our story through robust marketing and social media channels; fostering an environment attractive to investment and innovation; and championing a city center that is the essential heartbeat to a thriving region.

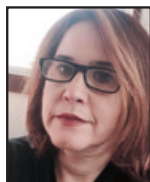
To operate at our most efficient, we at Downtown Partnership know we are better together. The Partnership serves as the management company for the Downtown Development Authority and the Greater Downtown Colorado Springs Business Improvement District, and we leverage our charitable non-profit arm, Downtown Ventures, for our urban engagement programs. Our innovative structure allows us to address the complexity of Downtown needs and services with deft and experienced leadership aligned by a clear vision.

Your membership, sponsorship and individual donations fuel our success. While Partnership staff provides the services of our four organizations, the majority of revenue powering our collective work comes from our members and investors – not from tax district dollars.

With you alongside us, we will realize our vision of a thriving Downtown Colorado Springs that serves as the economic, civic and cultural heart of our community. Thank you for your support and investment.



Stuart Coppedge  
*2019 Downtown  
Partnership Chair*



Susan Edmondson  
*President & CEO*

### Downtown Partnership Staff

**Susan Edmondson**

President & CEO

**Laurel Prud'homme**

Vice President of  
Communications

**Tim Archer**

Public Space Manager

**Alexander Armani-Munn**

Economic Development  
Specialist

**Margo Baker**

Administrative & Member-  
ship Coordinator

**Katy Hartshorn**

Marketing Coordinator

**Len Kendall**

Director of Planning and  
Mobility

**Claire Swinford**

Director of Urban  
Engagement

**Ana Valdez**

Finance Officer

**Meeks**

Canine Companions for  
Independence Trainee

### PikeRide Staff

**Jolie NeSmith**

Executive Director

**Brent Wegscheid**

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**Tyna Murray**

Administrative & Customer  
Service Manager



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Photo by Digital Art CO.

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 serves as the management company for 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 non-profit arm.



# 2019 DOWNTOWN HIGHLIGHTS

Kinship Landing, an 80-bed boutique hotel geared toward adventuresome travelers, breaks ground in Downtown's New South End.



- Chef Brother Luck opens his second Downtown restaurant concept: Lucky Dumpling, offering Asian fusion fare with an urban vibe.
- Thanks to Issue 2C, extensive improvements – paving, new curbs, gutters and better ADA accessibility for pedestrians – begin on Nevada Avenue.



- Groundbreaking occurs for a \$75 million, 259-room, dual-branded Marriott hotel at the corner of Costilla and South Tejon.
- The 21st annual Art on the Streets opens and – for the first time ever – murals are included in the exhibit.
- Two well-regarded brands announce they will expand to Downtown Colorado Springs: Denver-based Jax Fish House and Monument-based Pikes Peak Brewing.

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FEB

MAR

APR

MAY

JUN



February's First Friday art walk sees a 20 percent increase in attendance from the prior year, with over 5,000 people out and about on a winter's evening.



Hundreds turn out for the third annual Urban Living Tour, reinforcing the pent-up demand for the walkable lifestyle offered in the city's heart.

- Mountain Chalet, a beloved Downtown retailer for more than 50 years, relocates to Nevada Avenue, expanding to nearly 14,000 sqf in a beautiful new space.
- A new promotional campaign, Mom's Day Out, attracts hundreds of patrons to the city center for a day of shopping, dining and pampering.



- Greenway Flats, a collaborative project of Springs Rescue Mission and Nor'wood Development Group, opens, providing 65 permanent supportive housing units to serve chronically homeless individuals.
- Entering its second year of operation, PikeRide bike share switches its entire fleet to electric-assist bikes and expands its service area to the city's westside.



- Food Truck Tuesdays at the Pioneers Museum finishes a successful and delicious six-month season.
- More than 100 people from metro Denver, mostly representing developers, financiers, construction firms and real estate professionals – tour Downtown Colorado Springs as part of an Urban Land Institute special program.

- Fireworks herald the ceremonial groundbreaking for the 8,000-seat Downtown Stadium, and City Council approves the development plan for the 3,400-seat Ed Robson Arena at Colorado College.
- YMCA of the Pikes Peak Region announces ambitious plans for a three-phase transformation of a Downtown city block with a new recreation facility, housing and commercial development.



JUL

AUG

SEP

OCT

NOV

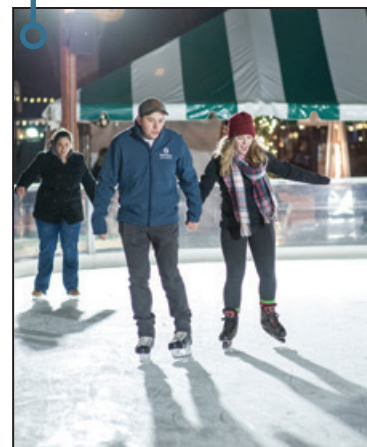
DEC



- Colorado College's incoming freshman class of about 500 students is welcomed to Downtown through custom walking and bike tours for families, information at a panel presentation and opportunities to sign up for PikeRide bike share.



- The 165-room Hilton Garden Inn opens at the corner of Bijou and Cascade, providing a new hospitality option for travelers.
- A record crowd of more than 700 attends the Downtown Partnership Annual Breakfast, where the crowd cheers the rapid pace of progress toward a vibrant city center.



- Skate in the Park launches its seventh season, with a record 1,786 skaters at the grand opening day; a longer season stretching into February is announced.



# DOWNTOWN PARTNERSHIP

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 property owners, business leaders, city and county elected leaders, municipal staff, 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 evident when businesses choose to locate or expand Downtown; when clean and well-designed streetscapes enhance connectivity, walkability and cycling; and when entrepreneurs and young professionals find a creative and supportive environment in which to thrive.

## Downtown Partnership 2019 highlights at a glance

- More than **160 businesses** were provided technical assistance and custom orientations to Downtown and the wide variety of supportive services offered through the Downtown family of organizations.
- The Partnership **strongly advocated for issues important to infill development and a vibrant Downtown**. This included support of policies conducive to **accessory dwelling units** and **support of Issue 2C**, for continued improvements to roadwork throughout the city. And in particular Downtown Partnership **championed the successful passage of Issue 2B**, allowing the City to retain excess revenue and apply funding toward a variety of improvements of public parks, including \$2 million allocated to historic Downtown parks.
- More than **1,500 people were educated** about Downtown through presentations to service and industry organizations, ranging from brokers, contractors and Realtors to incoming Colorado College freshmen, business owners, philanthropists and out-of-county investment prospects.
- The **Annual Breakfast** set another record, with **720 attendees** enjoying a lively and information-packed hour.
- Partnership members made new connections and explored new venues at four exclusive **Members-Only Mixers** as well as occasional insider tours of new projects.
- The Partnership effectively **championed safer multimodal access**, comprehensive utilities planning for the city center, smooth entitlement processes, holistic safety approaches, robust parking system solutions and more.
- While our work is devoted to the city center, Downtown Partnership staff, upon request, frequently lent their **guidance and expertise to other communities and neighborhoods** on a variety of initiatives, from Manitou Springs and Old Colorado City to Southeast Colorado Springs.





## A voice for Downtown

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

- 2020 Business Census Task Force
- City Active Transportation Advisory Board
- City Agencies Advancing Small Business Task Force
- City Downtown Historic Parks Master Plan Task Force
- City LART Advisory Committee
- City Public Art Master Plan Committee
- City Special Events Committee
- Colorado Springs Chamber & EDC Board and Governmental Affairs Committee
- Colorado Springs Fine Arts Center at Colorado College Advisory Board
- Colorado Springs Pioneers Museum Advisory Board, Programs Committee and Marketing Committee
- Cultural Office Regional Cultural Plan Committee
- Olympic City USA Task Force
- Regional Tourism Act Advisory Board
- Southwest Downtown Redevelopment Committee
- U.S. Olympic & Paralympic Museum Board

## Downtown Partnership Board of Directors

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### Executive Committee

Chair Stuart Coppedge, RTA Architects

Vice Chair Davin Neubacher, Navakai

Secretary-Treasurer Tammy Shuminsky,  
Insurance Technologies

Immediate Past Chair Alison Murray,  
First Presbyterian Church

David Lord, retired  
(Downtown Ventures representative)

Ingrid Richter, ISR Strategies  
(DDA representative)

Russ Ware, Wild Goose Meeting House  
(BID representative)

Gary Butterworth,  
Pikes Peak Community Foundation

Mike Edmonds, Colorado College

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

Hannah Parsons, Exponential Impact

Peter Scoville, Colorado Springs Commercial

John Spears, Pikes Peak Library District

Jennifer Taylor, MFG!

Larry Yonker, Springs Rescue Mission

### Advisory Council

Stuart Coppedge, Downtown Review Board

Jeff Greene, City of Colorado Springs

Glenn Gustafson, School District 11

Dani Barger, Colorado Springs Chamber & EDC

Cindy Newsome, Colorado Springs Utilities

Kenny Hodges, El Paso County

Doug Price, Visit Colorado Springs

Jariah Walker, Urban Renewal Authority

# DOWNTOWN VENTURES

Downtown Ventures works alongside Downtown Partnership as the charitable nonprofit organization that engages tens of thousands of people annually in our city center. With a mission to enliven Downtown Colorado Springs through the arts, historic preservation, special events and other public benefit programs, Downtown Ventures serves people of all ages and socioeconomic strata. All of Downtown Ventures' programs are supported solely through donations, sponsorships, grants and ticket sales, with the Partnership providing staffing and administration for the programs. 2019 proved to be a banner year for Downtown Ventures, with record-setting participation in many programs and a proactive approach to diversity, equity and inclusion. Downtown Ventures was especially honored to be selected by El Pomar Foundation to be the featured nonprofit its annual Tree Lighting Ceremony at Penrose House, a recognition that came with a \$30,000 unrestricted grant.

## Downtown Ventures 2019 highlights at a glance

- **57 Downtown Walking Tours** engaged 1,700 schoolchildren, military personnel, civic leaders, tourists and residents – a 40 percent increase over 2018 participation.
- **42,800 patrons** enjoyed 12 First Friday art walks (up 10 percent from 2018) at more than 40 Downtown venues including galleries, retailers and restaurants.
- The **21st annual Art on the Streets** exhibit featured **six sculptures and six murals**, including five Colorado artists (two local); one international artist (Brazil), four female artists, and several artists of color – a new record for diversity in the program.
- **24,000 ice skaters** enjoyed Skate in the Park, a 14 percent increase from the year prior.
- Thanks to a lead gift from the Tiemens Foundation to the **Judy Noyes Memorial Purchase Fund**, artist Nikki Pike's ***Musical Churn*** was acquired for permanent installation Downtown.
- Close to **350 participants** enjoyed the third annual **Urban Living Tour**, getting a sneak peek at several new apartment projects.
- Moving quickly to meet a request by the City, Downtown Ventures coordinated the **installation of a rainbow crosswalk** in partnership with Colorado Springs PrideFest and EAS Creative Consortium – the first-ever creative crosswalk in the city.
- The annual City Center Series, featuring national and international thought leaders on placemaking, urbanism and design, detoured by offering an evening of “**Local Great Minds**,” lightning interviews featuring the people, companies and ideas that have won Colorado Springs national acclaim. The lively evening was the highest attended in the 2019 series.
- **Eleven new ArtSpot works** – small sculptures by local artists – were added to Downtown flowerpots, making for a more lively, colorful and engaging experience for pedestrians.







Left: Rainbow crosswalk. Top: Local Great Minds panelists, photo by Mike Pach. Above: *Fire in my Sol* Art on the Streets mural by Mauricio Ramirez, photo by Mike Pach. Right: *Planetary Life* ArtSpot sculpture by Maureen Hearty, photo by Jennifer Robistow.



## Downtown Ventures Board of Directors

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Chair David Lord, retired

Vice Chair Jamie Brown Thompson

Secretary-Treasurer Howard Brooks,  
Energy Resource Center

Downtown Partnership Representative Stuart  
Coppedge, RTA Architects

Renee Behr, Behr & Behr Platinum Group Realtors

Colin Christie, Neon Pig Creative

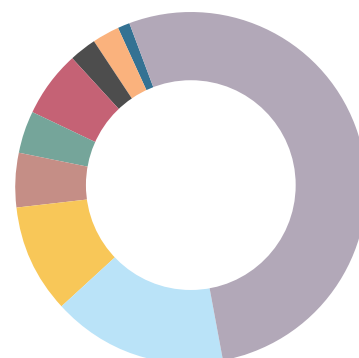
Sam Eppley, Sparrow Hawk Cookware

Jen Furda, UCCS

James Proby, The Men's Xchange

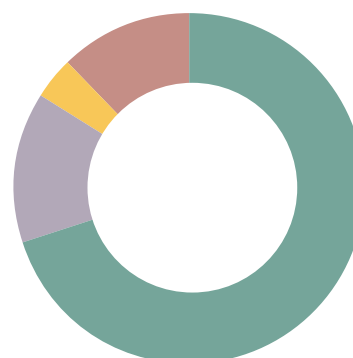
## Downtown Partnership and Downtown Ventures Financials

	Partnership	Ventures
<b>Assets</b>		
Current assets	\$471,678	\$580,655
Fixed assets	\$69,470	\$244,994
Other assets	--	\$7,284
<b>Total</b>	<b>\$541,148</b>	<b>\$832,933</b>
<b>Liabilities</b>		
Current liabilities	\$147,036	\$22,793
<b>Equity</b>		
Retained earnings	\$17,584	\$(10,200)
Temporarily restricted	--	\$123,390
Board restricted endowment	--	\$325,208
Designated operating reserve	\$269,311	
Capital assets/artwork	\$82,132	\$293,904
Net income	\$25,085	\$77,838
<b>Total</b>	<b>\$394,112</b>	<b>\$810,140</b>
<b>Total liabilities and equity</b>	<b>\$541,148</b>	<b>\$832,933</b>
<b>Revenue</b>		
Membership	\$196,938	--
Sponsorship/corporations	\$47,075	\$76,345
Grants	--	\$32,100
Government	\$30,000	--
Individual donors	--	\$72,563
Contracts for service	\$642,207	\$2,100
Restricted endowment payout	--	\$8,400
Other earned revenue, interest	\$22,157	\$32,134
In kind	\$43,741	\$2,738
<b>Total</b>	<b>\$982,118</b>	<b>\$226,380</b>
<b>Expense</b>		
Administration and fundraising	\$131,514	\$13,395
Partnership programming and services	\$838,924	--
Ventures programming	--	\$174,928
In kind	\$43,741	\$2,738
<b>Total</b>	<b>\$957,035</b>	<b>\$191,061</b>
<b>Net</b>	<b>\$25,083</b>	<b>\$35,319</b>



### Revenue

- 53% Contracts for service
- 16% Membership
- 10% Sponsorship/corporations
- 5% Other earned revenue, interest
- 4% In kind
- 6% Individual donors
- 2.5% Government
- 2.5% Grants
- 1% Restricted endowment payout



### Expense

- 70% Partnership programming and services
- 14% Ventures programming
- 4% In kind
- 12% Administration and fundraising

Note: Financials shown are prior to annual audit. Excludes PikeRide, a program of Downtown Ventures.





Photo by Allen Beauchamp

## PikeRide Advisory Council

Andrea Barker, HB&A Architects  
 Jill Gaebler, Colorado Springs City Council  
 Amy Long, Visit COS  
 David Lord, retired  
 Kyle McLaughlin, Kimley Horn  
 Adam Morley, Wolf & Key Marketing  
 Bill Nelson, Lewis Roca Rothgerber  
 Davin Neubacher, Navakai  
 Carrie Simison, Cerberus Brewing

# PIKERIDE

PikeRide bike sharing, an incubator program of Downtown Ventures, marked its first anniversary of operations in 2019 with significant adjustments and expansions to continue serving the central part of the city. With a mission to elevate the community through a fun, healthy, planet-friendly and cost-effective way to get around, PikeRide remains the first and only large-scale bike sharing system in Colorado Springs. Most notably, in midsummer 2019 PikeRide switched its entire fleet to electric-assist bikes, powered by Drop Mobility. E-bikes allow broader usage among diverse populations, and assist riders in going further or navigating hills that may otherwise be obstacles to ridership. (A report issued by Deloitte in 2019 predicts e-bikes will soon outnumber all other e-vehicles on roads, demonstrating a national surge in popularity of e-bikes.) Also in 2019, PikeRide expanded its original service area encompassing the greater Legacy Loop area westward down Colorado Avenue, with a hub now located at Cerberus Brewing.

## PikeRide 2019 highlights at a glance

- More than **10,000 rides taken**
- Riders traversed nearly **12,000 miles**
- Acacia Park remains the busiest station, with nearly **800 checkouts**
- The busiest day of 2019 was September 15, with **123 checkouts**
- After Colorado, the most riders hail from **California** and **Texas**



# 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 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 the data and market research to help business prospects make sound decisions about locating and expanding within Downtown. And, 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.

2019 proved a historic year for the DDA, with a significant uptick in Building Enhancement Grants, a first-time property purchase, and staff fielding an unprecedented number of inquiries from out-of-county and out-of-state businesses, developers and investors. Prospects were supported with tools such as the State of Downtown Report and the DDA's development website, [DowntownCSDevelopment.com](http://DowntownCSDevelopment.com), in addition to individual staff support. Downtown's status as an Opportunity Zone drove much of the pace of this new level of interest in the city center. The DDA also continued to support job growth Downtown through carefully targeted incentives. Two new job growth agreements in 2019 with BombBomb and Bluestaq ensure these companies will continue to grow their headquarters Downtown.



## Building Enhancement Grants

Old Depot Square	\$50,000
Pikes Peak Community College, Studio West	\$25,000
Centerpoint	\$40,000
Kreuser Gallery	\$3,653
Mood Tapas Bar/Bird Tree Café/District E11even	\$20,000
Mountain Chalet	\$50,000
CityRock	\$15,000

Additional grants were provided for a parking study, streetscape improvements, StartUp Week, PBS Kids Fun Fest, PikeRide bike share program and the U.S. Olympic & Paralympic Museum.



## 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 April.

### **[DowntownCS.com/reports](http://DowntownCS.com/reports)**

- For development resources, check our online Development Toolkit at **[DowntownCSDevelopment.com](http://DowntownCSDevelopment.com)**





## Downtown Development Authority 2019 highlights at a glance

- Awarded **seven Building Enhancement Grants** totaling \$203,653, leveraging nearly \$10 million in private investment into property improvements.
- Provided **19 written opinions** on projects before the Downtown Review Board.
- More than **160 businesses** were provided one-on-one technical support and/or orientation to the Downtown business climate.
- **660 residential units** are completed or in development with support from DDA's TIF (tax increment financing). This milestone means that DDA achieved the goal of its Urban Living Initiative by leveraging TIF to support development of more than 600 new residential units by Dec. 31, 2019.
- Nearly **7,000 sqf of commercial space** was filled by three businesses in the Holiday Pop-Up Shop program; two of those businesses extended their leases at the program's end.
- Fielded inquiries and/or provided direct support to nearly **20 projects exploring or leveraging Downtown's Opportunity Zone** status.
- More than **600 advertisements** were placed in print and broadcast media (plus more on social media), as the DDA partnered with the BID in marketing Downtown to shoppers, diners and cultural patrons.
- More than **1,000 copies of the State of Downtown Report** informed current and prospective businesses and investors.
- More than **50 property owners, government departments and other stakeholders** were individually engaged in planning of the Gateways Initiative and Alleyway Improvement Project.



Left: Mood Tapas Bar facade. Top: Owners Elaine and Jim Smith at Mountain Chalet, photo by Stellar Propeller Studio. Above: The Local Honey Collective Pop-Up Shop, photo by Stellar Propeller Studio.



## Downtown Development Authority Board of Directors

Chair Ingrid Richter, ISR Strategies

Vice Chair Tony Rosendo, Spur Philanthropy

Secretary-Treasurer Carrie Bartow,  
CliftonLarsonAllen

Aaron Briggs, HB&A Architects

Jordan Empey, Stockman Kast Ryan

Jeff Finn, Nor'wood Development Group

City Councilwoman Jill Gaebler

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

David Lux, Concept Restaurants

Jessica Modeer, Zeezo's

Darsey Nicklasson, DHN Development

## DOWNTOWN DEVELOPMENT AUTHORITY SPOTLIGHT



The DDA reached a significant milestone in efforts to develop affordable artist housing Downtown by purchasing a nearly one-acre property on Costilla Street, the former home of Rocky Mountain PBS. Efforts to secure affordable artist housing in Downtown Colorado Springs began in 2015 through the all-volunteer group Creative Collective. The Collective engaged Minneapolis-based Artspace, the nation's leading developer of artist housing, and in 2017, the DDA entered into a \$750,000 contract with Artspace to undergo predevelopment tasks. Those tasks continue, and if low-income housing tax credits and additional funding are secured, the project will then commence construction. The \$1.8 million purchase of the property was made possible through a combination of DDA resources and program related investments provided by the John and Margot Lane Foundation and the GE Johnson Foundation.

Left: Installation of new gateway signage, photo by Christian Murdock, The Gazette. Above: Property at 315 E. Costilla St.



## Downtown Development Authority Financials

### Assets

Cash and investments	\$990,037
Cash and investments - restricted	\$1,268,526
Misc. receivables	\$11,894
Property taxes receivable	\$834,463
Incremental property tax receivable	\$1,023,653
Prepaid expense	\$9,294

**Total assets** **\$4,137,867**

### Liabilities

Accounts payable	\$53,503
Tax escrow	\$9,334

**Total liabilities** **\$62,837**

### Deferred inflows of resources

Property tax revenue	\$834,463
Tax increment revenue	\$1,023,653

**Total deferred inflows of resources** **\$1,858,116**

### Fund balance

Prepaid expenses	\$9,294
TABOR reserve	\$51,200
TIF restricted	\$1,217,326
Board-designated projects	\$939,094

**Total fund balance** **\$2,216,914**

**Total liabilities, deferred inflows of resources and fund balances** **\$4,137,867**

### Revenue

Mill levy and specific ownership tax	\$860,203
TIF	\$664,137
Interest, fees, misc. income	\$123,159
In kind	\$58,000
Line of credit repayment	\$250,000
Draw on reserves	\$459,749

**Subtotal** **\$2,415,248**

### Additional revenue

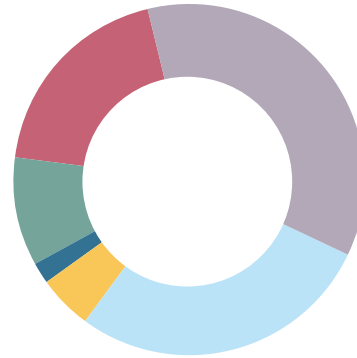
Foundations program-related investment	\$1,350,000
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**Total** **\$3,765,248**

### Expense

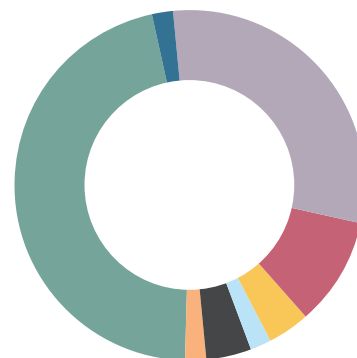
Business development and services, programming, projects	\$1,138,366
Grants	\$365,783
School District 11 obligation	\$140,909
TIF reimbursement agreements	\$71,351
Marketing services	\$153,559
Administration	\$86,478
Property purchase	\$1,750,802
In kind	\$58,000

**Total** **\$3,765,248**



### Revenue

- 36% Mill levy and specific ownership tax
- 28% TIF
- 5% Interest, fees, misc.
- 2% In kind
- 10% Line of credit repayment
- 19% Draw on reserves



### Expense

- 30% Business development and services, programming, projects
- 10% Grants
- 4% School District 11 obligation
- 2% TIF reimbursement agreements
- 4% Marketing services
- 2% Administration
- 46% Property purchase
- 2% In kind

Note: Financial figures shown are prior to annual audit.

# BUSINESS IMPROVEMENT DISTRICT

When you stroll through Downtown, admiring the blooming flowers or sparkling holiday décor, enjoying an environment that is clean and welcoming, that's a sign the BID has been hard at work. The **Greater Downtown Colorado Springs Business Improvement District (BID)** ensures that Downtown is clean, engaging, welcoming and walkable. Through our public space management services, we undertake daily cleaning and landscaping tasks and tend to the myriad needs that occur in a pedestrian-oriented environment – services above and beyond those provided by city government. Through our consumer marketing efforts, we invite patrons to enjoy the variety of shopping, dining, cultural and recreational experiences for which our Downtown is renowned. Property owners in the BID realize an immediate and tangible return on investment through all of these services year-round.

## 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, the BID tells the story of a city center renowned for its locally owned small businesses, thriving arts scene and active lifestyle. New in 2019 was Mom's Day Out, a successful campaign targeting Mother's Day weekend; in a post-campaign survey, 75 percent of merchants said the campaign brought in new shoppers and two-thirds said it resulted in higher sales.



Above: Shoppers out for the annual Holiday Stroll, photo by Stellar Propeller Studio. Opposite top: Tejon street shops, photo by Tom Kimmell. Opposite bottom: Holiday tree lights, photo by Stellar Propeller Studio.

## 2019 consumer marketing by the numbers

- **80,000** Downtown tourism maps distributed
- **12,000** Holiday Discount Books distributed free of charge
- **60,000** copies of our Downtown summer tourism magazine distributed statewide and to area hotels
- **1,394** Downtown Gift Cards sold, bringing in more than **\$71,730** in sales to Downtown businesses
- More than **50,000** monthly event posters and rack cards distributed to area businesses
- Two **12-page** Downtown special-section inserts in The Gazette
- More than **600** print and radio ads promoting Downtown shopping, dining, arts, entertainment and events
- More than **40** press releases generating dozens of media stories about Downtown businesses, events and activities (not including calendar listings)
- Followers and engagement on social media continued to increase, with:
  - **10% growth on Facebook** (over 15,600 followers)
  - **65% increase on Instagram** (over 5,600 followers)
  - **9.5% increase on Twitter**, resulting in more than **246,350 total impressions** on Twitter alone





## Pedestrian experience

Our Clean Team patrolled 32 blocks seven days a week: picking up trash, powerwashing sidewalks, tending to spills, mitigating graffiti, and making minor repairs. Our public space manager walked 1,255 miles throughout Downtown, keeping an eye out for every possible need. In summertime, Downtown was awash in bright blossoms, and in winter, trees sparkled with twinkling lights and cheery holiday décor beckoned shoppers.

## 2019 pedestrian experience by the numbers

- **1,291** instances of graffiti/sticker abatement
- **2,579** spills/stains removed from sidewalks
- **18** snow incident days
- **320** banners displayed for nonprofit and civic organizations
- **102** trees lighted during the winter season
- **118** flowerbeds and **48** flowerpots tended
- **738,825** gallons of water saved through irrigation management (based on prior year usage)



## Partnerships

- Uniforms and orientation provided for the **Colorado Springs Police Department's Ambassadors** volunteers, who are a friendly source of information seasonally in the Downtown core.
- Three dozen lighted holiday trees brighten Tejon Street through a partnership with **Pikes Peak Hospice & Palliative Care**.
- A partnership with **Colorado Springs Mom's Collective**, with Downtown as the presenting sponsor of the "Date Night" guide, featured online and in various social media platforms.
- Monthly meetings with **Colorado Springs Police Department** representatives ensure safety matters are continually prioritized.
- Assisted Visit COS in **orientation and walking tours** for visitor center staff and concierges.
- Partnered with **human service agencies** to produce and distribute more than **2,000 pocket resource guides** for people experiencing homelessness.

## Business Improvement District Board of Directors

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Chair Russ Ware, Wild Goose Meeting House

Vice Chair Simon Penner, Newmark Knight Frank

Treasurer Sarah Gonzales, US Bank

Secretary Lauren Ciborowski, The Modbo Gallery

Carrie Hibbard Baker, Terra Verde\*\*

Julie Brooks, OGC Management

David Bunkers, Griffis Blessing\*

Frank Frey, Epicentral\*\*

Jessica Modeer, Zeezo's\*

Bill Nelson, Lewis Roca Rothgerber Christie\*

Lindsay Pertsov, The Mining Exchange\*\*

Tim O'Donnell, resident

Craig Ralston, Sachs Foundation

Luke Travins, Concept Restaurants

\*Term ended summer 2019

\*\*Term began summer 2019

## BUSINESS IMPROVEMENT DISTRICT SPOTLIGHT



In 2019, the BID greatly expanded supplemental security staffing from seasonal to year-round, resulting in a 66 percent increase in staffed hours of security offered within the BID. A team of two officers patrolled seven days a week, responding to merchant calls, providing resolution in conflictual situations, connecting people experiencing homelessness to resources, and assisting the general public with a variety of needs and questions.

2019 highlights include:

- 2,864 miles walked and 1,335 miles biked
- 118 direct merchant requests for assistance
- 1,094 instances assisting general public with questions
- 345 disturbances managed
- 199 interventions with cyclists or skateboarders on sidewalks

Above: Private security teams patrolling by bike and on foot, photo by Tom Kimmell.



## Business Improvement District Financials

### Assets

Current assets	\$453,817
Property tax revenue receivable	\$524,541
Fixed assets	\$4,836
Other assets	\$39,543

**Total assets** **\$1,022,737**

### Liabilities

Current liabilities	\$11,432
Deferred property tax revenue	\$524,541

**Total liabilities** **\$535,973**

### Equity

Reserves	\$325,954
Capital	\$32,051
Unrestricted fund balance	\$128,759

**Total equity** **\$486,764**

**Total liabilities and equity** **\$1,022,737**

### BID Revenue

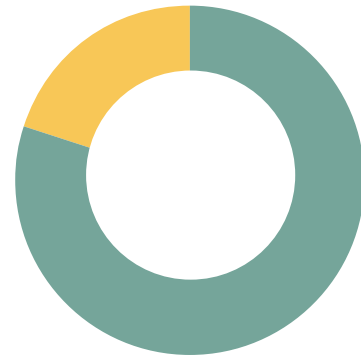
Mill levy and ownership tax	\$565,521
Fees, grants and interest	\$140,824

**Total** **\$706,345**

### BID Expense

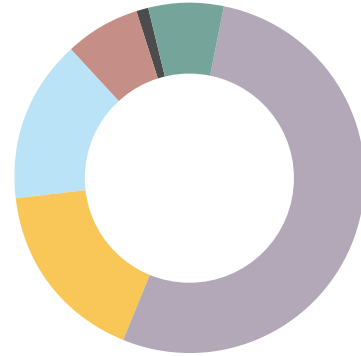
Public space management	\$372,974
Supplemental security	\$121,326
Marketing services	\$106,200
Administration	\$48,877
Depreciation	\$9,823
Reserves	\$47,145

**Total** **\$706,345**



### Revenue

- 80% Mill levy and ownership tax
- 20% Fees, grants and interest



### Expense

- 53% Public space management
- 17% Supplemental security
- 15% Marketing services
- 7% Administration
- 1% Depreciation
- 7% Reserves

*Note: Financial figures shown are prior to annual audit.*

# SPONSORS AND DONORS

## DOWNTOWN PARTNERSHIP ANNUAL BREAKFAST

**Presenting Sponsor** (\$5,000)  
GE Johnson Construction  
Company

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Hensel Phelps  
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Insurance Technologies  
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Pikes Peak Community College  
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US Olympic and Paralympic  
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FirstBank  
Neon Pig Creative  
Pikes Peak Community  
Foundation  
Pikes Peak Regional Building  
Department  
Stockman Kast Ryan + Co.  
UCCS

## IN KIND SUPPORT AND MEMBER MIXER HOSTS

1350 Distilling  
333 ECO Apartments  
IV by Brother Luck  
Anita Marie Fine Art  
Bar-K

Berkshire Hathaway Rocky  
Mountain Realtors  
Bingo Burger  
Cacao Chemistry  
City of Colorado Springs Parks,  
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Services  
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Colorado Photography School  
Colorado Springs Airport  
Colorado Springs Business  
Journal  
Colorado Springs Independent  
Colorado Springs Pioneers  
Museum  
Colorado Springs PrideFest  
Cottonwood Center for the Arts  
Coquette's Bistro  
Cultural Office of the Pikes  
Peak Region  
Crafted Colorado  
EAS Creative Consortium  
Eclectic CO  
Escape Velocity  
The Gazette  
Goat Patch Brewing  
Honey Tea & Me  
The Independence Center  
KRCC  
Lee Spirits Co.  
The Modbo and S.P.Q.R.  
Pikes Peak Lemonade  
Navakai  
The Next Us  
Nor'wood Development Group  
Nunn Construction  
Painting with a Twist  
The Perk Downtown  
Pikes Peak Community College  
Pikes Peak Hospice and  
Palliative Care  
Pikes Peak Library District  
REN Creativ  
Rico's Café and Wine Bar  
Sigma Metals  
Springs Magazine  
Story Coffee  
Unico Properties/Colorado  
Square Building  
Wild Goose Meeting House



El Pomar Foundation  
Colorado Creative Industries

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**Presenting Sponsor** (\$10,000)  
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### Presenting Sponsors

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## 21ST ANNUAL ART ON THE STREETS

### Founding and Title Sponsor

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### \$10,000 and above

Nor'wood Development Group

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Susie Burghart and Rich Tosches  
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Nunn Construction  
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Lucy O. Ross\*  
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David and Colleen Bunkers  
Gary and Sally Conover  
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First Bank  
HB&A Architects  
Inasmuch Foundation  
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Jolanthe Saks  
Visit COS  
The Wild Goose Meeting House  
and Good Neighbors  
Meeting House



**Up to \$499**

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 David Artusi  
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 Janice Black  
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 Alison Lake  
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\*Judy Noyes Memorial  
 Purchase Fund

*Every effort has been made to fully acknowledge members, sponsors, donors and supporters. Please contact us at 719-886-0088 with any errors of fact or omission. Published February 2020 by Downtown Partnership of Colorado Springs.*

Opposite: 1350 Distilling at the summer Member Mixer. Above: *Bananacat*, Art on the Streets mural by Cymon Padilla, photo by Mike Pach.

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365 Grand Properties  
Colorado Springs Utilities  
El Paso County  
Norwood Development Group  
Olive Real Estate Group  
The O'Neil Group Companies  
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Weidner Apartment Homes

## **Executive** (\$5,000)

Colorado College  
Griffis/Blessing  
Insurance Technologies  
Murphy Constructors  
Navakai

## **Partner** (\$2,500)

ANB Bank  
Colarelli Construction  
Culebra Properties  
EAS Creative Consortium  
Formstack  
Sam and Kathy Guadagnoli  
GE Johnson Construction Company  
Lyda Hill Foundation  
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U.S. Olympic and Paralympic Committee

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David Lord  
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CityROCK  
Colorado Springs Airport  
Colorado Springs Chamber & EDC  
Colorado Springs Commercial Real Estate  
Colorado Springs Fine Arts Center at Colorado College  
Colorado Springs Health Foundation  
Colorado Springs Pioneers Museum  
Colorado Springs Urban Renewal Authority  
Comcast Cable Communications  
Concept Restaurants  
Cook Veterinary Hospital  
Cottonwood Center for the Arts  
Craddock Commercial Real Estate  
CSNA Architects  
DHN Planning and Development  
DrPhoneFix  
Jeffrey & Cinda Dunn Family  
Ent Credit Union

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First Christian Church  
First National Bank - Monument  
First United Methodist Church  
Front Range Commercial  
Garden of the Gods Club and Resort  
HB&A Architects  
High Valley Group  
Hogan Lovells  
Integrity Bank & Trust  
Joseph Henry Edmondson Foundation  
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Kraemer Kendall Rupp Deen Neville  
Lamar Advertising  
Legacy Institute  
Lewis Roca Rothgerber Christie  
Loyal Coffee  
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The Independence Center  
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Urban Egg  
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88.7 KCME & JAZZ 93.5  
91.5 KRCC  
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Bruce Panter and Beth Ann Taylor  
Buffalo Builders  
C L A Y Venues  
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Care and Share Food Bank  
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Centennial State Financial a MassMutual Firm  
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Children's Hospital Colorado Foundation  
Christa and Jim Mahoney  
CJ Kard  
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Collaborative Design Group  
Colorado Springs Chorale  
Colorado Springs Conservatory  
Colorado Springs Philharmonic  
Colorado Springs School District 11  
Colorado Springs Sports Corp  
Colorado Springs Style  
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Coquette's Bistro & Bakery  
CRP Architects  
Cultural Office of the Pikes Peak Region  
Cushman & Wakefield  
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Downtown Fine Spirits & Wines  
Downtown Residents Coalition  
of Colorado Springs  
Early Connections Learning  
Center  
Echo Architecture  
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Springs  
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Sparrow Hawk Gourmet  
Cookware  
Spice Island Grill  
Springs Homes  
Springs in Bloom  
Status Symbol Auto Body  
Stauffer & Sons Construction  
Stewart Title  
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Telecom Solutions  
The Downtown Dentist  
The Exchange  
The Machine Shop  
The Modbo Gallery  
The Perk Downtown  
The Picnic Basket  
The Warehouse Restaurant  
Thomas & Thomas  
Tolin Mechanical Systems  
Tony's Place  
Total Office Solutions  
Tq3 Navigant Travel Solution  
Urban Steam  
US Olympic & Paralympic  
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Above: Downtown Partnership Annual Breakfast, photo by Stellar Propeller Studio.



# 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