

DOWNTOWN COLORADO SPRINGS









2020 ANNUAL REPORT TO THE COMMUNITY

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



To our Downtown Stakeholders,

2020 began with such promise - construction cranes dotted Downtown's skyline, monthly gross sales were topping the already strong reports from the year prior, and over a dozen new storefront businesses were readying to open.

And yet, by late March, at the lowest point of the pandemic-induced business closures, Downtown was a ghost town. The COVID-19 crisis and ensuing recession have been unlike any challenge we've ever faced. But we met this challenge with grit and an unwavering belief that Downtown will recover from this crisis, and we will lead our city into a new and exciting era with hundreds of new residents calling Downtown their home, new hotels welcoming visitors, soccer games, hockey games, a renowned arts and cultural scene and a magnet for entrepreneurship and innovation.

If the pandemic proved anything, it was that businesses Downtown benefit from supportive services unlike anywhere else in the region. We harnessed the resources and unique services of our family of organizations: the Downtown Development Authority, the Greater Downtown Colorado Springs Business Improvement District, Downtown Partnership and its charitable nonprofit arm, Downtown Ventures. On Pages 4-7 we demonstrate how this collective force provided exemplary leadership, financial aid and technical support. And, it should be noted, all of these new initiatives took place even as we continued to steward a swell of investment interest into Downtown and to plan boldly for the future.

None of this is possible without you. Your membership, sponsorship and individual donations fuel our work. The Partnership staff provides the services of our four organizations, and 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 emerge from this historic crisis stronger than ever, realizing our vision of a thriving Downtown Colorado Springs that serves as the economic, civic and cultural heart of the region. Thank you for your support and investment.



Stuart Coppedge 2020 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 Director

Ian Branham

Executive Administrative Assistant

Katy Houston

Marketing Specialist

Len Kendall

Director of Planning and Mobility

Claire Swinford

Director of Urban Engagement

Ana Valdez

Finance Officer



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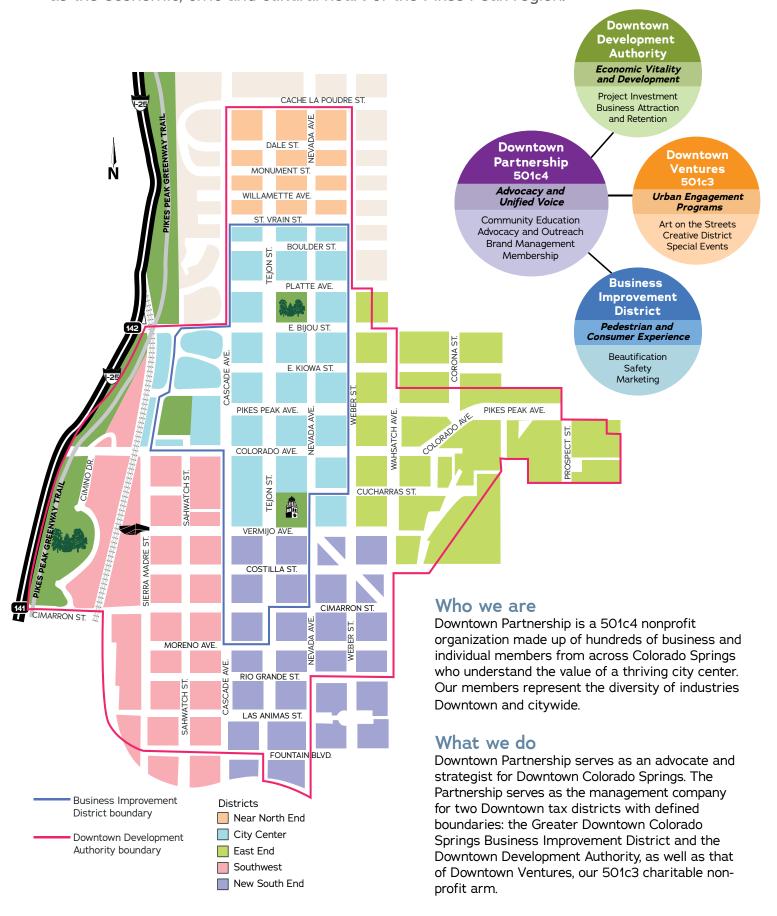


● DowntownCS

Published February 2021.

Photo by Josiah Holwick.

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





LEADING THROUGH A HISTORIC CRISIS

The global pandemic of 2020, which continues into 2021, was nothing short of an existential crisis for urban centers nationwide, as office workers went home and storefront businesses were forced to shutter or limit services. While the impact on some industries was minor, others, particularly hospitality, food-and-beverage, fitness centers, salons and personal services, event venues and arts and culture – essentially all those industries that give our Downtown its heart, soul and unique character – were left devastated.

Through the collective tools and resources of our four Downtown organizations, and the tireless commitment of staff and board members, our Downtown small businesses received financial and technical support unlike anywhere else in the region. All this work was undertaken even as staff continued to steward an unprecedented level of demand for new vertical development and large projects Downtown. While we are not out of the woods yet, Downtown Colorado Springs has fared much better than many city centers across the country. We remain committed to ensuring that Downtown Colorado Springs will emerge from this historic crisis as an exemplar of strength, tenacity and ingenuity.



Photos by Stellar Propeller Studio, Ladyfingers Letterpress, Art 111 and Wild Goose Meeting House.











Responding to COVID-19

- The DDA Small Business Relief Fund provided \$667,500 in grants to 95 deeply impacted small businesses. About 120 applications were reviewed and scored by a volunteer team made up of board members of the Downtown family of organizations.
- Virtual First Friday Challenge Grants were a lifeline for Downtown galleries, resulting in 522 sales transactions totaling over \$70,000, paired with \$10,000 in grants all over just five evenings (15 hours). Gallery owners directly credited the challenge with helping them keep doors open, pay bills and stay visible in the community.
- Curbside takeout spots were designed, fabricated and installed throughout the city center to help make restaurant takeout convenient. While the initial shutdown of restaurants to indoor dining was announced at 5 pm March 16, takeout spots were fully deployed by 8 am the following morning.
- The Partnership was a leading voice for small business, particularly restaurants, through service on the Regional Recovery Council for Small Business and direct communication with staff and elected leaders at the city, county, state and federal levels. Advocacy efforts particularly addressed matters such as allowance for takeout alcohol, PPP structuring, the Save Our Stages Act, state and county small business relief, parking relief and curbside takeout spots, eased permitting for outdoor dining, the Five Star State Certification Program and more.
- An additional estimated 20 businesses have been or are being supported into 2021 through outdoor heater and patio grants by Downtown Partnership and DDA.
- Storefront businesses were kept informed through specific communications channels: over 25 enewsletters targeted just to these businesses, more than 20 Zoom meetings held biweekly and then monthly, and a closed Facebook group for timely announcements, with about 130 businesses opting to participate.
- An online shopping portal was set up for Mother's Day, when retail shops were still ordered to be closed.
- Marketing efforts were redirected to more digital campaigns with videos promoting the value of shopping locally and a heavy emphasis on social media. Watch one such video online at bit.ly/DCSsmallbiz (case sensitive).
- Businesses were provided webinars and tools to navigate PPP applications, and numerous businesses received oneon-one guidance and connections to community banks in order to successfully secure support.
- Sidewalk graphics to encourage physical distancing were designed, fabricated and installed, earning national acclaim for Colorado Springs as a city creatively "winning" the battle against COVID-19.

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- The Dine Out Downtown campaign had two components. More than 25 restaurants were provided intensive one-on-one support in securing temporary use permits, liquor license modifications, revocable permits and other permissions for expanded outdoor dining. Additionally, a block of South Tejon Street was shut down on weekends for street dining; this effort helmed by Downtown Partnership involved securing permissions from one dozen city, county and state agencies.
- The Downtown online shopping and dining directories were completely redesigned to better feature 66 retail and 111 foodand-beverage locations Downtown; added search functions helped to easily sort for those offering online sales, curbside pickup, etc.
- A month-long series of Saturday Sidewalk Sales in September reaped rewards for merchants and resulted in retail gross sales Downtown actually increasing 15 percent year over year that month!
- Partnerships forged with area hospitals enabled restaurants to provide meals, fully compensated, to health care workers. Numerous Downtown restaurants, plus Mission Catering, provided just over 10,000 meals over a two-month span.
- With My Gnomies, a smartphone-enabled scavenger hunt-style adventure and creative shopping experience, enlivened a dozen storefronts during the holidays and drew hundreds Downtown for a safe, fun activity promoting local business.
- A partnership with Switchbacks FC resulted in 300 blankets sold as diners were encouraged to "bundle up" to support small business.
- Cleaning protocols for Downtown street furniture and other public amenities ramped up.











Photos by Stellar Propeller Studio, Explore with Media, Andrea Slattery, Rocky Mountain Soap Market and staff.



Thanks and gratitude

Leading Downtown through the challenges of COVID-19 did not occur in a vacuum. The Downtown family of organizations extends deep gratitude to the numerous regional community agencies, civil servants and elected leaders for their tireless commitment to small businesses. We also thank El Paso County, Colorado Creative Industries and the Colorado Department of Transportation for grants that supported Downtown Partnership, Downtown Ventures and our initiatives to assist small business. We also thank these companies and agencies for contributions to our self-administered initiatives for small business relief.

DDA Small Business Relief Fund

Pinnacol Assurance, lead donor
BlueStaq
Boecore
BombBomb
Colorado Springs Commercial
Colorado Springs Urban Renewal Authority
Formstack
Nunn Construction
Amanda Luciano, Trent Properties

Virtual First Friday Challenge Grants

Bee Vradenburg Foundation Cultural Office of the Pikes Peak Region

Dine Out Downtown

GE Johnson Construction Company HBA Cares HB&A Architects RTA Architects Bin There, Done That

With My Gnomies

N.E.S. Inc. Colorado Lending Source

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, 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 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.

Even with much of 2020's work devoted to numerous intensive initiatives to support those businesses most heavily impacted by COVID-19, as noted on the previous pages, the Partnership continued to look strategically toward the future, with successful efforts that will have a transformative impact on our city center.

Downtown Partnership highlights at a glance

- The Partnership was **the leading business voice** for the rapid decommissioning of the Drake Power Plant, resulting in a historic decision by the board of Colorado Springs Utilities. The coal-fired generators will be removed by 2023, 12 years sooner than the deadline previously determined. This decision sets the pathway to envision new uses and opportunities for this important property at the southwest gateway into Downtown.
- Close to 150 businesses were provided technical assistance and custom orientations to Downtown and the wide variety of supportive services offered through the Downtown family of organizations.
- Partnership members made new connections and got the inside scoop on new businesses at four exclusive Members-Only Mixers, with one gathering convened pre-pandemic at 1350 Distilling and others convened virtually.
- The Annual Gathering provided an opportunity to share with nearly 500 virtual attendees how the Partnership was and is helping businesses survive the pandemic. The coveted Downtown Star Award was presented collectively to Downtown's restaurant owners, managers, servers, bartenders, baristas, chefs, line cooks, hosts and hostesses for their tenacity and will to survive the hardest of times. View the program online at bit.ly/DPgathering2020 (case sensitive).
- Tejon Street, the historic spine of Downtown, was named the Great Street of 2020 in the Great Places Colorado program of the American Planning Association, Colorado chapter. Winners represent the gold standard in creating a sense of place. The nomination for this competitive honor was submitted in a joint effort by Partnership and city staff.





Note: Jax ribbon cutting took place prior to mask-wearing requirements.

Top photo by Stellar Propeller Studio. Martin Drake photo by Joe Randall. Jax photo by staff.

- More than 1,000 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.
- While Partnership staff serve on numerous community boards and task forces, two efforts last year stand out. The **Downtown Historic Parks Master Plan**, completed in June, sets forth bold and delightful plans for Acacia, Antlers and Alamo parks. Staff served on this city task force and assisted efforts to ensure robust feedback and input from Downtown stakeholders. Additionally, the **Public Art Master Plan**, approved in late 2020 by City Council, benefited from the expertise of Partnership staff. As the only nonprofit entity with a long and proven history of successful public art administration in the city, insight from the Partnership was highly valued.
- 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.

A voice for Downtown

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

- Avenue Creative Circuit Team
- City Active Transportation Advisory Board
- City Agencies Advancing Small Business Task Force
- City Downtown Historic Parks Master Plan Task Force
- City Historic Preservation Board
- City LART Advisory Committee
- City Public Art Master Plan Committee
- City Special Events Committee
- Colorado Springs Chamber & EDC Board
- Colorado Springs Pioneers Museum Advisory Board and Programs Committee
- Colorado Springs Rising Professionals Board
- Mayor's Civic Leaders Forum
- Olympic City USA Task Force
- Regional Cultural Plan Steering Committee
- Regional Recovery Council: Small Business & Entrepreneurship
- Regional Tourism Act Advisory Board
- Southwest Downtown Redevelopment Committee
- U.S. Olympic & Paralympic Museum Board
- Visit COS Marketing Committee
- World Arena / Pikes Peak Center for the Performing Arts Board

Downtown Partnership Board of Directors

Executive Committee

Chair Stuart Coppedge, RTA Architects

Vice Chair Davin Neubacher, Navakai

Treasurer Tammy Shuminsky, Insurance Technologies

Secretary Warren Epstein, Pikes Peak Community College

Ingrid Richter, ISR Strategies (DDA representative)

Jamie Brown Thompson (Downtown Ventures representative)

Russ Ware, Wild Goose Meeting House (BID representative)

Mike Edmonds, Colorado College

Sam Eppley, Sparrow Hawk Cookware

Chris Jenkins, Nor'wood Development Group

Jon Khoury, Cottonwood Center for the Arts

lan Lee, Lee Spirits and Brooklyn's on Boulder

Peter Maiurro, U.S. Olympic & Paralympic Museum

Laura Neumann, LN Business Consulting

Hannah Parsons, Barn Owl

Peter Scoville, Colorado Springs Commercial

John Spears, Pikes Peak Library District

Larry Yonker, Springs Rescue Mission

Advisory Council

Dani Barger, Colorado Springs Chamber & EDC

Whitley Crow, Southwest Downtown BID

Jeff Greene, City of Colorado Springs

Glenn Gustafson, School District 11

Kenny Hodges, El Paso County

Bobby Mikulas, Downtown Review Board

Cindy Newsome, Colorado Springs Utilities

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.

Public health concerns posed by COVID-19 impacted several Ventures programs, with some canceled, and yet – with incredible ingenuity – many continued in modified form. Some First Fridays went "virtual," promoting online sales at galleries; walking tours returned midyear, masked and in smaller numbers to allow for social distancing; and Skate in the Park again provided family outdoor fun when so many were longing for safe ways to get out of the house. But it was the flagship Art on the Streets program that really shone: At a time when museums and performing arts center were shuttered, thousands enjoyed this beloved public art exhibit beautifying Downtown alleys, walls, medians and street corners. Many works in the 22nd annual exhibit tackled themes of identity and representation: multiculturalism, neurodiversity, the inherent invisibility of Indigenous people, and the power dynamics associated with traditional monuments.

Downtown Ventures highlights at a glance

- The 22nd annual Art on the Streets exhibit featured seven murals and six sculptures, including six Colorado artists, five from elsewhere in the United States and one from Canada. Gregg Deal's compelling mural *Take Back the Power* received statewide and national acclaim, and the entire exhibit was noted for its artistic richness, emotional impact and compelling themes.
- Of special note, six works from the 21st annual exhibit were purchased or donated for long-term or permanent display within Downtown.
- In partnership with DDA, the Conejos Mural Project engaged 211
 volunteers under the direction of lead artist Mauricio Ramirez to
 complete the city's largest permanent work of public art. The murals
 celebrate Colorado Springs' Hispanic community by activating 320
 linear feet of the I-25 underpass at Colorado Avenue with serapeinspired designs featuring portraits of Springs residents, past and
 present.









- The annual City Center Speaker Series saw a 21
 percent increase in attendance, with speakers including
 Curbed's Alissa Walker on mobility, and local innovators
 in the fields of community health, sustainable design
 and housing and affordability.
- More than 10,000 ice skaters enjoyed Skate in the Park, a beloved tradition that was able to continue with simple modifications such as advance registration in order to safely manage rink capacity.
- The Avenue Creative Circuit a partnership with Old Colorado City and the Manitou Springs Creative District – formally launched with its first initiative, the Solidarity Mobile Mural Project, activating empty and under-renovation storefronts with the work of local Black artists.
- Fifteen Downtown Walking Tours engaged 879
 patrons most occurring masked and intentionally in
 limited numbers for safety.
- 13,117 patrons enjoyed First Friday art walks at limited capacity throughout the year, with many more participating virtually via the Virtual First Friday portal built at PeakRadar.com with assistance from Downtown Partnership and the partners of the Avenue Creative Circuit.
- Downtown Ventures was turned to for its expertise in public art administration at unprecedented levels, with staff advising over 40 community-serving and business entities on public art initiatives citywide.

Downtown Ventures Board of Directors

Chair Jamie Brown Thompson

Vice Chair Colin Christie, Neon Pig Creative

Secretary-Treasurer Howard Brooks, Energy Resource Center

Stuart Coppedge, RTA Architects (Downtown Partnership representative)

Renee Behr, Behr & Behr Platinum Group Realtors

Sam Eppley, Sparrow Hawk Cookware

Jen Furda, UCCS

James Proby, The Men's Xchange

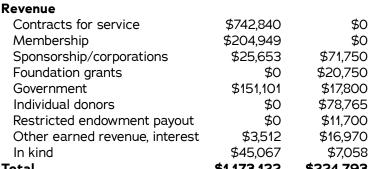
Andrea Slattery, Nunn Construction

Opposite, top: Four generations of the Ornelas family, many of whom helped paint the mural, pose in front of the *Conejos Mural* by Maurcio Ramirez. Opposite, bottom: *Guardian* by Matthew Carlson (sculpture) and *Take Back the Power* by Gregg Deal (mural). Photos by Mike Pach. Above: Skate in the Park, *Internal Power* by Vincent Coleman, First Friday at Art 111.

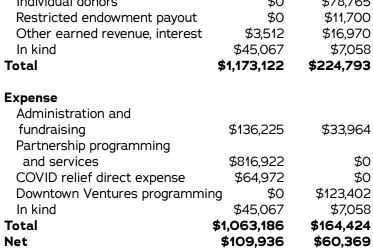
Downtown Partnership and Downtown Ventures Financials

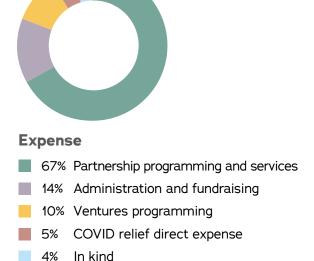
Financial Position			
	Partnership	Ventures	
Assets			
Current assets	\$653, 282	\$682,129	
Fixed assets	\$62,710	\$250,494	
Other assets	\$0	\$1,106	
Total	\$715,992	\$933,729	
Liabilities			
Current liabilities and	#204 400	#45.007	
deferred income	\$201,488	\$15,087	Revenue
Equity			53% Contracts for service
Retained earnings	\$30,954	\$98,545	15% Membership
Temporarily restricted	\$0	\$191,200	
Board restricted endowment	\$ 0	\$352,634	12% Government
Designated operating reserve	\$304,143	\$0	7% Sponsorship/corporations
Capital assets/artwork	\$69,470	\$188,468	■ 6% Individual donors
Net income	\$109,937	\$87,795	_
Total	\$514,504	\$918,642	4% In kind
Total liabilities and equity	\$715,992	\$933,729	1% Other earned revenue, interest
	, ,		1% Foundation grants
			1% Restricted endowment payout
Statement of Activities			

Ventures

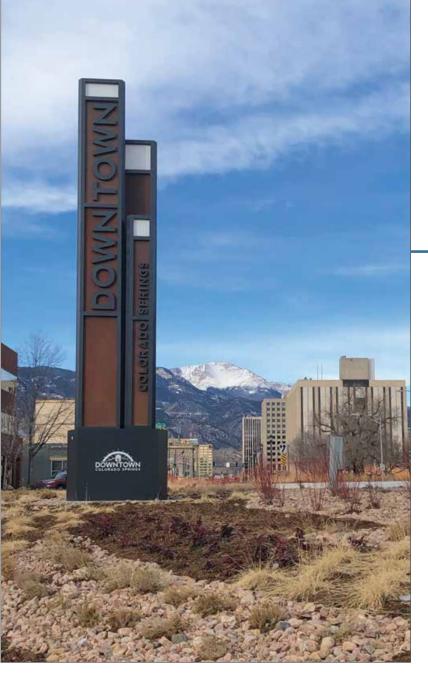


Partnership





Note: Financials shown are prior to annual audit.



DOWNTOWN DEVELOPMENT AUTHORITY

The Colorado Springs Downtown Development Authority (DDA) 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. Data and market research is provided by the DDA to help business prospects make sound decisions about locating and expanding within Downtown. The DDA also works closely with key city staff on urban planning initiatives, ensuring that streets, streetscapes, transit, parks, alleys, public spaces and the built environment function in a manner best suited for a compact, bustling urban center.

2020 saw massive accomplishments within the DDA, with major initiatives to improve public spaces, a record pace of supporting inquiries on vertical development, and all-in dedication to helping small businesses navigate business disruption due to the pandemic.



Photos by staff.

Building Enhancement & Special Project grants

Colorado Springs Fire Department Community
& Public Health Division Homeless Outreach
Program Pilot \$50,000
Bread & Butter Neighborhood Market \$30,000
324 E. Pikes Peak Ave. \$25,000
City Works Eatery \$10,000
Mash Mechanix \$6,000
Lincoln Rose Gallery \$2,100



DDA highlights at a glance

- Completed **Phase 1 of the Gateways Initiative**, with design, fabrication, installation and electrification of three 30-foot pylon signs, four monument-style signs and 13 other entryway and way-finding signs.
- Completed **Phase 1 of the Alleyways Project**, with 1,500 feet of string lighting, 29 wall sconces, and two light poles installed in three blocks of the Downtown core.
- Awarded five **Building Enhancement Grants** totaling \$73,100, leveraging more than \$4 million in private investment in property improvements.
- Two residential projects supported by DDA TIF Reimbursement Agreements – The Mae on Cascade and Casa Mundi – opened, adding 205 units to meet demand for urban living.
- Two projects totaling 365 residential units are under construction, also supported by TIF Reimbursement Agreements, and another 600-plus units are upcoming, with TIF support secured in 2020 from DDA.
- The final pledge of a multiyear grant was paid to the **U.S. Olympic & Paralympic Museum**, completing a \$1 million commitment to the catalytic endeavor that stretches back to an initial grant in 2012 for a feasibility study on establishing the museum.
- Over 650,000 media impressions were delivered through a holiday digital campaign, in addition to print and radio advertising as the DDA partnered with the BID in marketing Downtown to shoppers, diners and cultural patrons.





Museum photo by Richard Seldomridge. Gateway sign photos by staff. Photos opposite: Courtesy of The Mae, courtesy of the Homeless Outreach Program, and staff.









DDA highlights continued

- **Fifteen written opinions** were submitted on projects before the Downtown Review Board.
- Nearly 150 businesses were provided one-on-one technical support and/or orientation to the Downtown business climate.
- More than 1,000 copies of the State of Downtown Report and its virtual release event informed current and prospective business investors.
- A \$50,000 grant from DDA enabled the Colorado Springs
 Fire Department Community & Public Health Division to
 pilot the Homeless Outreach Program, Downtown's first
 full-time street outreach program, with a clinician and EMT
 serving people experiencing homelessness.

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, online at <u>DowntownCS.com/reports</u>.
- For development resources, check our online Development Toolkit at <u>DowntownCSDevelopment.com.</u>

DDA 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
Stella Hodgkins, GE Johnson Construction Company*
Chris Lieber, N.E.S. Inc.
Dot Lischick, Broadmoor World Arena / Pikes Peak Center**
David Lux, Concept Restaurants
Darsey Nicklasson, DHN Development

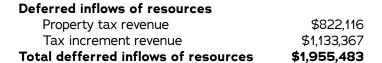
- *Term began summer 2020
- **Term ended summer 2020

Downtown Development Authority Financials

Financial Position

Assets	
Cash and investments	\$888,717
Cash and investments - restricted	\$370,891
Misc. receivables	\$30,859
Property taxes receivable	\$822,116
Incremental property tax receivable	\$1,134,910
Prepaid expense	\$15,779
Notes receivable	\$760,677
Accrued interest	\$112,175
Net capital assets	\$2,160,799
Total assets	\$6,296,923





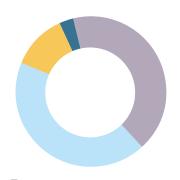
Net position	
Net investment in capital assets	\$810,796
Emergency reserve	\$65,500
TIF	\$305,391
Unrestricted	\$1,750,083
Total net position	\$2,931,770

Statement of Activities

Revenue

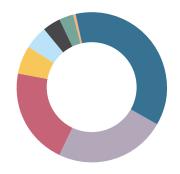
Expense	
Total	\$2,189,748
Interest, fees, misc. income	\$59,551
COVID relief donations	\$267,100
TIF	\$942,481
Mill levy and specific ownership tax	\$920,616

Expense Business development and services,	
programming, projects	\$1,148,050
Grants	\$750,982
Small Business Relief COVID grants	\$667,500
School District 11 obligation	\$181,172
TIF reimbursement agreements	\$168,928
Marketing services, data, research	\$122,889
Administration	\$102,795
Property management	\$10,512
Total	\$3,152,828

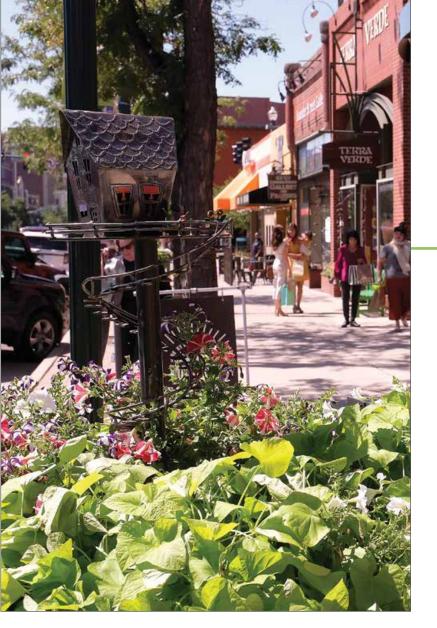


K	evenu	ie
	42%	Mill levy and specific ownership tax
	43%	TIF
	12%	COVID relief donations

Interest, fees, misc.



37% Business development and services, programming, projects 24% Grants 21% Small Business Relief COVID grants 6% School District 11 obligation 5% TIF reimbursement agreements 4% Marketing services, data, research 3% Administration <1% Property management



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 Business Improvement District (BID) ensures that Downtown is clean, engaging, welcoming and walkable. Through our public space management services, we tend to the myriad needs that occur in a pedestrian-oriented environment services above and beyond those provided by city government. Our consumer marketing efforts invite patrons to enjoy the variety of shopping, dining, cultural and recreational experiences for which our Downtown is renowned. Property owners realize an immediate and tangible return on investment because of these services.





Top photo by Tom Kimmell. Other photos: digital compositions by staff.

Consumer marketing

The expansive marketing services for Downtown are jointly funded by the BID and the Downtown Development Authority. Through digital and traditional advertising, social media, targeted promotions and earned media, the BID tells the story of a city center celebrated for its locally owned small businesses, thriving arts scene and active lifestyle. The challenges presented in 2020 were addressed with renewed emphasis in online communications, including the launch of the mobile Discover Downtown Pass, an online shopping promotion for Mother's Day, and enhanced online directories.

2020 consumer marketing by the numbers

- More than 2.300 subscribers to the Discover Downtown Pass.
- 4,215 **Downtown Gift Cards** sold, bringing in more than \$108,435 in sales to Downtown businesses a 51 percent increase over 2019.
- Composed and disseminated press releases resulting in over 136 news stories and articles, earning more than \$100,000 of value in broadcast media alone.
- Secured media interviews for more than 30 Downtown retailers and restaurants.

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- 177 percent increase in views of online shopping and dining directories.
- Enhanced social media engagement, which now connects with more than 37,000 followers on Facebook, Instagram and Twitter. Of note, Instagram saw an 80% increase in followers.

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. Demonstrations for racial justice led to a temporary summertime uptick in graffiti, which was quickly removed each day in the early morning hours. Tree lights were refreshed and restrung, and lights were added to the Trolley Block. Each day, our public space manager patrols Downtown, keeping an eye out for every possible need.

2020 pedestrian experience by the numbers

- 867 instances of graffiti/sticker abatement
- 155 spills/stains removed from sidewalks
- 12,488 cigarette butts and gum removed
- 15 snow incident days
- 96 banners displayed for nonprofit or civic organizations
- 120 trees lighted throughout the year
- 137 flowerbeds and 48 flowerpots tended
- **36** 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 experiencing homelessness to resources, and assisting the general public with a variety of needs and questions.

- 5,893 miles patrolled by foot or bike
- 591 incident responses, including 89 merchant requests for assistance
- 1,512 instances assisting general public with questions
- 419 disturbances managed







Photos by Explore with Media, Stellar Propeller Studio and Tom Kimmell.

Business Improvement District Financials

Financial Position

Total assets	\$1,065,529
Other assets	\$25,575
Fixed assets	\$18,071
Other receivables	\$6,354
Property tax revenue receivable	\$520,858
Current assets	\$494,671

Liabilities

Total liabilities	\$558,083
Deferred property tax revenue	\$520,858
Current liabilities	\$37,225

Equity

Total equity	\$507 446
Unrestricted fund balance	\$135,771
Capital	\$35,226
Reserves	\$336,449

Total liabilities and equity \$1,065,529

Statement of Activities

BID Revenue

Total	\$761,796
Fees, grants and interest	\$183,3584
Mill levy and ownership tax	\$578,438

BID Expense

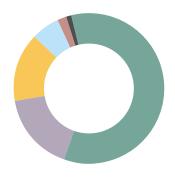
Total	\$761,796
Depreciation	\$8,740
Reserves	\$15,954
Administration	\$48,534
Marketing services	\$109,634
Supplemental security	\$126,865
Public space management	\$452,069
2.2 2xpcsc	

Note: Financial figures shown are prior to annual audit.



Revenue

74%	Mill levy and ownership tax
26%	Fees, grants and interest



Expense

60%	Public space management
17%	Supplemental security
15%	Marketing services
6%	Administration
2%	Reserves
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Pictured: U.S. Bank Community Bank President Jim Harris presents the Juror' First Place award to artist Gregg Deal for the 22nd Annual Art on the Streets exhibit (masks were removed for photo). Community paint day for the Conejos Mural. Photos by Mike Pach. Opposite page: photo by staff.

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