

## **2021 SCOPE OF WORK FOR THE COLORADO SPRINGS DOWNTOWN DEVELOPMENT AUTHORITY**

### **PURPOSE AND SCOPE OF THIS DISTRICT**

In November 2006 voters approved the creation of the Colorado Springs Downtown Development Authority (DDA). Following the vote, Ordinance 07-15 establishing the DDA and its organizational aspects was adopted on January 23, 2007. On February 7, 2007, City Council approved Resolution No. 56-07 adopting the Imagine Downtown Plan as the Plan of Development for the DDA. On November 8, 2016, City Council approved Resolution No. 116-16 adopting the Experience Downtown Master Plan and Plan of Development as the revised Plan of Development for the DDA.

**Purpose:** DDAs facilitate partnerships, joining businesses, property owners, government and others to provide focus and financing to support downtown improvements. DDA works to support and incentivize the goals of the Experience Downtown Plan, to include:

- Ensuring Downtown serves as the economic and cultural heart of the region.
- Creating a diverse and inclusive place to live with the amenities supporting residents.
- Celebrating and connecting with outdoor recreation and an exceptional natural setting.
- Providing a place for healthy and active lifestyles.
- Ensuring a walkable and bike-friendly center connected through safe and accessible multimodal networks.
- Serving as a leader in innovative urban design and sustainability.
- Offering an unforgettable visitor experience.
- Providing a place for inspiration, honoring history and facing the future.

**Mission:** To build public and private investment partnerships that promote the physical and economic growth of Downtown Colorado Springs.

**Contracts and agreements:** DDA contracts with Downtown Partnership of Colorado Springs for day-to-day administrative, financial and management services. Contact: Susan Edmondson, President & CEO, Downtown Partnership, 111 S. Tejon St., Ste. 703, Colorado Springs, CO 80903; 719-886-0088.

**Governance:** The DDA is governed by an appointed board of 11, to include one representative from City Council and the remainder representing property owners and at least one leasee in the district. Director and other pertinent contact information is provided in Exhibit A.

**Term limits:** Directors may serve a maximum of two, full, consecutive four-year terms.

### **BOUNDARIES, INCLUSIONS AND EXCLUSIONS**

The District currently includes approximately 1.1 square miles with boundaries as depicted in Exhibit B; district boundaries were expanded in 2015 by a vote of City Council.

## FINANCIAL PLAN AND BUDGET

**Budget:** The 2021 Draft Budget for the DDA is attached as Exhibit C.

**Changes:** No significant changes are anticipated in the budget.

**Funding:** The DDA is funded through a 5 mill levy on property taxes within the district to support operations. Additionally the DDA receives tax increment financing (TIF) funds generated by the increase in property taxes in the district.

**Debt:** DDA does not currently have debt obligations.

**Condemnation:** DDAs do not have power of eminent domain.

**Audit:** DDA submits an audit to the City Finance Department by March 1 annually. Current auditors are Osborne, Parsons, Rosacker, 601 N. Nevada Ave., Colorado Springs, CO 80903; 719-636-2321.

**Ownership of property and major assets:** DDA holds a note on Cottonwood Center for the Arts, a cultural center enhancing Downtown by providing 80 artist studios, gallery spaces with monthly receptions, art classes and meeting space to enhance the economic vitality of downtown.

**Capital investment reserves:** The DDA maintains an operating reserve representing six months of ordinary operating expenses.

## MAJOR ACTIVITIES

### Grant programs

DDA provides competitive grants through an application process open to businesses and nonprofits. Grants are categorized as:

- **Building Enhancement Grants** are designed to improve the viability of businesses and stimulate economic vitality within the DDA. Grants provide funding to owners or tenants of new businesses moving into the DDA; existing businesses expanding within the DDA; or businesses making significant enhancements within the DDA. *Examples of recent grants include Old Depot Square façade improvements; Mash Mechanix façade improvements, etc. This program was temporarily suspended in 2020 as funds were allocated to the DDA Small Business Relief Fund to assist small businesses impacted by COVID. The grant program has since resumed, with a finite pool of \$100,000 currently available and individual grants not to exceed \$10,000.*
- **Job Incentive Grants** are funds provided to attract or grow high paying jobs in targeted industries in the Downtown core. *Ongoing contracts support growing Downtown companies BlueStaq, Formstack and BombBomb.*
- **DDA Small Business Relief Fund** was created in April 2020 to provide relief for storefront businesses impacted by COVID, with grants of \$2,500 to \$20,000 provided to 95 businesses. Over \$667,000 was provided, buoyed by a \$250,000 grant to DDA from Pinnacol Assurance. DDA is exploring a possible Round 2 of funding that would be smaller and more targeted to those businesses still experiencing extreme challenges, primarily full-service restaurants.

### **Self-directed programs**

DDA funds initiatives that enhance the economic and physical development of Downtown by improving public spaces and drawing more people Downtown. These initiatives are usually led and managed directly by DDA's contract with Downtown Partnership and include the Alleyway Improvement Plan, Downtown Gateways Initiative, Holiday Pop Up Shop Program and others. DDA also funds maintenance of the DowntownCSDevelopment.com website as well as providing ongoing economic development support such as assisting small business through the entitlement process, helping property owners to identify tenant prospects, providing data and market research to help business prospects make sound decisions, and working with City staff on urban planning initiatives that ensure a more connected and walkable urban core. Through DDA's contract with Downtown Partnership, contracted staff also support initiatives related to leveraging Downtown's status as a Federal Opportunity Zone. With extreme challenges faced by small businesses due to COVID, much of DDA self-directed programs in 2020 and into 2021 will continue to focus on support for small business, efforts to fill vacant properties, etc.

### **Brand awareness**

DDA supports brand awareness of Downtown through funding for advertising campaigns, print promotions, radio broadcast, social media and more. While the Greater Downtown Business Improvement District incurs costs for some of the labor and management for marketing and brand awareness, DDA supports direct marketing costs for the aforementioned activities and others.

### **TIF**

DDA enters into tax increment finance agreements on projects that meet the goals of the Experience Downtown Masterplan and Plan of Development in a catalytic manner. DDA has entered into 10 grant agreements to date, of which five are completed and thus receiving TIF reimbursement. An additional three projects are likely to be completed in 2020, realizing an initial TIF reimbursement payment in 2021.

### **Contractual support**

DDA contracts with Downtown Partnership for administrative and financial services and program operations. In addition to administering the grant programs and self-directed programs described above, Partnership services to the DDA include but are not limited to:

- Stewarding the Experience Downtown Masterplan and Plan of Development; see note below.
- Maintaining databases of property attributes and vacancies.
- Providing demographic and psychographic consumer/patron data to property owners and brokers.
- Building relationships with brokers and property owners to fill vacancies and encourage best use of properties.
- Serving as a process advocate for new, expanding or relocating businesses in the district, assisting with permitting, planning, zoning and regulatory issues.
- Creation of collateral to market downtown to retail, restaurant and office tenants.
- Maintenance of the Downtown Development Toolkit website.

**EXHIBIT A  
DDA BOARD OF DIRECTORS**

**Ingrid Richter, Chair**

Principal, ISR Strategies  
Appointed to first term June 2019  
Ingrid.richter@theoneilgroupco.com

**Antonio Rosendo, Vice Chair**

Executive Director, John E. & Margaret L. Lane  
Foundation  
Appointed to second term June 2020  
arosendo@lanefoundation.org

**Carrie Bartow, Secretary/Treasurer**

CliftonLarsonAllen  
Appointed first term June 2018  
Carrie.Bartow@claconnect.com

**Aaron Briggs**

Principal, HB&A Architecture and Planning  
Appointed to second term June 2019  
aaron.briggs@hbaa.com

**Jordan Empey**

Stockman Kast Ryan & Co.  
Appointed to first term June 2018  
jempey@skrco.com

**Jeff Finn**

Nor'wood Development Group  
Appointed first term June 2018  
jfinn@nor-wood.com

**Stella Hodgkins**

GE Johnson  
Appointed first term June 2020  
hodgkinss@gejohnson.com

**Chris Lieber**

N.E.S.  
Appointed partial term January 2020  
clieber@nescolorado.com

**Darsey Nicklasson**

DHN Planning & Development, LLC  
Appointed to first term June 2017  
dnicklasson@msn.com

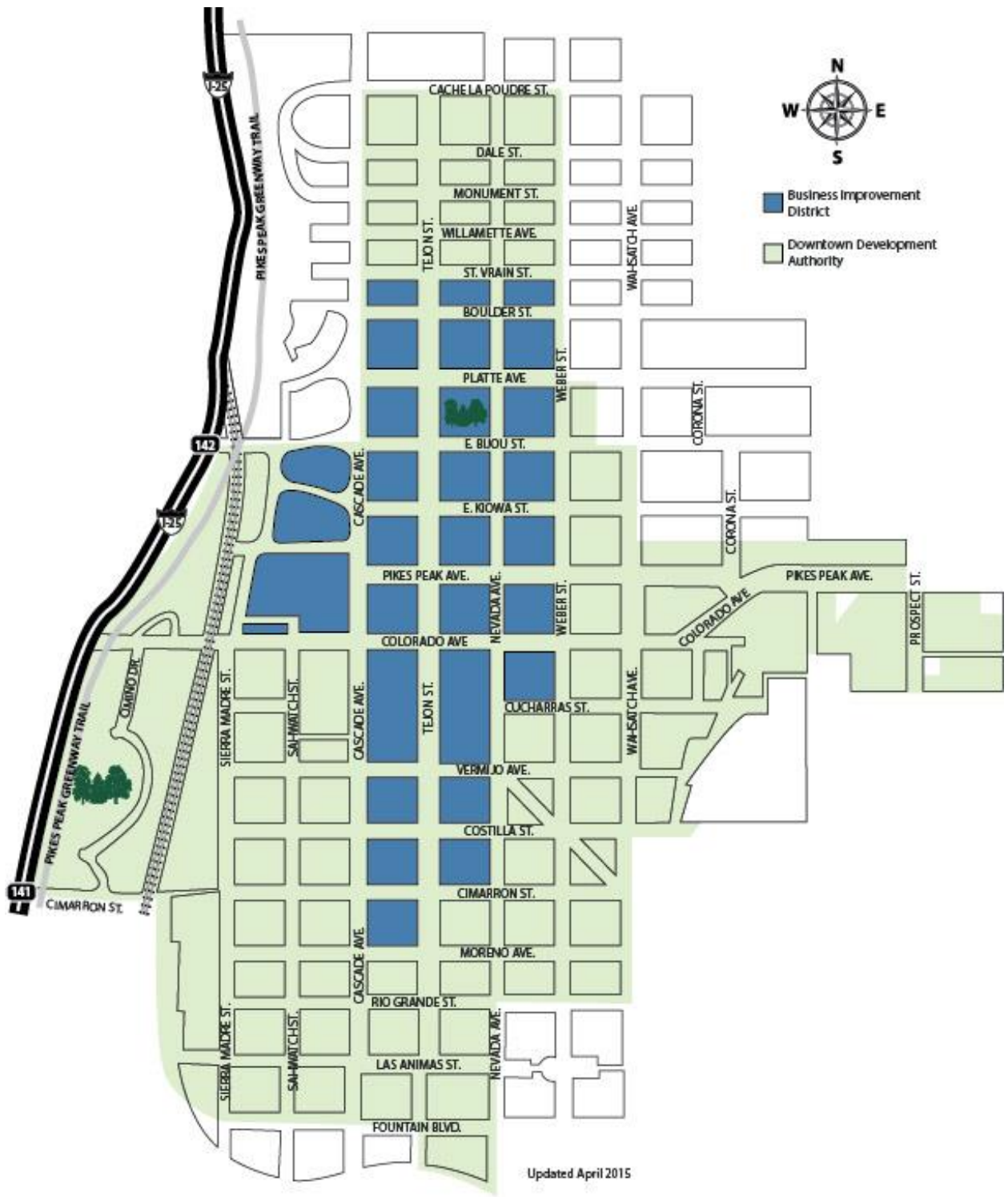
**David Lux**

Owner, Concept Restaurants  
Appointed to second term June 2020  
dlux@conceptrestaurants.net

**Jill Gaebler**

City Council  
Appointed to first term 2013  
jgaebler@springsgov.com

# EXHIBIT B - MAP



**EXHIBIT C**