

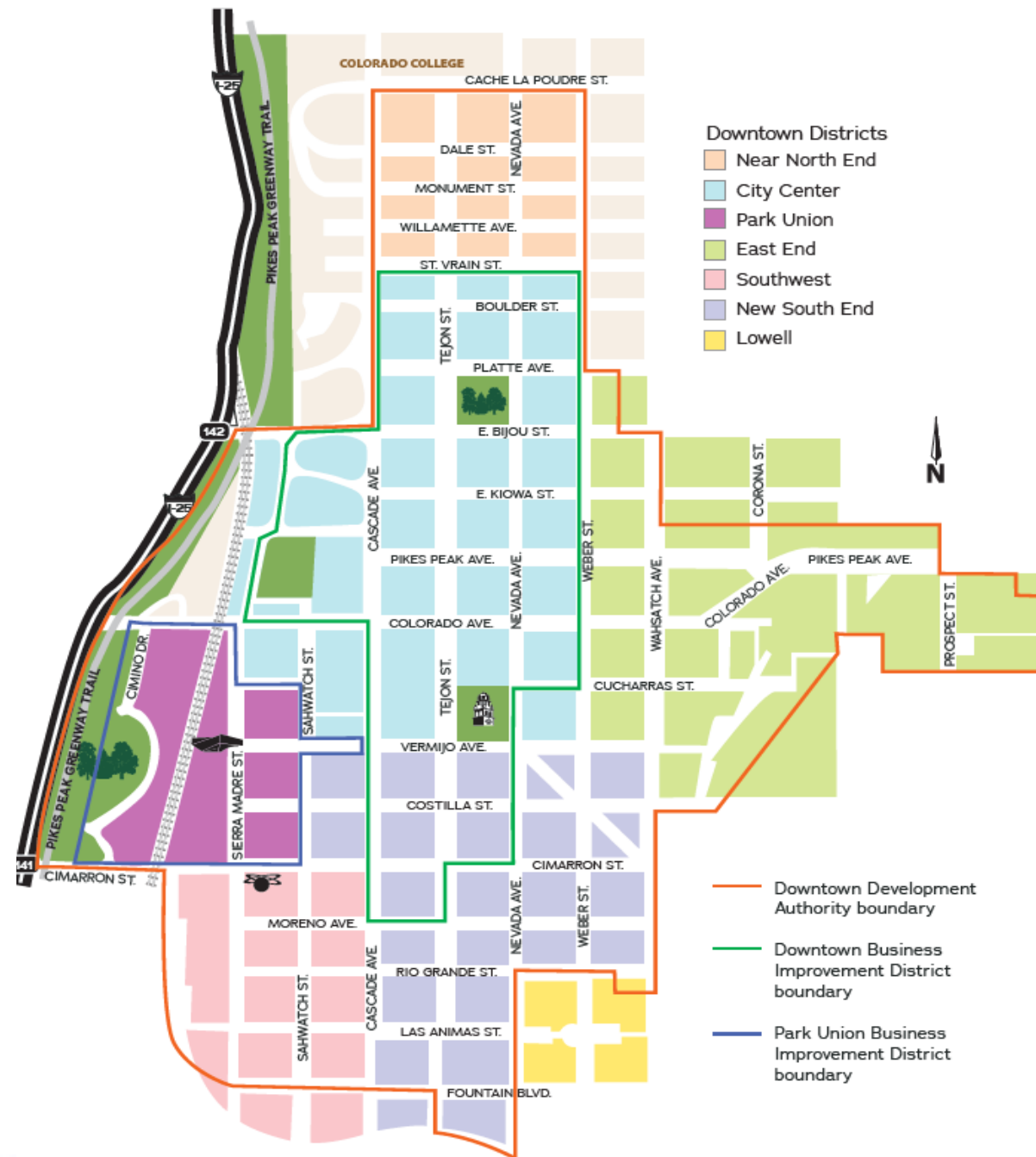


Colorado Springs

Downtown Development Authority & Business Improvement District

October 21, 2024

Downtown district boundaries



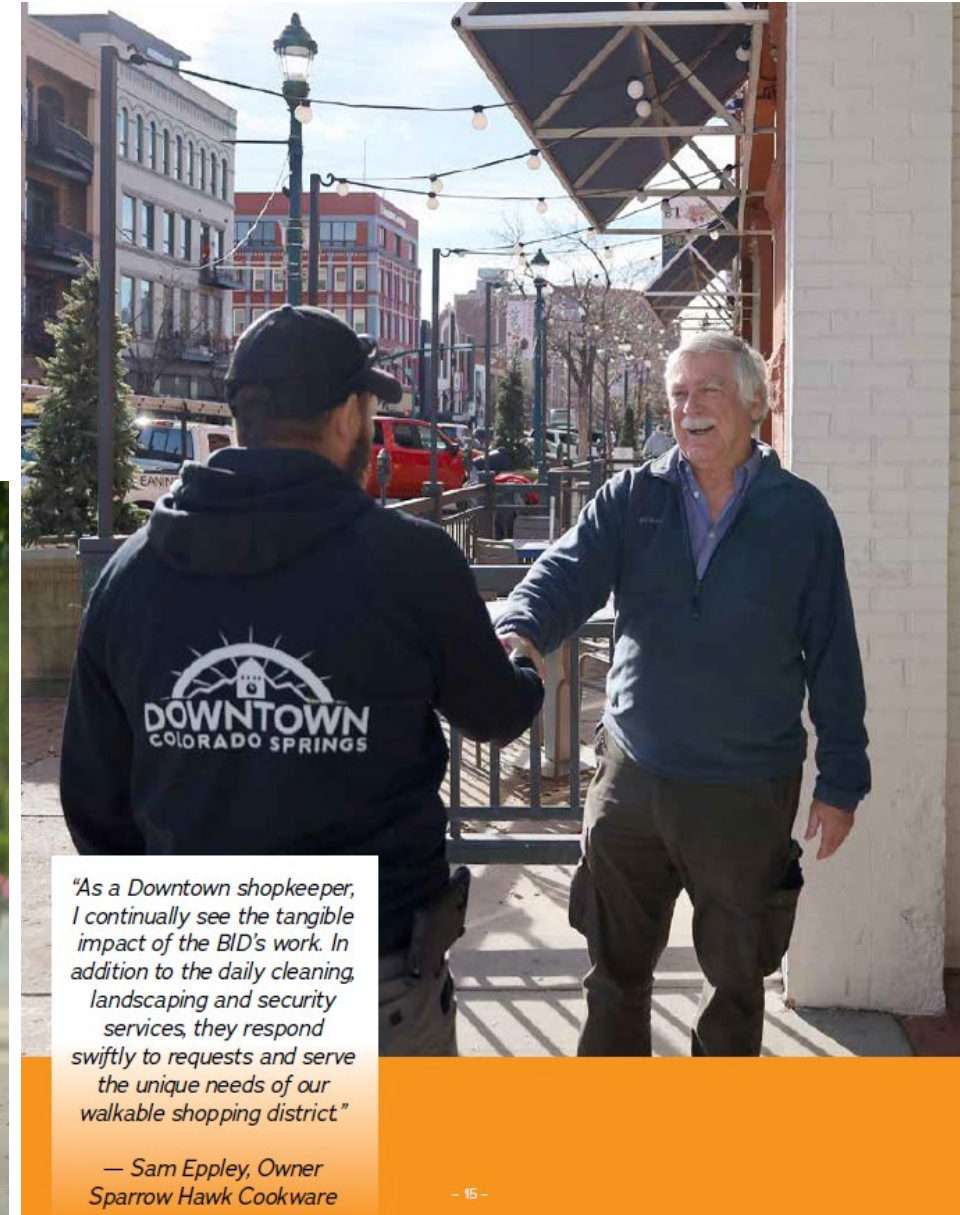
Goals



Greater Downtown CS BID

Ensures Downtown is clean, engaging, welcoming, and walkable

- Landscaping and colorful flowerbeds
- Daily cleaning services
- Powerwashing
- Holiday décor and banner management
- Wayfinding signage
- Daily supplemental security services
- Tree lighting
- Consumer marketing (shared with DDA)



"As a Downtown shopkeeper, I continually see the tangible impact of the BID's work. In addition to the daily cleaning, landscaping and security services, they respond swiftly to requests and serve the unique needs of our walkable shopping district."

*— Sam Eppey, Owner
Sparrow Hawk Cookware*

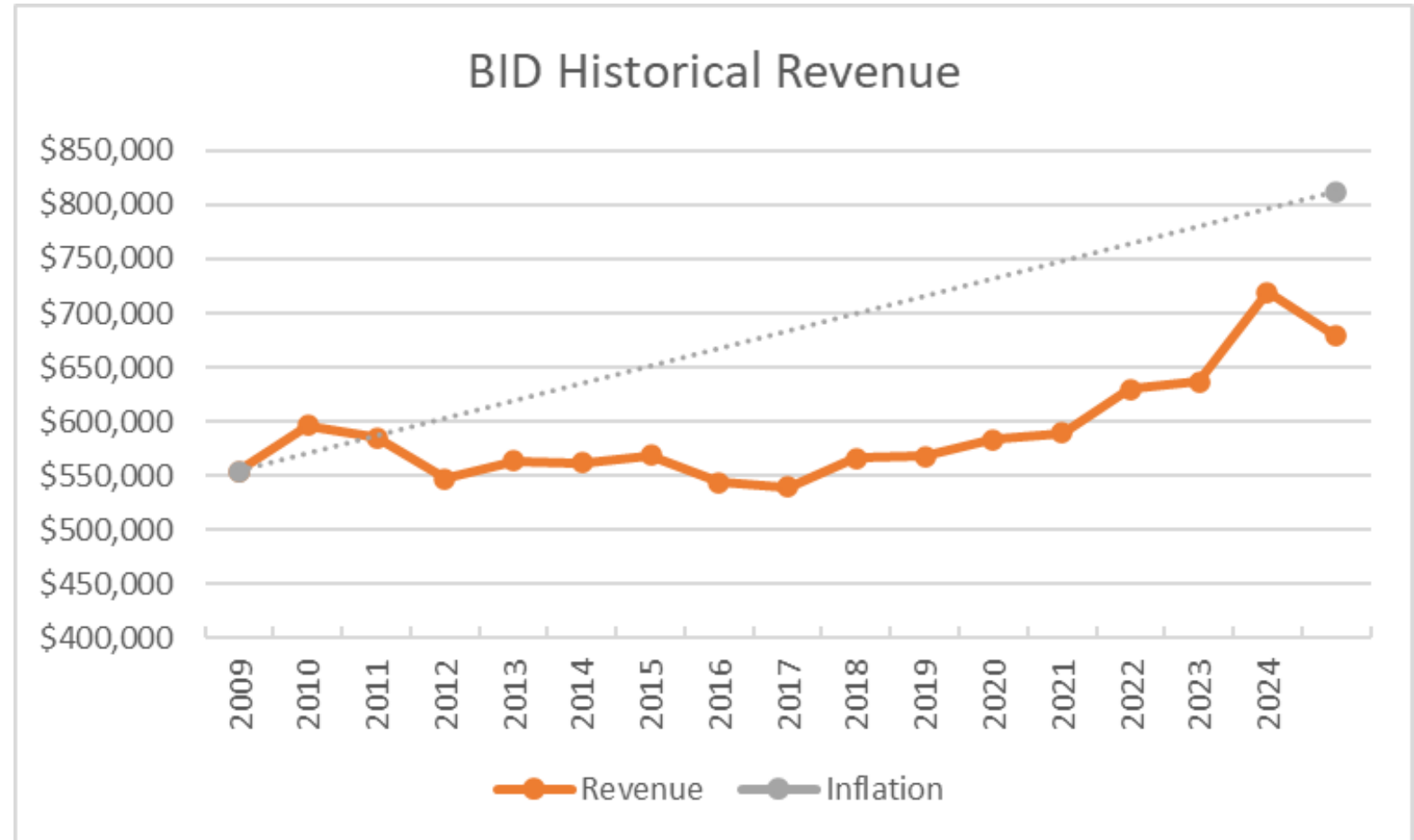
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Typical BID functions performed instead by our 501c3

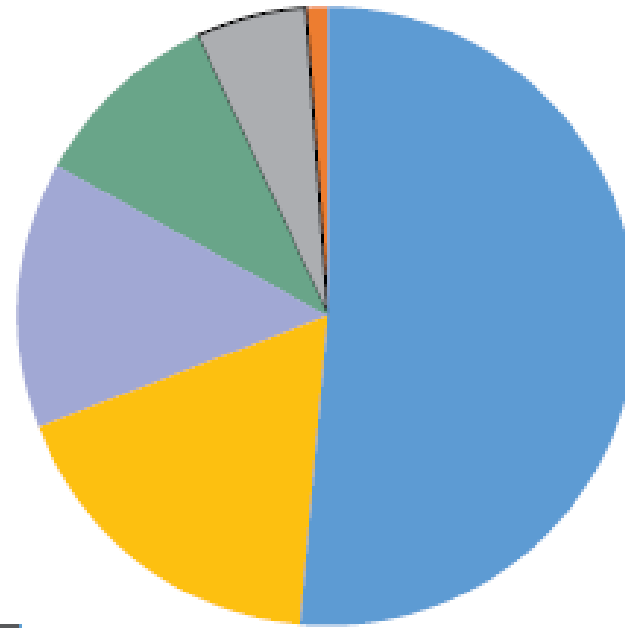


Business Improvement District Historical Revenue

Year	Revenue	YoY
2009	\$553,817	
2010	\$596,268	8%
2011	\$584,718	-2%
2012	\$547,592	-6%
2013	\$563,383	3%
2014	\$561,755	0%
2015	\$568,993	1%
2016	\$543,559	-4%
2017	\$539,908	-1%
2018	\$566,255	5%
2019	\$567,866	0%
2020	\$583,328	3%
2021	\$589,493	1%
2022	\$629,981	7%
2023	\$636,492	1%
2024	\$719,278	13%
2025	\$678,842	-6%



2023 BID Expenses

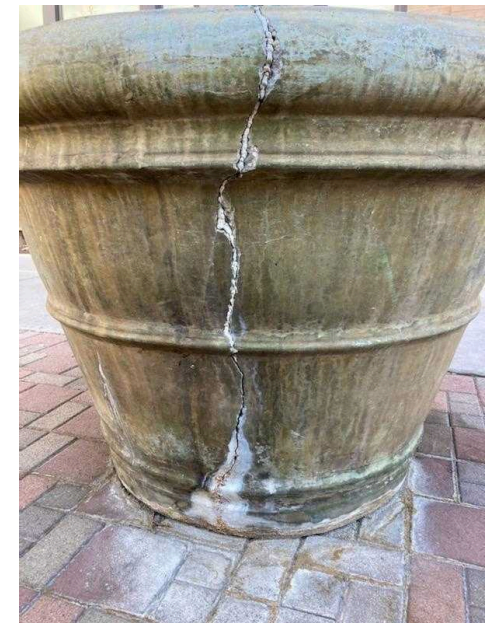


Expense

- 52% Public space management
- 18% Supplemental security
- 14% Marketing services
- 10% Capital improvements and reserves
- 6% Administration
- 1% Depreciation

Business Improvement District Recent Capital Purchases

- 2020:
 - Tree lights in Trolley Block (\$3,820)
 - ATV (\$8,365)
- 2021
 - Tree lights north of Boulder (\$4,642)
- 2022:
 - Trash cans in partnership with City (\$20,000)
- 2023:
 - Flowerpots: 50 pots (\$46,050)
- 2024
 - First phase of flowerpot install (\$31,710)



Business Improvement District Public Space Management

	Graffiti/ Stickers	Spills/ Stains	Cigarette Butts/ Gum	Snow Melt Applied (lbs)	Miles Walked	Banners Hung
2022	1,346	1,790	14,903	9,800	1,191	325
2023	4,428	2,995	24,439	6,250	1,582	420
2024 (Sept)	1,264	2,855	37,492	3,750	1,186	365



Business Improvement District Supplemental Security Service

	Incident Responses	Merchant Requests for Assistance	Pedestrian Access Act	Instances Supporting/ Requiring Additional PD Intervention
2022	499	182	157	26
2023	861	274	193	39
2024 (Sept)	609	226	134	14

Business Improvement District Changes in 2025

- Final flowerpot installation - reserves
- No additional tree lights – mainly repairs
- Reduced pressure washing
- Maintain daily clean team



BID: Greatest needs

Public bathroom

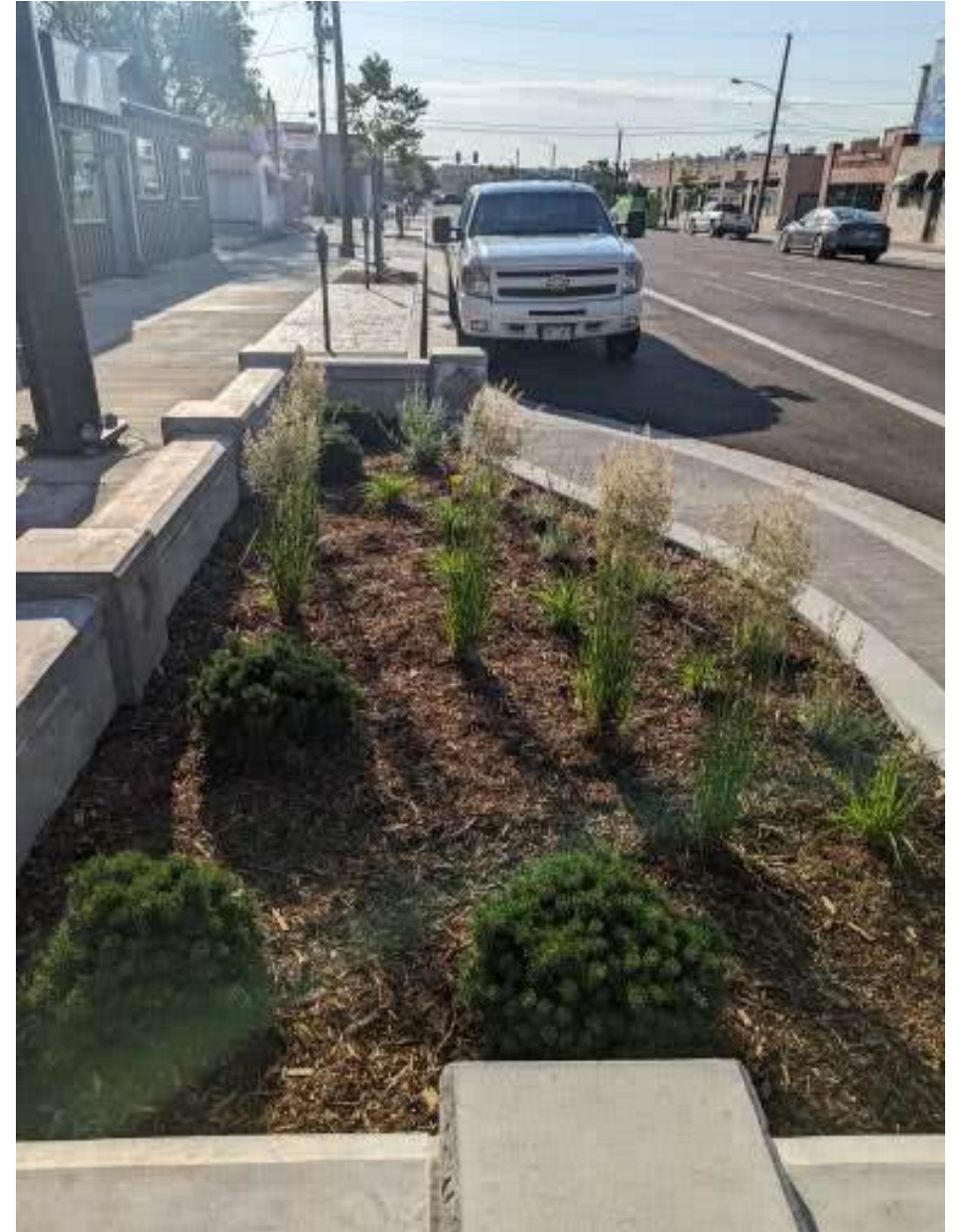
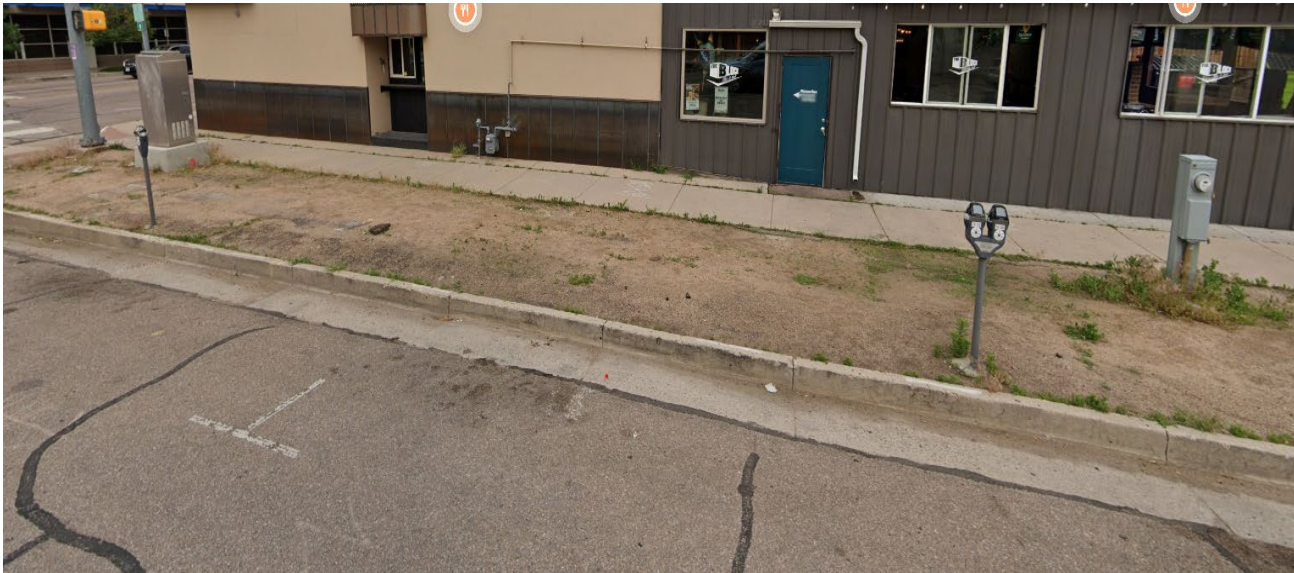
Extended security hours

More trash cans, recycling



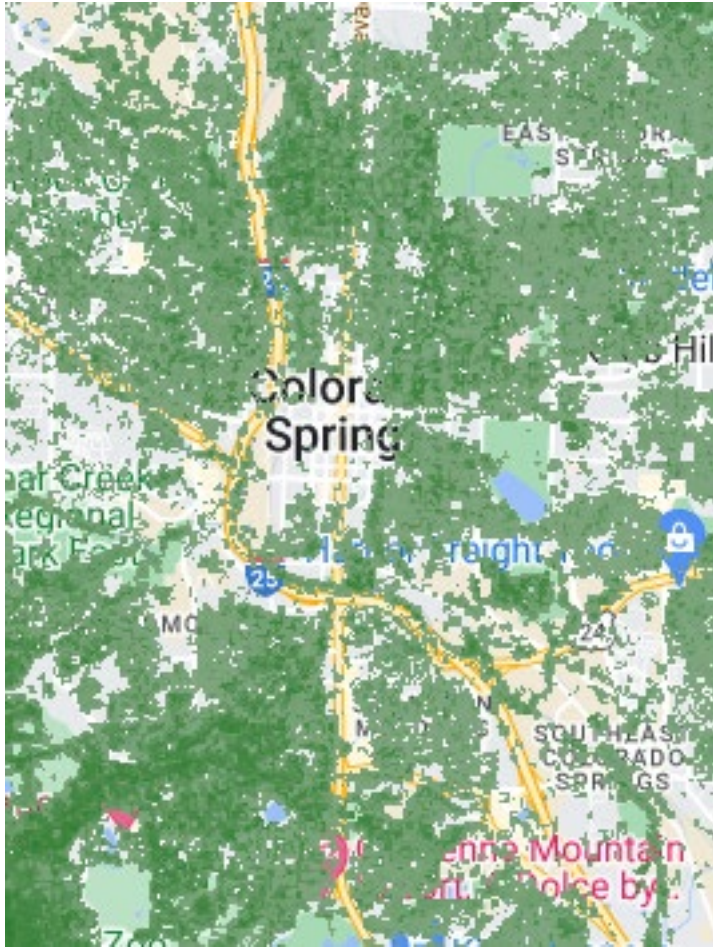
BID: Greatest needs

Streetscape improvements



BID: Greatest needs

Commitment to tree canopy



Downtown Development Authority

Building public and private investment partnerships to foster the economic and physical growth of Downtown.



DDA: Small business support

Storefront openings

2023: 28

2024 YTD: 24

- 13 food and beverage

- 2 retail

- 9 service/other (live music, billiards, cat café, medical, salon, piano bar, Exponential Impact)

Q4: 3

Pipeline into 2024: approx. 6



DDA: Grants

2023: \$288,000

2024 YTD: \$438,500

- Building Enhancement
- Retail Incentive
- Energy Efficiency
- Tree Canopy
- Emergency Relief (\$130,000)



DDA: Grants



Tree canopy: \$84,000

Energy efficiency: \$12,000

DDA: TIF



17 agreements

- 11 in active reimbursement
- 1 closing out this year
- 5 still under construction

DDA: Residential



Total units, 2015 onward

Pre-2024: 1,234

2024: 824

2025-2026: 1099

TIF-supported

1,177 completed

989 under construction

DDA: Public realm improvements



AdAmAn Alley

Gateways

Public art maintenance/ special projects



DDA: Marketing

Consumer marketing: \$200,000

- Advertising: Print, broadcast, outdoor, social
- Specialized/holiday campaigns
- Website shop/dine/lodge directory
- Earned media
- Printed tourism map (90,000 distribution)
- Resident Welcome Kits



DDA: Marketing

Social media: 47,000 followers

- Budgeted boosts up close to 200 percent by year's end
- Upgraded original video
- Instagram reach up 19 percent
- Facebook reach up 123 percent

Digital advertising

- More than tripled spend for both video and static ads
- Video watch completion rates across all campaigns averaged in the high 80s percentages (meaning watched all the way through)
- National expert: 73 percent of consumers prefer short form video, which has highest ROI (Bright Brothers Strategy)



Illegal Pete's Long-Awaited Opening

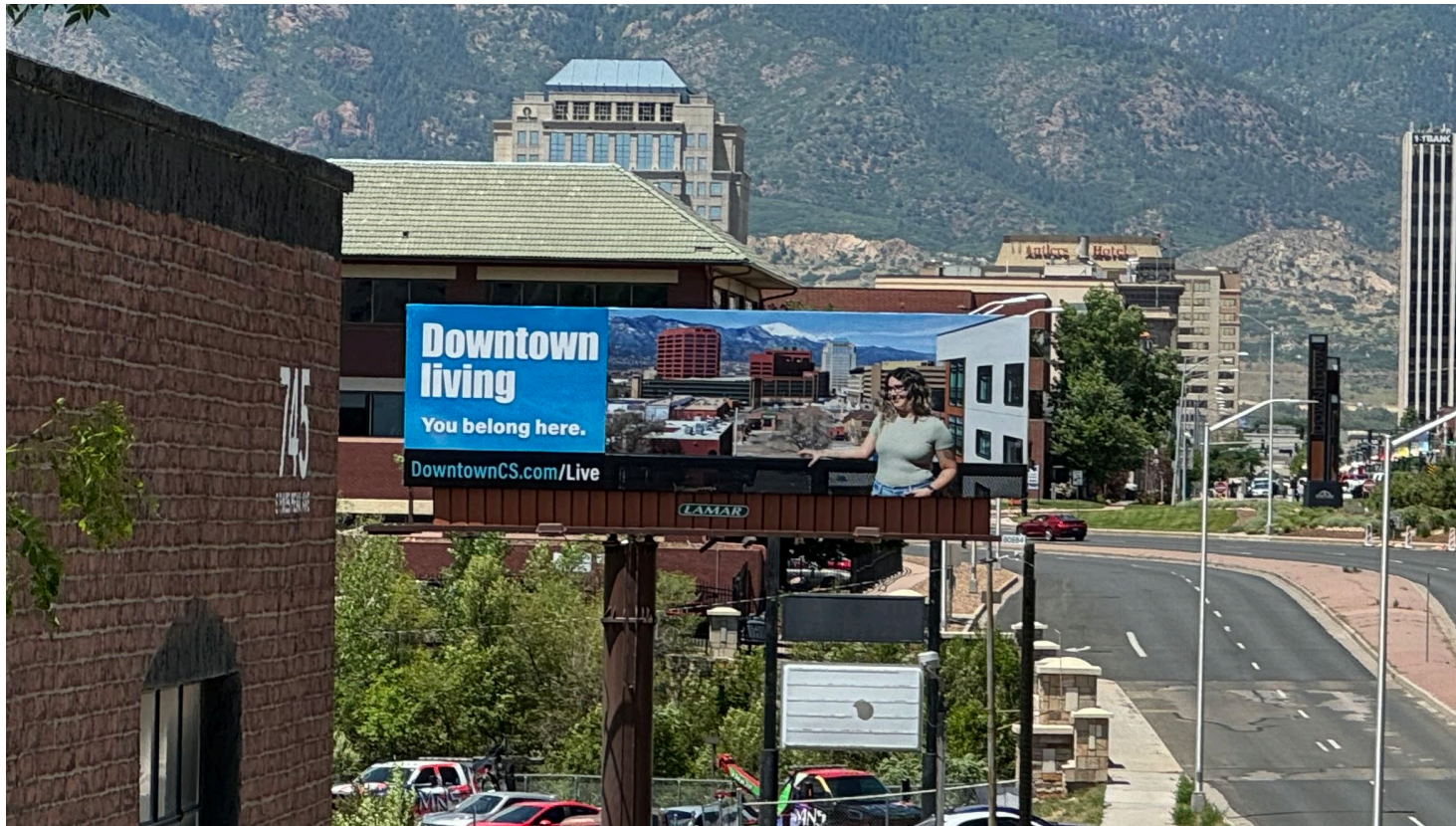
Illegal Pete's is finally open in Colorado Springs. Owner Pete Turner talks about the new location, its long-awaited arrival, the food and history of the popular Colorado Mexican restaurant.

[READ MORE](#)



DDA: Marketing

NEW: Residential marketing: \$60,000
Five months of outdoor advertising as well as
strategic geotargeted digital advertising



**Lucky dogs,
lucky humans**



Pictured at The Mae on Cascade

*Dog runs, dog parks, spas and
close access to dog-friendly patios!*

Live Downtown.



DDA: Data and market research



DDA: Looking to 2025



- Busy Corner improvements
- Experience Downtown master plan update

