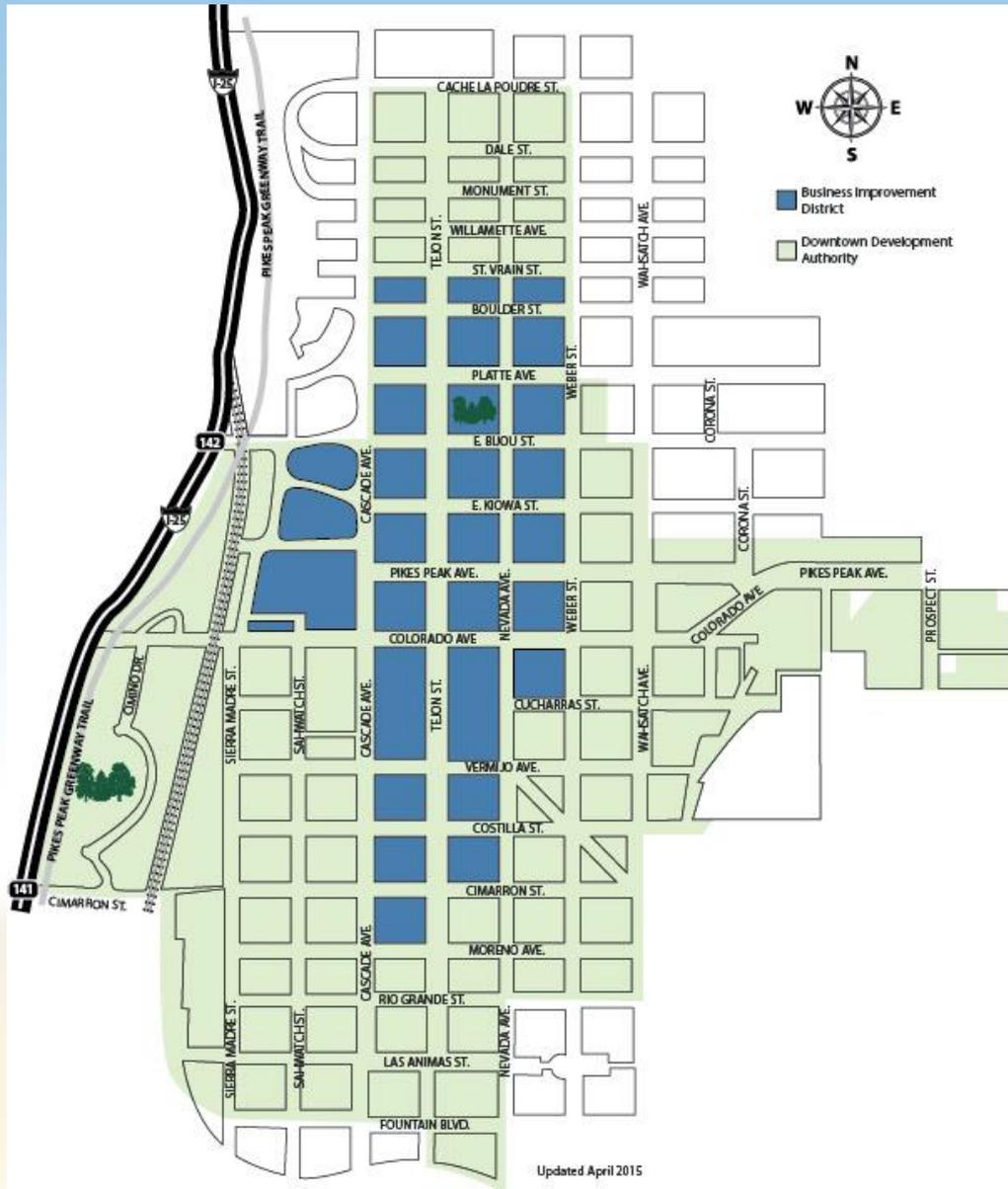


DOWNTOWN COLORADO SPRINGS





Greater Downtown Colorado Springs Business Improvement District

History: Created by downtown voters 21 years ago, since expanded twice by voter approval. Encompasses 31 blocks.

Mission: To provide a welcoming pedestrian experience to Downtown Colorado Springs through thoughtful public space management and consumer marketing.

BID Board

Allison Cortez, chair, Pikes Peak Community College

Jessica Modeer, vice chair, Zeezo's

David Bunkers, treasurer, Griffis Blessing

Bill Nelson, secretary, Lewis-Roca-Rothgerber

Lauren Andrus, The Modbo/Northwestern Mutual

Wylene Carol, Downtown Residents Coalition

Randle Case, The Case Company

Gary Feffer, Fountain Colony

Craig Ralston, Sachs Foundation

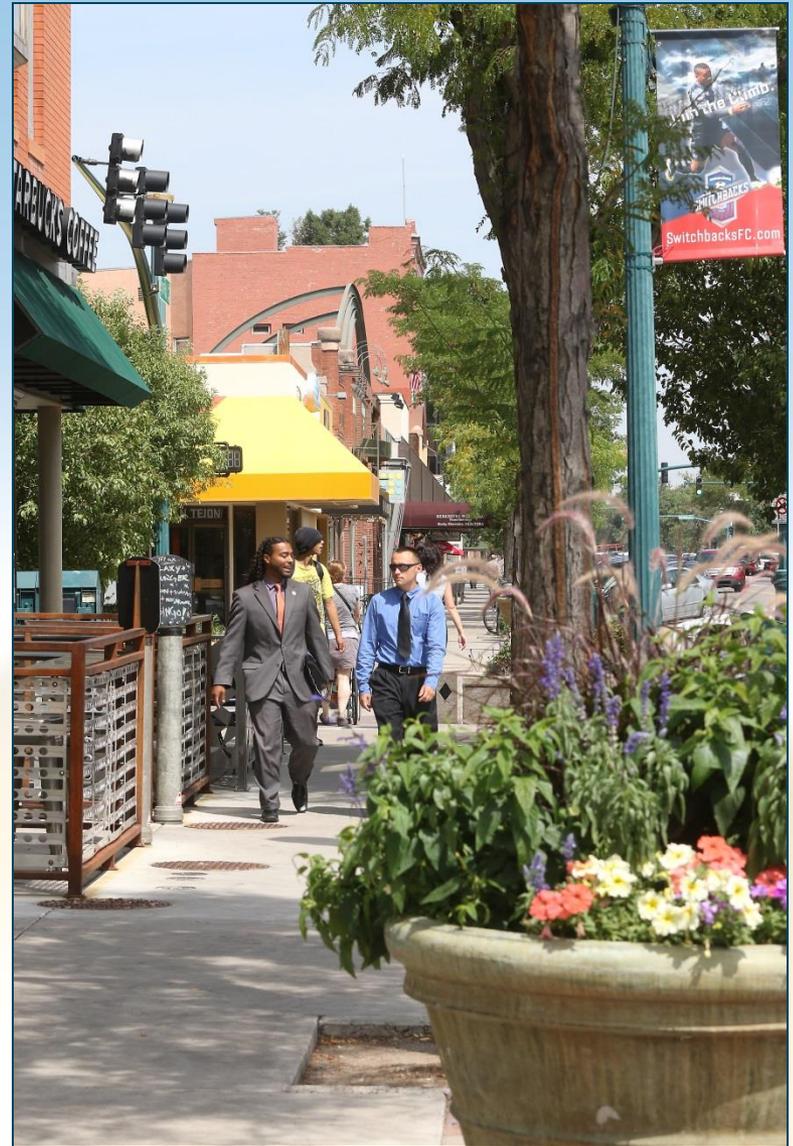
Luke Travins, Concept Restaurants

Russ Ware, Wild Goose Meeting House

2015 Highlights to date

Public space management

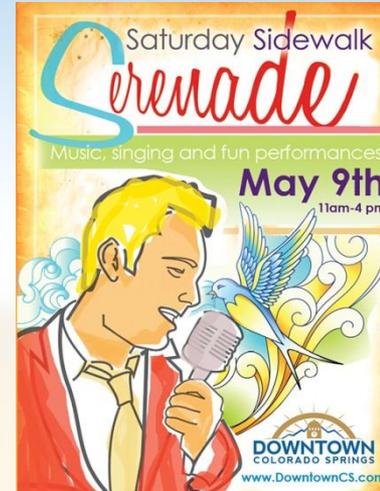
- Daily litter/waste cleaning
- Powerwashing, spills, waste
- Flowerpots, flowerbeds tended
- Snow removal
- Banner hanging
- New cigarette receptacles
- New holiday decor



2015 Highlights to date

Consumer marketing

- Primary campaigns: Pints & Plates, Saturday Serenade, Summer Sidewalk Sale, holidays and Small Business Saturday
- Events: 3,000 rack cards and 75 posters monthly, distributed at more than 80 locations
- 11 percent growth in Facebook fans YTD
- Over 50 segmented e-blasts
- Three multiple page Gazette inserts
- \$21,000 in print, broadcast, outdoor ads
- \$28,000 in gift card sales
- Four merchant outreach meetings



Ahead for 2016



- No major changes
- Greater resources toward public space management (fewer toward marketing)
- Additional flowerbed conversion to perennials
- Spring bulb beta test
- Greater banner promotion
- Enhanced Pints & Plates promotion

Budget overview

Public space management	\$334,500
Marketing	\$172,250
Direct overhead	\$44,365
<u>Contingency (reserves)</u>	<u>\$50,000</u>
TOTAL	\$601,115

*Total Downtown Partnership contract, \$166,109

Concerns/trends

- Increase in spills, waste
- Impact of major festivals, parades
- Snow forecast (El Nino)
- Maintenance, repair/replacement of old BID infrastructure
- Alleyway accessibility for patrons
- Trash haul
- Doing more with less with marketing resources



Downtown Development Authority

History: Created by downtown voters in 2006. In 2007, City Council adopted Imagine Downtown as the plan of development for DDA.

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

Our Board

David Lord, chair, retired, Colorado College

Steve Engel, vice chair, Griffis Blessing

Roger Sauerhagen, secretary/treasurer, CSNA Architects

Jill Gaebler, City Council

Jessica Modeer, Zeezo's

Chris Jenkins, Nor'Wood

Dot Lischick, World Arena/Pikes Peak Center

David Lux, Concept Restaurants

Chuck Murphy, Murphy Constructors

Ingrid Richter, The O'Neil Group

Aaron Briggs, HB&A

What we do

- *Make it happen*
- *Make it happen sooner*
- *Make it happen better*



How we do it

- Grants
- Public space investments
- Partner programs
- Business support



2015 Highlights to Date: Grants: \$308,362



2015 Highlights to Date: Pedestrian Experience: \$57,598



2015 Highlights to Date: DDA Initiatives: \$152,560



2015 Highlights to Date: Downtown Master Plan Update: \$305,000



Ahead for 2016

Completion of Master Plan Update (determines priorities)

Keen focus on identified catalytic projects

Keen focus on improvements to the public realm

Continued but limited focus on Building Enhancement Grants

Reduction in Special Events Grants

Continuation of special initiatives (security, Pop Up Shops, etc.)

Questions?

