



September 8, 2014

Carl Schueler, AICP
Senior Planner – Comprehensive
City of Colorado Springs
30 S. Nevada Ave, Suite 105
Colorado Springs, CO 80903

Dear Mr. Schueler:

Please find attached the Annual Operating Plan, Preliminary 2015 Budget and District Boundary Map for the Greater Downtown Colorado Springs Business Improvement District as approved by the Board at its August 29, 2013 Public Hearing. Upon receipt of final certification in November from the County, the BID Board will approve and submit a final budget if there is a material difference in the District's valuation.

Please call with any questions you may have.

Sincerely,

Susan Edmondson
Executive Director

Enclosures:
2015 Operating Plan
2015 General Fund Worksheet
District Boundary Map

2015 OPERATING PLAN AND BUDGET

**Greater Downtown
Colorado Springs
BUSINESS
IMPROVEMENT
DISTRICT**

City of Colorado Springs, El Paso County, Colorado

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2015
OPERATING PLAN FOR THE GREATER DOWNTOWN COLORADO SPRINGS
BUSINESS IMPROVEMENT DISTRICT

PURPOSE AND SCOPE OF THIS DISTRICT

A. Requirement for this Operating Plan The Business Improvement District Act, specifically Section 31-25-1211, C.R.S., requires that the Greater Downtown Colorado Springs Business Improvement District (the “District”) file an operating plan and budget with the City Clerk no later than September 30 of each year.

Under the statute, the City is to approve the operating plan and budget within 30 days of the submittal of all required information.

The District operates under the authorities and powers allowed under the Business Improvement District Act, Section 31-25-1201, et seq., Colorado Revised Statutes, as amended, as further described and limited by this Operating Plan.

B. What Must Be Included in the Operating Plan? Pursuant to the provisions of the Business Improvement District Act, Section 31-25-1201, et seq., Colorado Revised Statutes, as amended, this Operating Plan specifically identifies (1) the composition of the Board of Directors, (2) the services and improvements to be provided by the District, (3) the taxes, fees, and assessments to be imposed by the District, (4) the estimated principal amount of the bonds to be issued by the District, and (5) such other information as the City may require.

The District’s original plan, and subsequent Operating Plans, previously approved by the City, are incorporated herein by reference, and shall remain in full force and effect except as specifically or necessarily modified hereby.

C. Purposes As may be further articulated in prior year’s Operating Plans, the ongoing and/or contemplated purposes of this District for 2015 include public space management and marketing.

D. Ownership of Property or Major Assets The BID owns a truck, small equipment and supplies and an inventory of bricks and Van Briggles tile, valued after depreciation at \$27,279 as of July 31, 2014; the assets are used in the enhancements and maintenance of public spaces downtown.

E. Contracts and Agreements The BID engages in contracts for its services, primarily:

- Timberline Landscaping, Jan. 1, 2015-Dec. 31, 2015, for daily cleaning services, \$145,877.
- Timberline Landscaping, Jan. 1, 2015-Dec. 31, 2015, for landscaping, \$80,158.

- Downtown Partnership, Jan. 1, 2015-Dec. 31, 2015, for financial services, administrative services, public space management oversight and marketing services, \$161,271.

ORGANIZATION AND COMPOSITION OF THE BOARD OF DIRECTORS

- A. Organization. The Greater Downtown Colorado Springs Business Improvement District was organized by the City of Colorado Springs, Colorado by Ordinance No. 01-98 dated July 10, 2001.
- B. Governance. The District is governed by an appointed board of directors.
- C. Current Board. The persons who currently serve as the Board of Directors are:
 - 1) Allison (Swickard) Cortez
 - 2) Jessica Modeer
 - 3) David Bunkers
 - 4) Bill Nelson
 - 5) Steve Condon
 - 6) Gary Feffer
 - 7) Greg Howard
 - 8) Randle Case
 - 9) Wylene Carol
 - 10) Luke Travins
 - 11) Andy Vick

Director and other pertinent contact information is provided in Exhibit A.

- C. Term Limits. Board members may serve a maximum of two, full, three-year terms. Bylaws stipulate seven directors representing owners of real estate, of which two of these must represent real estate of 50,000 sqf or greater; a minimum one retail/restaurant tenant; a minimum of one service business tenant; a minimum of one office tenant.
- E. Advisory Board. No Advisory Board has been appointed.

BOUNDARIES, INCLUSIONS AND EXCLUSIONS

The District currently includes 30 city blocks with boundaries as depicted in Exhibit C. In 2015 the BID is examining possible limited expansion due to growing demand for BID services. In

particular, the east side of the 500 block of South Tejon Street is under consideration, due to improved properties and public usage in that block and inquiries by property owners concerning desire for BID services.

PUBLIC IMPROVEMENTS

BID does not anticipate financing major public improvements in 2015. BID services exist primarily to clean and maintain improved sidewalks and public spaces. Repairs, cleaning and updates to wayfinding signage are anticipated, but that likely would not be considered “major.”

ADMINISTRATION, OPERATIONS, SERVICES AND MAINTENANCE

The BID seeks to protect public and private investment in Downtown Colorado Springs and to attract new investments to the Downtown. The BID works to preserve and improve economic, cultural and civic conditions within the BID by facilitating partnerships of people and organizations to achieve mutual goals. The BID can provide funding to plan, evaluate, facilitate and implement the BID objectives, services and promotional activities that will help to acquire and grow viable and sustainable markets, thus strengthening competitiveness in the regional marketplace. Since the inception of the district, the objectives of the BID have been, and continue to be, revitalization of Downtown by attracting residents, merchants, businesses, office users, entrepreneurs, corporate headquarters, entertainment, culture and the arts; all will increase the customer experience and traffic downtown, better enabling the Downtown to compete for customers and tenants and to position it as a destination point. Key focus areas are public space management and consumer marketing.

The services, facilities and improvements to be provided by the BID are not intended to duplicate or supplant the services, facilities and improvements provided by the City of Colorado Springs within the boundaries of the BID. The BID was created to enhance services, facilities and improvements within the BID.

The BID contracts for cleaning, landscaping, administrative, financial, management and marketing services, as described previously. Specific activities are listed in the Activities section below.

FINANCIAL PLAN AND BUDGET

1. 2015 Budget. The 2015 Budget for the District is attached as Exhibit B. BID anticipates no significant changes in budget and services.
2. Authorized Indebtedness. None currently and none anticipated for 2015.
3. Property Tax and Mill Levy Caps. The original 5 mill levy was established when the Greater Downtown Business Improvement District was created. It cannot be

increased without approval by District voters. In the November 4, 2003, election District voters approved the de-TABORing of revenues received by the District under Section X, Article 20 of the Colorado Constitution. At that election the District voters also approved the exemption of the 5 mill levy from the property tax increase limitations contained in Colorado Revised Statutes 29-1-301 and 29-1-302. There is no Gallagher adjustment authorized. There are no property tax abatements at this time.

4. District Revenues. The BID is financed, in whole or in part, by a 5 mill levy on real and personal property within the district. The revenue so derived is used to fund legally authorized programs and services of the BID. Unexpended monies at the end of the fiscal year may be placed in one or more reserve funds to be expended as determined by the BID Board of Directors, including for capital expenses and operating expenses.
5. Existing Debt Obligations. The BID has no existing debt obligations.
6. Future Debt Obligations. The BID does not anticipate future debt obligations for 2015.
7. Other Financial Obligations. The BID has no existing financial obligations beyond standard legal requirements and the aforementioned contracts.
8. City Charter Limitations. In accordance with 7-100 of the City Charter, the District shall not issue any debt instrument for any purpose other than construction of capital improvements with a public purpose necessary for development. As set forth in 7-100 of the City Charter, the total debt of any proposed District shall not exceed 10 percent of the total assessed valuation of the taxable property within the District unless approved by at least a two-thirds vote of the entire City Council.
9. Non-Default Provisions. Limited tax general obligation bonds issued by the District shall be structured and/or credit enhancements provided such that the bonds cannot default as long as the District is imposing the required maximum allowed mill levy.
10. Privately Placed Debt. Prior to the issuance of any privately placed debt for capital related costs, the District shall obtain the certification of an External Financial Advisor regarding the fairness and feasibility of the interest rate and the structure of the debt.
11. The debt of the District will not constitute a debt or obligation of the City in any manner. The faith and credit of the City will not be pledged for the repayment of the debt of the District. This will be clearly stated on all offering circulars,

prospectus, or disclosure statements associated with any securities issued by the District

MUNICIPAL OVERSIGHT OF DISTRICT ACTIVITIES

(a) **Audit.** The District will submit an annual audit to the City Finance Department no later than March 1 of each year which is performed by an independent certified public accounting firm. Even if the state grants an audit exemption, the District must submit an annual audit as specified above.

(b) **SID Formation.** The District affirms that it will provide an Amended Operating Plan and seek prior approval of City Council prior to formation of any Special Improvement District within its boundaries in the future.

(c) **City Authorization Prior to Debt Issuance.** In accordance with the City's Special District Policy, and notwithstanding any statements of intent in the Budget and Operating Plan, this District shall request and obtain approval of City Council prior to issuance of any debt in accordance with the financing plan for the District as previously approved. The standards for City approval shall generally be consistency with the City's Special District Policy as it may be amended along with the most recently approved operating plan and budget and any requirements or limitations contained therein to the extent that they are consistent with the financing plans for the District.

(d) **Public Improvement Fees.** This District will not utilize any revenues from a new, increased or expanded public improvement fee (PIF) unless specifically authorized in a subsequent operating plan and budget, or separately approved by City Council. The imposition of a PIF and any provisions for adjustment of a PIF that have been previously approved by City Council shall not be subject to this restriction.

(e) **Condemnation.** The Colorado Revised Statutes do not authorize BIDs to use powers of eminent domain. The exercise of eminent domain authority by any City-authorized district is also specifically prohibited without express prior City Council approval.

2015 ACTIVITIES, PROJECTS AND CHANGES

1. Activities

Public space management programs are designed to keep the BID clean, safe and welcoming for customers, workers, property owners and pedestrians. Services include but are not limited to: seven-day-a-week removal of litter, cigarette butts and waste on sidewalks, alleys and public amenities such as benches; limited snow removal; powerwashing and spot washing of sidewalks; monitoring and reporting of safety concerns to CSPD; graffiti and gum removal; watering and maintenance of 89 flowerbeds and 49 flowerpots; installation and deinstallation of holiday décor; installation and deinstallation of lamppost banners for downtown promotions and through contracts with local nonprofits.

Consumer marketing drives patrons and customers downtown and supports the economic viability of the scores of primarily locally owned and operated stores and restaurants. Activities include but are not limited to: maintenance of a robust, award-winning website; communication through an e-blast and use of social media such as Facebook and Twitter; print

advertisements in The Gazette, Independent and Colorado Springs Business Journal; out-of-home advertisement through Greener Corners bins; radio and TV broadcast promotion; design and distribution of 80,000 copies of a downtown map; monthly printing and distribution of rack cards and posters promoting downtown events and activities.

Marketing campaigns include but are not limited to the Downtown 20 promotion in April; Saturday Serenade for Mother's Day; Summer Sidewalk Sale; participation in Restaurant Week; and, especially, significant holiday campaign initiatives to include promotion of Small Business Saturday and the Holiday Stroll. The BID also promotes and sells a gift card redeemable at more than 100 merchants and restaurants to encourage downtown shopping and dining.

Additionally, the BID hosts regular meetings to inform and seek feedback from merchants. The BID partners with CSPD in support of its volunteer Ambassadors program. The BID creates awareness of City parking options and educates regarding safety and vagrancy concerns in the downtown area. BID contractors attend monthly city event permitting meetings to ensure events enhance the downtown experience and do not unduly burden retail; BID informs BID owners and tenants regarding frequent street closures and other issues.

2. Projects and Public Improvements

No major projects or public improvements scheduled.

3. Summary of 2015 Activities and Changes from Prior Year

- Boundary changes: Possible addition of one block, based on increased public usage of those blocks and inquiries by property owners regarding a desire for BID services.
- Changes to board or governance structure: None anticipated.
- Mill levy changes: None anticipated.
- New, refinanced or fully discharged debt: None anticipated.
- Elections: NA
- Major changes in development activity or valuation: None anticipated.
- Ability to meet current financial obligations: NA

DISSOLUTION

The BID will have perpetual existence unless a budget is not submitted to City Council for two consecutive years, in which case the BID will be dissolved by operation of law.

CONCLUSION

It is submitted that this Operating Plan and Budget for the District meets the requirements of the Business Improvement District Act and further meets applicable requirements of the

Colorado Constitution and other law. It is further submitted that the types of services and improvements to be provided by the District are those services and improvements which satisfy the purposes of Part 12 of Article 25 of Title 31, C.R.S.

EXHIBIT A
Director and Other Contact Information

- Allison (Swickard) Cortez, executive director of marketing and communications at Pikes Peak Community College. *Chair, appointed first full term June 2014.*
Allison.cortez@ppcc.edu.
- Jessica Modeer, co-owner of Zeezo's costume and magic shop. *Vice chair, appointed first full term June 2013.*
jmodeer@msn.com.
- David Bunkers, CFO, Griffis Blessing. *Treasurer, appointed first full term June 2013.*
dave@gb85.com.
- Bill Nelson, attorney, Lewis, Roca, Rothgerber. *Secretary, appointed first full term June 2013.*
wnelson@lrrlaw.com
- Steve Condon, president, The Corundum Group, Central Bancorp. *Appointed second full term June 2012.*
Steve.condon@centralbancorp.com
- Gary Feffer, principal, Fountain Colony. *Appointed second full term June 2014.*
gary@fountaincolony.com
- Greg Howard, owner, McCabe's tavern. *Appointed first full term June 2012.*
Greghoward1971@gmail.com
- Randle Case, owner, The Case Company. *Appointed first full term June 2012.*
rwcase@crlr.net
- Wylene Carol, representative, Downtown Residents Coalition.
Appointed first full term June 2012.
Wylene@tunsonart.com
- Luke Travins, co-owner, Concept Restaurants. *Appointed first full term June 2014.*
luke@conceptrestaurants.net
- Andy Vick, executive director, Cultural Office of the Pikes Peak Region. *Appointed first full term June 2014.*
andy@coppercolo.org

DISTRICT MANAGER: Downtown Partnership provides day-to-day management through a contract for services.

DISTRICT CONTACT: Susan Edmondson, President & CEO, Downtown Partnership, 111 S. Tejon St. Ste. 404, Colorado Springs, CO 80903. 719-886-0088. susan@downtowncs.com.

INSURANCE AND DIRECTOR'S BONDS:

Public Officials Liability – Special Service Districts Policy
United States Liability Insurance Company
Policy No. PO 10000351, Policy Period 12/3/13 – 12/3/2014

Commercial Policy to include Property, General Liability, Crime, Auto and Inland Marine
Philadelphia Insurance Companies
Policy No. PHPK1099446

ACCOUNTANT: Downtown Partnership

AUDITOR: Osborne, Parsons, Rosacker, 720 N. Tejon St., Colorado Springs, CO 80903, 719-636-2321.

STAFF: The BID does not have staff. Day-to-day management is provided through a contract for services with Downtown Partnership.

EXHIBIT B – BUDGET

Greater downtown Colorado Springs Business Improvement District
General Fund

	2010 Actual	2011 Actual	2012 Actual	2013 Actual	2014 Projected	2015 Budget
Beginning balance - January 1	206,646.00	280,394.00	338,629.90	339,318.90	377,284.90	359,745.42
REVENUES						
Property taxes (less abatements)	544,940.61	536,877.31	490,701.00	511,524.00	505,126.40	510,128.05
Specific ownership taxes	51,327.00	47,814.21	47,891.00	51,860.00	50,000.00	50,000.00
Interest income	2,447.00	2,005.14	1,222.00	1,063.00	250.00	25.00
Other	13,717.00	13,376.00	20,762.00	4,387.00	19,330.00	11,000.00
Proceeds from sale of capital assets, net	107,000.00	-	-	20,505.00	5,141.00	-
Donations	0.00	12,000.00	-	-	-	-
Total Revenues	719,431.61	612,072.66	560,576.00	589,339.00	579,847.40	571,153.05
Total Funds Available	926,077.61	892,466.66	899,205.90	928,657.90	957,132.30	930,898.47
EXPENDITURES						
Public Space Management	256,491.00	278,012.86	269,540.00	303,792.00	363,399.00	337,352.62
Marketing Services	206,451.00	224,337.55	261,110.00	201,367.00	185,620.43	183,216.48
Parking and Transportation Services/Transportation	12,375.00	23,205.64	10,502.00	3,798.00	7,546.45	7,806.27
Capital Outlay	23,608.00	13,650.00	5,074.00	5,000.00	-	-
Debt Service Principal	130,719.00	-	-	-	-	-
Debt Service Interest	1,761.00	-	-	-	-	-
Direct Overhead	14,278.61	14,630.71	13,661.00	37,416.00	40,821.00	42,777.68
Contingency Budget Expense	-	-	-	-	-	-
Fund Reserve	-	-	-	-	-	100,000.00
Total Expenditures	645,683.61	553,836.76	559,887.00	551,373.00	597,386.88	671,153.05
Ending Balance - December 31	280,394.00	338,629.90	339,318.90	377,284.90	359,745.42	259,745.42
						(100,000.00)

9/3/2014

EXHIBIT C - MAP

