

2020 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 2020 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 a reserve for immediate and direct utilization in the event a project of sufficient benefit and economic impact is identified.

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 Mountain Chalet façade at new location; Old Depot Square façade conversion into three restaurants; Pikes Peak Community College façade of new west studio building.*
- **Signature Event Grants** are designed to attract large numbers of people Downtown for unique experiences that build a positive brand for Downtown, as well as events that foster an entrepreneurial culture. *Grants for Signature Events are primarily on hold due to the far greater demand and impact of Building Enhancement Grants.*
- **Special Project Grants** are funds provided for initiatives that address the goals of Imagine Downtown but do not readily fall into other grant categories. These projects could include feasibility studies or other studies and reports; public safety initiatives; or other efforts to enhance the economic vitality of downtown.
- **Job Incentive Grants** are funds provided to attract or grow high paying jobs in targeted industries in the Downtown core. *An example of a recent grant includes Formstack, a tech firm locating its Colorado operations in Downtown, and new 2019 contracts with Food Maven, BlueStaQ and BombBomb, all rapidly growing companies Downtown.*

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.

Brand awareness

DDA support 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 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 six grant agreements to date, of which four are completed and thus receiving TIF reimbursement. An additional project is likely to be completed in 2019, realizing an initial TIF reimbursement payment in 2020.

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 first term June 2016
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

Jessica Modeer

Co-owner, Zeezo's
Appointed to second term June 2019
Jessica@zeezos.com

Darsey Nicklasson

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

Dot Lischick

General Manager, The Broadmoor World
Arena/Pikes Peak Center
Appointed to second term June 2016
dlischick@broadmoorworldarena.com

David Lux

Owner, Concept Restaurants
Appointed to first full term June 2016
dlux@conceptrestaurants.net

Jill Gaebler

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

EXHIBIT B - MAP

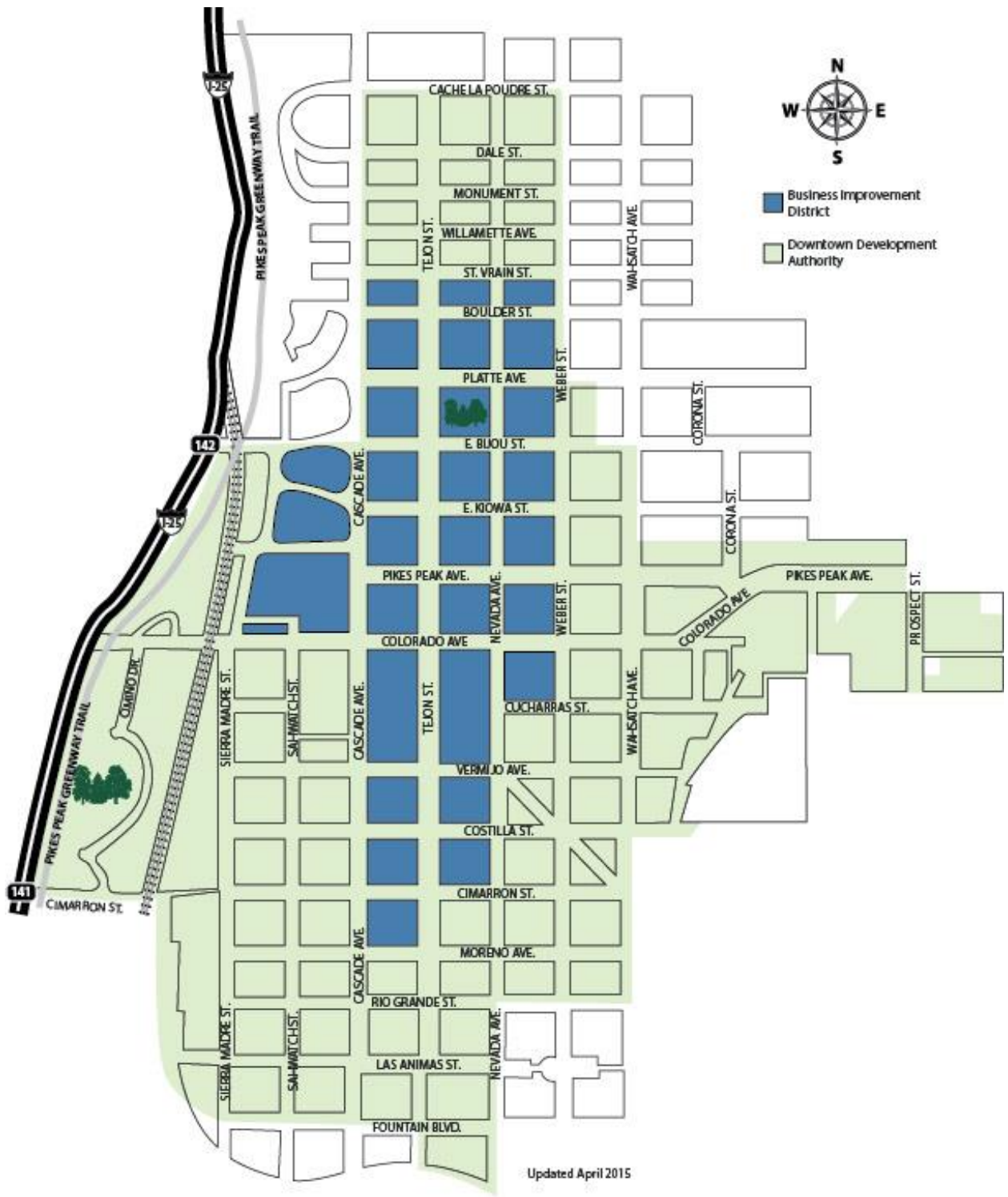


EXHIBIT C