

Colorado Springs

Business Improvement District

Downtown Development Authority



October 27, 2025



District Map & Boundaries

Goals

GOAL 2

Diverse and Inclusive Place to Live,
Integrated with Adjacent Neighborhoods



GOAL 3

Celebrating and
Connecting with
Outdoor Recreation
and Exceptional
Natural Setting



GOAL 4

A Place for
Healthy and Active
Lifestyles



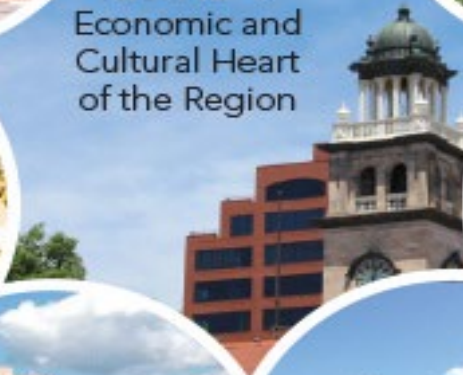
GOAL 5

A Walkable and Bike-Friendly
Center Connected Through
Safe and Accessible
Multi-modal Networks



GOAL 1

Economic and
Cultural Heart
of the Region



GOAL 8

A Place for Inspiration,
Honoring History and
Facing the Future



GOAL 7

Offering an
Unforgettable
Visitor Experience



GOAL 6

A Leader in Innovative
Urban Design and Sustainability



Greater Downtown CS BID

Ensures Downtown is clean, engaging, welcoming, and walkable

- Landscaping and colorful flowerbeds
- Daily cleaning services
- Power washing
- Holiday décor and banner management
- Wayfinding signage
- Daily supplemental security services
- Tree lighting
- Consumer marketing (shared with DDA)
- Supplemental Security (moved to Ventures with Clean & Safe program in June)



Downtown Ventures

Home of new Clean & Safe Program

Purpose: 19-month pilot program to enhance Downtown's experience for businesses, residents, and visitors by creating a clean, safe, and welcoming environment

Model:

- **Downtown Ambassadors**
- **Supplemental Security**
- **Outreach Workers**



Downtown Ventures

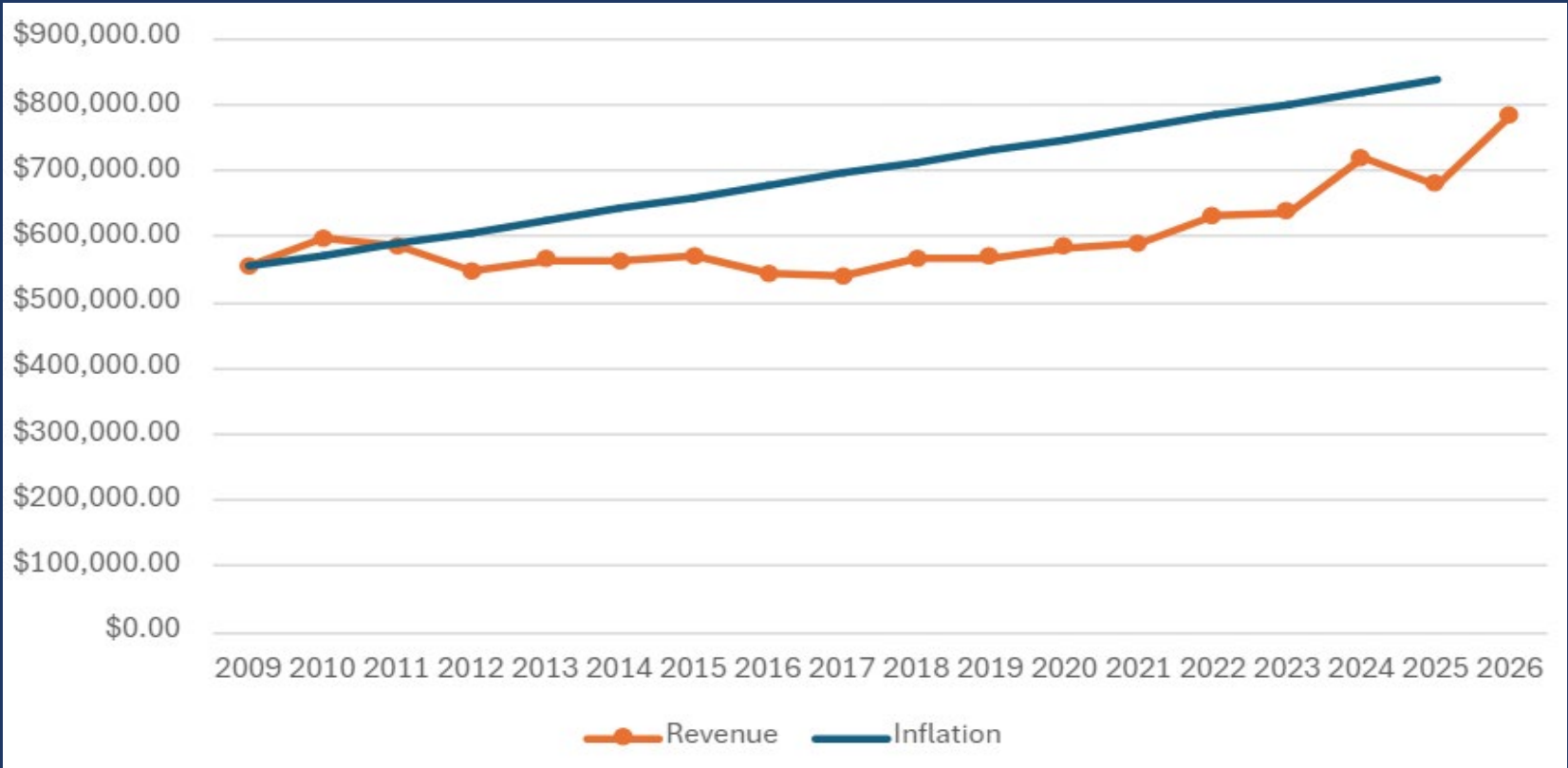
Typical placemaking functions of a BID that we perform instead through our 501(c)3, Downtown Ventures



BID

Historical financials

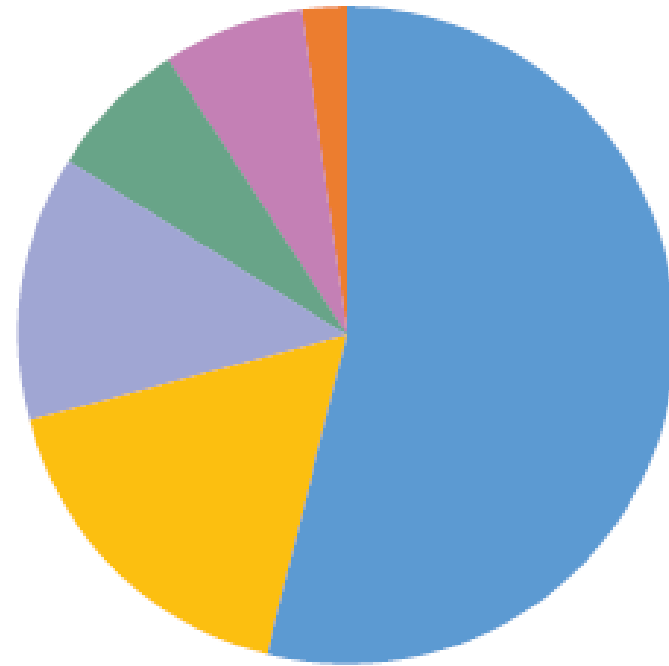
- 38% of land is exempt



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%
2026	\$784,233	15%

BID

2024 Expenses



Expense

- 54% Public space management
- 17% Supplemental security
- 13% Marketing services
- 7% Capital improvements and reserves
- 7% Administration
- 2% Depreciation

BID

Recent Capital Purchases

- 2022:
 - Trash cans in partnership with City (\$20,000)
- 2023:
 - Flowerpots: 50 pots (\$46,050)
- 2024
 - First phase of flowerpot install (\$31,710)
- 2025
 - Second phase of flowerpot install (\$23,872)



BID

Public Space Management

	Graffiti & Stickers	Spills & Stains	Cigarette Butts & Gum	Snow Melt Applied (lbs)	Banners Hung
2022	1,346	1,790	14,903	9,800	325
2023	4,428	2,995	24,439	6,250	420
2024	5,369	5,576	47,397	4,750	409
2025 (Sept)	1,486	3,014	37,201	1,000	411

BID

Changes in 2026

- One block face of additional tree lights (mainly repairs)
- 1-2 more pressure washes
- Potential clean team additions



BID

Greatest needs

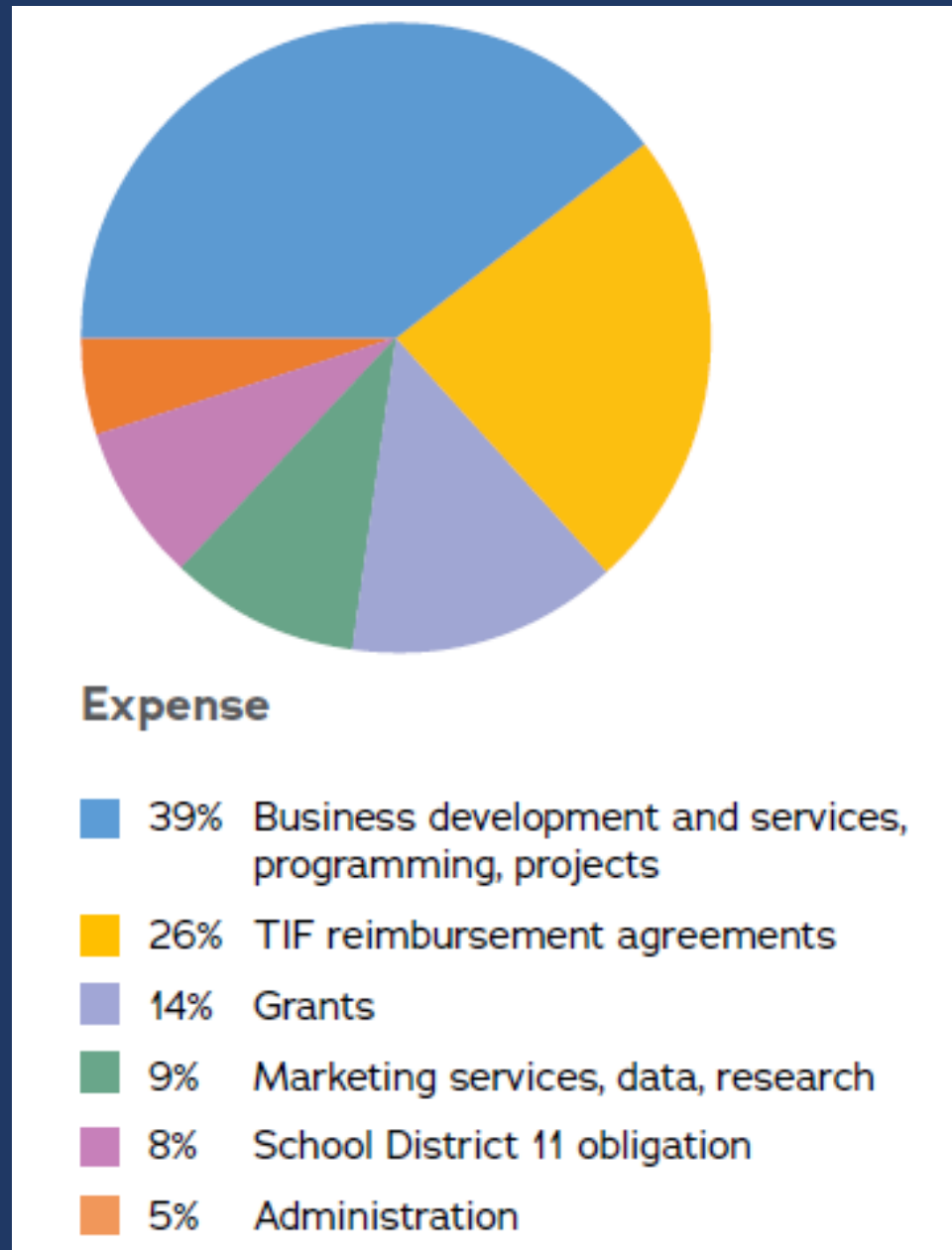
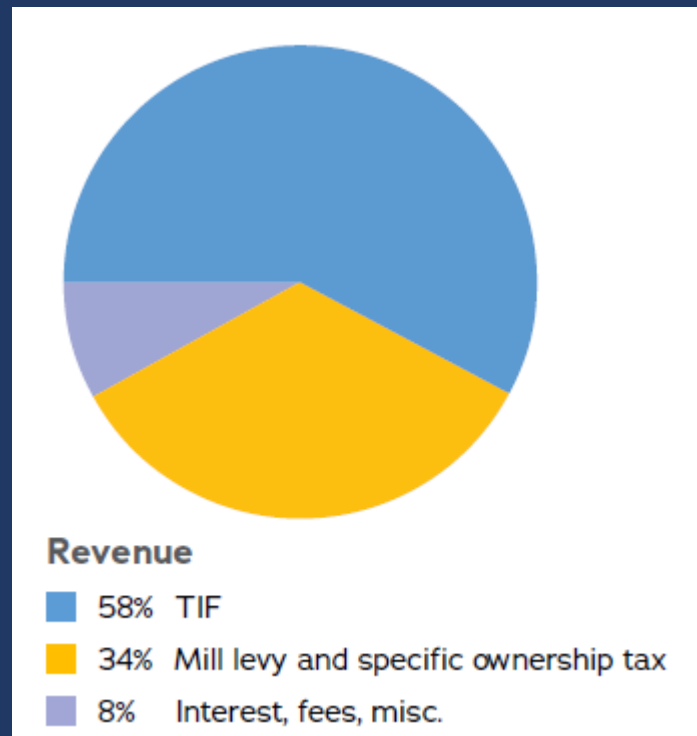
- Consistently open and well-maintained public restroom
- Sustainable Clean & Safe program
- More trash cans; recycling
- Policies/enforcement on urban issues (e.g., locked dumpsters)
- Streetscape improvements



DDA

2024 Revenue & Expenses

- 36% of land is exempt



DDA

Small Business Support

Storefront openings

- 2023: 28
- 2024: 29
- 2025 YTD: 26
- 6+ in pipeline



DDA

Grants & Loans –Active Programs

- Building Enhancement Grant (most common)
 - *Assists businesses & property owners with funds to improve Downtown's storefronts and landscaping*
- Retail Incentive Grant
 - *Helps keep Downtown's business offerings diverse – 'something for everyone' – by assisting with start-up costs for new retail/service/F&B types*
- Tree Canopy Grant
 - *Assists property owners looking to improve the amenity zones with new landscaping and properly-engineered tree wells*
- Emergency Relief Grant
 - *Small relief grants used when major catastrophe (like Kiowa Street fire) negatively affects a business through no fault of their own*
- Loan Program for Tenant Ownership
 - *Low-interest loan product to help existing Downtown businesses purchase their place of business within Downtown; promoting the next generation of Downtown property owners.*

DDA

Grants & Loans – Funds Awarded by Year



2022: \$310,085 + \$24,071 in Covid Relief Loans

- *Building enhancement grants, retail incentive grants, special project grants*

2023: \$288,000

- *Building enhancement grants, retail incentive grants, special project grants*

2024: \$463,500 + \$200,000 in Tenant Ownership Loan

- *Building enhancement grants, retail incentive grants, tree canopy grant, emergency relief grant, energy efficiency grant*

2025 YTD: \$415,000

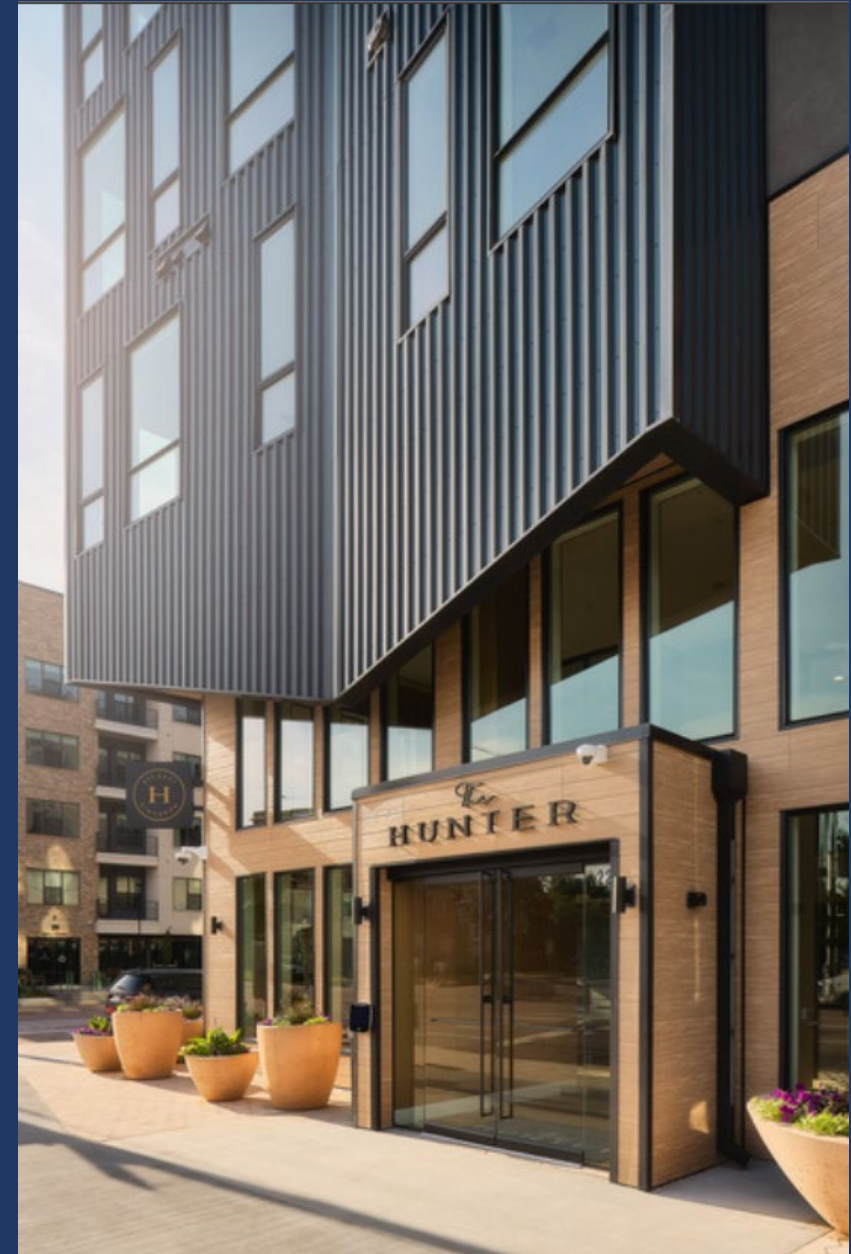
- *Building enhancement grants, retail incentive grants*



DDA

TIF

- 17 total agreements
- 13 in active payout
- 4 pending final paperwork



DDA

Residential

- 2015: 524 (total units)
- 2017: 562
- 2019: 731
- 2021: 926
- 2023: 1,357
- 2025: 3,075



- Estimated Downtown residential population: ~4,500 (mid 2025)
- Estimated population by full lease-up ~6,000-7,500 (based on av. of 2.5 people per unit)

DDA

Public Realm Improvements

- AdAmAn Alley, alley lighting
- Gateways
- Public Art
- Tejon – Busy Corner & Tree Lights



DDA Marketing

Consumer marketing: \$260,000

- 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:

- FB
 - Reach: 1.6 million people
 - Engagement: 4.77% (very good)
- IG:
 - Reach: 2.1 million people
 - Engagement: 4.5% (very good)
- YouTube reach: 3.88 million people from focused new content, up 1,500% from '24

Digital advertising

- \$65k spend across residential, tourism, holidays, and Tejon construction using geofencing and targeted demographics
- Completion rate: 98.5% streaming and 77.1% YouTube ad video
- Digital campaign conversions are 13x expected rate of .01%



DDA

Data & Market Research

- State of Downtown
- Quarterly Market Reports
- District Gross Sales Reports
- Merchant Meetings
- Value of Downtowns Report

BID Gross Sales

Period	Gross Sales Data - BID (YoY, 2025 vs 2024)							
	Bars & Restaurants	YoY	Other Retail	YoY	Services	YoY	Grand Total	YoY
Jan	\$7,187,916	4%	\$2,198,518	-15%	\$4,326,411	16%	\$13,712,845	4%
Feb	\$8,247,444	8%	\$3,428,860	19%	\$4,565,123	-11%	\$16,241,427	4%
Mar	\$9,751,295	10%	\$10,340,403	51%	\$9,337,841	21%	\$29,429,539	26%
Apr	\$8,636,325	-3%	\$4,895,293	47%	\$6,981,402	13%	\$20,513,020	11%
May	\$10,279,748	15%	\$4,936,559	35%	\$6,091,249	46%	\$21,307,556	27%
Grand Total	\$44,102,728	3.2%	\$25,799,633	39.0%	\$31,302,026	8.8%	\$101,204,387	12.3%

BID Sales Jan-May 2024: \$90,083,684

BID Sales Jan-May 2025: \$101,204,387

Up 12.3%

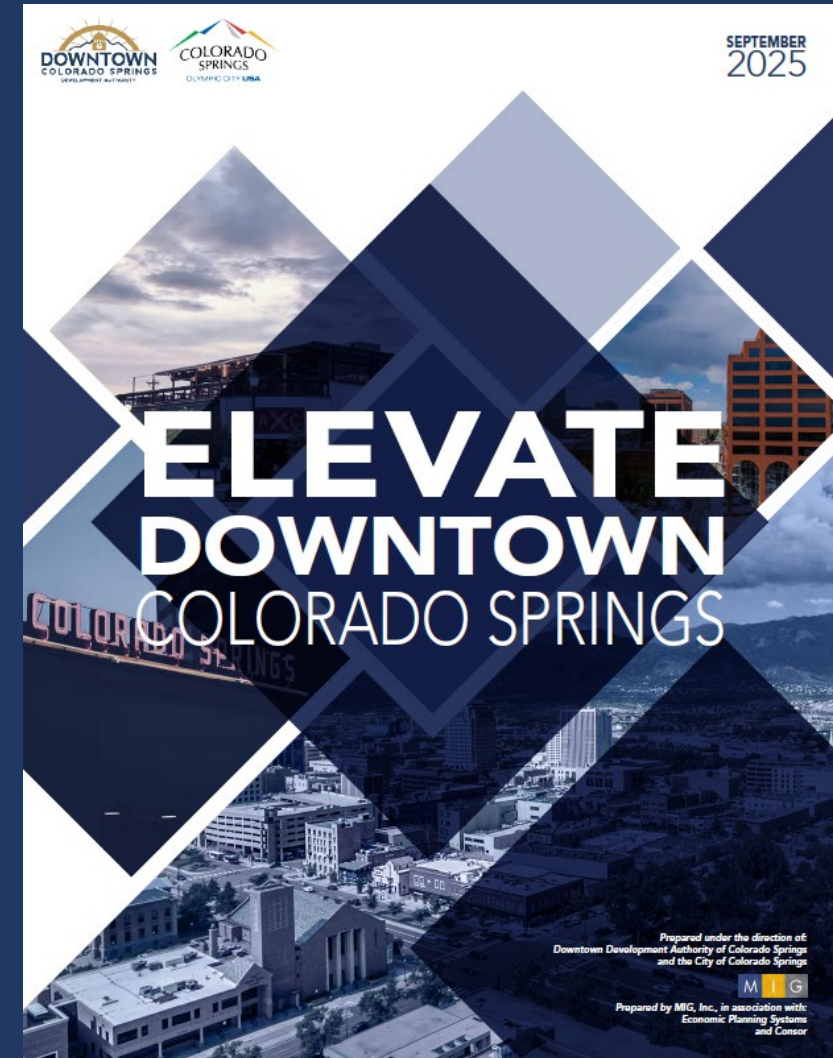
Merchant Meeting Q2 2025



DDA

2026 Preview

- Busy Corner upgrades
- *Elevate Downtown Plan Update*





Questions?

The image shows a tall, illuminated sign for Downtown Colorado Springs at night. The sign has two main vertical sections. The left section is labeled 'DOWNTOWN' in large, bold, white letters. The right section is labeled 'COLORADO SPRINGS' in smaller, white letters. Both sections are illuminated from within, giving them a warm, orange glow. At the top of each section is a small, square, green light. The sign is set against a dark blue night sky. In the background, there are several modern buildings with lit windows, and a mountain range is visible in the distance. The overall scene is a nighttime urban landscape.

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