



# 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 Eppley, Owner  
Sparrow Hawk Cookware*



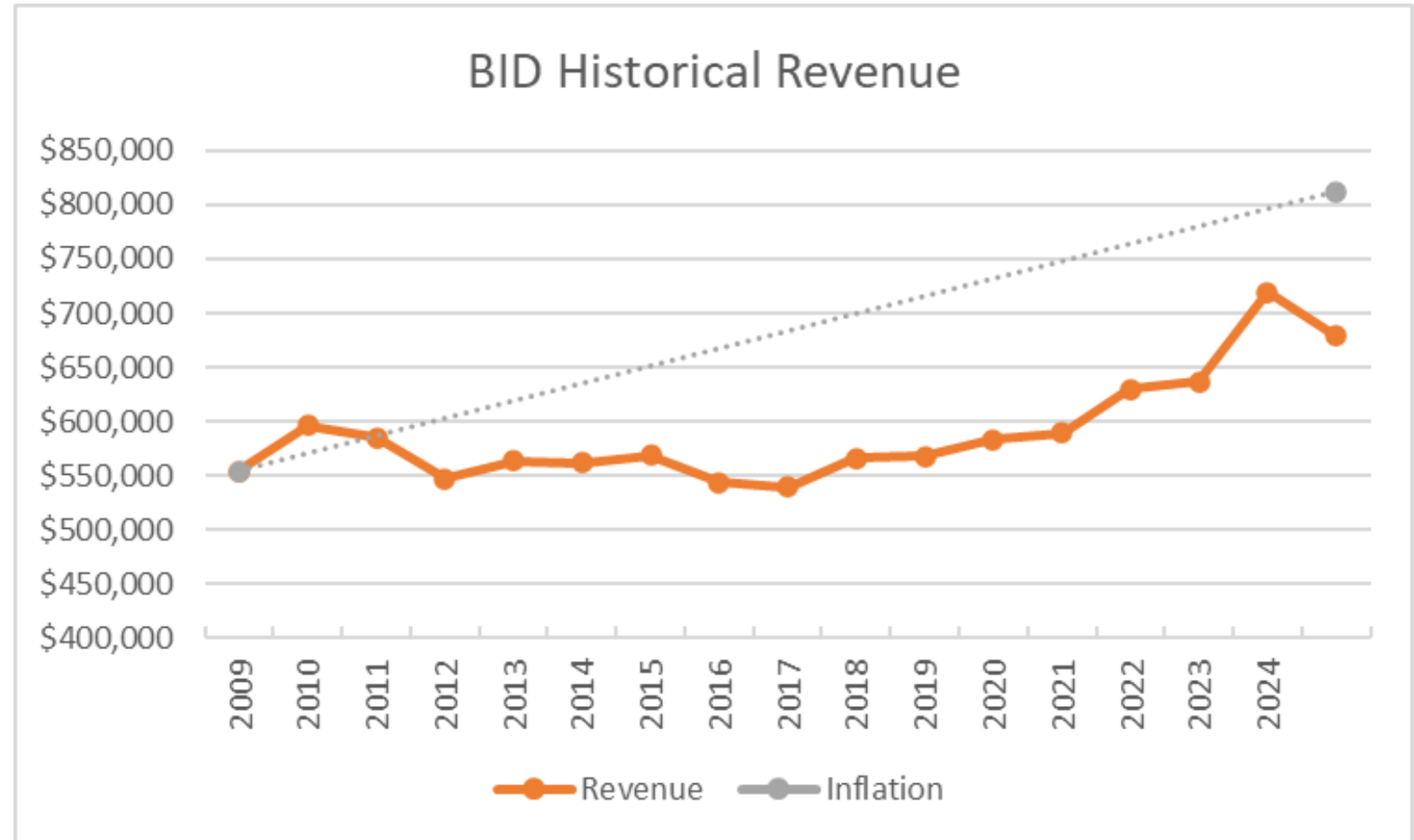
# Typical BID functions performed instead by our 501c3





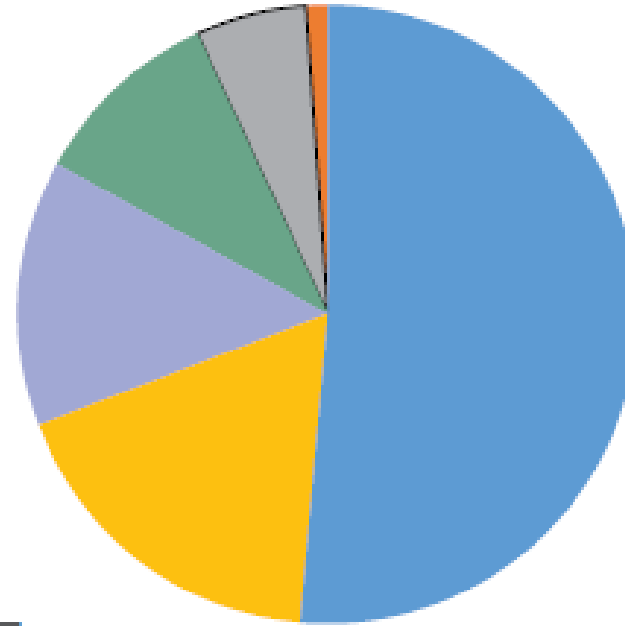
# Business Improvement District Historical Revenue

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

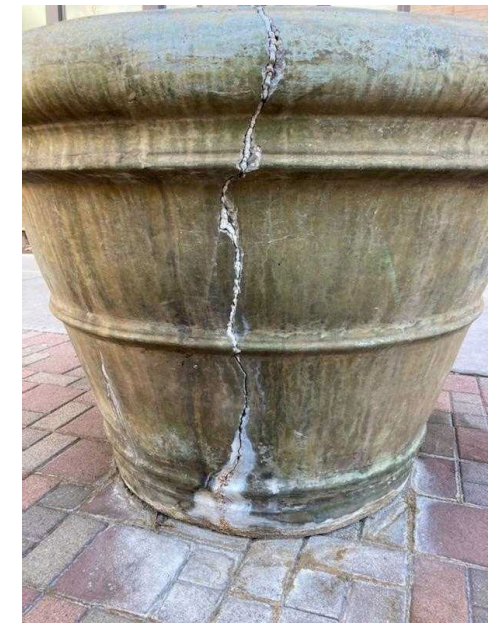


## Expense

- 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

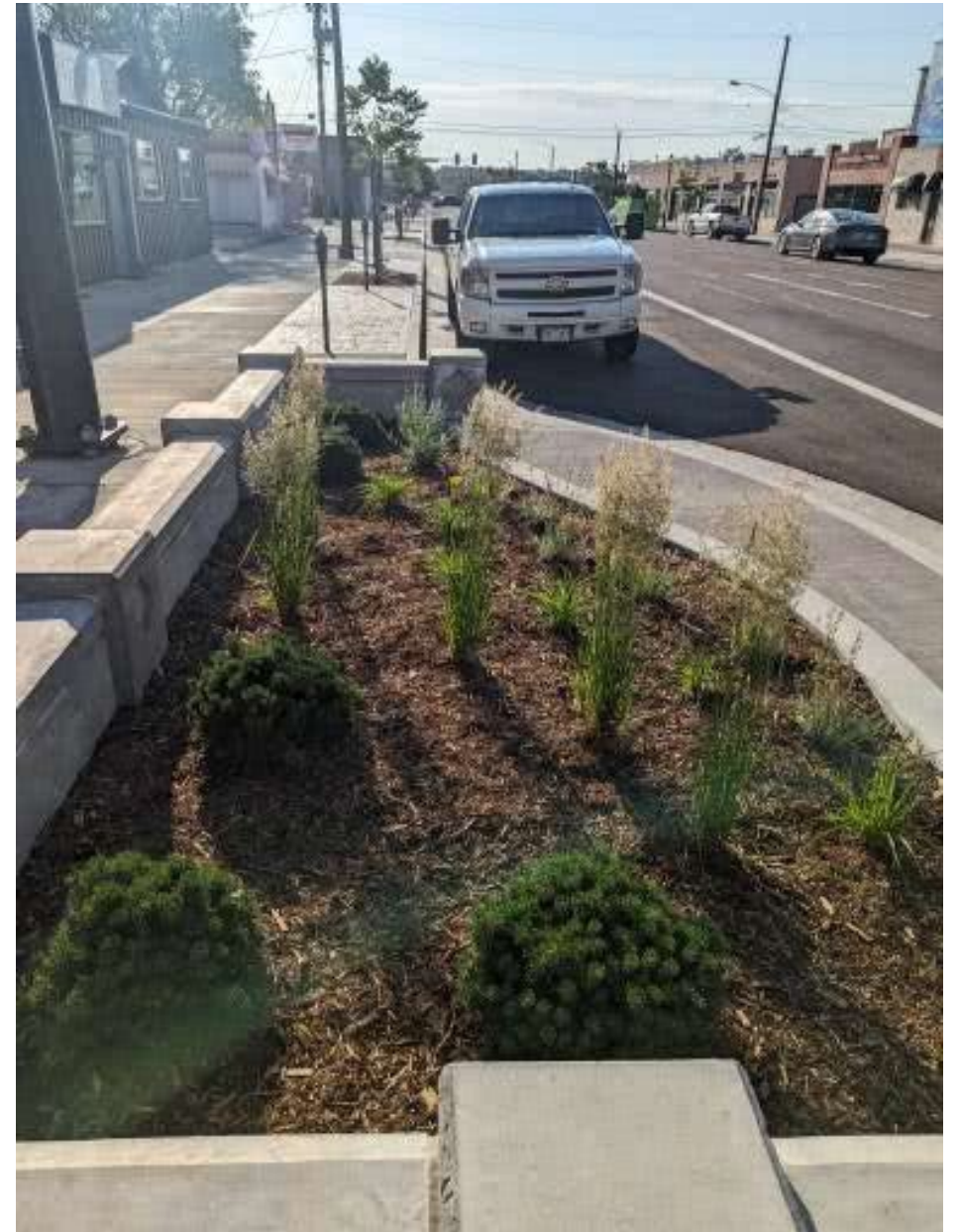
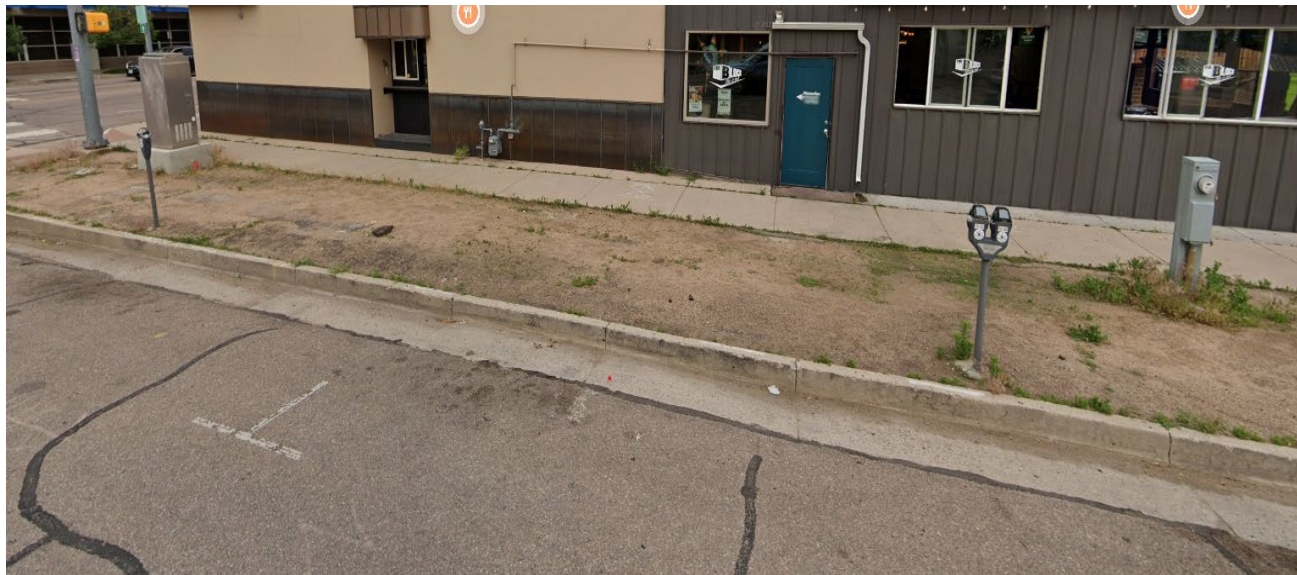
More trash cans, recycling





# BID: Greatest needs

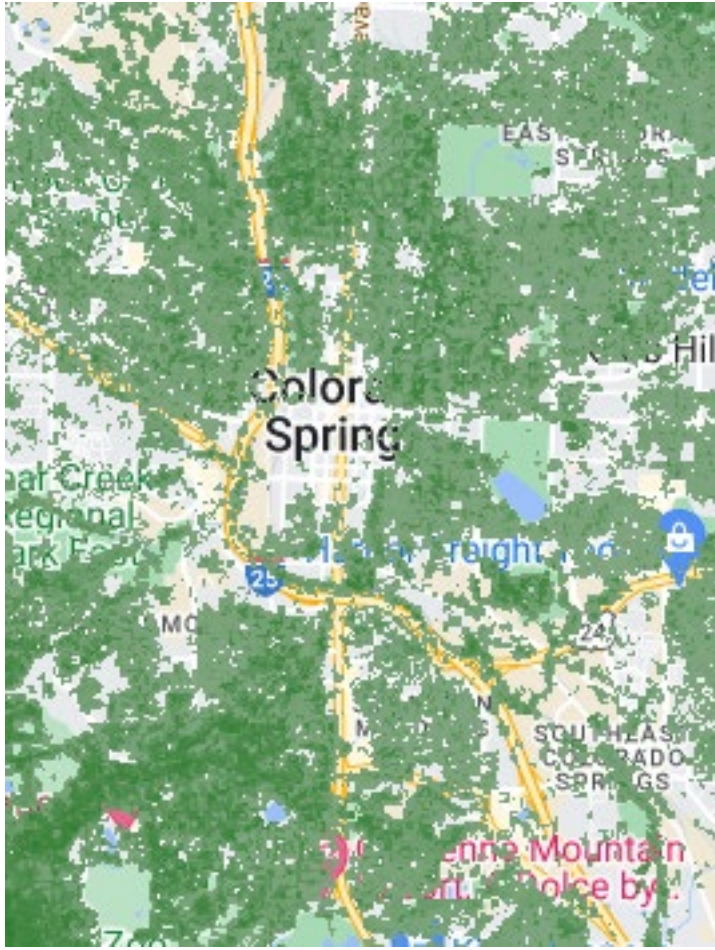
Streetscape improvements





# 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

## 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

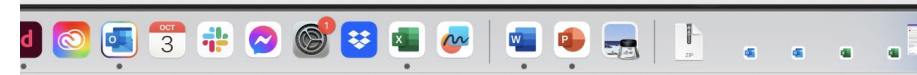
- More than tripled spend for both video and static ads
- Video watch completion rates across all campaigns averaged in the high 80s percentages (meaning watched all the way through)
- National expert: 73 percent of consumers prefer short form video, which has highest ROI (Bright Brothers Strategy)



## 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.**



**DOWNTOWN  
COLORADO SPRINGS**



# DDA: Data and market research



## MARKET REPORT

**DOWNTOWN COLORADO SPRINGS Q3 2023**  
Produced by Austin Wilson Strategy, Economic Development Manager  
 Downtown Partnership, Austin@DowntownCS.com

Source: Downtown Partnership, Collier, Pincus

### OFFICE

Although Downtown's office market remains relatively stable compared with large urban centers, vacancy rates continue to climb this year as employers have re-sized their office footprints. Downtown's total office vacancy rate is 7.2%, up from 6.6% last quarter and up from 5.2% one year ago. Class A vacancy is 10%, up slightly from 9.3% last quarter and up from a pre-pandemic low of about 5.4%. Even as vacancy rates creep upward, Downtown's office lease rates also are slightly up from this time last year for both all-office and Class A spaces.

Zooming out for a wider perspective, Colorado Springs saw citywide office vacancy rise to 11.5% overall and 16.2% for Class A space, indicating that many employers still prefer locating their offices downtown in the city's cultural and economic center.

(Downtown Denver's Q3 vacancy climbed to 24.2% for all office product and 25.8% for Class A space.)

Office vacancy	Total office inventory	Total office available	Net absorption	Average rent (NNN)
7.2%	5,032,909 sq ft	425,268 sq ft	-30,911 sq	\$17.63
Class A vacancy	Total Class A inventory	Total Class A available	Class A average rent (NNN)	
10%	1,476,190 sq ft	166,913 sq ft	\$18.51	

### TOURISM & ATTRactions

Occupancy rates trended higher than 2022 for all three months of Q3, continuing the same trend from Q2, indicating that even though Downtown has more than doubled its number of hotel rooms in the last four years (up to 1,065 rooms), the market has absorbed these new hotel rooms well.

The week of July 16-22 brought the most visitors to Downtown in Q3, which was the week of **Highest visited week (week of 7/16/23)** **346,299** **Highest visited day (8/4/23)** **69,226**

the International Jump Rope Competition at Colorado College's Ed Robson Arena followed closely by Sept. 11-17, which included Firefighters Weekend.

Total visits Downtown have remained strong in 2023 after returning to pre-pandemic levels in 2022. Q3 saw over 4.3 million total visits to Downtown, which is about 244,000 more than the same period in 2022.

Hotel occupancy rate	July	August	September
	80.2%	73%	72.2%
YoY	up from 75.3%	up from 67.9%	up from 71.2%

### Employee visits Downtown

Q3 2023 are up 22% YOY

Q3 2023	Q2 2023	Q1 2023	Q4 2022	Q3 2022	Q2 2022	Q1 2022
848,190	692,653	904,604	823,303	794,380	724,700	668,220
up 13.2% YOY	up 27.2% YOY	up 25.2% YOY				

**FLY COS**



# DDA: Looking to 2025



- Busy Corner improvements
- Experience Downtown master plan update

