



SIGNATURE EVENT PROGRAM

ABOUT THE DDA

Voters established the Downtown Development Authority in November 2006 to provide programs and financial incentives to encourage downtown development. DDA is governed by a board of 11 people appointed by Colorado Springs City Council. Downtown Partnership executes the work of the DDA as a contracted affiliate. In 2007, City Council adopted the Imagine Downtown plan as the plan of development for DDA. The DDA is funded in two ways: first, by a 5-mill tax levy within the district to support its operations, and second, through Tax Increment Financing (TIF). The latter tax is the capture of increased property tax revenues following a baseline assessment. TIF revenues go into a special fund and as it grows, the funds can be leveraged for support of downtown projects.

MISION OF THE DDA

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

PLAN OF DEVELOPMENT

Imagine Downtown serves as the plan of development for DDA. The plan was created in 2005-2006 with the involvement of more than 400 community stakeholders. The plan can be found [here](#).

GOALS

- Construction/conversion of at least 2,000 housing units of a variety of types.
- Recruitment, retention and growth of retail, with a diverse mix and emphasis on independent retailers and careful consideration of select chain stores.
- Increase the downtown workforce, with an emphasis on primary employment.
- Encourage one-of-a-kind cultural and sporting venues and activities.
- Achieve a high-density, pedestrian-oriented, mixed-use downtown of high design standards, attention to historic preservation and emphasis on environmental stewardship.

DISTRICT BOUNDARIES

The DDA encompasses roughly two square miles of downtown. For a map, click [here](#).

WHAT IS THE SIGNATURE EVENT PROGRAM?

The Colorado Springs Downtown Development Authority considers funding for a select number of Signature Events annually that meet the DDA's goals of stimulating economic development and engaging more people in downtown. Funding decisions are made by the 11-member board of the DDA, and the application process is coordinated through the staff of Downtown Partnership, which serves as the contracted affiliate of DDA.

The board weighs three factors in determining funding:

- Does the event meet most or all of the Ideal Signature Event Qualities (stated below)?
- Does the event demonstrate professional management and a high level of confidence in the ability to implement?
- Does the event add to a diverse mix of overall Signature Events and other downtown events to include but not limited to music, sports, visual arts, family fun, culture, outdoors?

IDEAL SIGNATURE EVENT QUALITIES

- 1) Events should attract a significant number of patrons downtown.
- 2) Events should be formatted in a manner to ensure access to retail and restaurants. An ideal event will be structured in a manner and have an articulated plan to encourage patron interaction with downtown retail and restaurants.
- 3) Events should have a robust marketing plan that reaches broadly locally, regionally, and, at times, nationally.
- 4) Events should be distinctive, unique and of a high professional quality.
- 5) Events should utilize downtown as their sole or primary location.
- 6) Events should promote an image of downtown that is diverse, fun, safe, high-quality and engaging.
- 7) Events should hold the potential to grow annually in attendance, publicity and quality.
- 8) Events should demonstrate broad community support and diversified revenue streams.

TO APPLY

- 1) Interested applicants should first contact Downtown Partnership for a brief discussion by phone to determine if the event meets the general guidelines to be considered for status as a Signature Event. After this initial inquiry, applicants will be notified if they are invited to submit a full proposal.
- 2) Proposals should be submitted in digital format. Applications must include:
 - Cover sheet with information as requested (below).
 - A narrative of no more than three pages addressing how the event meets most or all of the ideal qualities for Signature Events (stated above).
 - An event budget, with projected Revenue and Expenses. Revenue sources should be indicated as Pending or Secured.
 - Optional supplemental material can include past marketing materials, marketing plan, digital images, map, etc.

- 3) Applications primarily are solicited by the DDA. To be considered for funding, unsolicited applications must be received at least 120 days prior to the event.
- 4) Applicants may be asked to make a brief presentation to a committee of the DDA.
- 5) If awarded funding, applicants must sign a grant agreement and commit to providing a final report within 90 days after the event has occurred.

APPLICATION COVER SHEET

Your application cover sheet should include:

- Date of application
- Name of event
- Contact name, title
- Contact email, phone number, mailing address
- Coordinating host/organization for event (where the financials reside)
- Date(s) and hour(s) of event
- Location of event
- Estimated attendance for event and how this estimation is determined
- An explanation regarding the level of participation by the City of Colorado Springs. This could include direct funding (such as through LART), reducing fees, or providing in-kind services for the event.
- Total budget for event
- Total amount requested of DDA

All decisions concerning aspects of the grant application process, including eligibility, are within the sole discretion of the Downtown Development Authority board.

Submit grant application and supporting documents to:

Downtown Partnership of Colorado Springs
111 South Tejon St. Ste. 404
Colorado Springs, CO 80903

Address questions to Downtown Partnership at 719.886.0088.