

# DOWNTOWN COLORADO SPRINGS



## 2023 ANNUAL REPORT TO THE COMMUNITY

Downtown Partnership

Downtown Ventures

Downtown Development Authority

Greater Downtown Colorado Springs Business Improvement District



## To our Downtown Stakeholders,

The urban heart of the Pikes Peak Region beats as steady as a metronome. Throughout 2023, Downtown Colorado Springs continued on its upward trajectory.

In fact, 2023 was a proving ground in many ways. National economic conditions such as wavering consumer confidence and stalled capital markets might have crippled Downtown in previous years. But we proved resilient: supporting new businesses, improving our public spaces and welcoming hundreds of new residents to our city center.

Downtown Partnership and its family of organizations continue to ensure that our Downtown is a regional economic driver and a source of pride for all. Our place-based economic development is comprehensive: fostering a safe, connected and walkable urban environment; providing an exceptional experience for shoppers, diners, sports fans and cultural patrons; welcoming new residents, businesses and entrepreneurs; telling our story through robust marketing channels; nurturing a business climate that's magnetic to investment and innovation; and championing a city center that's the heartbeat to a thriving region.

As we reflect on our accomplishments of the past year, we hope what resonates throughout this report is our holistic approach – from daily tasks to long-term strategies. In 2023, we successfully led the charge on state legislation to help retailers. We added thousands of followers on our social media channels that promote Downtown business. We were an influential voice on more than 20 community boards and task forces. We planted thousands of flowers. We brightened our streets with new sculptures and murals. We picked up trash and wiped away graffiti. We connected new businesses to property owners to fill storefront vacancies. And so much more.

Downtown Partnership is your voice for a dynamic city center that is welcoming, economically competitive and inspiring. With you alongside us, our future is bright as we strive to ensure that Downtown Colorado Springs serves as the economic, civic and cultural heart of the Pikes Peak Region. Thank you for your support and investment.



Jenifer Furda  
*Downtown  
Partnership Chair*



Christian Lieber  
*DDA Chair*



Simon Penner  
*Downtown  
BID Chair*



Colin Christie  
*Downtown  
Ventures Chair*



Susan Edmondson  
*President & CEO*

## Who we are

Downtown is stewarded by a family of organizations: Downtown Partnership and its charitable nonprofit arm, Downtown Ventures; the Downtown Business Improvement District; and the Downtown Development Authority. Downtown Partnership is a 501c4 nonprofit organization made up of hundreds of business and individual members from throughout Colorado Springs who understand the value of a thriving city center. Our members represent the diversity of businesses Downtown and citywide.

## What we do

Downtown Partnership is the lead advocate and strategist for Downtown Colorado Springs. The Partnership also serves as the management company for the Downtown BID, DDA and Downtown Ventures. This collaborative approach allows us to serve Downtown to an exceptionally high degree of efficiency, alignment and fiscal prudence.

## Downtown Partnership staff

Susan Edmondson  
*President & CEO*

Tim Archer  
*Public Space Manager*

Chelsea Gondeck  
*Director of Planning & Mobility  
Executive Director, Downtown BID*

Carrie Simison  
*Director of Marketing & Communications*

Kelsee Swenn  
*Digital Communications Specialist*

Ana Valdez  
*Finance Officer*

Jessica Vasquez  
*Administrative & Member Relations Specialist*

Austin Wilson-Bradley  
*Economic Development Manager*

Michelle Winchell  
*Creative District Manager  
Executive Director, Downtown Ventures*

# 2023 DOWNTOWN by the numbers



**\$288,000**

Value of grants awarded through the DDA to small businesses

**340**  
Artworks featured in a new archive marking the 25th anniversary of Art on the Streets



**594**

Incident responses by BID supplemental security team

**850**  
New apartment units supported to date through DDA TIF



**4,428**

Instances of graffiti and sticker removal by BID crew

**90,000**

Copies of the Downtown Shopping & Dining Map distributed throughout the Front Range

**150+**

Days of programming offered by Downtown Ventures

**12**

Sculptures and murals in the 25th annual Art on the Streets exhibit

**1,310**

Apartment units under construction supported through DDA TIF

**47,000+**

Social media followers clued in daily on Downtown happenings

**500+**

Resident Welcome Kits delivered to new Downtown residents

**38,800**

Linear feet of twinkly lights strung on 131 urban trees

**184**

Flowerpots and flowerbeds planted and tended by BID crew

**120+**

Offers in the Downtown Holiday Coupon Book

**378**

Banners hung in the Pikes Peak Avenue Cultural Corridor

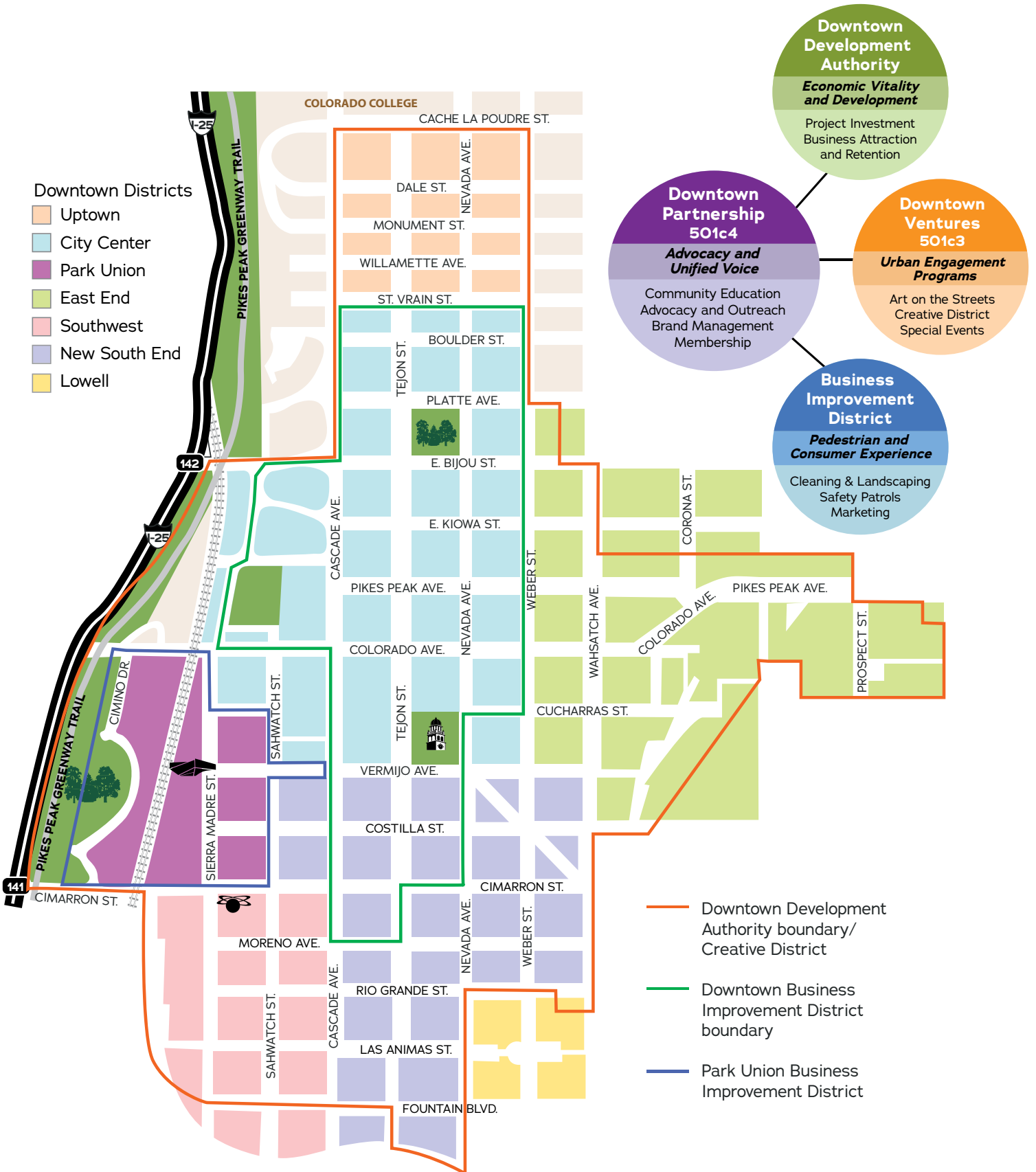
**25,000+**

Skaters who enjoyed the 2023-2024 Skate in the Park season

**2,224**

Downtown gift cards sold, good at 170+ shops and eateries

# OUR FAMILY OF ORGANIZATIONS



# DOWNTOWN PARTNERSHIP



photo by Kelsee Swenn

*“A strong downtown is essential for our city to prosper economically. We’re members of Downtown Partnership because we see the tangible impact of the Partnership’s work to foster a thriving city center.”*

*— Doug Woody, Vice President,  
Bryan Construction*



A record crowd for the Annual Breakfast (above) and Downtown Star recipients (right).  
photos by Stellar Propeller Studio

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## Our mission

Downtown Partnership ensures that Downtown Colorado Springs serves as the economic, civic and cultural heart of the Pikes Peak Region.

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Downtown Partnership stewards the vision for our city center – providing the powerful, collective voice of our members and stakeholders to ensure Downtown prospers. We work closely with property owners, business leaders, city and county elected leaders, municipal staff, and nonprofit and civic leaders to guide policy and investment choices. Much of the Partnership’s work is not visible in the form of traditional programming. Rather, our success is measured when businesses choose to locate or expand Downtown; when clean and well-designed streetscapes enhance connectivity, walkability and safety; and when entrepreneurs and visionaries find a creative and supportive environment in which to thrive.

We’re guided by the goals of the Experience Downtown Master Plan, adopted seven years ago and involving input from thousands of stakeholders. The ongoing work and distinct projects noted throughout the plan are realized through direct initiatives in which Partnership staff and board take the helm; partner projects in which the Partnership is a key player; or support efforts where our voice joins with others across the community for collective impact. Much of the Partnership’s role is to continue ensuring that the Experience Downtown Plan is a living, actionable, forward-thinking document.

As Downtown grows and changes, our advocacy voice is keenly focused on matters of economic development, small business success, urban infill, mobility and connectivity, community safety, housing attainability, homeless services and fostering creative industries.



## Downtown Stars

At our 26th Annual Downtown Partnership Breakfast, we recognized people and businesses that go above and beyond to foster a thriving city center. Awards each year go to an individual, a civil servant, and a business or organization.



The 2023 honorees were, from left:

- **James Proby**, founder, The Men's Xchange
- **Bread & Butter Neighborhood Market**, founders Aubrey Day and Stacy Poore
- **Jariah Walker**, executive director, Colorado Springs Urban Renewal Authority

## Downtown Partnership highlights at a glance

- More than 210 businesses and organizations were **provided technical assistance**, marketing support and custom orientations to the wide variety of supportive services offered through the Downtown family of organizations.
- The Partnership conducted and publicized surveys of all candidates for City Council and hosted an insightful and respectful **candidate forum** featuring the two candidates for District 3, which encompasses Downtown. In the weeks after elections, the Partnership also hosted a Downtown Lowdown informal dialogue with newly elected D3 Councilwoman Michelle Talarico.
- Through a collaborative effort led by Downtown Partnership and colleagues from Olde Town Arvada, the **Liquor in Retail Establishments** bill was drafted and successfully passed in the 2023 legislative session. The new law allows boutique retailers to occasionally offer complimentary alcoholic beverages as part of the shopping experience — one more tool to help small businesses innovate to thrive.
- Downtown Partnership **endorsed the successful TOPS** (Trails, Open Space and Parks) ballot issue and connected our small businesses with ways to support the campaign.
- **“Reimagining the Martin Drake Power Plant,”** a community visioning report that was the culmination of two years of listening sessions and research, was delivered to the board of Colorado Springs Utilities. The document provides a set of guiding principles for consideration for potential future development of the Drake site.
- A record-breaking 750 attendees enjoyed a **lively Annual Breakfast** at Ed Robson Arena at Colorado College.
- Partnership members made new connections at four **exclusive Membership Mixers**, and elite-level members enjoyed behind-the-scenes tours of new multifamily projects, Springs Rescue Mission, Union Printers Home and AdAmAn Alley.
- Over 1,200 stakeholders were engaged through **informational presentations** about Downtown — ranging from real estate professionals to incoming Colorado College freshmen, civic organizations, seniors and K-12 students.



Bi-annual meeting of members of the four Downtown boards.  
photo by staff

## Downtown Partnership Board of Directors

Chair Jenifer Furda, *UCCS*

Vice Chair Peter Maiurro, *RBC Wealth Management*

Secretary-Treasurer Amber Ptak, *Community Health Partnership*

DDA representative Christian Lieber, *N.E.S.*

BID representative Simon Penner, *Miramont Commercial*

Downtown Ventures representative Colin Christie, *Neon Pig Creative*

David Dahlin, *Consultant*

Warren Epstein, *Pikes Peak State College*

Seth Harvey, *Bluestaq*

Nadine Hensler, *GE Johnson Construction Company*

Stella Hodgkins, *El Pomar Foundation*

Nick Ragain, *Switchbacks FC*

Pat Rigdon, *Mary's Mountain Cookies*

Rev. Jeremiah Williamson, *Grace & St. Stephen's Church*

## Advisory Council

Sherry Hoffman, *Colorado Springs Chamber & EDC*

Crystal LaTier, *El Paso County*

Bobby Mikulas, *Downtown Review Board*

Dan Norton, *Colorado Springs Utilities*

Doug Price, *Visit COS*

Jariah Walker, *Colorado Springs Urban Renewal Authority*

Thomas Thompson, *City of Colorado Springs*

Jessica Wise, *Colorado Springs School District 11*

## A voice for Downtown

Downtown Partnership staff are actively engaged on many boards and committees intersecting with Downtown concerns, including:

- Avenue Creative Circuit Team
- Chamber & EDC Governmental Affairs Committee
- Chamber & EDC Economic Development Prospects Review Team
- City Special Events Committee
- Colorado Springs for Small Business Advancement
- Colorado Springs-Fountain Coalition Brownfield Initiative Advisory Committee
- Community Housing Affordability Task Force
- International Downtown Association Board
- Mayor's Solutions Team: City Auditorium
- Mayor's Solutions Team: Economic Vitality
- PikeRide Board
- Pikes Peak Housing Network Leadership Council
- Platte Avenue Corridor Study Advisory Committee
- PPACG Regional Transportation Plan Advisory Committee
- PPACG Mobility Coordinating Committee
- Regional Tourism Act Advisory Board
- Trails and Open Space Coalition
- Trails, Open Space and Parks Working Committee
- Union Printers Home Task Force
- UCCS Downtown Ambassadors
- US Olympic & Paralympic Museum Board
- Visit COS Marketing Committee
- World Arena / Pikes Peak Center for the Performing Arts Board

**CEO Susan Edmondson, second from left, joins in Gov. Jared Polis' signing of Liquor in Retail Establishments bill.**

photo by Stephanie Paul





photo by Leah Behr

*“Family fun like Skate in the Park, First Fridays and Art on the Streets are a great way for us to enjoy cultural activities that are fulfilling to us and to introduce our daughter to so many different things.”*

— Brandon Behr

## **DOWNTOWN VENTURES**

## Downtown Ventures Board of Directors

Chair Colin Christie, *Neon Pig Creative*

Vice Chair James Proby, *The Men's Xchange*

Treasurer Harrison Hunter, *Northwestern Mutual*

Secretary Andrea Slattery, *Nunn Construction*

Renee Behr, *Behr & Behr Platinum Group Realtors*

Betsy Brown, *Exponential Impact*

Natasha Hutson, *Office of Senator Michael Bennet*

Abigail Kreuser, *Kreuser Gallery*

Kevan Worley, *Worley Enterprises*

Downtown Ventures, the charitable nonprofit arm of Downtown Partnership, enlivens Colorado Springs' city center through events and creative placemaking initiatives funded solely by grants, donations and sponsorships. Programs such as Art on the Streets, First Friday and Skate in the Park are beloved community fixtures, serving tens of thousands of residents and visitors each year.

With more than 150 days of programming annually, Downtown Ventures continues to grow a more creative, active and informed community in the heart of the city. Art on the Streets enhanced walls, parks and sidewalks throughout the district; and First Fridays Downtown included new venues. New initiatives in 2023 included Revel, a dinner and dance party in Ad-AmAn Alley, and the expansion of the Cultural Corridor, lamppost banners honoring the sometimes-forgotten diverse leaders in the city's history.

Downtown Ventures also stewards Downtown's designation as a state-certified creative district, sharing our insights and, in turn, learning best practices from peer creative districts across Colorado. This prestigious, competitive designation helps to leverage new funding avenues to support our artists, nonprofits and creative industries.



**"Mary Mashburn" mural by Carlos Oliva, part of the 25th annual Art on the Streets exhibition.**

photo by Mike Pach



Revel: The Urban Arts Party in AdAmAn Alley.

photo by Tom Kimmell

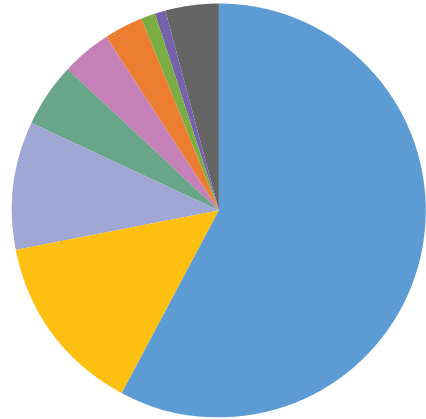
## Downtown Ventures highlights at a glance

- 22,070 patrons enjoyed 12 **First Friday Downtown** art walks at 42 Downtown creative businesses.
- 39 **Downtown Walking Tours** and passport events engaged over 1,400 civic leaders, young people, tourists and residents.
- The **25th annual Art on the Streets** exhibition featured eight sculptures and four murals, with eight of the artists hailing from Colorado.
- Three exhibiting artists from demographics typically underrepresented in public art were awarded **Artist Opportunity Grants** to support creation of their work (in addition to the stipend provided to all artists juried into the show).
- Just over 2,000 square feet of Downtown walls received painted or vinyl **mural treatments**.
- The **sculpture Bloom II** by Kasia Polkowska from the 2023 Art on the Streets exhibit was purchased by a private buyer and will be reinstalled in Downtown for the enjoyment of all for years to come.
- To mark the 25th anniversary of Art on the Streets, a **comprehensive directory of nearly 350 works** from throughout the program's history was created. The directory is searchable by artist, media, year, purchase status, etc. Find it here: [Downtowncs.com/aots-archive](https://Downtowncs.com/aots-archive)
- **Revel: The Urban Arts Party**, a new event, delighted a capacity of 120 people for a multi-course dinner in AdAmAn Alley and dozens more for a dance after-party. Chefs from Downtown restaurants Springs Orleans, Colorado Craft, Jack Quinn's, Red Gravy and Ephemera showed off their finest on the menu.
- The **Cultural Corridor**, which shines a spotlight on the diverse contributors to Colorado Springs' history, expanded one more block along Pikes Peak Avenue (from Nevada to Weber) and added new banners to herald Asian and Pacific Islander Heritage Month. A total 378 banners were hung throughout the year.
- Hundreds turned out for the **Urban Living Tour**, one Saturday in August featuring an insider's look into eight multifamily properties, including several newly opened in 2023. The self-guided tour showed off the amenities and lifestyle of Downtown's growing residential scene and led to new inquiries and leases at several properties.
- Over 25,000 skaters enjoyed **Skate in the Park** November through January.

## Downtown Partnership and Downtown Ventures financials

### FINANCIAL POSITION

	Partnership	Ventures
<b>Assets</b>		
Current assets	\$843,101	\$859,146
Fixed assets	\$54,836	\$263,126
Other assets		\$2,239
<b>Total</b>	<b>\$897,937</b>	<b>\$1,124,511</b>
<b>Liabilities</b>		
Current liabilities and deferred income	\$192,743	\$11,250
<b>Equity</b>		
Retained earnings	\$278,083	\$179,031
Temporarily restricted		\$220,686
Board restricted endowment		\$334,811
Designated operating reserve	\$357,714	
Capital assets/artwork	\$58,628	\$265,540
Net income	\$10,770	\$113,193
<b>Total</b>	<b>\$705,195</b>	<b>\$1,113,261</b>
<b>Total liabilities and equity</b>	<b>\$897,937</b>	<b>\$1,124,511</b>

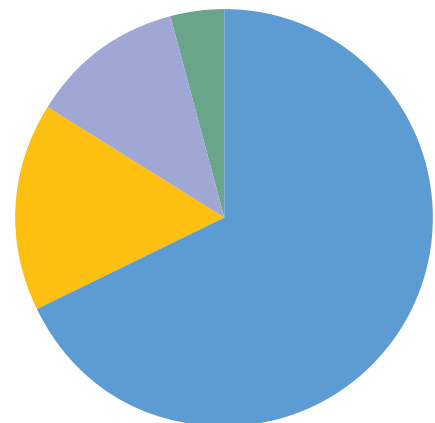


### Revenue

58%	Contracts for service
14%	Membership
10%	Sponsorships/corporations
5%	Other earned revenue, interest
4%	Individual donors
3%	Government
1%	Grants
1%	Restricted endowment payout
4%	In kind

### STATEMENT OF ACTIVITIES

	Partnership	Ventures
<b>Revenue</b>		
Contracts for service	\$922,000	
Membership	\$228,747	
Sponsorship/corporations	\$66,000	\$96,903
Grants		\$19,596
Government		\$43,000
Individual donors		\$58,927
Restricted endowment payout		\$13,400
Other earned revenue, interest	\$26,329	\$54,246
In kind	\$59,218	
<b>Total</b>	<b>\$1,302,294</b>	<b>\$286,072</b>
<b>Expense</b>		
Administration and fundraising	\$218,296	\$22,277
Partnership programming and services	\$1,014,010	\$0
Downtown Ventures programming		\$174,929
In kind	\$59,218	
<b>Total</b>	<b>\$1,291,524</b>	<b>\$197,206</b>
<b>Net</b>	<b>\$10,770</b>	<b>\$88,866</b>



### Expense

68%	Partnership programming and services
16%	Administration and fundraising
12%	Ventures programming
4%	In kind

Note: Financials shown are prior to annual audit.

# GREATER DOWNTOWN BUSINESS IMPROVEMENT DISTRICT



photo by Kelsey Swenn

*“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*



131 trees are strung with twinkly lights throughout the core of the BID.

photo by Kelsee Swenn

Maybe you learned about a new restaurant to check out or saw a must-have item from a favorite boutique on Downtown's Instagram channel. That's the BID at work. Then you strolled the sidewalks, admiring the colorful flowers, cleanliness, sparkly trees at night, or cheery holiday décor. That's also the BID, hard at work. And maybe even an advertisement about cool new apartments Downtown enticed you to become a resident of our growing urban neighborhood. Yup, the BID helped again.

The Greater Downtown Colorado Springs Business Improvement District (BID) ensures that Downtown is clean, engaging, welcoming and easy to explore. Through our public space management services, we tend to the myriad of needs that occur in a pedestrian-oriented environment—services above and beyond those provided by city government. Through our consumer marketing efforts, we invite patrons to enjoy the variety of shopping, dining, cultural and recreational experiences that make Downtown so alluring. Property owners realize an immediate and tangible return on investment through all of these services.

## Consumer and residential marketing

The expansive marketing services for Downtown, jointly funded by the BID and DDA, position Downtown as the region's top destination for dining, shopping, sporting events and arts. Sidewalks buzzed with activity during highly anticipated promotions such as Mom's Day Out, September Sidewalk Sales, Small Business Saturday, and the Holiday and Character Strolls. New this year, in anticipation of the surge of apartments opening in 2023 and beyond, we launched a targeted residential marketing strategy, featuring videos of six actual Downtown residents in their apartments and emphasizing the many attributes of the urban lifestyle. These videos are being broadcast as part of our ongoing residential geofenced digital campaign.

## BY THE NUMBERS



The Haute Chocolate Hop during February First Friday was one of six passport events.  
photo courtesy UCCS

The Living Room was a retailer featured in the digital advent calendar. photo by Cayton Photography



The Holiday Discount Book featured 122 offers.  
photo by Stellar Propeller Studio



- Digital passport programs expanded beyond the year-round Discover Downtown Pass and the Patio Passport to include the May Taco Trail and three successful one-day passports: Haute Chocolate Hop in February, Popsicle Promenade in September and the Candy Crawl in October, supporting **101** businesses. A total of **4,141** passes were downloaded and users checked in **6,530** times. Participants overwhelmingly replied that these events allowed them to discover a new-to-them Downtown business.
- **2,224** Downtown Gift Cards were sold, totaling more than **\$134,000** in sales. More than **170** businesses have opted into this free service provided by the BID.
- We communicated Downtown happenings bi-monthly to **12,355** recipients via e-newsletter.
- We communicated daily to **47,000** social media followers on Facebook, Instagram and TikTok, and we implemented regular posts on LinkedIn.
- Downtown's social media experienced notable growth over 2022:
  - Instagram gained **6,443** followers for a total of **23,300**. Reach is up by **157** percent and engagement is up **138** percent.
  - Facebook gained **1,410** fans for a total of **24,000**. Reach is up **62.5** percent and engagement is up **13.3** percent.
  - LinkedIn gained **317** followers.
  - TikTok gained **399** followers.
  - TripAdvisor garnered **10** new reviews.
- Shop Local, Win Local, sponsored by Bank of Colorado, included nearly **300** shoppers submitting more than **1,000** receipts totaling well over **\$52,000** in sales from local merchants during the one-month holiday shopping campaign. This year's promotion also featured celebrity shopping recommendations from First Lady Abbey Mobolade, Fox 21's anchor Taylor Bishop, and Bank of Colorado's Market President Dan Nordberg.
- December social media "opened the door" to **24** retailers in the form of a digital advent calendar with videos spotlighting what makes each a unique place to shop.
- With more than **120** offers from Downtown businesses, our Holiday Discount Book was the fattest ever; **9,000** copies were distributed within three weeks.
- More than **500** custom Resident Welcome Kits were distributed to new Downtown apartment dwellers, connecting them to all the shopping, dining and social opportunities in the city center.
- Shopping, Dining, and Lodging directories were viewed more than **13,000** times on Downtown's website.
- **90,000** copies of the Downtown Map, the essential guide to shopping and dining, were distributed throughout the Front Range and locally at hotels, visitor centers and the Colorado Springs Airport.
- Custom trainings were provided to the front-desk staff of nine Downtown hotels, cluing them in to Downtown hidden gems, services, mobility options and more to better serve their patrons.

## Pedestrian experience

Our Clean Team is out before dawn seven days a week, picking up trash, powerwashing sidewalks, tending to spills, eradicating graffiti and making minor repairs. Each day, our public space manager patrols the streets, sidewalks and alleyways, mindful of every possible need.

Capital improvements to the BID area in 2023 included two additional blocks of tree lighting as well as significant light repairs and replacement, for a total of 38,800 linear feet of lights on 131 trees. The BID also added more waste receptacles in the second year of a project in partnership with the City of Colorado Springs.

### BY THE NUMBERS

- **2,995** spills/stains removed from sidewalks
- **24,439** cigarette butts and gum removed
- **4,428** instances of graffiti/sticker abatement
- **6,250** pounds of ice-melt used over **17** snow/frost incident days
- **420** banners displayed for nonprofit or civic organizations
- **1,047** total banners installed (includes holiday, Cultural Corridor, etc.)
- **131** trees lighted throughout the year
- **38,800** total linear feet of tree lights (includes **22,275** feet of new lights and **7,200** linear feet of repaired lights)
- **137** flowerbeds and **47** flowerpots planted and tended
- **1,582** miles walked by our public space manager
- **29** flowerpots filled with sparkly holiday trees in partnership with Pikes Peak Hospice & Palliative Care

### Supplemental security

A team of two officers patrols the district seven days a week, responding to merchant calls, providing resolution in conflictual situations, connecting people with resources, and assisting the general public with a variety of needs and questions. The BID also held training sessions for street-level businesses in active shooter response and wound care, and de-escalation techniques, attended by about 70 people.

### BY THE NUMBERS

- **5,034** miles patrolled by foot or bike
- **594** incident responses, including **265** direct merchant requests for assistance
- **1,139** instances of assisting the general public with questions
- **802** disturbances managed
- **39** instances supporting or requiring additional intervention by police



A BID crew member tending flowerpots.  
photo by Cayton Photography

## Business Improvement District financials

### FINANCIAL POSITION

#### Assets

Current assets	\$530,073
Property tax revenue receivable	\$659,564
Other receivables	\$5,722
Fixed assets	\$83,589
Other assets	\$21,387

**Total assets** **\$1,300,335**

#### Liabilities

Current liabilities	\$13,898
Deferred property tax revenue	\$659,564

**Total liabilities** **\$673,462**

#### Equity

Reserves	\$414,017
Capital	\$24,255
Unrestricted fund balance	\$188,601

**Total equity** **\$626,873**

**Total liabilities and equity** **\$1,300,335**

### STATEMENT OF ACTIVITIES

#### Revenue

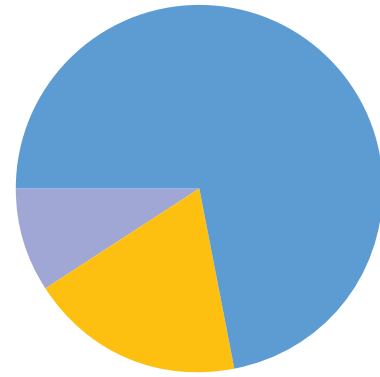
Mill levy and ownership tax	\$658,503
Government	\$175,000
Fees, grants, interest, misc.	\$77,783

**Total** **\$911,286**

#### Expense

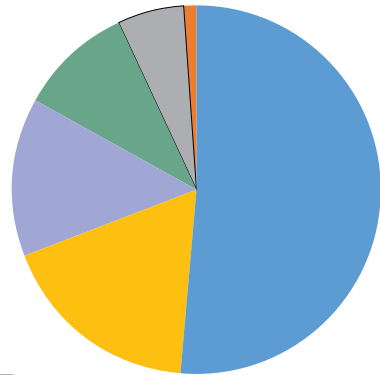
Public space management	\$470,937
Supplemental security	\$161,545
Marketing services	\$126,755
Administration	\$54,689
Depreciation	\$6,940
Capital improvements and reserves	\$90,420

**Total** **\$911,286**



#### Revenue

- 72% Mill levy and ownership tax
- 19% Government
- 9% Fees, grants and interest



#### Expense

- 52% Public space management
- 18% Supplemental security
- 14% Marketing services
- 10% Capital improvements and reserves
- 6% Administration
- 1% Depreciation

Note: Financial figures shown are prior to annual audit.

## BID Board of Directors

Chair Simon Penner, *Miramont Commercial*

Vice Chair Julie Brooks, *The O'Neil Group Company*

Secretary-Treasurer Mark Earle, *Resident*

Michael Brantner, *Pikes Peak Library District\*\**

Carrie Hibbard, *Terra Verde*

Peri Bolts, *Eclectic Co.*

Eric Brenner, *Red Gravy*

Uyen Le-Morrison, *Beauty Bar*

William Reed, *Sherman & Howard*

Ann Sebastian, *Cushman & Wakefield\**

Chris Senger, *Senger Design Group*

John Wolfe, *ICONS*

\*Term ended summer 2023

\*\*Term began summer 2023



*My business partner, Brandon, and I had long envisioned opening a Downtown bakery with a commitment to local farmers and the finest ingredients. A Retail Incentive Grant from the Downtown Development Authority helped turn our dream into reality.*

*— Trista Heileman, co-owner with Brandon DelGrosso of Provision Bread & Bakery*

A Retail Incentive Grant helped bring Provision Bread & Bakery to Downtown.

photo by Kelsee Swenn

**DOWNTOWN**  
DEVELOPMENT AUTHORITY

At the heart of the \$2 billion-plus economic resurgence of Downtown Colorado Springs is the Downtown Development Authority (DDA), building public and private investment partnerships that promote the physical and economic growth of Downtown. The work of the DDA is guided by the Experience Downtown Plan of Development and Master Plan, approved by City Council in 2016. The DDA provides a range of services, from assisting small business in maneuvering the hurdles of site location and due diligence to helping property owners identify tenant prospects. The DDA also provides data and market research to help business prospects make sound decisions about locating and expanding within Downtown. Finally, the DDA works closely with key city staff on urban planning initiatives, ensuring that streets, streetscaping, transit, parks, alleys, public spaces and the built environment function in a manner best suited for a compact, bustling urban center.

### BUILDING ENHANCEMENT, RETAIL INCENTIVE & SPECIAL PROJECT GRANTS

Whealthy Unlimited	\$5,000
CLAY Venues	\$8,000
323-327 N. Tejon St.	\$25,000
116-120 Pueblo Ave.	\$25,000
Colorado Springs Pioneers Museum	\$25,000
Exponential Impact	\$50,000
Provision Bread & Bakery	\$50,000
Majestic Building fire relief	\$100,000



BEFORE



AFTER

**A Building Enhancement Grant helped beautify this property on Pueblo Avenue.**  
photos by staff



**Award-winning AdAmAn Alley at night.**  
photo by David Lauer

### ADAMAN ALLEY EARNS KUDOS

AdAmAn Alley, a nearly \$3 million placemaking project helmed through the Downtown Development Authority, officially opened on Dec. 28, 2022, with additional refinements into the following year. In 2023, AdAmAn Alley was recognized with two awards: the American Public Works Association Colorado Chapter Award for Excellence in Operations/Maintenance, and Colorado Springs Historic Preservation Alliance Special Project Award. For more on AdAmAn Alley, go to [DowntownCS.com/AdAmAn](https://DowntownCS.com/AdAmAn).



Artspace Affordable Artist Housing groundbreaking.  
photo by Stellar Propeller Studio

## Data, reports and resources

For a detailed look at real estate, development and market trend data, see our State of Downtown Report, released annually in Spring. [DowntownCS.com/reports](https://DowntownCS.com/reports)

For development resources, check our online Development Toolkit at [DowntownCSDevelopment.com](https://DowntownCSDevelopment.com)

## DDA highlights at a glance

- **Nearly \$300,000 in grants** for building façade improvements, attraction of new retail options and special projects were awarded to a wide variety of businesses and properties – from renovation of properties on a long-neglected block, to training for a new social enterprise, to support for much needed upgrades to the historic Colorado Springs Pioneers Museum.
- The completions of three multifamily projects – VIM Phase 1, the Village at New South End and Plaza at Pikes Peak – brought the total of residential units supported by the DDA’s tax increment financing to exactly 850. An additional 1,310 units currently under construction also were **enabled through DDA’s TIF mechanism**.
- In partnership with El Paso County, DDA commissioned and funded a **vibrant mural** by artist Julio Mendoza to transform a bleak and time-worn parking garage. The mural not only beautifies the block but enhances connectivity between two commercial nodes of the street.
- Ground was broken in spring 2023 on the long-awaited **Artspace Affordable Artist Housing** project, which, upon completion, will provide 51 live-work units and commercial studio space.
- When fire and smoke damage in the Majestic Building forced the closure of several businesses, DDA stepped in within 24 hours to support a gift card matching campaign, followed soon after by **relief grants** for the impacted businesses and assistance with the long process of relocation.
- The annual **State of Downtown** Report and quarterly Downtown Market Reports tracked more than \$2.3 billion in investment in the city center. The reports provide a wealth of data to help business owners and property owners make informed decisions.
- One **Pop Up Shop** opened for the holiday season and extended their lease into 2024 on a short-term basis. Idyll Manor offers exquisitely curated homewares with a European influence.
- **Two written opinions** on projects before the Downtown Review Board were submitted.

BEFORE



Julio Mendoza’s mural beautifies and enhances connectivity between blocks on South Tejon Street.  
left photo by staff, right photo by Saeed Rouhan



AFTER

# Downtown Development Authority financials

## FINANCIAL POSITION

### Assets

Cash and investments	\$1,922,357
Cash and investments - restricted	\$1,706,814
Misc. receivables	\$28,841
Prepaid expense	\$23,943
Property taxes receivable	\$1,103,233
Incremental taxes receivable	\$2,313,123

**Total assets** **\$7,098,311**

### Liabilities

Accounts payable	\$35,809
------------------	----------

### Deferred inflows of resources

Property tax revenue	\$1,103,233
Tax increment revenue	\$2,313,123

### Fund balances

Prepaid expenses	\$23,943
Emergency reserve	\$89,900
TIF	\$1,616,914
Board designated projects	\$1,682,501
Unassigned	\$232,888

**Total liabilities, deferred inflows, and fund balances** **\$7,098,311**

## STATEMENT OF ACTIVITIES

### Revenue

Mill levy and specific ownership tax	\$1,054,095
TIF	\$1,582,961
Interest, fees, loan repayments, grants, misc.	\$358,829

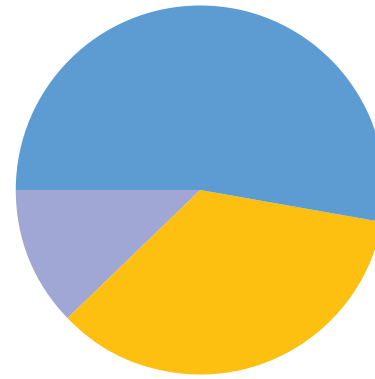
**Total** **\$2,995,885**

### Expense

Business development and services, programming, projects	\$1,037,278
Grants	\$554,668
School District 11 obligation	\$180,551
TIF reimbursement agreements	\$397,249
Marketing services, data, research	\$210,536
Administration	\$113,060

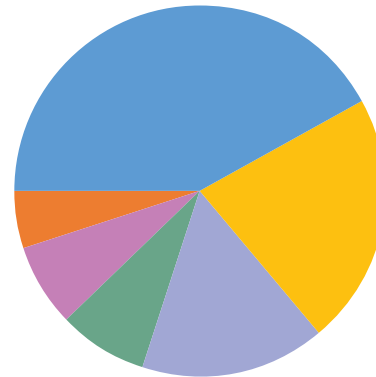
**Total** **\$2,493,342**

**Net change in fund balance** **\$502,543**



### Revenue

- 53% TIF
- 35% Mill levy and specific ownership tax
- 12% Interest, fees, misc.



### Expense

- 42% Business development and services, programming, projects
- 22% Grants
- 16% TIF reimbursement agreements
- 8% Marketing services, data, research
- 7% School District 11 obligation
- 5% Administration

Note: Financial figures shown are prior to annual audit.

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## SPECIAL PROMOTIONS AND EVENTS

*State of Downtown Report*  
Underline  
Peak Innovation Park

*Mom's Day Out*  
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