



Ballpark General Improvement District

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June 12, 2024

Agenda

- I. Requested City Council Action
- II. Purpose of General Improvement District
- III. GID Boundaries
- IV. Financial Plan
- V. Q&A



Requested City Council Action

BR24-0766

Concerning the organization and creation of the Ballpark Denver General Improvement District, creating a District Advisory Board and appointing the initial members, and approving the 2024 and 2025 Work Plan and Budget.



Purpose of the Ballpark GID

- **Create a collective voice** - advocacy, planning, coordination
- **Strengthen the local economy** - decrease the cost of doing business in Ballpark, create opportunities for businesses to thrive
- **Support community members** - ensure Ballpark is a safe and welcoming place for ALL
- **Provide comprehensive maintenance** - invest in, and care for, amenities in the neighborhood
- **Define and establish a compelling sense of place** - enliven, connect and unify our community

GID Boundaries

Sections 27 and 34, Township 3 South,
Range 68 West of the 6th Principal
Meridian

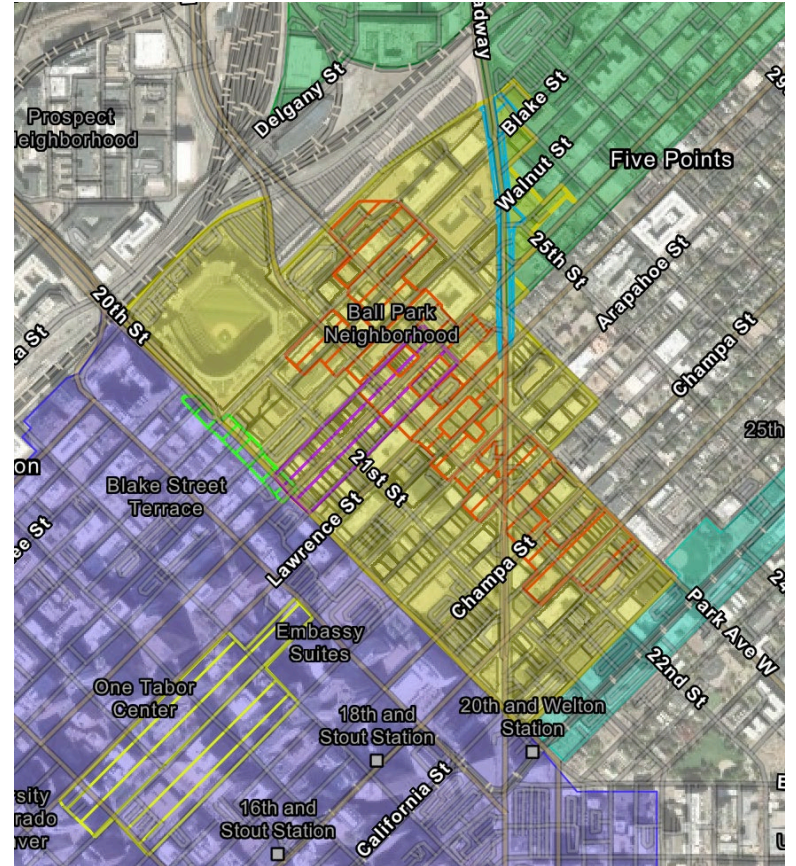
Boundaries by street:

- 20th Street (meeting the DDP BID)
- Coors Field/RR Tracks
- Broadway and Parcels Adjacent (meeting/overlapping the RiNo BID)
- Alley behind Welton St. (meeting the Five Points BID)



Intersection with Other Districts

- Intersects with 3 existing BIDs to fill a “donut hole” of service downtown
- Overlaps with 4 existing Local Maintenance Districts (LMDs): 20th Street; Larimer Street; 22nd/Park Avenue; and Broadway Viaduct – Shown in red/purple/green hash marks on the yellow boundary
- Will replace services of 4 existing (LMDs), and upon successful organization of GID it is expected that dissolution of the LMDs will be sought



District Financial Plan

Proposed Assessment Rate:

- 5 mills (\$5 per \$1,000) on the assessed value of residential and commercial property
- Anticipated imposition of 5-mill equivalent rate in 2025 due to timing of approval, followed by imposition of mill levy in 2026, subject to voter approval

Estimated Year 1 (2025) GID Revenue:

- \$1,300,000

Possible Additional Contributions:

- Estimating additional revenue from the Colorado Rockies and tax-exempt property owners to support GID operations with contributions in lieu of property taxes. LMD reserve revenues, to the extent available, are also anticipated to be transferred to the GID upon LMD dissolution.

Proposed Year 1 Budget

| | |
|---|-------------|
| Safety and Security, Navigation, Community Ambassadors | \$750,000 |
| Enhanced Cleaning, Infrastructure, Landscaping and Special Projects | \$300,000 |
| Administration (~10%) | \$130,000 |
| City Collection Fee (1%) | \$13,000 |
| GID Organization <i>*A one-time expense to repay GID organizational costs</i> | \$85,000 |
| Contingency/Reserves | \$22,000 |
| <hr/> | |
| TOTAL <i>*To be augmented by PILOT and other contributions</i> | \$1,300,000 |

District Governance Structure

The Ballpark GID's creation ordinance will name and appoint the initial members of the Ballpark GID's District Advisory Board, consisting of up to eleven (11) members. The District Advisory Board shall include the following:

- At least one (1) representative from **an owner of commercial property** in the Ballpark GID boundaries
- At least one (1) representative from **a business owner** in the Ballpark GID boundaries
- At least one (1) representative from **an owner of residential property** in the Ballpark GID boundaries
- At least one (1) **resident living in** the Ballpark GID boundaries
- One (1) representative from the **Colorado Rockies Baseball Club, Ltd.**
- One (1) representative from a **social service provider** operating in the Ballpark GID boundaries
- The **Executive Director of the City's Department of Infrastructure and Transportation (DOTI)**, or their designated representative
- The **City Councilperson** representing the majority of the area of land within the Ballpark District, or their designated representative

Initial District Advisory Board

| NAME | TITLE | GOVERNANCE REPRESENTATION |
|---------------------------|--|---|
| Jay Soneff | President, Jamis Companies | Commercial Property Owner, Business Owner |
| Marti Page | Owner – The Anchor Group Anchor Investments TAG Apartments; Asterisk | Commercial & Residential Property Owner |
| Stevenson Farnsworth | Resident | Residential Property Owner, Resident |
| Chris Riedl | Owner, Community First Commercial Real Estate | Commercial & Residential Property Owner |
| Patrick McMichael | Owner, Track Architecture | Business Owner, Resident |
| Candice Pineda | Owner, Mexico City | Business Owner |
| Traci Lounsbury | CEO, Elements | Property Owner, Business Owner |
| Kevin Kahn | Vice President, Ballpark Operations | Rockies Representative |
| Joshua Geppelt | VP of Programs, Denver Rescue Mission | Service Provider in Ballpark |
| Councilman Darrell Watson | District 9 Councilperson | City Council Representative |
| Amy Ford | Executive Director of DOTI | DOTI Representative |

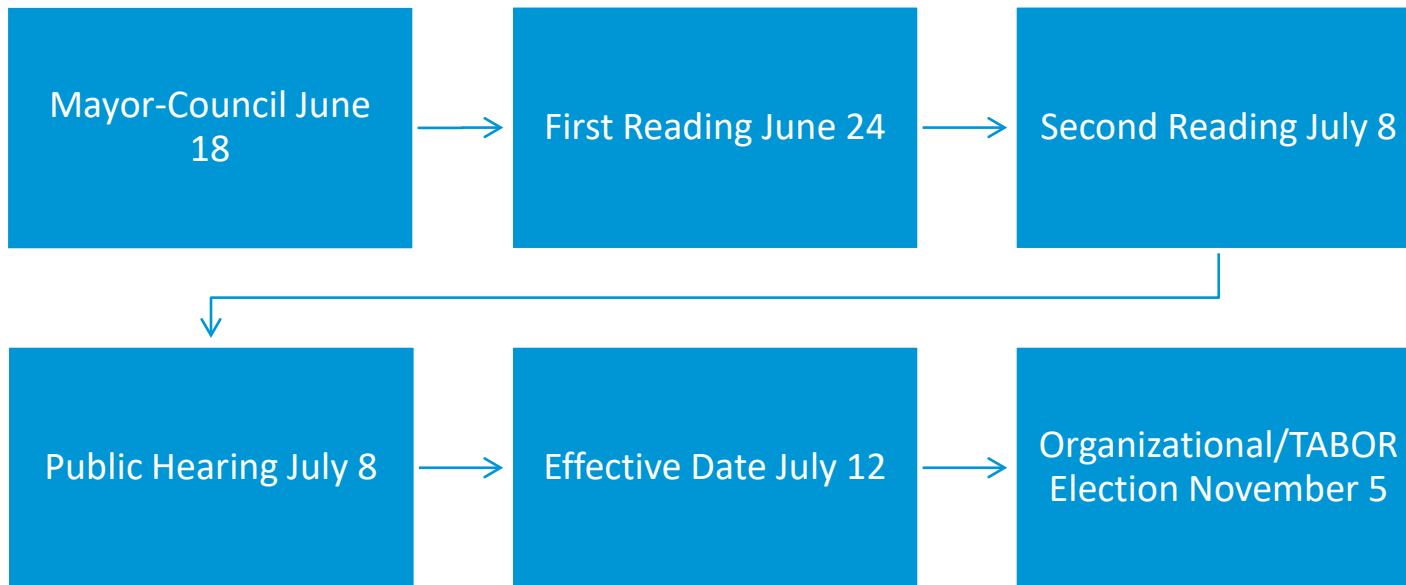
Petition Submission

The Ballpark Community submitted **221 petitions** of support for the formation of the Ballpark GID on Wednesday, May 29. These included:

- Signatures representing 245 individual parcels or units
- 66 signatures from owners of commercial property
- 53 signatures from owners of residential property (including both large apartment buildings and condo/townhome owners)
- 126 individual resident signatures

The neighborhood will continue to gathering petitions of support until July 1.

Next Steps





Questions?