

Downtown Denver Business Improvement District

Keeping Downtown Clean, safe and inviting

2011 Renewal



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- The Downtown Denver Business Improvement District (BID) is a public organization funded by commercial property owners formed in 1992.
- Through and annual assessment paid to the BID, a series of district-wide programs that enhance Downtown Denver are funded including cleaning and maintenance efforts, safety initiatives and targeted visitor marketing.
- The BID's charter requires that the BID renew every 10 years through petitions signed by property owners in the District.



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Managed by a 7 member Board of Directors, appointed by the Mayor, which consists of property owners representing different types of property in the District.

- Office Property
- Small Property
- Large Property
- Unimproved Land
- B-5 Property Owner
- Retail Property
- B-7 Property



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BID Priorities: *Our primary focus is creating an environment where people want to spend their time.*

- **Clean and Safe** – a clean and safe environment helps create a great first impression for prospective tenants and enhances property values.
- **Economic Development and Research** – the BID funds job retention and recruitment activities in order to remain competitive in the commercial real estate sector.
- **Pedestrian Environment** – the BID invests in trees, flower planters and streetscape enhancements that create an inviting pedestrian environment to stimulate economic activity.



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BID Priorities:

- **Marketing and Communications** – targeted marketing and promotional efforts benefit Downtown’s retailers, restaurants and hotels.
- **Skyline Park** – by partnering with the City, the BID ensures that Skyline Park remains a safe and inviting destination.
- **Holiday** – installation of holiday décor throughout the BID brings in addition to large scale events, brings thousands of visitors to Downtown during the holiday season



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Accomplishments:

- Increased sidewalk cleaning from 20 blocks to 120 blocks
- Extended full 16th Street Mall services in LoDo
- Placed and Maintained 100 trash receptacles on the 16th Street Mall and 160 off-Mall trash receptacles
- Initiated a year round Downtown Ambassador program to provide a safe and welcoming presence.
- Increased off-duty coverage in downtown resulting in a 21% decrease in crime since 2005
- Remove an average of 6983 graffiti tags annually.
- Added 120 moveable chairs and 34 wayfinder signs to the 16th Street Mall
- Installed 100 new bike racks



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Accomplishments:

- Increased the number of 16th Street Mall sidewalk cafes from 20 – 38
- Partnered with VISIT DENVER to sponsor New Year's Eve Fireworks which draws over 100,000 people annually.
- Planted 158 new trees
- Planted flowers in 160 planters on 17th Street, 15th Street and other named streets throughout the BID
- Led efforts to redevelop the streetscapes on California and Larimer Streets
- Contacted Downtown companies representing 700,000 square feet and 3,000 employed each year in order to determine industry trends and satisfaction with Downtown Denver
- Printed 375,000 Downtown Denver Map and Directories annually



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Going forward:

The BID aligns its goals with the 2007 Downtown Area Plan - the blueprint which sets expectations and goals for the growth of Downtown Denver.

- Strengthen the Vitality of the 16th Street Mall
- Create a comprehensive retail strategy
- Maintain a clean and safe Downtown
- Create an Outstanding Pedestrian Environment
- Focus on programs that increase energy efficiency and reduce resource consumption

