



General Improvement Districts (GIDs)  
Business Improvement Districts (BIDs)  
&  
Tourism Improvement District (TID)

2023 Plan & Budget Approvals

Department of Finance  
Capital Planning and Programming  
Division

# City Council Actions

## 17 Action Items:

- Approve Annual Work Plans and Budgets for each of the 12 BIDs, 4 GIDs, and 1 TID.
  - BRs 22-1412 through 22-1428

December 5<sup>th</sup> is statutory and ordinance deadline for Council to approve or disapprove the budgets and plans.

# Types of Districts



DENVER  
THE MILE HIGH CITY

## State Statutory Special Districts

Title 32: Special District Act of 1981

Metropolitan Districts

### Title 31

**General Improvement Districts & Business Improvement Districts**

Urban Renewal Authority  
Downtown Development Authority

## Denver Charter and Code Districts

Local Improvement Districts

Local Maintenance Districts

**Tourism Improvement Districts**

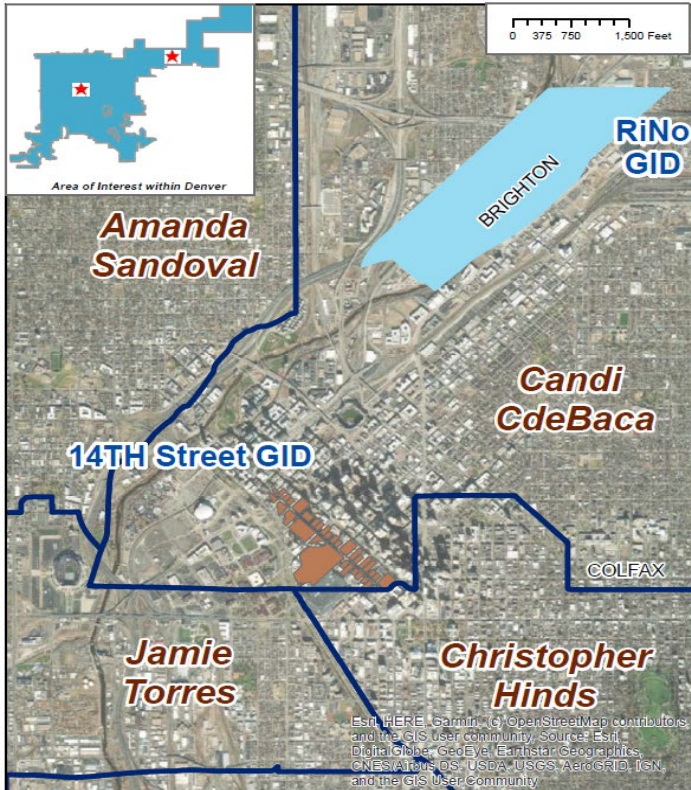
# District Structures



**DENVER**  
THE MILE HIGH CITY

	Statutory Districts			Denver Districts
	Metro Districts (Title 32)	GID (Title 31)	BID (Title 31)	TID
<b>Primary Purpose</b>	Public Infrastructure & Maintenance	Public Infrastructure & Maintenance	Economic Development & Marketing	Tourism Improvements & Services
<b>District Eligible Properties</b>	Commercial & Residential	Commercial & Residential	Commercial Only	50+ Room Lodging Establishments
<b>Governance</b>	Board of Directors	City Council as Board of Directors	Board of Directors	Board of Directors
<b>Revenue Generation</b>	Raised through increased property owner burden. (Taxes, Rates, Fees Tolls, Charges)			
<b>How Created</b>	Service Plan Approval	Creation Ordinance Approval	Creation Ordinance Approval	Creation Ordinance Approval
	Created by local vote of the eligible electorate.			
<b>Debt Authority</b>	Financing available if approved by voters.			
<b>Annual Budget Approval</b>	Board of Directors	City Council as Board of Directors	Board of Directors & City Council	Board of Directors & City Council

# GIDs in the City

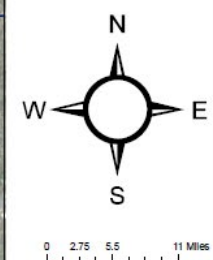
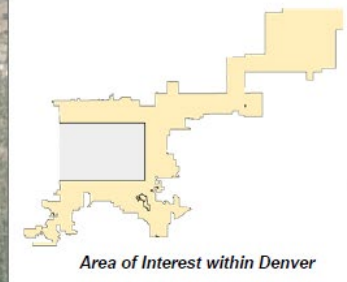
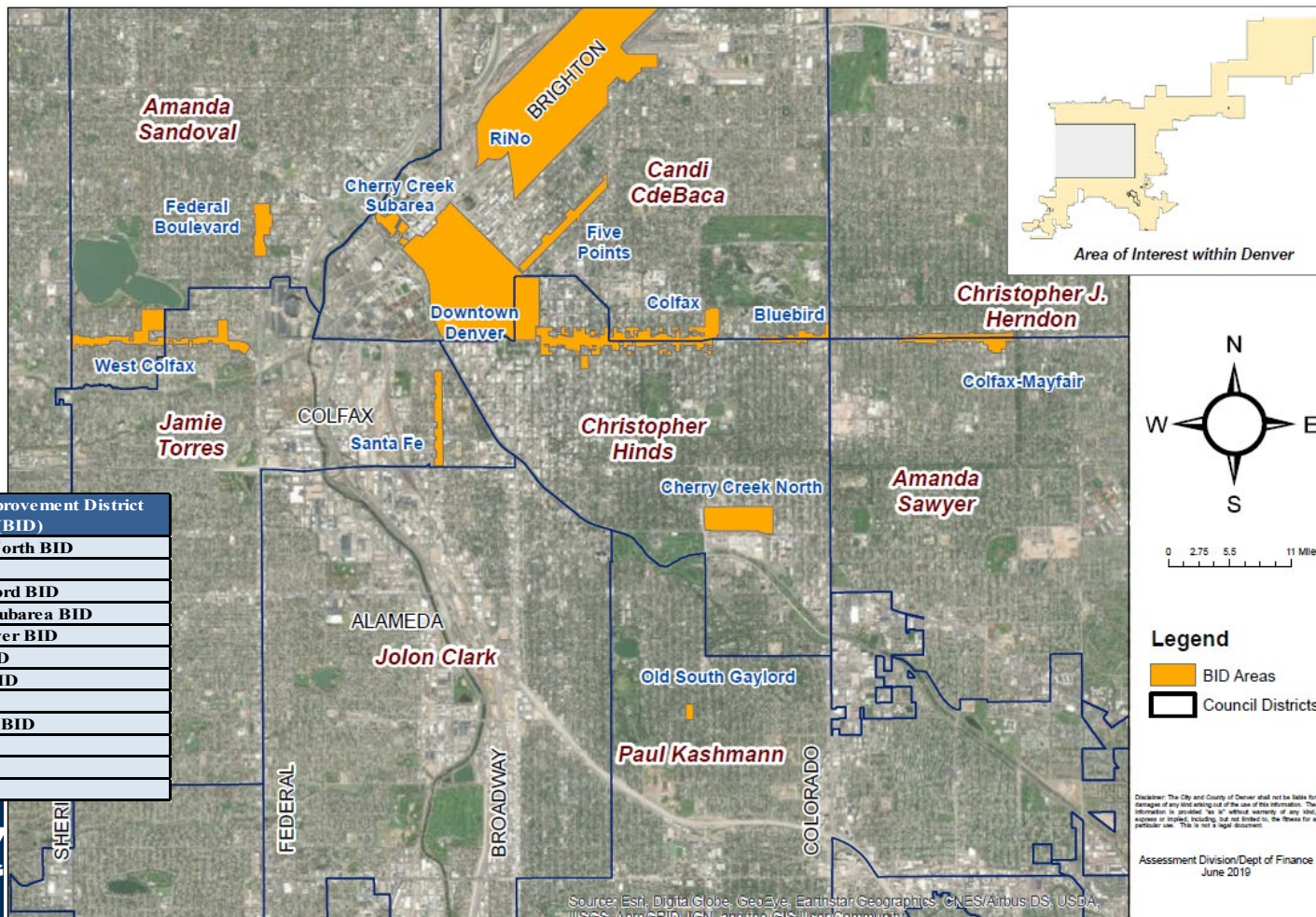


#	Year Created	General Improvement District (GID)
1	1994	Gateway Village GID
2	2009	Denver 14th St. GID
3	2015	RiNo GID
4	2022	Sun Valley Denver GID





# BUSINESS IMPROVEMENT DISTRICTS WITHIN DENVER



#	Year Created	Business Improvement District (BID)
1	1988	Cherry Creek North BID
2	1989	Colfax BID
3	1990	Old South Gaylord BID
4	1992	Cherry Creek Subarea BID
5	1992	Downtown Denver BID
6	2006	West Colfax BID
7	2012	Federal Blvd. BID
8	2013	Bluebird BID
9	2014	Colfax-Mayfair BID
10	2014	Santa Fe BID
11	2015	RiNo BID
12	2016	Five Points BID



Sources: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

Assessment Division/Dept of Finance  
June 2019



# City Annual Review Process

## City Requests Financial and Informational Items:

- Budget and Work/Operating Plans
- Estimated year end financial results
- Status of existing and new debt
- Results of audits conducted during year (third party CPA financial audits)
- Informational items of Board of Directors and board actions during year

## DOF Review:

- Analyze budgets, audits, and planned debt

## City Council:

- Vote on budgets and plans as required by state statute for the BIDs and creation ordinances for GIDs and TID

# 2022 GID Highlights



DENVER  
THE MILE HIGH CITY

- **Audits:** 14<sup>th</sup> St. Gateway Village, and RiNo Denver GIDs received positive unqualified audit opinions.
  - Sun Valley Denver GID not required to perform an audit yet.
- **Debt: All GID debt payments are current**
  - 14<sup>th</sup> St. GID expected debt balance of \$3M at Y.E. '22
  - RiNo Denver GID expected debt balance of \$1.7M at Y.E. '22
- **2022 Expected Expenses vs. Budget:**
  - Gateway Village GID expected revenues insignificantly different from budget. Expected expenses significantly different than budget due to District's continued pause of 3<sup>rd</sup> phase of landscaping improvement project.
  - 14<sup>th</sup> St. GID expected revenues and expenses insignificantly different from budget.
  - RiNo Denver GID expenses higher than budget due to greater than anticipated infrastructure expenditures during the year, requiring a '22 budget amendment.





# 2023 GID Budgets

#	GID Name	2023 Projected Mills/Charges (Change from 2022)	2023 Budgeted Revenue (Change from 2022)	2023 Budgeted Expense (Change from 2022)	Forecasted '22 Debt Balance
1	Gateway Village GID General Fund	20.000 (+0.0%)	\$731,869 (-1.2%)	\$1,750,000 (+39.0%)	\$0
2	14th St. GID Capital Charge Maintenance Charge Total	\$308,386 (-0.6%) \$230,920 (+0.0%) \$539,306 (-0.3%)	\$569,891 (+0.5%)	\$657,673 (+17.1%)	\$3,015,000
3	RiNo GID General Fund Assessment Charge	4.000 (+0.0%) \$16.65 (+0.0%)	\$1,634,375 (+1.6%)	\$1,657,161 (+6.1%)	\$1,703,824
4	Sun Valley GID	NA, new in '22	\$51,500 (+56.1%)	\$51,500 (+66.1%)	\$0

# 2023 GID Highlights



- **Gateway Village GID**
  - District's revenue reduction consistent with assessed value reduction.
  - District plans on continuing capital improvements and landscape maintenance in 2023.
- **14<sup>th</sup> St. GID-**
  - District's revenue has minimal growth in 2023, due to growth from its banner rental program.
  - Expense growth in 2023 due to higher maintenance expenses and a higher debt service reserve.
- **RiNo Denver GID-**
  - Insignificant growth in District revenues in 2023.
  - Expenses anticipated to increase in 2023 as District increases its capital improvement investments and administrative expenses increase.
- **Sun Valley Denver GID-**
  - 2023 will be first full year of operations. District expects to expend its funds on irrigation, accounting, insurance, and legal over the course of the year.



# 2022 BID Highlights

- **Audits:** Cherry Creek North, Colfax, Downtown Denver, and RiNo received positive unqualified audit opinions, others not required to perform an audit.
- **Debt:** Cherry Creek North BID the only BID with debt, current on payments, the district's expected principal balance of \$10.760M at YE '22.
  - Colfax Ave. BID authorized \$2.5M in '17, have yet to issue.
- **2022 Expected Expenses vs. Budget:**
  - Districts requiring budget amendments include:
    - Colfax, West Colfax, and Five Points.

# 2023 BID Budgets



#	BID Name	2023 Projected Mills/Charges (Change From 2022)	2023 Budgeted Revenue (Change From 2022)	2023 Budgeted Expense (Change From 2022)	Forecasted Year End '22 G.O. Debt
1	Bluebird BID	10.000 (+0.0%)	\$169,199 (+1.8%)	\$246,959 (+48.7%)	-
2	Cherry Creek North BID General Fund Debt Service Mill Total	14.042 (+16.6%) 3.600 (+16.1%) 17.642 (+16.5%)	\$6,976,950 (+13.8%)	\$7,382,839 (+14.2%)	\$10,760,000
3	Cherry Creek Subarea BID	0.139 (+3.3%)	\$15,047 (+0.3%)	\$88,500 (+37.2%)	-
4	Colfax Ave BID	10.000 (-1.0%)	\$954,089 (-1.6%)	\$1,300,953 (+18.2%)	-
5	Downtown Denver BID	Formula Based on building size, land size, and geographic location. (increased ~4% due to TABOR allowed increases)	\$9,438,539 (+1.3%)	\$9,645,540 (+2.5%)	-

# 2023 BID Budgets Cont.



**DENVER**  
THE MILE HIGH CITY

#	BID Name	2023 Projected Mills/Charges (Change From 2022)	2023 Budgeted Revenue (Change From 2022)	2023 Budgeted Expense (Change From 2022)	Forecasted Year End '22 G.O. Debt
6	Colfax-Mayfair BID		\$0,000 (+0.0%)	\$0,000 (+0.0%)	
	Assessment Per Lot	\$0.075 (+0.0%)			
	Assessment Per Sq. Ft.-Above Grade	\$0.075 (+0.0%)	\$118,028 (-4.1%)	\$118,028 (-4.0%)	-
	Assessment Per Sq. Ft.-Below Grade	\$0.038 (+0.0%)			
7	Federal Blvd BID	10.000 (+0.0%)	\$135,156 (+16.5%)	\$135,156 (+16.5%)	-
8	Old S. Gaylord BID	6.166 (+22.8%)	\$66,500 (+9.0%)	\$76,500 (+25.4%)	-
9	Santa Fe BID				
	Street Frontage Assessment	\$9.370 (+20.0%)	\$167,860 (+8.4%)	\$167,019 (+9.2%)	-
	Building Size Assessment	\$0.100 (+1.0%)			
10	West Colfax BID	\$0.152 (+5.0%)	\$456,980 (+35.4%)	\$466,981 (+32.2%)	-
11	Five Points BID	10.000 (+0.0%)	\$294,943 (-26.0%)	\$361,286 (-15.0%)	-
12	RiNo BID	4.000 (+0.0%)	\$2,427,602 (+0.7%)	\$2,882,747 (+21.8%)	-



# Select BID 2023 Activity



DENVER  
THE MILE HIGH CITY

- **Bluebird-** Continue maintenance to upkeep District, collaborate with City on BRT progress, and plan to add an event focused on the District's music scene.
- **Cherry Creek North-** Continue maintenance of district assets, transition BID pedestrian lighting to LED, and pursue a robust event calendar.
- **Cherry Creek Subarea-** Maintenance of trees and flowers and focus on winter watering of trees. Additionally, may undertake a sidewalk replacement project.
- **Downtown Denver-** Maintenance, cleaning, and economic development of District; business retention, recruitment, and startup support programs.
- **Colfax Mayfair-** Advocate for District's businesses, support District businesses through economic development, maintenance of District; advocate for implementation of East Area Plan and Colfax transit and streetscape improvements.

# Select BID 2023 Activity



DENVER  
THE MILE HIGH CITY

- **Colfax-** Continue street maintenance services, fund safety improvements to storefronts, improve wayfinding in District, and hold signature events.
- **Federal Blvd.-** Maintenance, planning, and implementation of District amenities; advocacy and economic development; contributing to a public art project.
- **Five Points-** Maintenance, capital improvements, safety, and marketing for District. New activations and events to draw visitors.
- **Old S. Gaylord-** Continue maintenance and repair of District assets.
- **RiNo-** Advocacy, marketing, and maintenance; RiNo Mural Program and RiNo Urban Forest Project.
- **Santa Fe-** Maintain District amenities, safety and economic development programs.
- **West Colfax-** Continue maintenance of District assets, business communications, and coordination with City and CDOT on street projects; gift cards, and capital improvements

# CHERRY CREEK NORTH BUSINESS IMPROVEMENT DISTRICT





**DENVER**  
THE MILE HIGH CITY



# DIGITAL MARKETING

## eNewsletters

- News from the North
- CCN Insider

## Social Media

- Maximized social media marketing efforts to maintain awareness and attract new visitors across the following platforms:
  - Facebook
  - Instagram
  - LinkedIn
  - TikTok
  - Twitter

## Website

- Website updated daily to promote merchant calendar of deals, promotions, and events happening at CCN businesses





**DENVER**  
THE MILE HIGH CITY

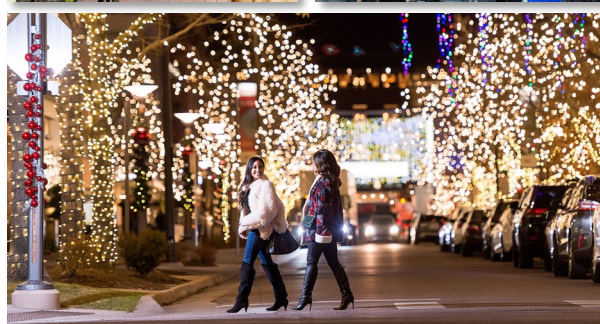
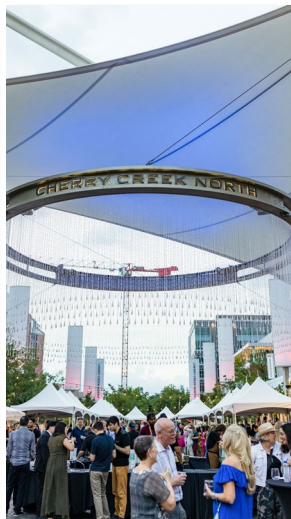
## EVENTS

Produced distinct events that highlight & benefit core business categories:

- Sidewalk Sale
  - 52<sup>nd</sup> Annual Sidewalk Sale featured over 80 participating CCN merchants
- Cherry Creek Al Fresco: A Food & Wine Event
  - Seminars and Workshops hosted by Restaurants
  - Grand Tasting
  - Dinner on the Plaza

Currently planning and promoting holiday event lineup to generate awareness and drive traffic to CCN:

- Winter Wonderland Light Walk
- Small Business Weekend
- Saturday Night Lights







DENVER  
THE MILE HIGH CITY

# ADVERTISING & PUBLIC RELATIONS



## Advertising

- Produced seasonal campaigns and executed holistic advertising plan to support all business categories and promote events throughout the year
- Placements include billboards, print, radio, digital advertising, streaming TV, and broadcast

## Public Relations

- Feature articles and inclusions placed in key local publications throughout the year including Denver Post, Denver Business Journal, Cherry Creek Magazine, among others
- Broadcast segments covering CCN events featured on local news stations CBS4, Denver 7, 9News, and KDVR/FOX 31



**DENVER**  
THE MILE HIGH CITY

## TOURISM



### Visit Cherry Creek

- Partnered with Cherry Creek Shopping Center to expand and grow awareness of Visit Cherry Creek
- Placed advertising campaigns with Visit Denver and the Colorado Tourism Office to promote Visit Cherry Creek and increase tourism in the Cherry Creek neighborhood

### Partnerships with Visit Denver and the Colorado Tourism Office

- Supported Visit Denver and Colorado Tourism Office initiatives and campaigns throughout the year
- Representation of Cherry Creek North on the Colorado Tourism Office's International Promotions Committee
- Representation of Cherry Creek North on Visit Denver's Board of Directors



**DENVER**  
THE MILE HIGH CITY



# INVESTING IN OUR NEIGHBORHOOD

## Safety and Security

- Contracted private security to patrol properties throughout the district
- Off-duty Denver Police presence providing community policing
- Host monthly Public Safety meetings with constituents and Denver Police

## Infrastructure Investment

- Updating 377 pedestrian light fixtures to LED
- Replacing GFCI receptacles throughout the district
- Adding public seating amenities to district
- Replacing damaged sidewalks and pavers ensuring a safe walkable pedestrian environment







# INVESTING IN OUR NEIGHBORHOOD



## Landscaping and Cleaning

- Maintain and enhance landscaping throughout the district
- Ensure health of tree canopy replacing trees when needed
- Clean and maintain district

## Snow Removal

- Supplemental snow removal as needed

# Tourism Improvement District (TID) 2023 Annual Plan

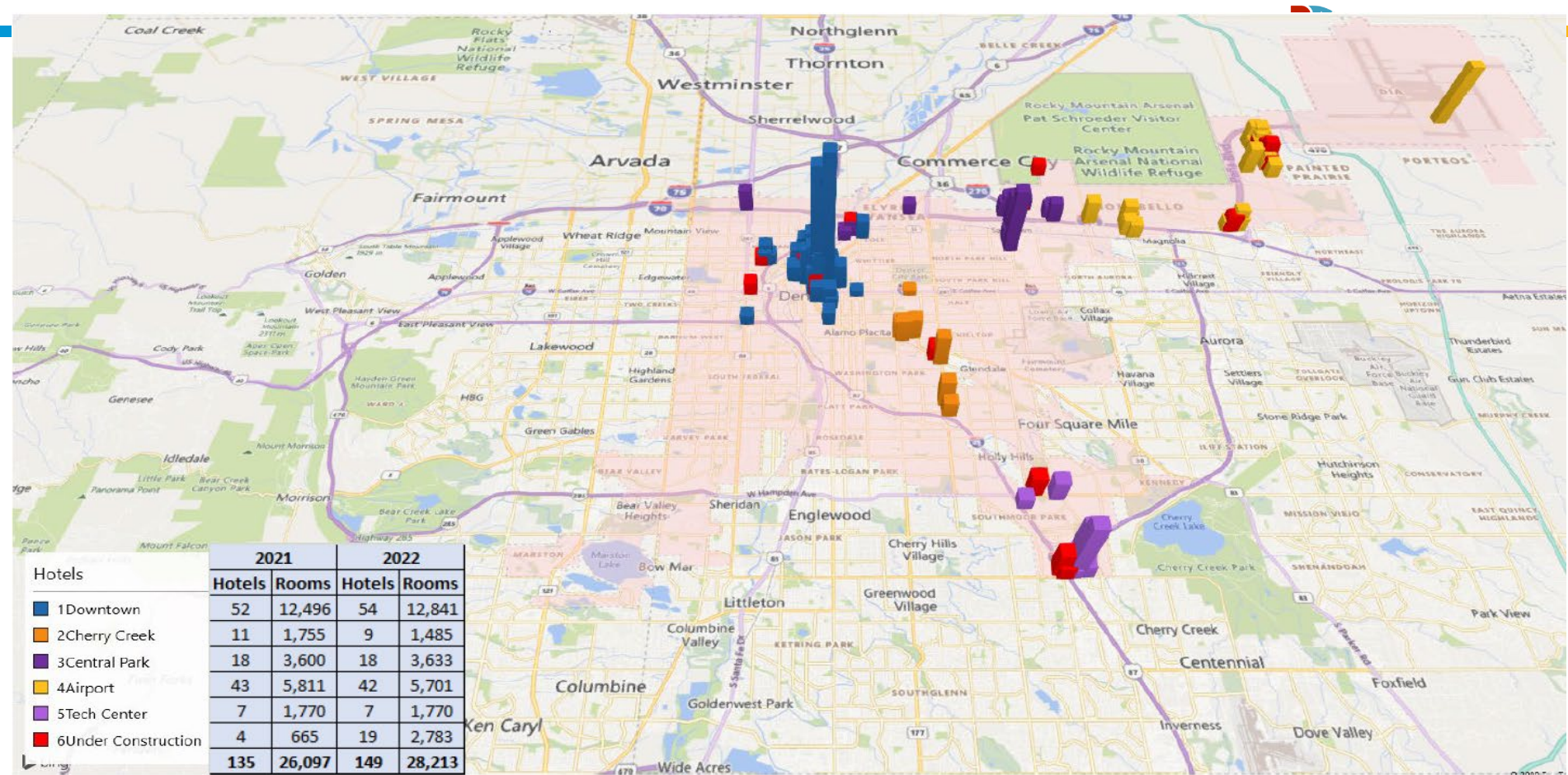






# TID Creation and Purpose

- First TID in Colorado (created in 2017)
- Imposes a 1% tax on the purchase of lodging at all hotels with 50 or more rooms in the City and County of Denver to be used for, in order of priority:
  - Colorado Convention Center (CCC) expansion - \$3.45M annually for support of City's \$129M Certificate of Participation (COP)
  - CCC future capital improvements - 10% of district revenues to be allocated for future improvements.
  - Marketing and promotions - VISIT DENVER to use remaining revenues for convention and leisure visitor marketing.





DENVER  
THE MILE HIGH CITY

# TID Governance

- IGA between TID and City approved December 2017
- Board of Directors:
  - Tracy Blair, Director of Sales and Marketing, Sheraton Hotel Denver
  - Navin Dimond, President & CEO, Stonebridge Companies
  - Amanda Parsons, General Manager, The Thompson Denver
  - Walter Isenberg, President & CEO, Sage Hospitality
  - Greg Leonard, General Manager, Hyatt Regency at the Colorado Convention Center
  - Laura Lojas, General Manager, The Westin Denver International Airport Hotel
  - Allen Paty, General Manager, DoubleTree by Hilton Denver
  - Richard Scharf, President & CEO, VISIT DENVER (ex officio)



# 2022 TID Budget Performance

## Tourism Improvement District

### 2022 Budget Change Summary

GID Name	2022 Projected Year End Revenue (change from budget)	2022 Projected Year End Expense (change from budget)
Denver Tourism Improvement District	\$9,500,000 (+15.9%)	\$8,244,144 (+0.5%)

- CCC COP obligations to the City are being met.
- CCC capital improvements are expected to be funded with approximately \$851K of TID revenues.
- In 2022 the TID concentrated on various campaigns to drive economic benefit to the City including regional leisure marketing, client concessions and incentives, and large push for holiday advertising.



# 2023 Budget Proposal

## Tourism Improvement District

### 2022 to 2023 Budget Change Summary

GID Name	2023 Projected Tax (Change from 2022)	2023 Budgeted Revenue (Change from 2022)	2023 Budgeted Expense (Change from 2022)
Denver Tourism Improvement District	1% (0.0%)	\$10,200,000 (+24.4%)	\$10,200,000 (+24.4%)

- Lodger’s tax collection projected to increase 24.4% compared to original 2022 budget.
- After CCC COP and 10% CCC capital improvement obligations are met, projecting there will be approximately \$5.6M for marketing or promotional efforts in 2023.



# 2023 TID Activities

- Continued holiday season marketing campaign highlighting the Mile High Tree.
- Aggressive convention sales and marketing efforts.
- Support sports and major tourism events.
- Leisure consumer tourism marketing.
- Industry events to expose convention and media clients to Denver
- Workforce development and training.
- Accrue District revenues for future capital improvements. Not expected to expend any capital improvement funds during 2023.



# Thank You

## Upcoming Legislative Schedule\*:

- Nov. 9<sup>th</sup> - Committee Presentation
- Nov. 15<sup>th</sup> - Mayor Council
- Nov. 21<sup>st</sup> - 1<sup>st</sup> Reading for BID and TID Ordinances
- Nov. 28<sup>th</sup> - 2<sup>nd</sup> Reading for BID and TID Ordinances
- City Council acting as GID Board holds 4 Public Hearings for GID Work Plans and Budgets.

\* December 5<sup>th</sup> is statutory and ordinance deadline for Council to approve or disapprove the budgets and plans.