



# CITY AND COUNTY OF DENVER

## DEPARTMENT OF PUBLIC WORKS

**DENVER**  
THE MILE HIGH CITY

DISTRICT MANAGEMENT OFFICE  
Webb Municipal Office Building  
201 W. Colfax Ave., Dept. 509  
Denver, Colorado 80202  
<http://www.denvergov.org>

August 24, 2010

Mr. John Desmond  
Downtown Denver Business Improvement District  
511 16<sup>th</sup> Street, Suite 200  
Denver, CO 80202

RECEIVED OCT 01 2010

COPY

Dear John,

This letter is to remind you to submit your District's 2011 Operating Plan and Budget (OP&B) for review and approval as required by State Statute (C.R.S. 31-25-1211) by September 30, 2010. Please file the original OP&B with the City Clerk, send a copy to Bill V. Vidal, Manager of Public Works and a copy to myself noting the City Clerk file number (i.e. Filing No. 03-778-\_\_\_).

The City then has 30 days after receipt of the budget and operating plan, but no later than December 5<sup>th</sup>, to review and, if appropriate, approve such items. If a budget is not submitted by the required date, no funds will be available for 2011. Also be aware that you should certify your mill levies and furnish a copy to this office and the Denver County Clerk and Recorder before December 15<sup>th</sup>, so this information can be submitted for final ordinance approval.

The Denver City Council is to approve your OP&B for 2011 in accordance with the aforementioned State Statute. In order to make an informed judgment that the OP&B are appropriate for the many and varied programs of the BID, City Council has requested the following items be provided by the BID:

1. 2010 budget and "budget to actual" financial reports.
2. Any material departures from the 2010 Operating Plan.
3. The status of any planned or outstanding indebtedness.
4. The results of any audits conducted during the year.
5. A copy of the By-laws, if any, in effect in 2010/2011.
6. A list of official board actions (motions) in the past year.
7. Current list of all Board members including name, address, phone, fax and email as well as term appointment and expiration date.
8. Board members attendance records for the past year.

Please do not hesitate to contact me at 720.913.4503 if you have any questions or require additional information.

Sincerely,

Brendan Kelly, P.E.  
Engineer



DOWNTOWN DENVER  
BUSINESS IMPROVEMENT  
DISTRICT

September 29, 2010

COPY

Brendan Kelly, P.E.  
Engineering Supervisor  
District Management Office  
Department of Public Works  
City and County of Denver  
201 W. Colfax Ave. Dept. 509  
Denver, CO 80202

Dear Mr. Kelly:

The Downtown Denver Business Improvement District (DDBID) submits the attached preliminary budget and operating plan for 2011.

On the same page, DDBID is submitting separate budgets for the DDBID Intergovernmental Services Enterprise (Enterprise), the DDBID Capital Fund, the DDBID Periodic Maintenance Fund, the DDBID Special Projects Contingency Fund and the 16<sup>th</sup> Street Revitalization Fund. The Enterprise's purpose is to implement project funded by special sources, in compliance with the provisions of Amendment One. The Capital Fund pays for special projects from existing operating reserves that qualify as long-term capital expenses. The Periodic Maintenance Fund pays for special projects of a periodic, but non-annual occurrence that do not qualify as long-term capital expenses. The Special Projects Contingency Fund pays for special projects not covered by the above funds. The 16<sup>th</sup> Street Revitalization Fund pays for activities related to plans for revitalizing the 16<sup>th</sup> Street Mall infrastructure and design elements.

The DDBID Board will proceed with the certification of property owner assessments prior to December 2, 2010.

In addition to the 2011 Operating Plan and Budget, also attached are:

- A copy of the 2010 Budget, which shows the original amounts approved, the amended amounts approved in July 2010, and the projected year-end budget vs. actual expenditures and revenues;
- A copy of the 2009 BID audit conducted in 2010;
- A copy of the BID By-Laws;
- A list of official BID Board actions in 2010 to date;
- A copy of the current Board of Directors list; and
- Board member attendance records for 2010.

511 16<sup>th</sup> Street, Suite 200  
Denver, Colorado 80202  
Telephone: 303.534.6161  
Facsimile: 303.534.2803  
www.downtowndenver.com

There have been no material departures from the 2010 Operating Plan.

The Downtown Denver BID has no planned or outstanding indebtedness.

Please contact me at 303-571-8204 if you have questions or require additional information.

Sincerely,

John M. Desmond  
Administrative Manager

CC: Mr. Guillermo V. Vidal, Manager, Department of Public Works  
Mr. Brendan Kelly, Department of Public Works  
Mr. Norman. F. "Rick" Kron, Grimsshaw & Harring

Enclosures

County Clerk and Recorder File Number

03-778-F

**DOWNTOWN DENVER  
BUSINESS IMPROVEMENT  
DISTRICT  
2011 Retreat Proposed Budget**

**COPY**

	<b>2011</b>
	<b>Sept 2010 Retreat Proposed</b>
<b>I. REVENUE</b>	<b>\$ 5,738,207</b>

**EXPENDITURES:**

Maintenance & Repair	\$ 2,387,211
Skyline Park	108,154
Management Services	770,873
Marketing and Communications	163,545
Holiday	311,651
Economic Development Services	215,023
Research	73,197
Safety	762,328
Pedestrian Environment	758,900
Periodic Maintenance Reserve	115,500
Contribution to Capital Reserve	34,714
<b>TOTAL EXPENDITURES</b>	<b>\$ 5,701,097</b>
<b>BID FUND BALANCE</b>	<b>\$ 37,110</b>

**II. CAPITAL FUND**

Expenditures	\$ 40,500
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**III. PERIODIC MAINTENANCE FUND**

Expenditures	\$ 119,000
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**IV. SPECIAL PROJECTS CONTINGENCY**

Expenditures	\$ 278,438
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**V. ENTERPRISE**

BID Enterprise Revenue	\$ 260,000
BID Enterprise Expenses	\$ 260,000
<b>BID ENTERPRISE FUND BALANCE</b>	<b>\$ -</b>

# DOWNTOWN DENVER BUSINESS IMPROVEMENT DISTRICT 2011 OPERATING PLAN

COPY

## OVERVIEW

The Downtown Denver Business Improvement District (DDBID) is a property-owner funded management organization that strives to provide a clean, safe and vibrant downtown environment for workers, residents and visitors in a 120-block area that includes all of Downtown Denver. Through their annual assessments, DDBID property owners fund a series of district-wide programs that enhance Downtown Denver, including cleaning and maintenance efforts, consumer marketing and advertising programs, economic development and transportation initiatives, security programs and capital improvement projects.

Since 2001, when DDBID electors overwhelmingly supported a proposal to significantly increase special assessments, the DDBID initially increased its core maintenance services - litter and trash removal, sidewalk sweeping, and alley cleaning throughout Downtown - and subsequently broadened its safety services. These safety services include Downtown Ambassadors, a homeless outreach program, the hiring of off-duty police, and a panhandling education program. These programs are slated to continue in 2011 and remain at the core of the DDBID's mission. In late 2005, the DDBID Board adopted five core focus areas. In addition to the "Maintenance and Operations" and "Panhandling/Outreach/Safety" categories noted above, the other three focus areas were "16<sup>th</sup> Street Mall Revitalization," "Gateway Streets" and "Special Projects" (formerly "Alternative Revenue Sources"). The DDBID began to emphasize initiatives and programs related to these areas in 2006-07 and will continue this emphasis in 2011.

In 2011, the most visible BID activities will relate to the 16<sup>th</sup> Street Mall, including: moving into implementation of the 16<sup>th</sup> Street Urban Design Plan with a series of pilot projects related to repairing the granite pavers, rearranging Mall furnishings, and testing some new furnishings; enhancing the Mall vending cart program with new merchandise carts; and increasing programmed activities on the Mall. The BID will also focus on initiating a vision for a Downtown-wide comprehensive streetscaping initiative, beginning with an assessment of existing conditions on non-Mall sidewalks. Additionally, the BID will continue its core focus on clean and safe activities as well as funding marketing, communications, holiday, Skyline Park, economic development, and research programs in 2011 at levels similar to previous years. Finally, the DDBID will seek to renew its authority in 2011 (see "Renewal" section below)

## AUTHORITY

The Downtown Denver Business Improvement District (DDBID) was created pursuant to the provisions of the "Business Improvement District Act," Part 12 of Article 25 of Title 31, Colorado Revised Statutes. The services, facilities and improvements to be provided

by the DDBID are not intended to duplicate or supplant the services, facilities, and improvements provided by the City and County of Denver within the DDBID boundaries. The DDBID was created to provide enhanced or otherwise unavailable services, facilities and improvements within the DDBID.

## **BOUNDARIES**

The Boundaries of the District and its service area are generally described as starting at a point at the intersection of Grant Street and 20th Avenue, extending west along 20<sup>th</sup> Avenue to its intersection with 20<sup>th</sup> Street, extending northwest along 20<sup>th</sup> Street to its intersection with Wewatta Street (or Wewatta Street extended), extending southwest along Wewatta Street (or Wewatta Street extended) to its intersection with Speer Boulevard, extending generally southeast along Speer Boulevard to its intersection with 12<sup>th</sup> Street, extending southeast along 12<sup>th</sup> Street to its intersection with Colfax Avenue, extending generally east along Colfax Avenue to its intersection with the alley between Sherman and Grant Streets, extending north along the alley between Sherman and Grant Streets to its intersection with 16<sup>th</sup> Avenue, extending east along 16<sup>th</sup> Avenue to its intersection with Grant Street, and extending north along Grant Street to the point of beginning. Pursuant to statute, the District shall contain only that taxable real and personal property within said boundaries which is not classified for property tax purposes as either residential or agricultural.

## **RENEWAL**

The DDBID has all the powers, functions and duties specified in the "Business Improvement Act" except as expressly stated in this Operating Plan. Specifically, the DDBID shall have perpetual existence unless, in the tenth year thereafter, the District fails to file with the City Council of the City and County of Denver a petition requesting continuance signed by persons who own real and personal property in the service area of the DDBID having a valuation for assessment of not less than fifty percent of the valuation for assessment of all real and personal property in the service area of the District and who own at least fifty percent of the acreage in the DDBID. The City Council shall determine whether the petition threshold has been met and may, upon the filing of any challenges to the signatures, hold a public hearing on such question. If the City Council determines that the petition threshold has not been met or if no petition is filed prior to expiration of a ten-year period, the City Council shall declare, by ordinance, that the DDBID is dissolved and shall direct the existing directors to take such actions as are necessary to conclude its affairs. The last renewal occurred in 2001, and the next renewal is scheduled for 2011.

## **COMPOSITION OF THE BOARD OF DIRECTORS**

The board of directors of the DDBID consists of seven electors of the district, appointed by the Mayor of the City and County of Denver. Members appointed to the board shall represent a cross-section of interest in the district, including large property owners, small property owners, Lower Downtown, the B-5 Zoning district, retail owners, office owners,

and unimproved land owners. Each director shall serve a three-year term and may be appointed for one additional consecutive term.

## **FUNDING**

The operations of the DDBID are financed by a special assessment on real property within the district. A benefit study was undertaken in 2001 and approved by the DDBID Board to support changes in the special assessment methodology. In addition, the DDBID may accept and spend moneys from any grant, gifts, bequest, donation, or other similar source and may enter into contracts for the funding and provision of any of its services, facilities or improvements. Further, the DDBID may establish special assessment districts pursuant to the provision of 31-25-1219, C.R.S. Unexpended moneys at the end of the fiscal year may be placed in one or more reserve funds to be expended as determined by the DDBID Board, including for capital expenses.

## **SERVICES**

### **MAINTENANCE AND REPAIR**

#### **16<sup>th</sup> Street Services**

In 2011, the BID intends to use the same contractors as last year. SGI, the primary maintenance contractor for the BID, has secured the appropriate equipment that allows it to continue to perform a high level of service on the 16<sup>th</sup> Street Mall and other sidewalks within the BID. Creativexteriors will continue designing and maintaining the colorscape on the Mall, off the Mall, on California St. in front of the Hyatt and Denver Dry buildings, and in the Federal District. This past year the BID contracted with Mountain High Tree Service to maintain the trees along the Mall, and on Curtis and California between 14<sup>th</sup> and 16<sup>th</sup> Streets.

Staff has been pleased with their professionalism, quality of service, and costs have been well under budgeted amounts.

The following services are currently being provided on the 16<sup>th</sup> Street Mall between Broadway and Wewatta Street and will continue to be provided in 2011:

- Daily sidewalk and transit lane cleaning
- Maintenance and trash and recyclables removal
- Repairs of infrastructure and furnishings
- Snow removal
- Flower planting
- Holiday and entertainment programs
- Tree maintenance
- Electrical, irrigation and fountain maintenance

#### **Other Streets**

The following services are currently provided on all streets throughout the 120-block BID service area in 2010 and will continue to be provided in 2011:

- Litter pick-up

- Removal of graffiti from public fixtures
- Emptying of BID trash receptacles
- Sidewalk cleaning services, primarily periodic power washing, depending on drought restrictions; or spot power washing as necessary for public health purposes.

These additional services are currently provided on Curtis and California Streets, between 14<sup>th</sup> Street and 16<sup>th</sup> Street and will continue to be provided in 2011:

- Snow removal
- Tree maintenance and irrigation

These additional services are currently provided on East 16<sup>th</sup> Avenue, between Broadway and Grant Street and will continue to be provided in 2011:

- Light fixture maintenance
- Flower planting

#### **Alleys**

In 2011, the strategy for the cleaning of alleys will continue to reflect modifications made in 2005 to focus more on alleys adjacent to the 16<sup>th</sup> St. Mall. These have the most restaurants, create the most mess, and affect the greatest number of people. Alleys away from the Mall will be cleaned as needed. This will still essentially comply with the criteria established in 2004:

- Level of usage
- Level of cleanliness
- Proximity to the 16<sup>th</sup> Street Mall and Extension

In addition, the BID's contractor responded to calls for assistance by property owners whenever there were problems in alleys due to overflowing dumpsters, illegal dumping, or unpleasant odors. It is expected that this policy will continue in 2011. Staff will continue to meet with City inspectors and adjacent property owners to ensure compliance with City ordinances and minimize problems in alleys due to overflowing dumpsters, grease traps, or inadequate maintenance. The alley between Market St. and Blake St., 15<sup>th</sup> to 16<sup>th</sup>, has again received special attention this year. This has been a particularly bad alley in the past due to the numerous restaurants who share this space. Constant oversight has resulted in a level of cleanliness equal to or better than most alleys downtown.

#### **LoDo Cleaning**

In 2009, the Board authorized additional cleaning services in LODDO on weekend evenings during the summer months. This was very effective in helping SGI keep this area clean despite the heavy crowds. The draft 2011 budget proposes that the BID expand this extra service in 2011 to include an additional employee, 7 days each week. SGI continues to divert manpower from other parts of the BID in order to clean up each



morning in LODD. It has become more than just a weekend destination, and the increase in residents also contributes to this need.

#### **Recycling/City Trash Receptacles**

The 10 containers that were placed on the Mall in June, 2008 have shown consistent usage each month. For example, during the first three months of the program (June-Aug 2008), 189 bags were collected . For the same period in 2010, 491 bags were collected – a 160% increase in two years. The BID added 5 more recycling containers in 2010, so that there are recycling containers on Mall blocks from Cleveland St. to Wynnkoop. The City continues to provide pick up and disposal of BID collections at its recycling center.

The City has asked the BID to empty receptacles that are now being emptied by the City's Solid Waste Dept. There are approximately 307 receptacles and this would become a significant ongoing expense to the BID. Staff estimates the cost to be in excess of \$ 180,000 per year should the BID decide to accept this responsibility. In addition, many of these receptacles are in poor condition and would need to be replaced in the near future. One option would be to assume responsibility for a portion of the receptacles.

#### **Medical Benefits**

The provision of medical benefits has achieved the desired result of retaining key SGI staff. There has been relatively little turnover among new employees. The medical provider has informed SGI of an 8% increase in premiums so there will definitely be an increase in costs in 2011.

#### **PEDESTRIAN ENVIRONMENT**

In 2011 the Pedestrian Environment will continue to be a focus for the BID and the BID will continue providing the same services that have been provided in past years with little or no change in the amounts allocated to most of the programs. The services with little or no change are the Kiosk Maintenance, Flower, and Banner / Poster Installation programs. Each of these line items is significant in keeping the BID an attractive and vibrant place.

The most significant changes in 2011 in this category is the \$182,000 allocated for a comprehensive streetscape plan. The funds being reimbursed from the 14<sup>th</sup> Street Project will be used to fund this line item in 2011. The allocated amount will be used for an assessment of the current conditions in downtown and some other costs associated with beginning the project.

Another additional line item in the 2011 budget in this category is \$20,000 allocated for Mall Programming. These funds will be used to activate the Mall with various types of attractions or entertainment. Mall activation is very important to the success of the Mall and the BID will focus more on this than has been done in previous years.

The Off-Mall planter program will be funded at a slightly higher level in 2011 due to the revenue anticipated from property owners opting to fund additional pots. If the revenue

is not received, the expenses will be reduced. The majority of the funds will be used for planting and maintenance.

Lastly, the funds allocated for Mall vending expenses has been reduced for 2011. This line item covers the cost of the cluster permit that the BID will request from the City and a small amount of additional funds in the event that revenues come in significantly higher. This allocation has been reduced because additional funding for the vending program is no longer in this line item. It is budgeted in special projects.

### SKYLINE PARK

The Pavilion at Skyline Park opened in June, 2007. The facility houses an Information Center staffed by SGI, men's and women's restrooms, and a vendor space. A high quality camera system was installed that allows staff to monitor access to the restrooms and records activity in the area in front of the Pavilion. To date, there have been no major incidents in or around this facility although periodically there have been instances of drug usage. This summer, there has been an increased presence of street youth. When staff becomes aware of such problems, the Denver Police Department has been quick to respond with additional police patrols. There continues to be fewer visitors to the Information Center than when it was located directly on the Mall. The restrooms, however, do get steady usage, and overall, the Center has been a success and welcomed addition to Downtown.

For 2011, the BID's goal is that Skyline Park is and remains a safe, clean, attractive and well-used space. The BID provided a variety of supplementary maintenance and programming activities in 2010, including deployment of BID-furnished tables, chairs, and umbrellas, cleaning of tables and surrounding areas during peak weekday lunch periods. These activities will continue in 2011. A weekly census of park users conducted by DDP staff indicated that park usage was down about 28% for July and August 2010 compared to a comparable period in 2009 (an average of 202 users in the park on each Wednesday 12:30-1:00PM, 2010, vs. 280 in 2009. By comparison, pre-revitalization park usage in 2002 was 36 people during a comparable period). This decrease could be attributable to a variety of factors. It was noted that attendance was down for the Wednesday event during Employee Appreciation Week, Biker Jim was on vacation and his cart absent, and hotter weather could all be factors. The presence of street youth has been a concern, as noted above, but generally these youth do not disrupt the lunch time crowds.

### Events and Programming

In 2010, external programming activities in Skyline Park remained strong as the park is getting a reputation as a highly visible and easily accessible area. Blocks one and two are the most popular blocks for events since they are along the 16<sup>th</sup> Street Mall.

Among the events that the BID helped to bring to the park were eight concerts titled "Skyline Park FREE Summer Concerts" that took place each Friday and drew close to 11,275 people over the eight-week series. This is more than double the number we had in 2009. One of the main reasons for the increase is that we rented tables with umbrellas

that could be placed on the grass. The BID partnered with the Denver Office of Cultural Affairs, the Denver Theatre District and Southwest Airlines. The BID also funded "Mile High Movies" which drew a total of 7,400 moviegoers for six movies. These were held on various Saturday evenings beginning in July. The BID's partner for this program was the Denver Parks and Recreation department, the Denver Theatre District who provided music before each movie and Southwest Airlines who hired the Denver Cupcake Truck to distribute 250 free cupcakes at the beginning of each movie.

In addition to BID - sponsored events, the BID also helps fund cleaning, moving of tables and chairs, permitting and park packets to a number of groups that use the park. Some of these events held in 2010 include the Lacrosse All Star fan fest, Denver Theatre District's street performances, Sunfest, CityChase Denver scavenger hunt and Denver Outlaws promotions.

In 2011, the BID will keep the same budget as 2009 and 2010 with a total net cost of \$54,000 (\$56,000 in expense less \$2,000 in sponsorship funding) budgeted for Skyline Park programming. The most significant of these programs is the continuation of the summer concert series at \$22,000 and the funding of \$15,000 towards the Mile High Movies. In 2011, we will be programming fall activities in the park at an estimated net cost of \$15,000. Targeted marketing will be done to increase the awareness of the activities among downtown employees, residents and visitors. A small portion of the budget will be used to assist new events with park-related expenses in order to help make the park a viable site for those activities. Another goal of 2011 is to make the park more of an attraction to visitors who want to use the park passively, for lunch, reading a book, etc.

In addition to the funding for programming in the Skyline Park budget, additional funds dedicated to the Park are under the Holiday budget category: Over \$30,000 for holiday décor in the park and \$16,000 for entertainment using Skyline Park as one of the primary locations.

In 2011, the BID will continue to participate in cooperative programming opportunities in Skyline Park, with the goal of growing the current programs as well as looking at new ways to bring additional programming into the space.

### **SAFETY**

The Safety category will remain relatively unchanged in 2011. Surveys and feedback at meetings continues to focus on the issues of homelessness, panhandling, loitering, and the presence of street people.

However, the existence of the Downtown Ambassador program and the City's Downtown Street Outreach Collaborative have definitely made a positive impact on peoples' perception of safety on the Mall.

#### Ambassadors

The \$ 493,000 allocated for 2011 will allow for the continued staffing of the Info Kiosks and for the retention of the five "core" Ambassadors with the addition of 6 "seasonal" Ambassadors.

\$ 24,950.00 has been included to fund the addition of the "Snapshot" program. This program was developed by SGI to improve the efficiency of both their clean and safe teams. We will be trying it out with the Ambassadors to verify its usefulness here in Denver. Should we choose to continue, it will cost approximately \$ 17,000.00 each year. We believe that the program is worth the cost and will enhance the effectiveness of the Ambassadors in both working with the public, and completing reporting requirements of the program.

Per the terms of the Convention Center Hotel Authority-BID agreement and the increase in the number of conventions, it will be necessary for the Ambassadors to spend a portion of their time in the Convention Corridor (the area between the Colorado Convention Center and the 16<sup>th</sup> Street Mall). Presently, VisitDenver funds the equivalent of one full time Ambassador, but often requests the services of many Ambassadors to assist during large, or high profile conventions.

#### Info Kiosk/Info Center

The Info Kiosk and Info Center in Skyline Park continue to be a successful component of the Ambassador efforts. It is expected that they will continue to be operated by SGI in the next year.

#### Police

The elimination of the Mall foot patrol officers may necessitate an increased need for the BID to fund the off duty program. In 2010, the BID will pay officers to be on duty on Friday from 6-10 p.m., and Saturday from 1:00 p.m. until 10:00 p.m. for the period June-October. These officers provide support to the Ambassadors who would otherwise have to rely on calling the District 6 non-emergency line. We may modify the days and times for duty depending on the need in 2011.

#### Contract with St. Francis Center

Since 2005, the BID has contracted with St. Francis Center to provide homeless outreach services on the 16<sup>th</sup> St. Mall. The BID is again allocating \$ 135,000 for 2011. Staff expects to receive \$ 77,500.00 from the City to help offset this expense.

### MARKETING AND COMMUNICATIONS

#### Annual Report

The BID Annual Report presents the BID work plan, recent accomplishments and brief budget information for property owners, Downtown businesses, government officials and others.

#### BID Happenings

The BID remains committed to informing and updating all its constituents on a timely basis. The BID will continue to produce newsletters on a monthly basis and continue to monitor the effectiveness of the newsletter to assure all BID constituent communication needs are met throughout 2011.

#### Web and Photo Resources

The BID supports a vibrant web site that is the one-stop-shop for all information on Downtown; [www.downtowndenver.com](http://www.downtowndenver.com). In 2009, DowntownDenver.com was redone to improve its functionality, organization and aesthetics, while paying careful attention to Search Engine Optimization (SEO). Due to the ever changing Downtown landscape, it is critical that photography of Downtown Denver contained on the website and other promotional materials continue to be upgraded. \$6,000 has been budgeted for 2011 to continue to update our stock.

#### Targeted Marketing

##### Map and Directory

The Downtown Denver Map and Directory continues to be among the most highly valued publications produced by the BID. It contains a comprehensive listing of Downtown retail businesses, hotels and attractions. The directories are distributed in the Mall wayfinder signs and information kiosks, Visit Denver information centers, DIA and throughout businesses in Metro Denver and at all conventions. For the past two years the BID has printed 325,000.

In 2010 the BID will aggressively promote advertising in the Map and Directory so that the directory will pay for itself. \$30,000 has again been budgeted for 2011

##### Conventions and Welcome

Each year the BID contributes \$1,500 for the VISITDENVER welcome signs for conventions in Downtown Denver. They are distributed to businesses throughout Downtown and on the RTD Mall shuttle.

##### Event Guides

Event Guides highlight events at a glance with event name, date and web site, phone and locations. These flyers are printed approximately 6 times a year and distributed through the 16<sup>th</sup> Street Mall wayfinder signs and information kiosks and to Denver hotels, property managers and businesses. A copy of the publication is also linked to [www.DowntownDenver.com](http://www.DowntownDenver.com). As advertising sales continue to grow for this publication, the BID will see an increase in revenue which will offset printing costs.

##### Urban Eye

This monthly email newsletter highlights events, stores/restaurants/special venue openings, etc. The Urban Eye links to the Event Directory on the [www.downtowndenver.com](http://www.downtowndenver.com) website. This newsletter goes to registered subscribers including members and nonmembers. Currently, there are over 12,000 subscribers.

Subscriptions are projected to grow in the next year by incorporating this publication in to the BID's broader marketing efforts.

#### Downtown Denver Deal Card Program

In an effort to support Downtown retail, the BID, in coordination with the Downtown Denver Partnership, launched the Downtown Denver Deal Card program. The Downtown Denver Deal Card encourages downtown residents, employees, students and visitors to explore and enjoy all that Downtown Denver has to offer at a discounted price. The Downtown Denver Deal Card seeks to highlight Downtown Denver's businesses while strengthening customer loyalty. The primary objective of this program is to encourage residents, workers, students and visitors to come Downtown more often and experience more by offering special deals and incentives. In 2011, there will be continuous efforts to increase revenue opportunities, decrease hard costs, and grow the program to offer more exposure to retailers.

#### Downtown Denver Employee Appreciation Week

In 2010, with assistance from the BID, the Downtown Denver Partnership held the second annual Downtown Denver Employee Appreciation Week (EAW). This week-long event is a celebration filled with concerts, events, giveaways, entertainment and awards. EAW reminds downtown employees and employers about the benefits of working Downtown, while exposing them to the retail, restaurant, hotel and entertainment venues in the area. Over 20,000 Downtown Denver employees participated in the 2010 event which highlighted over 150 downtown businesses.

### HOLIDAY

Given the significance of 4<sup>th</sup> quarter sales to the Downtown economy, the BID collaborates with Downtown hotels, retailers, the City, and VISIT DENVER during the winter/holiday season to promote Downtown Denver as the center of seasonal activity for the region. Under a new theme launched in 2009, the annual *Winter in the City* program will continue to serve as a unified platform for all winter/holiday activities including events, downtown decor, retailers and restaurants. *Winter in the City* will continue to create and market an inviting experience that makes Downtown Denver a seasonal destination.

The *Winter in the City* programming runs from Thanksgiving through the end of January and targets both a local and regional audience. The marketing of the program not only highlights BID-funded programming, but leverages other holiday events to showcase all that Downtown Denver has to offer. The campaign features shopping as an important part of the downtown experience. It supports Downtown retail, whose sales revenues are usually flat during a time when other areas typically have an increase. The marketing campaign will include specific collateral as well as a website presence, social media presence, brochure, posters, and advertisements designed to encourage people to participate in the Downtown Denver experience.

As the most significant component of the holiday program, décor and lighting will be approximately 52% of the total holiday budget. The focus will continue to be on the 16<sup>th</sup> Street Mall, Skyline Park, the D&F Tower and connections on California and Curtis Streets to the Colorado Convention Center and the Denver Performing Arts Complex. The LED lights purchased in 2006 have been very reliable and we have only lost an insignificant number of lights. The trees on the 16<sup>th</sup> Street Mall continue to grow however and it is necessary this year to purchase new lights using funds from the periodic maintenance budget. The BID will be purchasing \$10,000 worth of new lights for the 2010 – 2011 holiday season. The 2011 budget will focus on maintaining the current level of décor and lighting and funds are not budgeted to add new elements. The BID will be utilizing existing elements in new ways to enhance the pedestrian environment without increasing the current budget. The BID will also be looking at the possibility of lighting the trees along Larimer St. in partnership with the Larimer St. residents to enhance the upgraded streetscape.

The BID holiday plan also includes events and entertainment to further the efforts to attract Downtown residents, employees and visitors. This includes events such as a collaborative Downtown Denver Grand Illumination lighting event and New Year's Eve fireworks, programs that will be leveraged with approximately \$100,000 from the City and VISIT DENVER plus extensive marketing. In addition, we will host the annual TubaChristmas concert in Skyline Park. A Seasonal promotion of the popular public piano program will be used to activate the mall during the holidays. We will be working with DDP in 2010 to install an Ice Skating Rink in block two of Skyline Park, hopefully we will be able to continue it in 2011 without BID support. The Christkindl Market will return to Skyline Park in 2011. We will be looking for opportunities to expand and enhance Downtown's holiday programming, whenever possible. All of the holiday events have been created to help drive business to hotels, restaurants, bars and retail outlets in Downtown.

The goal of the entertainment/program funding is to ensure that during every day of the holiday season, visitors will be able to experience some form of entertainment or unique activity in addition to helping keep visitors in Downtown longer. This will be enhanced by promoting the variety of events already taking place in Downtown Denver.

### **ECONOMIC DEVELOPMENT**

It has been the goal of the BID and DDP for many years to be able to present a comprehensive data set that accurately portrays the employment, consumer and commercial real estate activity in Downtown Denver on a quarterly basis, including quarter over quarter and year over year trend analysis and comparisons with metro and state-wide data.

Due to advances in boundary-drawing and information-gathering technology at the city and state levels, we are now able to acquire, analyze and present that information through a contract with Development Research Partners. Since there is typically a two month lag

time between the end of a quarter and when that quarter's data is available, the Second Quarter 2010 Economic Report (attached) is the most current one available.

The 2011 BID strategy will emphasize retail recruitment and retention, while continuing to focus on business recruitment and retention and targeted small business support and development.

#### Business Retention Program

- Retention efforts include contacting all companies occupying 10,000 square feet or more of office space that have leases coming up for renewal in the next 18 to 24 months, in addition to industry sector meetings and meetings with Downtown's top employers.
- The Partnership's Economic Development Council will be initiating separate meetings with as many of Downtown's small businesses (high tech/creative, not lifestyle) to determine what their particular needs are and how we can best support them.
- Continue to create and maintain relationships with Downtown property owners and managers and commercial real estate brokers to assist in leasing office space and provide research and information about Downtown.
- Continue to enhance the strong relationships with the state Office of Economic Development & International Trade, the Denver Office of Economic Development, Metro Denver Economic Development Corporation (MDEDC) and other regional economic development organizations.

#### Business Recruitment Program

- The BID is/was involved with the following recruitment activities in 2010:
  - Hankins & Anderson - This is a California-based multi-national engineering firm that is considering an office in Downtown Denver. The project is currently on hold.
  - DaVita – This is a Fortune 500 company that provides kidney dialysis services nationwide that is relocating its headquarters from Southern California to the Denver metro area. The company announced that they will build a 270,000 square foot building at the base of the Millennium Bridge that ultimately could house 900 employees, considerably more space and workers than they had originally projected.
  - Leopard, an Ogilvy Company – This company relocated to Downtown from an existing metro Denver location, bringing about 50 employees to their new space.
  - Project ARC – This is a California-based company looking to relocate its headquarters to Denver. The space requirement is 40,000 to 60,000 square feet of Class A or B space, able to accommodate about 150 employees at an average salary of \$80,000. This project is currently on hold.
  - Confidential – This is a Canadian firm that is relocating its U.S. headquarters from their existing Greenwood Village location to the top floor of the JohnsManville Building. Approximately 75 employees will be involved in the move.



- Confidential – This is a Southern California company that is seeking 150,000 to 250,000 square feet, with two Downtown sites being considered. Denver and Houston are on the short list. No decision has been made at this time.
- Confidential – This firm is moving its Denver headquarters from the Tech Center to Downtown in September of this year. 30+ employees will be involved in the relocation.
- Confidential – This metro Denver firm is moving into 90,000 square feet at Denver Place late this year or early 2011, with about 230 to 265 employees.
- Prospect 4090 – An environmental consultant is considering establishing an office in Denver, looking for 1,500 to 3,000 square feet of Class A space. This prospect represents 20 to 30 jobs, with salaries between \$60,000 and \$85,000. No site decision has been made at this time.
- The BID is represented as appropriate at CoreNet, NAIOP, ULI, BOMA and ICSC events and conferences.
- The BID participated in the August 2010 Site Selection Conference. The summary is attached.
- Participate in MDEDC's National Marketing Program to ensure Downtown Denver is able to take advantage of media opportunities.
- Local advertising that includes:
  - An annual NAIOP sponsorship giving Downtown prominent visibility to the commercial real estate community in NAIOP communications and events.
  - Participation in, and evaluation of, sponsorship and publication opportunities in the *Colorado Real Estate Journal*.
  - Evaluation of sponsorship opportunities with the *Denver Business Journal* (Book of Lists).
  - Ad placement in MDEDC's Economic Profile/Member Directory publications.

#### Retail Recruitment and Retention Program

- The Retail Video is in its final draft and will be completed and distributed in September 2010, along with the creation of the online Retail Book (replacing the Business Development Report for retail recruitment purposes).
- The BID acquired the cluster permit for all vending, sampling, etc. on the 16<sup>th</sup> Street Mall.
- Working with Food Crazy (Rialto Café) regarding the opening of Ignite! in the Dress Barn space on the Mall.
- Met with Miller International regarding the possible purchase of the McLain Finlon Building.
- Assist Mellow Mushroom, H Burger, Yardhouse, etc. with expediting permitting, licensing and construction/signing issues.
- Ongoing meetings with building owners, developers, brokers and retailers.
- Continue to grow, enhance and market the ExperienceDowntownDenver.com website (pedestrian counts and building renderings).

#### RESEARCH

Downtown Denver is in an exciting position to play a lead role in attracting and retaining quality business to the metro area, as well as increasing numbers of visitors – both locally and nationally. In the interest of pursuing the most efficient use of resources, every effort is being made to regularly re-evaluate the relevance of data either gathered or created by the BID in view of the ever-changing needs and demands of the commercial, retail and hospitality development and investor markets. In 2011 the research staff will:

- Continue to oversee the ExperienceDowntownDenver.com (EDD) website, including improvements, data accessibility and updates.
- Continue to track and update all Downtown development on printable spreadsheets that include a summary of mixed-use, hotel, office, public and residential developments. This commonly requested information is available on the downtowndenver.com website and interactively on EDD.
- Continue to update the Business Development Report (BDR), targeting prospective Downtown businesses, investors and developers. This one-stop-shop document provides information pertaining to: Downtown Denver demographics, visitors, attractions, business climate, education, tax data, transportation, Downtown neighborhoods and much more.
- Conduct research and collect and analyze data from outside organizations to “tell the story” of Downtown Denver. Research activities include pedestrian counts, vacancy rates, hotel room rates and occupancy percentages, housing trends, office market development, Downtown demographics and more. Other research activities conducted by the Downtown Denver Partnership, but that contribute to the overall research program of the two organizations include the annual Commuter Survey, Bicycle Counts and the Parking Inventory.
- Manage the Pedestrian Count program. In 2009, the BID began conducting the Pedestrian counts in-house to save on contract fees and allow for greater flexibility. The locations and times have been strategically condensed, at nine locations for a total of four hours: two hours at lunch and two in the evening. The pedestrian count data will continue to be reported on the EDD website, and customized reports are available by request.

### **SPECIAL PROJECTS**

The BID has not identified any special projects for inclusion in the 2010 Operating Plan and Budget.

### **PERIODIC MAINTENANCE RESERVE**

In 2011, funds are being allocated for six items in the periodic maintenance reserve. \$52,000 is being budgeted for SGI equipment. This includes \$8,500 that has been carried over from equipment that was purchased in 2010. There is one more year remaining for

these items. New equipment for 2011 includes 3 new pressure washer units, 2 new Gators, and a pick-up truck.

\$35,000 is being allocated to design and purchase new Mall decorative banners. The banners have not been replaced in 4 – 5 years and are worn. Two sets of the banners will be replaced in 2011.

\$5,000 is being allocated to replace the aerial maps which is done every other year.

The BID will also be purchasing new Mall chairs in 2011. \$15,000 is budgeted which will purchase a total of 100 new chairs. This will add to the existing inventory and replace any lost chairs.

Additionally, funds are being allocated for the holiday program. \$10,000 will be used to purchase additional LED lights for the 16<sup>th</sup> Street Mall. We continue to have success with the existing lights but we do lose some every year and need more to add to the growing trees. \$2,000 is being allocated for replacement or refurbishments of the holiday décor.

### **CAPITAL FUND**

Capital funding for 2011 has been established based on a capital reserve goal and formula approved by the BID Board and initiated in 2004. In 2011, the BID will refurbish three deck hydrants along the 16<sup>th</sup> Street Mall. The repairs are necessary in order to get the drinking fountains working. Additionally, electrical upgrades will be done in order to accommodate the new vendors that will be operating on the Mall. In order to place additional vendors on the Mall, we must install additional power. The power supply on the Mall is currently inadequate for most vendor operations. This will help us accommodate a higher quality vendor.

### **MANAGEMENT SERVICES**

The Management Services provided by the Downtown Denver Partnership to the BID are of three kinds, Management Direct Expenses, Administrative Overhead and Program Management. Management Direct Expenses, Administrative Overhead and Management Services Program Management are itemized in the Management Services category. The administrative management services are separate and distinct from the Program Management at the departmental level.

Four components; Administrative Overhead, Management Service Program Management, Departmental Program Management and Holiday Direct Expenses make up the total base contract value between DDP and the BID. The base contract value implicit in the proposed 2011 budget is \$1,681,396 compared to \$1,637,091 contract for 2010 that was approved at the December 2009 BID Board meeting.

The Administrative Overhead charged to the BID is calculated as a percentage of DDP administrative expenses common to both BID and DDP. Unique expenses applicable to DDP are excluded from this overhead expense pool. The percentage used to allocate overhead to the BID is driven by staff utilization. Staff utilization drives both the Program Management and Administrative Overhead charges for management services in 2011.

Direct Expense categories in the Management Services department showed little change, increasing 2.1%.

Management fees for Capital Expenditures, Alternately Funded Projects and BID Enterprise activities are part of this 2011 budget. These fees are in response to the variability and complexity of these projects and the staff time and DDP resources required to undertake this work. This work is projected to total \$740,895 or 13.1% in additional expenditures when compared to 2011 base operating expenditures of \$5,663,459.

Management fees vary by category. In the Capital Expenditures and Special Projects/Contingency Reserve category, fees are 12.5% of estimated project costs and are built into the individual line item costs for each separate item (except for 16<sup>th</sup> Street Mall Planning). If all Capital Expenditures and Special Project/Contingency projects are completed at the proposed costs, the fees will be \$35,603. In the Alternately Funded Projects, which includes only the 16<sup>th</sup> Street Mall Planning project, management fees are estimated at \$17,830, but these costs will be shared by the funding partners involved in the project roughly in proportion to their level of contributions. In the BID Enterprise Category, DDP fees are set at 9% of the proposed budget, equaling \$23,400.

## **BID Board Actions – 2010**

Jan. 7, 2010 –

- Wendy Williams made a motion to approve the list, Susan Cantwell seconded the motion. The Proposed 2010 BID Officers were approved as follows: Wendy Williams – Chair; Kevin McCabe – Vice Chair; Susan Cantwell – Secretary; Mike Zoellner – Treasurer. Wendy Williams took over the meeting as newly elected Chair.
- Mike Zoellner made a motion to approve the 2010 BID-CCH Ambassador Memorandum of Understanding. Kevin McCabe seconded the motion. The contract was approved unanimously.
- Susan Cantwell made a motion to approve the 2010 16<sup>th</sup> Street Plan Urban Design BID-City IGA subject to final legal and staff review. Mike Zoellner seconded the motion. The 2010 16<sup>th</sup> Street Plan Urban Design BID-City IGA was approved subject to final legal and staff review.
- Kevin McCabe made a motion to approve the contract subject to final legal and staff review. Susan Cantwell seconded the motion. The BID-14<sup>th</sup> Street GID contract was approved unanimously subject to final legal and staff review.

Feb. 4, 2010 –

- Mike Zoellner made a motion to approve the BID letter of support. Kevin McCabe seconded the motion. The BID letter of support for the RTD/City federal grant application was approved.
- Mike Zoellner made a motion to approve reallocating the funds from the 2009 budget to the 2010 budget. Kevin McCabe seconded the motion. The funds for the CMAQ matching fund program will be reallocated to the 2010 budget.

March 4, 2010 –

- Josh Fine recommended approval of the letter subject to final staff changes. Josh Comfort seconded the motion. The BID letter of support for the appeal of the DRCOG TTP Funding decision was approved unanimously.

April 1, 2010 –

- Susan Cantwell made a motion to accept the 2009 Final Audit Report. Mike Zoellner seconded the motion. The 2009 Final Audit Report was unanimously accepted.
- Susan Cantwell made a motion to approve the 2010 BID-City IGA. Mike Zoellner seconded the motion. The 2010 BID-City IGA was approved unanimously.
- Josh Comfort made a motion to approve repainting two blocks based on the 16<sup>th</sup> Street Steering Committee recommendations, not to exceed \$2,000 in additional costs. . Ed Blair seconded the motion. The motion was passed unanimously.
- Susan Cantwell moved to approve the agreement and Ed Blair seconded the motion. Mike Zoellner asked to be abstained from the motion. (In reference to approving the Agreement for Billing Services between the DDP, BID and Theatre District)
- Wendy asked for a motion to temporarily take over the maintenance of the restrooms; Mike Zoellner moved for a motion and Susan Cantwell seconded it. The motion was approved unanimously. (In reference to the public restrooms in Skyline Park).

June 3, 2010

- Kevin McCabe made a motion to oppose Amendment 60, Amendment 61 and Proposition 101. Susan Cantwell seconded the motion. The motion to oppose the three ballot initiatives was passed unanimously.
- Mike Zoellner made a motion to approve the 2010 BID-Civic Center Conservancy contract. Kevin McCabe seconded the motion. The 2010 BID-Civic Center Conservancy contract was approved unanimously.

July 1, 2010

- Josh Comfort made a motion to adopt Resolution 10-01, adopting an Amended Budget for 2010 with the increase in the 16<sup>th</sup> Street Mall category. Susan Cantwell seconded the motion. Resolution 10-01 was approved and adopted unanimously.
- Mike Zoellner made a motion to approve the additional funds to the Retail Program. Kevin McCabe seconded the motion. The motion passed unanimously.
- Susan Cantwell made a motion to approve the contract between the BID and the residential property owners. Mike Zoellner seconded the motion. The motion passed unanimously.

**DOWNTOWN DENVER BUSINESS  
IMPROVEMENT DISTRICT  
2010 Budget**

	2010	2010
Original Board Approved December 2009	\$ 5,348,069	\$ 5,348,069
Proposed Amended July 8, 2010		

**I. REVENUE**

**EXPENDITURES:**

Maintenance & Repair	\$ 2,313,147	\$ 2,313,147
Skyline Park	108,283	108,283
Management Services	769,374	769,374
Marketing and Communications	141,841	141,841
Holiday	312,721	312,721
Economic Development Services	224,674	224,674
Research	61,662	61,662
Safety	727,859	727,859
Special Projects	-	-
Pedestrian Environment	499,672	499,672
Periodic Maintenance Reserve	115,500	115,500
Retail Enhancement Reserve	18,000	18,000
Contribution to Capital Reserve	33,709	33,709
<b>TOTAL EXPENDITURES</b>	<b>\$ 5,326,443</b>	<b>\$ 5,326,443</b>

**BID FUND BALANCE**

\$ 21,626	\$ 21,626
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**II. CAPITAL FUND**

Expenditures	\$ 95,738	\$ 95,738
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**III. PERIODIC MAINTENANCE FUND**

Expenditures	\$ 75,000	\$ 75,000
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**IV. SPECIAL PROJECTS CONTINGENCY**

Expenditures	\$ 247,000	\$ 247,000
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**V. ENTERPRISE**

BID Enterprise Revenue	\$ 317,000	\$ 317,000
BID Enterprise Expenses	\$ 317,000	\$ 317,000
<b>BID ENTERPRISE FUND BALANCE</b>	<b>\$ -</b>	<b>\$ -</b>

16th Street Revitalization Project Sources	\$ 338,000	\$ 501,000
16th Street Revitalization Project Uses	\$ 338,000	\$ 501,000
<b>16th STREET REVITALIZATION FUND BALANCE</b>	<b>\$ -</b>	<b>\$ -</b>

Downtown Denver Business Improvement District  
Statement of Revenues and Expenditures - Unposted Transactions Included In Report  
04 - Business Improvement Dist.  
From 1/1/2010 Through 8/31/2010  
(In Whole Numbers)

COPY

	YTD Actual	YTD Budget	YTD Budget Variance	Brd 2010 Budget - (Dec 2009)	Total Budget Variance YTD
<b>Revenues</b>					
31100 Special Property Assessment	4,354,678	4,427,146	(72,468)	4,494,563	(139,885)
31600 Safety Ambassadors	66,600	32,000	34,600	117,500	(50,900)
31750 Convention Center Hotel Agree	429	0	429	66,836	(66,407)
31810 Property Owner Streetscape Rev	8,400	10,000	(1,600)	10,000	(1,600)
31825 Skyline Park Sponsorship	2,600	2,000	600	2,000	600
32100 Interest Revenue	18,795	25,662	(6,868)	26,000	(7,206)
32200 Intergovernmental Revenues	0	0	0	226,000	(226,000)
32210 Banners Revenue	23,015	34,525	(11,510)	40,000	(16,985)
32226 Kiosk Rent	1,680	4,000	(2,320)	6,000	(4,320)
32240 Carriage Revenue	1,400	2,000	(600)	2,800	(1,400)
32250 Mall Vending Carts	41,819	75,160	(33,342)	118,000	(76,182)
32255 Mall-Special Events	4,475	1,333	3,141	2,000	2,475
32275 Management Fees	22,450	24,000	(1,550)	40,370	(17,920)
32280 Vendor Management Fee	16,750	0	16,750	0	16,750
32290 Miscellaneous Mall Use	6,355	0	6,355	0	6,355
32300 Miscellaneous Revenue	12,202	10,000	2,202	20,000	(7,798)
32400 Poster Case Rental	9,660	11,333	(1,673)	17,000	(7,340)
32450 Sampling Revenue	1,015	6,330	(5,315)	9,000	(7,985)
32500 Sidewalk Cafe Revenue	118,572	117,586	985	150,000	(31,428)
Total Revenues	4,710,893	4,783,076	(72,183)	5,348,069	(637,176)
Total Revenues	4,710,893	4,783,076	(72,183)	5,348,069	(637,176)
<b>Expenses</b>					
<b>Administration</b>					
52025 Conference/Travel	2,452	4,000	1,548	4,000	1,548
52085 Misc & Incidental	0	800	800	1,200	1,200
52500 Administrative Overhead	173,507	173,507	0	260,261	86,754
Total Administration Contract	175,960	178,307	2,348	265,461	89,501
<b>Administration Contract</b>					
61100 Assessment Services	1,365	2,500	1,135	10,000	8,635
61200 Audit	15,300	15,000	(300)	15,000	(300)
61300 Bank Charges	480	200	(280)	300	(180)
61320 Board & Committee Expense	2,061	5,667	3,605	8,500	6,439
61330 Annual Permit Fees - Mall Vend	19,236	0	(19,236)	0	(19,236)
61400 Insurance-Direct	29,756	29,756	1	32,550	2,795
61500 Legal Fees	4,409	18,750	14,341	25,000	20,591
Total Administration Contract	72,607	71,873	(734)	91,350	18,743
<b>District Maintenance &amp; Repair</b>					
62025 California St Ambassadors	0	0	0	1,500	1,500
62030 California St Flowers	23,156	24,000	844	33,000	9,844
62050 California St Maintenance	11,188	10,500	(688)	16,000	4,812
62130 DSR Uniform & Equipment	1,379	1,600	221	2,300	921
62150 Electrical Repairs	12,014	14,000	1,986	21,000	8,986
62200 Creative Exteriors	83,375	79,000	(4,375)	117,000	33,625
62250 Info Kiosk Maintenance	74	3,000	2,926	3,000	2,926
62300 SGI Maint Contract Svc	1,235,120	1,246,667	11,547	1,870,000	634,880
62325 Mall Art Benches/Sculptures	187	6,000	5,813	7,000	6,813
62360 Mall Granite	8,921	11,000	2,079	22,000	13,079



**Downtown Denver Business Improvement District**  
**Statement of Revenues and Expenditures - Unposted Transactions Included In Report**  
**04 - Business Improvement Dist.**  
**From 1/1/2010 Through 8/31/2010**  
**(In Whole Numbers)**

	YTD Actual	YTD Budget	YTD Budget Variance	Brd 2010 Budget - (Dec 2009)	Total Budget Variance YTTD
62415	Off Mall Trees	33,020	39,375	6,355	39,375
62425	Miscellaneous Other	(161)	2,000	2,161	5,161
62450	Misc SGI	5,743	29,000	23,257	29,257
62455	SGI Health Insurance	58,638	79,000	20,362	110,000
62500	Plumbing Repairs	2,519	4,000	1,481	5,500
62530	Programming	44,228	51,250	7,022	56,000
62550	16th Avenue Repairs	400	3,000	2,600	4,000
62575	Supplementary Maintenance	17,894	10,000	(7,894)	17,000
62600	Tree Maintenance	47,874	59,000	11,126	80,000
62610	Capital Proj - Foun/Trig	1,510	16,875	15,365	16,875
62650	Trash Receptacle Repair	6,937	12,125	5,188	13,125
62700	Utilities	9,127	5,200	(3,927)	9,000
62924	PM Holiday Lights	0	0	0	10,000
62935	PM SGI Equipment	59,530	65,000	5,470	65,000
62950	Fountain Repair	18,476	28,125	9,650	28,125
	<b>Total District Maintenance &amp; Repair</b>	<b>1,681,148</b>	<b>1,799,177</b>	<b>118,569</b>	<b>2,586,800</b>
	<b>Enhancement Projects</b>				
61150	BID Renewal	0	0	0	32,250
63120	Banner/Poster Installation	1,440	1,200	(240)	1,200
63131	Skyline Shade Structure	0	28,125	28,125	28,125
63170	Off Mall Planters	63,736	74,000	10,264	75,000
63212	Recycling Containers	5,746	7,875	2,129	7,875
63300	Mall Vending Expenses	503	20,000	19,497	32,500
63350	Retail Mall Program	9,150	0	(9,150)	0
63450	Mall Planters/Baskets	29,069	24,863	(4,206)	24,863
63800	Wayfinder Maintenance	11,796	10,000	(1,796)	12,000
65560	16th St Demo Project	0	22,500	22,500	22,500
66625	Off Duty Police Contract	0	15,000	15,000	22,000
	<b>Total Enhancement Projects</b>	<b>121,439</b>	<b>203,563</b>	<b>82,124</b>	<b>258,313</b>
	<b>District Marketing &amp; Promotion</b>				
64120	BID Annual Brochure	3,350	4,000	650	4,000
64130	BID Newsletter	0	0	0	3,000
64180	Convention/Welcone	1,500	1,500	0	1,500
64185	Decor/Lighting	0	0	0	164,000
64200	Entertainment	0	0	0	16,000
64250	Targeted Promotions	1,934	25,000	23,066	25,000
64400	Map & Directory	62,767	28,600	(34,167)	30,100
64450	Marketing Collateral	(1,275)	0	1,275	27,000
64590	New Year's Eve	0	0	0	59,000
64600	Posters/Event Guides	8,941	8,540	(401)	13,000
64900	Urban Bye	0	0	0	500
64950	Vacant Store Fronts	1,564	3,000	1,436	3,000
64960	Web and Photo Resource	2,735	4,000	1,265	6,000
	<b>Total District Marketing &amp; Promotion</b>	<b>81,515</b>	<b>74,640</b>	<b>(6,875)</b>	<b>352,100</b>
	<b>Economic Development Services</b>				
65140	Co-Star	5,720	6,333	613	9,500
65200	Local/National Communication	3,695	6,097	2,402	9,195
65255	16th Street Planning Contribut	0	100,000	100,000	100,000
65260	Bicycle Rack Program	1,373	10,000	8,627	16,875
	<b>Total</b>	<b>1,884,322</b>	<b>1,977,357</b>	<b>93,035</b>	<b>2,739,113</b>

Downtown Denver Business Improvement District  
Statement of Revenues and Expenditures - Unposted Transactions Included In Report  
04 - Business Improvement Dist.  
From 1/1/2010 Through 8/31/2010  
(In Whole Numbers)

	YTD Actual	YTD Budget	YTD Budget Variance	Brd 2010 Budget - (Dec 2009)	Total Budget Variance YTD
65340	MDDDC Site Selection	2,500	2,500	0	0
65360	Pedestrian Count Program	240	6,000	5,760	9,760
65370	Prospect/Site Visits/Trade Sho	575	1,000	425	1,425
65375	Urban Market Study	5,000	5,000	0	0
65380	Retail Initiatives	9,150	18,750	9,600	15,850
65410	Research & Information Materia	2,445	1,250	(1,195)	55
65420	Retail/Office Prospect Materia	701	1,500	799	2,299
	Total Economic Development Services	31,399	158,430	127,032	154,171
	Security				
66200	City Billing & Collection	43,547	44,624	1,077	45,298
66400	Motorcycle Patrol	0	0	0	44,000
66500	Mounted Patrol	44	0	(44)	21,000
66700	Police Telecommunications	3,860	4,000	140	6,500
66800	Safety Ambassadors	305,973	306,000	27	459,000
66850	Social Service Outreach	90,000	90,000	0	135,000
	Total Security	443,424	444,624	1,200	710,798
	Program Management				
67000	Program Management	740,553	740,553	0	1,110,829
	Total Program Management	740,553	740,553	0	1,110,829
	Operating Reserve				
69200	Mall Benches	1,608	0	(1,608)	15,750
	Total Operating Reserve	1,608	0	(1,608)	14,142
	Total Expenses	3,349,652	3,671,707	322,054	5,576,971
					2,227,319

**Downtown Denver Business Improvement District**  
**Statement of Revenues and Expenditures - Unposted Transactions Included In Report**  
**05 - Enterprise Fund**  
**From 1/1/2010 Through 8/31/2010**  
**(In Whole Numbers)**

	YTD Actual	YTD Budget	YTD Budget Variance	Brd 2010 Budget - (Dec 2009)	Total Budget Variance YTD
<b>Revenues</b>					
31705 City of Denver Contribution	0	112,500	(112,500)	150,000	(150,000)
31706 DDP Contribution	104,471	9,750	94,721	13,000	91,471
31707 RTD Contribution	0	56,250	(56,250)	75,000	(75,000)
31708 BID Contribution to 16th St	0	75,000	(75,000)	100,000	(100,000)
31815 14th St Maint Rev - Prop Owner	0	10,125	(10,125)	13,500	(13,500)
<b>Total Revenues</b>	<b>104,471</b>	<b>263,625</b>	<b>(159,154)</b>	<b>351,500</b>	<b>(247,029)</b>
<b>Contract Revenues</b>					
35000 CPV BW - Maint Contract	102,787	111,333	(8,546)	167,000	(64,213)
35005 CPV BW - Other	9,532	6,000	3,532	8,000	1,532
35010 CPV BW - Ambassadors	10,854	12,000	(1,146)	18,000	(7,146)
35015 CPV GSA - Creative Exteriors	39,280	5,000	34,280	45,000	(5,720)
35020 Civic Center Contract Receipts	0	40,000	(40,000)	65,500	(65,500)
<b>Total Contract Revenues</b>	<b>162,453</b>	<b>174,333</b>	<b>(11,880)</b>	<b>303,500</b>	<b>(141,047)</b>
<b>Total Revenues</b>	<b>266,924</b>	<b>437,958</b>	<b>(171,034)</b>	<b>655,000</b>	<b>(388,076)</b>
<b>Expenses</b>					
<b>Administration</b>					
52085 Misc & Incidental	10,446	3,750	(6,696)	5,000	(5,446)
<b>Total Administration</b>	<b>10,446</b>	<b>3,750</b>	<b>(6,696)</b>	<b>5,000</b>	<b>(5,446)</b>
<b>Administration Contract</b>					
61510 Consulting Fees	230,633	207,750	(42,883)	277,000	26,367
<b>Total Administration Contract</b>	<b>230,633</b>	<b>207,750</b>	<b>(42,883)</b>	<b>277,000</b>	<b>26,367</b>
<b>District Maintenance &amp; Repair</b>					
62200 Creative Exteriors	21,873	25,000	3,127	36,000	14,127
62300 SGI Maint Contract Svc	88,000	93,333	5,333	140,000	52,000
62340 SGI Civic Center	7,694	50,600	42,907	50,600	42,907
62345 SGI Other	23,013	12,000	(11,013)	18,000	(5,013)
62425 Miscellaneous Other	0	2,625	2,625	3,500	3,500
<b>Total District Maintenance &amp; Repair</b>	<b>140,580</b>	<b>183,558</b>	<b>42,978</b>	<b>248,100</b>	<b>107,520</b>
<b>Enterprise Contracts</b>					
68450 Management-Fees	22,450	83,267	60,816	124,900	102,450
<b>Total Enterprise Contracts</b>	<b>22,450</b>	<b>83,267</b>	<b>60,816</b>	<b>124,900</b>	<b>102,450</b>
<b>Total Expenses</b>	<b>424,110</b>	<b>478,325</b>	<b>54,215</b>	<b>655,000</b>	<b>230,890</b>