



DENVER
ECONOMIC DEVELOPMENT
& OPPORTUNITY

August 2024

VIBRANT DOWNTOWN RECOVERY

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Agenda

- **Downtown Revitalization – ARPA Contract Details**
- **Services to be Provided**
- **Review Previous ARPA Awards and Results**
- **Q&A**

ARPA II-B Contract

Subaward Program Administrator: Downtown Denver Partnership

Term: July 1, 2024 – August 31, 2026

Amount: \$1,700,000

Services/Outcomes: The Vibrant Downtown Denver Recovery contract will focus on increasing activity in the center city including foot traffic and promoting increased consumer spending to support businesses and employees impacted by the pandemic.



Funded Activities

DEDO is seeking to provide a final allocation of ARPA funds to provide continued support for downtown recovery.

Funded Activities:

- 16th Street Patio and Façade Improvements
- Retail Activations
- 16th Street Activations
- Administration



16th Street Patio and Façade Improvements

FUNDING: \$430,000

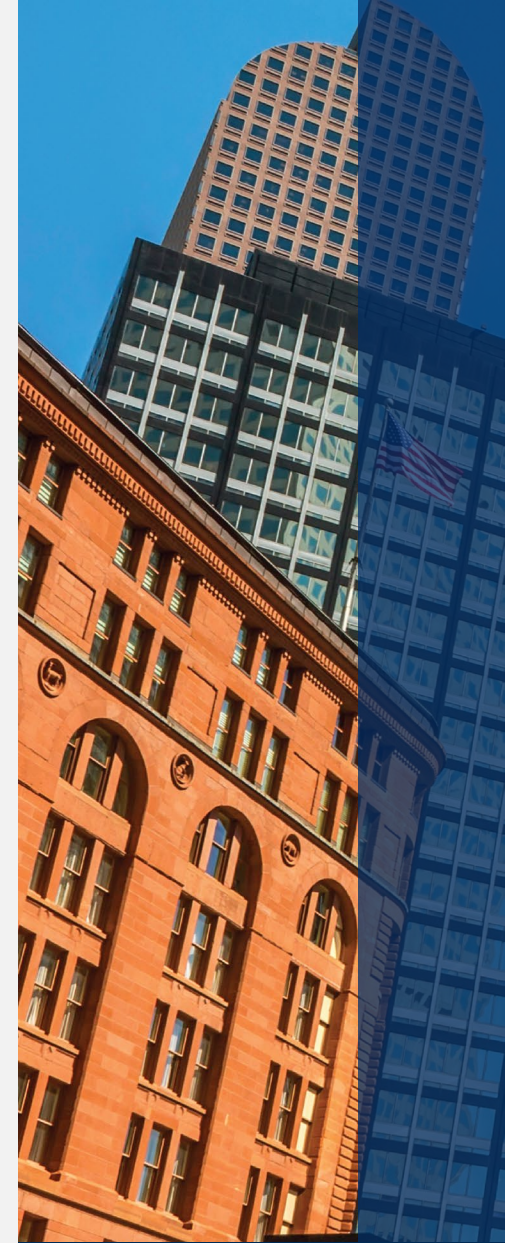
DDP will administer a program to provide grants to small businesses on 16th Street to support and encourage businesses who want to enhance or expand their patio space, and/or update the facades of their buildings, including awnings, windows, doors, signs, and lighting.



Retail Activation Program Phase III

FUNDING: \$380,000

- Incentives to encourage leasing of vacant spaces.
- Subdividing larger less in demand spaces into smaller more marketable spaces
- Retention of an external Retail Strategist

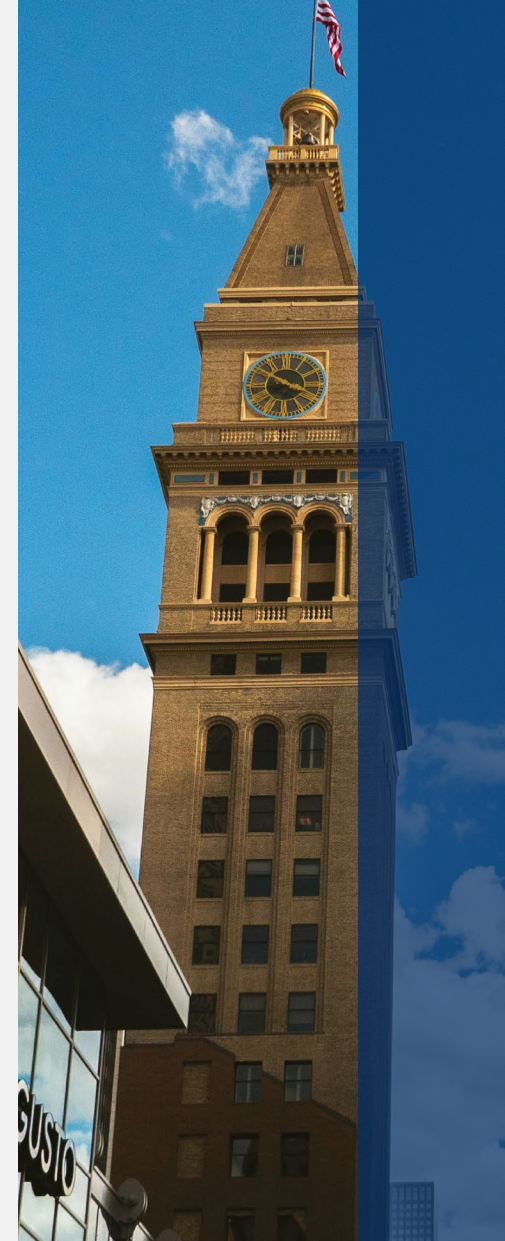


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16th Street Activations

FUNDING: \$735,000

DDP will plan, organize and execute single and multi-block activations along 16th Street to encourage pedestrian activities and support small businesses as 16th Street reopens.



Administration of Activities

FUNDING: \$154,545

These costs are incurred for a common or joint purpose benefitting multiple ARPA funded projects, and not readily assignable to the eligible project specifically benefited, without effort disproportionate to the results achieved. Charged at 10%.



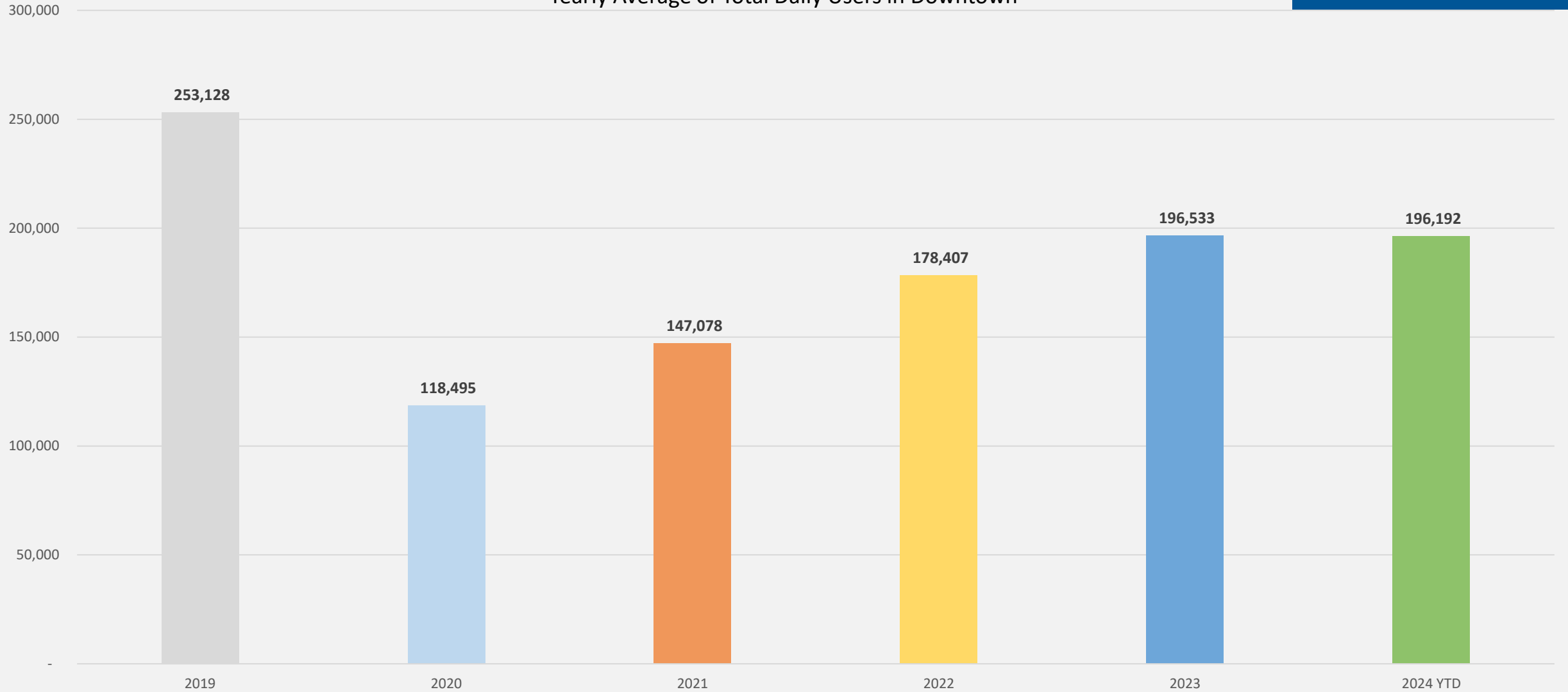
Why This Support is Needed

- Downtown Denver's overall recovery rate remains consistent from 2023 but continues to lag 2019.
- Downtown ground floor leasing starts off strong in 2024 with 24 new openings – Retail vacancies on 16th Street remain high.
- Without continued intervention and bold action, market erosion is likely to continue.



Pedestrian Traffic: *Average Activity*

Yearly Average of Total Daily Users in Downtown



Previous Agreements with DDP

ARPA I Downtown Activation

\$2.4M

(\$1.9 from DEDO / \$500K from DOS)
July 2022 – Dec 2023

Retail Activation (440K)
Entertainment Activation (\$565K)
Entrepreneurship (\$225K)
Business Activation (\$670K)
Safety Activations (\$500K)

STATUS: EXPENDED

ARPA II – A Downtown Activation

\$1M

Council Approved 1.2.24
Jan 2024 – Dec 2025

16 St Branding, Positioning,
Marketing (\$275K)
Ground Floor Activation Strategy
(\$200K)
Business Recruitment/Retention
(\$134K)
Public Realm Activation/Experience
(\$300K)

STATUS: UNDERWAY

Business Stabilization

\$3M

Council Approved 2022
2022-2025
General Fund

Provides grants up to \$17K to
businesses impacted by
construction

**STATUS: UNDERWAY AND
SPENDING DOWN**

Achievements & Outcomes

- **Why Downtown Denver** web site launched - provides information and tools for prospective retailers.
- **Business stabilization support** provided to 122 small business impacted by 16th Street construction.
- Design, production and installation of **signs promoting individual businesses.**
- Four proto-type **vending kiosks designed and constructed** – First will be installed in block one by end of summer.
- **Popup Denver** launched with 10 new program participants
- Vendor selected, contracted and has begun work on **Branding of 16th Street.**



Action Requested

Your support as we move Resolution 24-0988 through City Council is requested.

This investment in downtown will support continued recovery efforts.





Images courtesy of VISIT DENVER / Rebecca Todd & Adobe Stock

THANK YOU!

Deborah Cameron
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Appendix



New Leases Update: 2024 Year to Date

Retail/Restaurant Openings

Month	Type	Name	Address
January	F&B	Passport	1437 Market
January	F&B	Done Deal	303 16 th
January	Retail	Black Lapel	1430 Larimer
February	F&B	Ukiyo	1317 14 th
February	F&B	Trompeau Bakery	16 th & Curtis
February	Retail	Luna Flowers	1675 Larimer
February	F&B	Blue Fish	1607 Wewatta
February	F&B	5 on Lawrence	2020 Lawrence
March	Retail	Show Pony Vintage	1338 15th
March	F&B	Wonderyard	2200 Larimer
March	F&B	Purple Door Coffee	1640 Sherman
March	F&B	EQ Crepe & Burger	1517 Wynkoop
March	F&B	Georgie's	1416 Market
March	F&B	Gaia Masala Burger	1530 Blake
April	F&B/ Entertainment	Lob Denver	1755 Blake
April	Retail	Foreign Rider	1641 Market
April	F&B	Gayle's Texas BBQ	1601 19th
April	Service/F&B	The Olive Tiger	1701 Platte
May	F&B	Eat'Ya Pizza	1530 16 th
May	F&B	Bedlam	1516 Wazee
June	Retail/Educational	Moyo Nguvu Cultural Arts	617 22nd
June	F&B	Huckleberry Roasters	1406 Larimer
June	F&B	Dozens	323 14 th
June	F&B	J&T's Family Kitchen	1560 Broadway

Retail/Restaurant Leases Coming Soon

Type	Name	Address
F&B	Church and Union	1433 17th
F&B	HashTAG	1125 17th
F&B	Noble	1525 Blake
F&B	Takiza Taco & Tequila Bar	1519 Wynkoop
F&B	B&B Butchers	1855 Blake
F&B	Leven Deli Co.	675 15th
F&B	Queen City Coffee Collective	1675 Larimer
F&B	Angry Boba	911 15th
Retail/Service	Adorn	1671 Market St
Retail	State & Liberty	1425 16th
Service	Pvolve	1610 Little Raven Street
Retail	Wazawazi	Larimer Square
F&B	Xiquita	500 19 th St
F&B	Pasque	240 14 th
F&B	Stellar Jay	240 14th
F&B	Eggs Inc.	1750 Wewatta St

Source: DDP Geography: Downtown Denver