



Broadway Denver General Improvement District

Dennis Wegienek | Department of Finance
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Agenda

Requested Council Action & Upcoming Schedule

Proposed District Overview

Petition Process and Future Plans

Q&A



Requested City Council Action

RR25-0916 | Approve a resolution to set a public hearing before City Council on August 4, 2025, for the formation and establishment of the Broadway Denver General Improvement District and the approval of the 2025 and 2026 Work Plan and Budget for the Broadway Denver General Improvement District

BR25-0917 | Approve an ordinance concerning the organization and creation of the Broadway Denver General Improvement District, in the City and County of Denver, creating the District Advisory Board and appointing the initial members thereof, and approving the 2025 and 2026 Work Plan and Budget thereof, and making appropriations for the Budget Years 2025 and 2026.



City Council Legislative Schedule

June 25

- South Platte River Committee

July 14

- RR25-0916 | call for a public hearing at City Council

July 28

- RR25-0917 | first reading on the creation ordinance

August 4

- BR25-0917 | second reading and public hearing on the creation ordinance



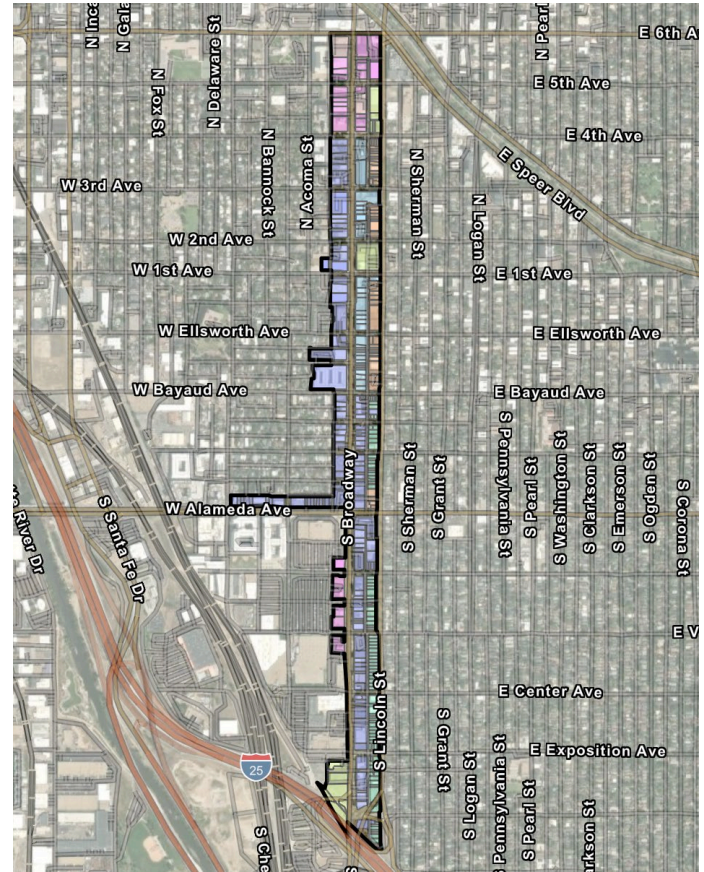
Proposed District Overview

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Proposed District Boundaries

Generally Described As:

- 6th Ave to North
- Properties on western edge of Lincoln Blvd to East
- I-25 to South
- Properties fronting the west side of Broadway



Overlapping Local Maintenance Districts

The proposed Broadway Denver GID boundaries overlap substantially with all three (3) Local Maintenance Districts (LMDs):

- Broadway Pedestrian Mall Phase II LMD
- Broadway Pedestrian Mall A LMD
- Broadway Pedestrian Mall B LMD

Upon GID creation, DOTI will separately request that the LMDs be dissolved, and the proposed GID will be primarily responsible for all maintenance responsibilities of the LMDs

District Improvements and Services

Safety and Security

- 24/7 security services and regular communication with DPD

Enhanced Cleaning

- 7-day-a-week, year-round cleaning services for sidewalks, alleyways, and other public spaces

Branding, Marketing, and Programming

- Investment in coordinated branding, marketing, and events

Pedestrian, Street, and Landscaping Improvements

- Dissolution of 3 LMDs and assuming of their responsibilities, and more

District Financial Plan

Proposed Assessment Rate:

- Up to 8.960 mills on all taxable real and personal property
- Anticipated imposition of 8.960 mill equivalent rate in 2026 due to timing of approval, followed by imposition of mill levy in 2027, subject to voter approval

Estimate Year 1 (2026) GID Revenue:

- \$1,119,850
- The GID proponents intend to seek voter authorization of GID debt at the November election in order to avoid the cost of another election in the future, but the GID will not be permitted to issue any debt unless and until it obtains separate City Council authority by separate ordinance.

Proposed 2026 Budget

Safety and Security (50%)	\$559,925
Cleaning, Maintenance, Infrastructure, Landscaping and Special Projects (30%)	\$335,955
Branding, Marketing and Programming (5%)	\$55,992.50
Administration and Management (10%)	\$111,985
Reserves (5%)	\$55,992.50
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TOTAL	\$1,119,850

District Governance Structure

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

- At least one (1) representative from an owner of commercial property in the District boundaries
- At least one (1) representative from a retail business owner in the District boundaries
- At least one (1) representative from a food and beverage business owner in the District boundaries
- At least one (1) representative from an owner of residential property in the District boundaries
- At least one (1) resident living in the District boundaries
- The City Councilperson representing the majority of the total acreage within the district boundaries
- One other representative from the Department of Finance with the City and County of Denver

Initial District Advisory Board

NAME	TITLE	GOVERNANCE REPRESENTATION	TERM
Luke Johnson	Luke & Co.	Commercial Property Owner/Retail Business Owner	2028
William Feinberg	The William Feinberg Companies, Ltd.	Commercial Property Owner	2028
Anna Spenceley	Water Works	Business Owner	2028
Blake Davis	Lincoln Broadway RNO	Residential Property Owner/Resident	2028
Beth Fluto	Baker RNO	Residential Property Owner/Resident	2028
Brad Brickley	The Wizard's Chest	Retail Business Owner/Commercial Property Owner	2026
Scott Happel	HQ Club	Food and Beverage Business Owner	2026
Sean Workman	Hornet	Food and Beverage Business Owner	2026
Brad Deen	Import Mechanics	Business Owner	2026
Councilmember Alvidrez (Ex-Officio)	District 7 Councilperson	City Council Representative	N/A
Nicole Doheny (Ex-Officio)	DOF Representative	Other City Staff Representative	N/A



Petition Process and Future Plans

Jamie Giellis | Broadway Denver GID

Petitioning for the Broadway GID

- Launched the petitioning effort on April 10, 2025
- Outreach included:
 - Door-to-door engagement, both commercial and residential
 - Mailed flyers to all residents
 - Petition signing events at three (3) residential complexes
 - Direct outreach

Final Petition Submission

- Total electors in the Broadway GID: 1,268
- Total signed petitions: 206 (16%)
- Of the 206 signatures:
 - >10.2% are from business personal property owners
 - >21.4% are from commercial property owners
 - >15% are from residential property owners
 - >53.4% are from residential renters

**Note: information current as of June 23, 2025; final petition submittal may differ.*

Final Petition Submission

- Of 52 Business Personal Property owners, 21 signed (40.4%)
- Of 152 Commercial Property owners, 44 signed (29%)
- Of 222 Residential Property owners, 31 signed (14%)
- Of 842 Renters, 110 signed (13%)

**Note: information current as of June 23, 2025; final petition submittal may differ.*



Questions?