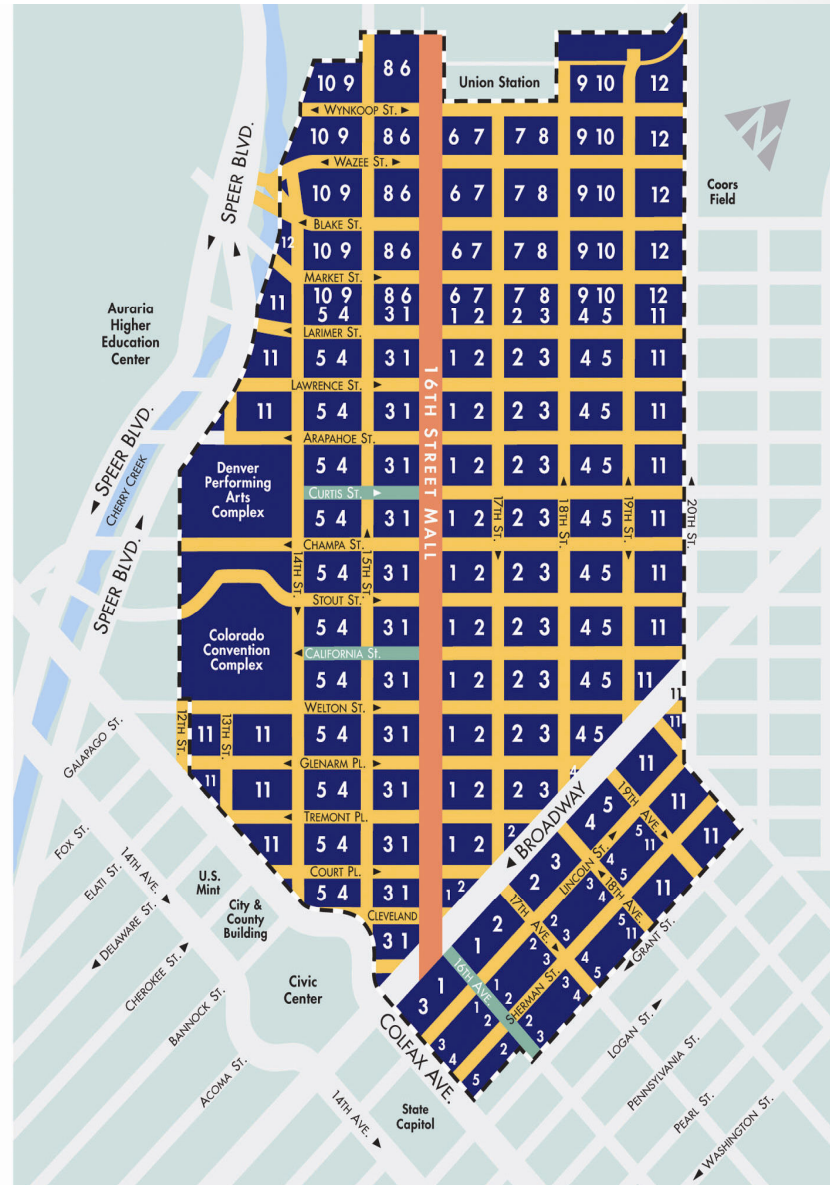


Downtown Denver Business Improvement District
Keeping Downtown Clean, safe and inviting
2015 Operating Plan
& Budget



BID Service Area

- **Funded by annual assessments on privately owned commercial property**
- **120-block area**
- **420 owners and 890 properties**
- **Managed by a 7 member Board of Directors, appointed by the Mayor, comprised of property owners representing different types of property in the District.**



Key Facts and Timeline

- **1978** – City passes maintenance district ordinance to allow creation of Mall Management District (MMD)
- **1982** – MMD formed by the City
- **1992** – District electors vote to create BID
 - Boundaries expanded from 70 to 120 blocks
 - Added marketing, economic development, holiday activities to work program
 - 7 member board all property owners

Key Facts and Timeline, continued

- **2001** – BID property owners overwhelmingly renew BID authority for 10 additional years and voted to increase assessments by 50%
 - BID expands sidewalk cleaning to all 120 blocks, Mall services to LoDo
 - BID gains authority to collect outside sources of revenue (contracts, grants, vending/permitting)
- **2004** – BID initiates additional programs:
 - Downtown Ambassadors
 - Social Service Outreach
 - Skyline Park supplementary cleaning/programming
- **2011** – BID property owners again, overwhelmingly renew BID authority for 10 additional years.

CCD & BID

Intergovernmental Agreement

- **City agrees to:**
 - Send out assessment billings on behalf of BID and transmits the funds to the BID (less 1% collection fee)
 - Provides foot patrol, motor patrol & motorcycle patrol and officers within BID boundaries
 - Pays \$266,000 to support BID programming
- **BID agrees to:**
 - Withhold 1% of assessment billings to cover City collection fee
 - Pays City \$44,000 as compensation for increased services with Denver Police Department
 - Manages all vending on the 16th Street Mall under the cluster permit – includes: vendors, sidewalk cafes, horse carriages, special events; staffs the Mall Use Committee

Downtown Denver Business Improvement District 2015 Operating Plan & Budget

BID Priorities: *Our primary focus is creating an environment where people want to spend their time downtown whether at work, play or to live.*

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



Downtown Denver Business Improvement District

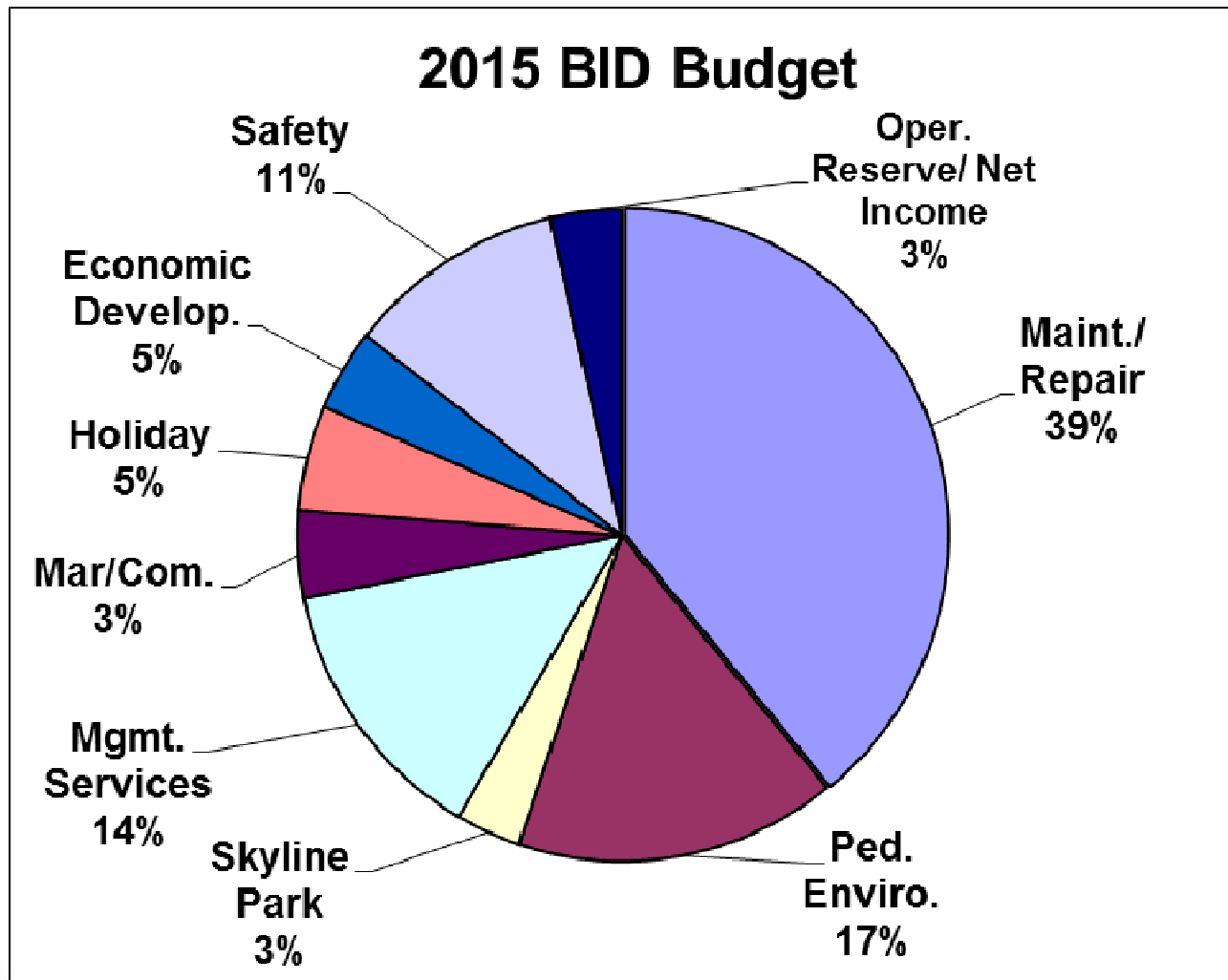
2015 Operating Plan & Budget

BID Priorities, continued:


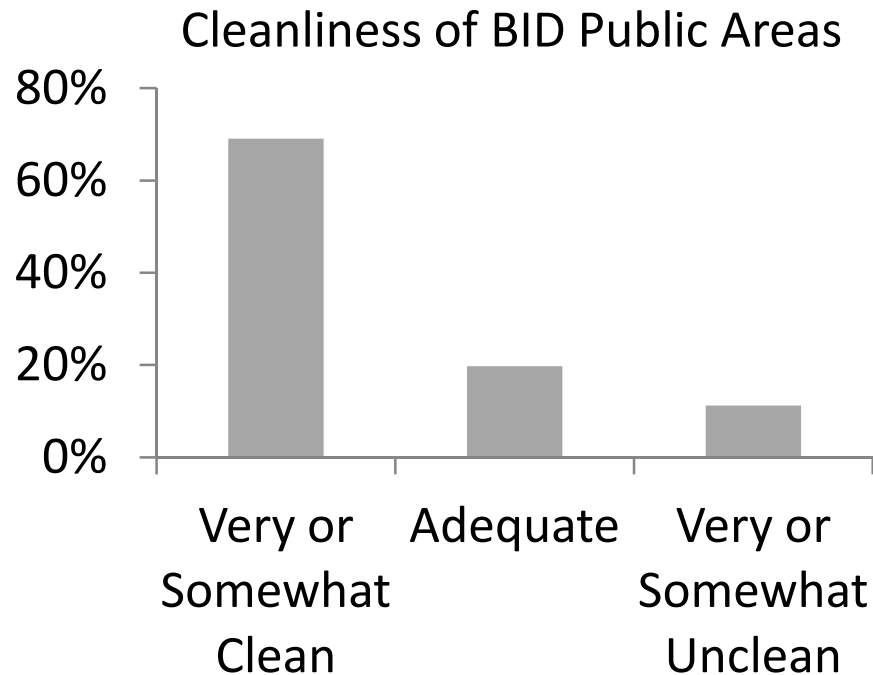
- **Marketing and Communications** – targeted marketing and promotional efforts benefit Downtown’s retailers, restaurants and hotels.
- **Skyline Park** – by partnering with the City, the BID ensures that Skyline Park remains a safe and inviting destination.
- **Holiday** – installation of holiday décor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



Downtown Denver Business Improvement District 2015 Operating Plan & Budget



2014 BID Property Owner Survey



80% of BID Property Owners think snow removal is both **timely and thorough** on the 16th Street Mall



- ✓ 74% of BID Property Owners felt the BID was **very responsive** when addressing specific issues they have faced in the past year
- ✓ 87% of BID Property Owners feel the BID is **communicating effectively** with them

Downtown Denver Business Improvement District

2015 Operating Plan & Budget

Accomplishments in 2014:

- Increased the number of **16th Street Mall sidewalk cafes** to **39**, 41 anticipated in 2015.
- Planted 15 new trees bringing the total BID tree count to **2050 trees**.
- Planted flowers in 430 planters in the BID, off the Mall, plus 231 planters on the Mall, totaling: **661 planters**.
- By year end will have printed **335,000 Downtown Denver Map & Directories**.
- Maintained 89 trash receptacles on the 16th Street Mall and 160 off-Mall **trash receptacles, total: 249**
- **Reached out to 22 companies** occupying a total of just **over 1 million square feet of office space** whose leases are up for renewal; equivalent to approximately **4,000 employees**.
- Provided **information to 14 companies considering relocation or expansion** in Downtown.



Downtown Denver Business Improvement District

2014 Accomplishments:

- Provide a year-round Downtown Ambassador program to provide a safe and welcoming presence. **166,440 contacts** (through Sept 2014)
- Remove an average of **7485** graffiti tags annually.
- **Daily inspection of the BID** -- Calls and reports to 311, Xcel, etc.
- **Activation:** Movies in the Park program at Skyline – Miniature golf & games in Skyline Park -- Opened Patio 16 – Continuing programming on the Garden Block – Alley lighting and programming efforts -- Meet in the Street



Downtown Denver Business Improvement District

2015

Goals:

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

- **BID Safety Program**
- **16th Street Mall and Related Elements Infrastructure**
- **Revitalization of the BID Maintenance Program**
- **Enhancing the Pedestrian and Bicycle Realm**
- **Public Space Activation**



Downtown Denver Business Improvement District

2015

