

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

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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.



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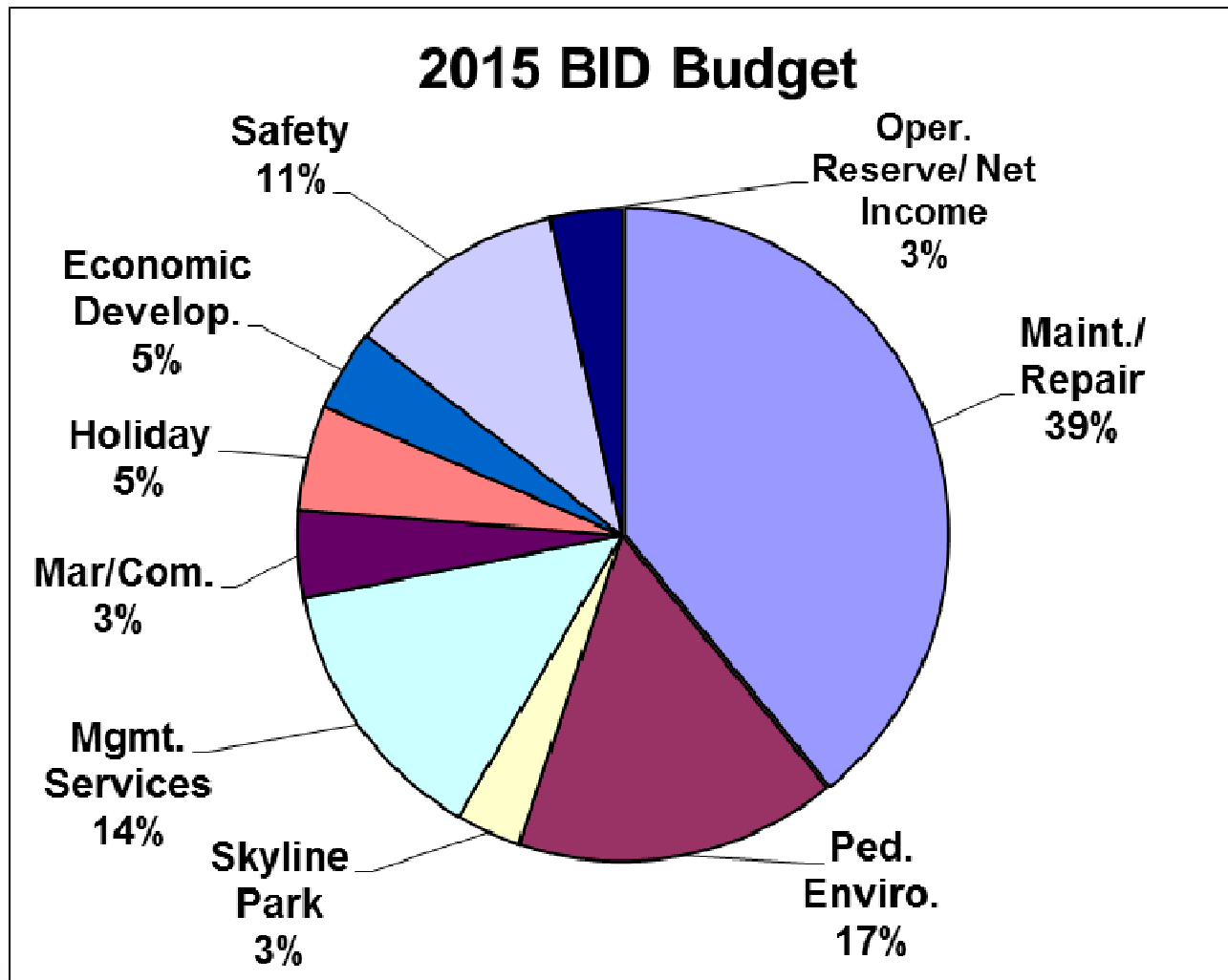
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BID Priorities, continued:

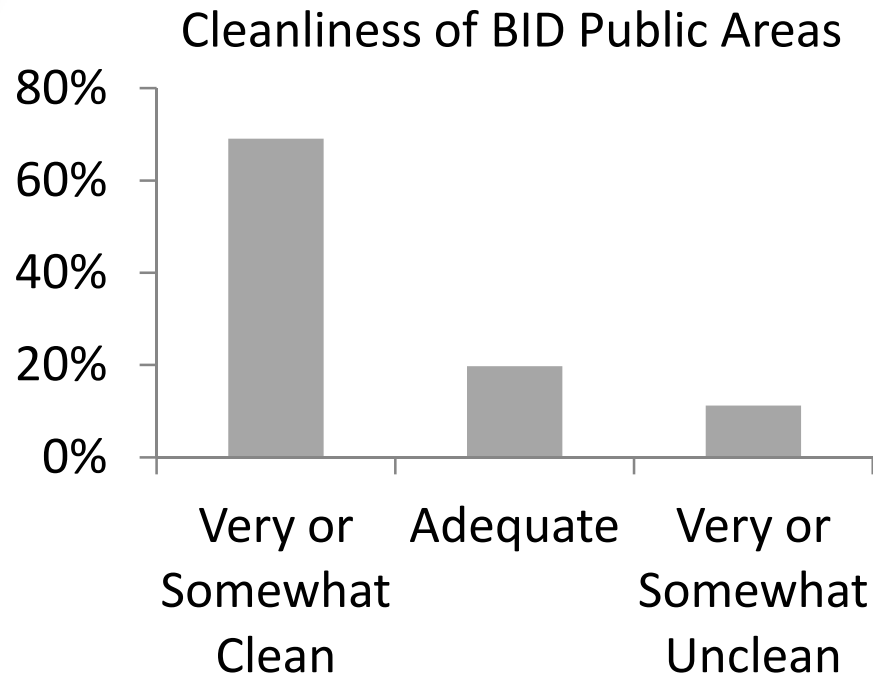
- **Marketing and Communications** – targeted marketing and promotional efforts benefit Downtown’s retailers, restaurants and hotels.
- **Skyline Park** – by partnering with the City, the BID ensures that Skyline Park remains a safe and inviting destination.
- **Holiday** – installation of holiday décor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



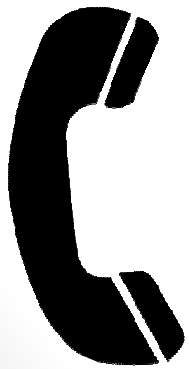
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2014 BID Property Owner Survey



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

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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.



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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



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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**



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