

# Downtown Revitalization

*December 6, 2023*

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- Background
- Downtown Revitalization – ARPA Contract
  - 16<sup>th</sup> Street Vision and Ground Floor Activation Strategy (Phase II)
  - 16<sup>th</sup> Street Branding, Positioning, and Marketing
  - 16<sup>th</sup> Street Business Recruitment and Retention
  - 16<sup>th</sup> Street Public Realm Activation and Experience
  - Administration
- Q & A

## ARPA Phase I – Business Recovery

The City & County of Denver awarded the Downtown Denver Partnership initial funding for background work to support a new Vision and Ground Floor Activation Strategy for the 16<sup>th</sup> Street Mall as a part of a greater package of ARPA I funding to support business recovery.



- **Subaward Program Administrator:** Downtown Denver Partnership
- **Term:** January 1, 2024 – December 31, 2025
- **Amount:** \$1,150,000
- **Service:** *The Downtown Denver Partnership will design and execute downtown recovery activations to fully leverage the opportunity for the reopening of the 16<sup>th</sup> Street Mall.*

# Downtown Recovery – Phase II

In the next phase of work, to ensure comprehensive, resilient and long term-impact, the Partnership will pursue:

- Expanded community engagement framework
- Develop tenanting strategies
- Identify policy and/or funding barriers to achieving the strategic vision
- Draft an Urban Neighborhood Strategy that identifies retail and additional use types and locations



Photo Courtesy of Downtown Denver Partnership

# 16<sup>th</sup> Street Branding, Positioning & Marketing



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- Brand:** Market research led value proposition, positioning statements and physical design elements.
- Campaign Elements:** Digital, social, print, multi-channel advertising and a toolkit for government, community, and business partners.
- Public Relations:** Media strategy and outreach.
- Celebrating the Re-Opening:** Comprehensive strategy for a significant push around the timing of the reopening of the 16<sup>th</sup> Street Mall.



Photo Courtesy of Rebecca Todd/Visit Denver

In the second phase of the recruitment initiative, the Partnership will incorporate the plan elements of a ground floor activation strategy to target its recruitment efforts toward the goal of “reimagining downtown” and repositioning the anchor of the 16th Street Mall. This includes proactive and strategic recruitment efforts to attract:

- **Grocery stores, daycares**, and other amenities to support additional residential population downtown;
- **Retail concepts** that generate a clearer identity for activity nodes along the spine of the 16th Street Mall and along “rib” streets connecting the Mall to nearby attractions, with a strong mix of local and national targets;
- **Denver-based local and independent retail entrepreneurship development** and recruitment through the continued implementation of the Popup Denver program;
- **Continued promotion of the “Why Downtown Denver” message** and platform with out-of-market visits and national presence at the ICSC 2024 conference;
- **Coordinated outreach** to major employers, major leaseholders, and marketing support.

**Reinstate the Mall as an iconic “must-see-experience” in downtown Denver, and more intentionally promote the destination open market functions of the space alongside other public and private amenities. This includes:**

- **16th Street Kiosk Evolution:** The Partnership will develop an iconic design template for kiosks that are unique to Mall and serve several desired functions (e.g. micro retail, food and beverage, entrepreneurial pop-up vending).
- **Free Mall Ride Refresh:** Funds to wrap the iconic Free Mall Ride buses with a fresh new design that echoes the urban design color pallet of Mall amenities and mimics the outdoor themes of the key amenity features of the street.
- **16th Street Brand Gateways and Accents:** This program would fund a curated pallet of decals and images to reflect the identity of the place (artistic clings on trash cans) and provide additional wayfinding and legibility (i.e. static map clings and vinyl stencils on IKEs).

# Action Requested



Your support as we move Resolution 23-1887 through the City Council process.

This investment on Denver's part will have a positive and compounding impact on our community.



# Thank You

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