

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor’s Legislative Team

at MileHighOrdinance@DenverGov.org by **3:00pm on Monday**. Contact the Mayor’s Legislative team with questions

Date of Request: August 5, 2022

Please mark one: **Bill Request** or **Resolution Request**

1. Type of Request:

- Contract/Grant Agreement** **Intergovernmental Agreement (IGA)** **Rezoning/Text Amendment**
- Dedication/Vacation** **Appropriation/Supplemental** **DRMC Change**
- Other:**

2. Title: (Start with *approves, amends, dedicates*, etc., include name of company or contractor and indicate the type of request: grant acceptance, contract execution, contract amendment, municipal code change, supplemental request, etc.)

Approves a contract for \$2,400,000 in American Rescue Plan Act (ARPA) funding between the City and County of Denver and Downtown Denver Partnership, Inc. through 12-31-2023 to support downtown recovery through the design and execution of activations to increase daytime foot traffic and stimulus to downtown businesses.

3. Requesting Agency: Denver Economic Development & Opportunity

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Deborah Cameron	Name: Patrick Walton
Email: deborah.cameron@denvergov.org	Email: patrick.walton@denvergov.org

5. General description or background of proposed request. Attach executive summary if more space needed:

See Executive Summary.

6. City Attorney assigned to this request (if applicable): Brian Martin

7. City Council District: District 9

8. **For all contracts, fill out and submit accompanying Key Contract Terms worksheet**

To be completed by Mayor’s Legislative Team:

Resolution/Bill Number: _____

Date Entered: _____

Key Contract Terms

Type of Contract: (e.g. Professional Services > \$500K; IGA/Grant Agreement, Sale or Lease of Real Property):

Professional Services

Vendor/Contractor Name: Downtown Denver Partnership, Inc.

Contract control number: 202264428

Location: Central Business District

Is this a new contract? Yes No **Is this an Amendment?** Yes No **If yes, how many?** _____

Contract Term/Duration (for amended contracts, include existing term dates and amended dates):

7/1/2022 – 12/31/2023

Contract Amount (indicate existing amount, amended amount and new contract total):

<i>Current Contract Amount</i> (A)	<i>Additional Funds</i> (B)	<i>Total Contract Amount</i> (A+B)
\$2,400,000	N/A	\$2,400,000

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
7/1/2022 – 12/31/2023	N/A	N/A

Scope of work:

Activations will occur in five areas: retail activation, restaurant showcase and entertainment activation, entrepreneurship activation, business activation, and safety activation.

Was this contractor selected by competitive process? No

If not, why not? Downtown Denver Partnership, Inc. was selected via professional preference to be the contractor for this contract based on their unique position as the downtown champion.

Has this contractor provided these services to the City before? Yes No

Source of funds: ARPA Coronavirus State and Local Fiscal Recovery Funds

Is this contract subject to: W/MBE DBE SBE XO101 ACDBE N/A

WBE/MBE/DBE commitments (construction, design, Airport concession contracts): N/A

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Who are the subcontractors to this contract? N/A

Executive Summary

The Downtown Denver Partnership (Partnership) and the Downtown Denver Business Improvement District recognize the impact that the COVID-19 pandemic has had on downtown businesses and their employees. Even as the city regains near pre-pandemic levels of tourist travel and nighttime dining and entertainment, it is projected that daytime worker traffic may never return beyond 80% of pre-pandemic levels (i.e., a loss of 20,000 customers a day), necessitating a new way of thinking about the downtown market, its workforce and how to sustain visitor traffic and regain sales tax generation.

Pedestrian traffic for the month of May 2022 remained down 31% from May 2019 levels which indicates that further interventions are needed to ensure the survival of downtown's remaining businesses and furthermore, to improve the resilience of downtown Denver's long-term economic vitality.

Using \$2,400,000 in American Rescue Plan Act (ARPA) Funding (the downtown area is eligible to receive ARPA assistance based on the Department of Finance's Neighborhood Recovery Index) DDP will design and execute activations to increase daytime foot traffic and activation to downtown businesses to help maintain and expand current sales and staffing levels and continue to reimagine downtown as an inclusive and vibrant city center. Activations will occur in five areas: **Retail Activation, Restaurant Showcase & Entertainment Activation, Entrepreneurship Activation, Business Activation, and Safety Activation.**

Retail Activation

Popup Denver – The Popup Denver retail activation program was designed and launched as a pilot program in Q4 2021. Based on insights from the program's pilot stage, Phase 2 will explore options for streamlining operations and reducing the cost per space to engage a larger number of both local retail entrepreneurs and vacant storefront owners throughout downtown, not just on the 16th Street Mall. The lessons learned and optimal approaches from the pilot stage also will be encapsulated into a *Popup Denver Handbook*. The *Handbook* will be available to neighborhood commercial district management organizations citywide, and the Partnership will offer to conduct workshops with up to five interested neighborhood organizations to share the lessons learned to promote retail activation in those districts.

Anchor Tenant Recruitment Support – In addition to the entrepreneurial support of the Popup Denver program, the Partnership proposes strategically supporting commercial real estate efforts to attract key national tenants to the district by building a robust marketing package for the newly reconstructed 16th Street Mall and a "reimagined" downtown.

Restaurant Showcase & Entertainment Activation

16th Street Mall Restaurant Showcase and Music Series – Small business promotions throughout the summer will culminate in September by hosting a large outdoor retailer event focused on local food, music, and art. The event will seek to draw over 120,000 people to the heart of downtown which will support downtown businesses.

Throughout the summer, live outdoor music will activate the 16th Street Mall to support existing businesses and enhance the vibrancy of the district. The Partnership will also produce 3-day local retailer/restaurant event for 10 blocks along the 16th St Mall. In addition, the Partnership will arrange live music outside in public spaces free for the community on Labor Day weekend throughout downtown while also programming weekly live music throughout the summer in Outer Spaces.

Outer Spaces: Pop-up parks and Activation – The Partnership envisions Outer Spaces as places in the public realm where people can gather safely outdoors, enjoy pop-up activations and art, and take respite throughout the year. Throughout the pilot period in 2021, Outer Spaces supported informal play areas for children, community art, outdoor dining, and live music. The activation of Outer Spaces in 2022 and 2023 will again create public attractions that are inclusive and fun. Major elements include upgraded seating elements, shade and lighting elements, community art and cultural activations, as well as attractions/games for children and families.

Entrepreneurship Activation

The Commons on Champa: Technology Upgrades – The Commons on Champa, powered by the Downtown Denver Partnership, is a nonprofit community center in Downtown Denver where entrepreneurs can find the resources, programs, and community they need to start and grow a business and to help to create a more inclusive, vibrant local economy. The Partnership will complete a tech review of the first and second floors to inform a technology upgrade to better serve and support downtown entrepreneurs impacted by the pandemic. This will include the purchase of audio-visual equipment to allow hybrid capabilities as well as an upgrade of existing televisions, screens, and iPads all to enhance services.

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The Commons Champa: Global Landing Pad – The Partnership will provide use of dedicated space and 6 desks for global entrepreneurs who are scaling an international business in downtown Denver.

Business Activation

Planning and Execution Services – To attract more investment as well as visitors and customers to support new and existing businesses impacted by the pandemic and to welcome companies back to the office from pandemic remote work, The Partnership will provide marketing planning and execution services as well as business promotion activities to increase customer, visitors, and retail sales in downtown Denver.

Business Promotion and Signage – Design and implement enhanced 16th Street Mall construction fence wrap signage that incorporates business promotion, business information and art.

Safety Activation

Crime Prevention Through Environmental Design (CPTED) is a crime prevention philosophy based on the theory that proper design and effective use of the built environment can lead to a reduction in public fear and the incidence of crime, as well as an improvement in quality of life.

CPTED is based on four overlapping principles:

- **Natural Access Control:** This is controlling access to a site. People are physically guided through a space by the strategic design of streets, sidewalks, building entrances, and landscaping.
- **Natural Surveillance:** The Placement of physical features, activities, and people in a way that maximizes visibility.
- **Territorial Reinforcement:** The use of physical attributes that express ownership such as fencing, pavement treatments, signage, and landscaping.
- **Maintenance:** Allows for the continued use of a space for its intended purpose.

The Ultimate goal of CPTED is to reduce opportunities for crime that may be inherent in the design of structures or in the design of neighborhoods. The Partnership will engage CPTED to address the environmental design concerns for various location in the downtown BID area with the goal of reducing crime and improving safety in the downtown area. The Partnership will install or provide funds to businesses to install (with oversight by The Partnership) equipment identified in the CPTED which could include upgraded lighting, installation of monitors and security cameras and other items to improve safety and reduce crime.

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