

2020
PROPOSED OPERATING PLAN AND BUDGET

The Federal Boulevard Business Improvement District (the “BID”) is a business improvement district organized pursuant to the Business Improvement District Act, Section 31- 25-1201 *et seq.*, Colorado Revised Statutes. The main purpose of the BID is to improve the economic vitality and overall commercial appeal of Federal Boulevard and area bounded by West 22nd to West 27th Avenues, and east along Eliot Street between West 24th and West 26th Avenues.

Activities of the BID are financed through an ad valorem property tax mill levy applied against the assessed value of taxable commercial property located within the boundaries of the BID. The BID provides programming and benefits to business and commercial properties located within the boundaries that include economic development, physical improvements and advocacy.

This 2020 Proposed Operating Plan and Budget is being filed in accordance with Section 31-25-1211, C.R.S.

Name: Federal Boulevard Business Improvement District

Boundaries: The BID boundaries are as set forth in the map Exhibit A to the Organizing Ordinance.

BID Programs:

- **♣ Economic Development**
Economic development was rated highly as a program priority among BID stakeholders. Economic development initiatives can include business support, business attraction, investor and consumer marketing, special events, ratepayer communications and promotions.
- **♣ Physical Improvements & District Identity**
Physical improvements that enhance a sense of identity for the district also rated highly among stakeholders in the survey and could include a variety of improvements, including banners, planters, gateways, signage, public art and maintenance. Funds provided through the Elevate Denver Bond program will enhance safety for pedestrians.
- **♣ Advocacy on Behalf of Corridor Property and Businesses**
Advocacy efforts to promote the BID and its businesses and services can include planning efforts, leveraging a variety of public investment opportunities, and advocacy for policies that positively affect the District.

Methodology and Governance:

The estimated 2020 budget is anticipated to be approximately \$69,099. The budget is expected to be funded primarily through the an ad valorem property tax mill levy of up to ten (10) mills applied against the assessed value of the taxable commercial property within the BID.

City Services:

In order to allocate the costs of the services and improvements to be furnished by the BID in a way that most closely reflects its benefits, the BID will collect an ad valorem property tax levied on taxable commercial property. The BID mill levy collections started in 2014.

The BID is currently governed by a board of five members. Upon organization in 2012, voting members of the board were made up of primarily rate payers. To the extent possible, board representation shall represent geographic diversity within the BID boundaries.

The current Board of Directors is:

1. Marshall Vanderburg, 2043 Grove St. Denver, CO 80211
2. Nikki Mohaupt, 2544 Federal Boulevard Denver, Colorado 80211
3. Luis Gilbert Vasquez, 3425 West Scott Place Denver, Colorado 80211
4. David L. Berton, AIA, 2899 N. Speer Blvd., #102 Denver, Colorado 80211
5. Andrew Fournier, 6900 S. Yosemite Centennial, CO 80112

It is anticipated that the Board may be expanded to up to seven members by City Ordinance in late 2019.

BID services are in addition to any City services that are currently provided. BID services do not replace any existing City services. If appropriate and necessary, the BID and the City will enter into a *Base Level of Services Agreement* which outlines the frequency and type of current City services being provided within the BID.

Financial Approval:

In order to authorize the BID to collect and spend revenue generated by an ad valorem property tax mill levy of up to ten (10) mills in 2014 and future years, a majority of participating voters within the BID approved said taxing authority in an election held on November 6, 2012.

BID PROGRAMS

The following narrative provides recommendations for BID programs for 2020. The Board of Directors may amend program activities within the general categories authorized by state law and in the approved annual operating plan and budget.

Physical Improvements to enhance the overall physical realm include the following recommendations:

- Planning and implementation strategy for wayfinding, gateways and directional signage throughout the proposed district.

- Providing support for the expenditure of Elevate Denver Bond funds
- Initiating special projects such as public art displays and community activities.
- Planning and implementation strategies for landscaping, street furniture and other amenities.
- Providing maintenance.

Economic Development, District Identity, Advocacy & Communications recommendations include:

- Active involvement in the implementation of BID programming and events. Leveraging BID programs, budget and initiatives.
- Coordinated efforts to ensure the successful redevelopment of key sites.
- Researching issues and developing policies that will positively influence the proposed District in the near and mid-term.
- Seeking grants and other funding to leverage BID assessments for projects and improvements.
- Building upon relationships with the City, Colorado Department of Transportation and other agencies that have a vested interest in the area.
- Developing and implementing a district identity and marketing plan.
- Maintaining active communication among BID ratepayers so it is clear what activities the BID is pursuing and providing opportunities for feedback from BID ratepayers.

BID BUDGET

The estimated 2020 budget is \$69,099. The majority of BID revenue in 2020 will be raised through an ad valorem property tax mill levy. It is anticipated that the annual budget will increase as property values within the BID rise, or as new development or redevelopment occurs within the boundaries of the BID. A cap will be imposed so that BID property tax revenue will not be able to increase at a level greater than 5% from year-to-year.

Fees, Charges and Other Revenues: Although the 2020 budget does not contemplate imposing special rates, fees or charges for services furnished or performed, the BID shall be authorized to impose and collect reasonable rates, fees and charges for specific services as determined by the BID Board of Directors. At this time, the BID does not anticipate the need for imposing any special rates, fees, and charges. Any special assessments will be assessed and collected only following the notice and public hearing requirements set forth in Section 31-25- 1219, C.R.S. The BID will be authorized to collect and spend revenues from other sources, including but not

limited to revenues associated with grants, gifts, receipts from contracts and enterprises, specific ownership taxes, and interest earnings.

Assessment Methodology: Under Colorado law, business improvement districts can generate revenues through several methods, including charges for services rendered by the district, fees, taxes, special assessments, or a combination of any of these. In order to allocate the costs of the services to be furnished by the BID in a way that most closely reflects the benefits conferred upon the businesses and commercial properties in the BID, the BID is authorized to determine, impose and collect a mill levy based upon the assessed value of commercial property located in the BID.

Raising BID annual operating revenue through an ad valorem property tax mill levy is intended to equitably address the intended benefits provided by the BID by improving the overall value of commercial property in the BID through enhanced identity and image, economic development initiatives and advocacy.