

Downtown Denver Business Improvement District

Keeping Downtown Clean, safe and inviting

2011 Renewal



Downtown Denver Business Improvement District

2011 Renewal

- The Downtown Denver Business Improvement District (BID) is a public organization funded by commercial property owners formed in 1992.
- Through and annual assessment paid to the BID, a series of district-wide programs that enhance Downtown Denver are funded including cleaning and maintenance efforts, safety initiatives and targeted visitor marketing.
- The BID's charter requires that the BID renew every 10 years through petitions signed by property owners in the District.



Downtown Denver Business Improvement District

2011 Renewal

Managed by a 7 member Board of Directors, appointed by the Mayor, which consists of property owners representing different types of property in the District.

- Office Property
- Small Property
- Large Property
- Unimproved Land
- B-5 Property Owner
- Retail Property
- B-7 Property



Downtown Denver Business Improvement District

2011 Renewal

BID Priorities: *Our primary focus is creating an environment where people want to spend their time.*

- **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

2011 Renewal

BID Priorities:

- **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

2011 Renewal

Accomplishments:

- Increased sidewalk cleaning from 20 blocks to 120 blocks
- Extended full 16th Street Mall services in LoDo
- Placed and Maintained 100 trash receptacles on the 16th Street Mall and 160 off-Mall trash receptacles
- Initiated a year round Downtown Ambassador program to provide a safe and welcoming presence.
- Increased off-duty coverage in downtown resulting in a 21% decrease in crime since 2005
- Remove an average of 6983 graffiti tags annually.
- Added 120 moveable chairs and 34 wayfinder signs to the 16th Street Mall
- Installed 100 new bike racks



BID

Downtown Denver Business Improvement District

2011 Renewal

Accomplishments:

- Increased the number of 16th Street Mall sidewalk cafes from 20 – 38
- Partnered with VISIT DENVER to sponsor New Year's Eve Fireworks which draws over 100,000 people annually.
- Planted 158 new trees
- Planted flowers in 160 planters on 17th Street, 15th Street and other named streets throughout the BID
- Led efforts to redevelop the streetscapes on California and Larimer Streets
- Contacted Downtown companies representing 700,000 square feet and 3,000 employed each year in order to determine industry trends and satisfaction with Downtown Denver
- Printed 375,000 Downtown Denver Map and Directories annually



Downtown Denver Business Improvement District

2011 Renewal

Going forward:

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

- Strengthen the Vitality of the 16th Street Mall
- Create a comprehensive retail strategy
- Maintain a clean and safe Downtown
- Create an Outstanding Pedestrian Environment
- Focus on programs that increase energy efficiency and reduce resource consumption

