

# 16TH ST MALL PROJECT

## ACTIVATION STRATEGY + FUNDING PROPOSAL



**DENVER**  
THE MILE HIGH CITY



Downtown  
Denver  
Partnership



# Agenda

- 1 Activation Strategy
- 2 Review Proposed Activities
- 3 Review Timeline
- 4 Review Next Steps





# Summer 2025

## Mission Critical Moment in 16th St. Reopening for a Summer of Activation

- Creating a Best First Impression
- Furthering 16th Investments
- Supporting Downtown Tenants
- Making Downtown a Place for Everyone





# 16th St. Activation Contract + Proposed Expansion

DAV is uniquely positioned in CCD to support DDP with enhancing the downtown experience for residents and visitors

**\$400K Contract** - Executed in 2024 to start projects with longer lead times

- Vacant storefront support - spotlight Denver artists and neighborhoods with multimedia interactive art installations
- Enhanced street connections – Curtis Street pilot

**\$1.5M Amendment (Resolution Number: 25-0191)** - Planned efforts led by DDP in collaboration with stakeholders

- Activation strategy – 1x events/series, temporary activations and permanent installations that draw crowds, invite community and enhance everyday experience
- Increased safety & operations





# Why It Matters



**\$175M**  
dollar

**INVESTMENT**



**430K**  
sqft

**PROGRAMMED  
PUBLIC REALM**



**+50%**

**INCREASE IN TREE  
CANOPY ON 16TH**



**2.4M**  
visits

**SUPPORTED BY  
16TH IN 2024**



# Economic Impact

- Pre-pandemic, downtown represented around **13% of the city of Denver's property and sales tax revenue** (despite being less than 1% of total land).
- Today it's now generating only 8%.
- This is a 35% decrease which represents a **\$45M decrease in revenue** for the City.

**Our goal with this investment is to catalyze activity aimed to help drive \$45M in property and sales tax revenue to Downtown Denver, fueling the City.**





# Denver Communities Using Downtown

## Percent Share of Total Downtown Users by District in 2024:

	Employees	Visitors	Total Visitors**
District 1	3.1%	1.2%	102,382
District 2	6.3%	2.4%	202,622
District 3	5.7%	1.1%	95,397
District 4	4.0%	2.0%	173,081
District 5	6.0%	1.8%	150,552
District 6	4.8%	1.6%	139,118
District 7	9.9%	2.2%	186,887
District 8	5.3%	1.3%	110,086
District 9	4.3%	0.9%	77,495
District 10*	8.8%	1.2%	104,942
District 11	2.7%	0.9%	72,912





# INSTALLATIONS TO ENHANCE EVERYDAY EXPERIENCE

**EVENTS THAT  
DRAW CROWDS  
TO 16TH**

















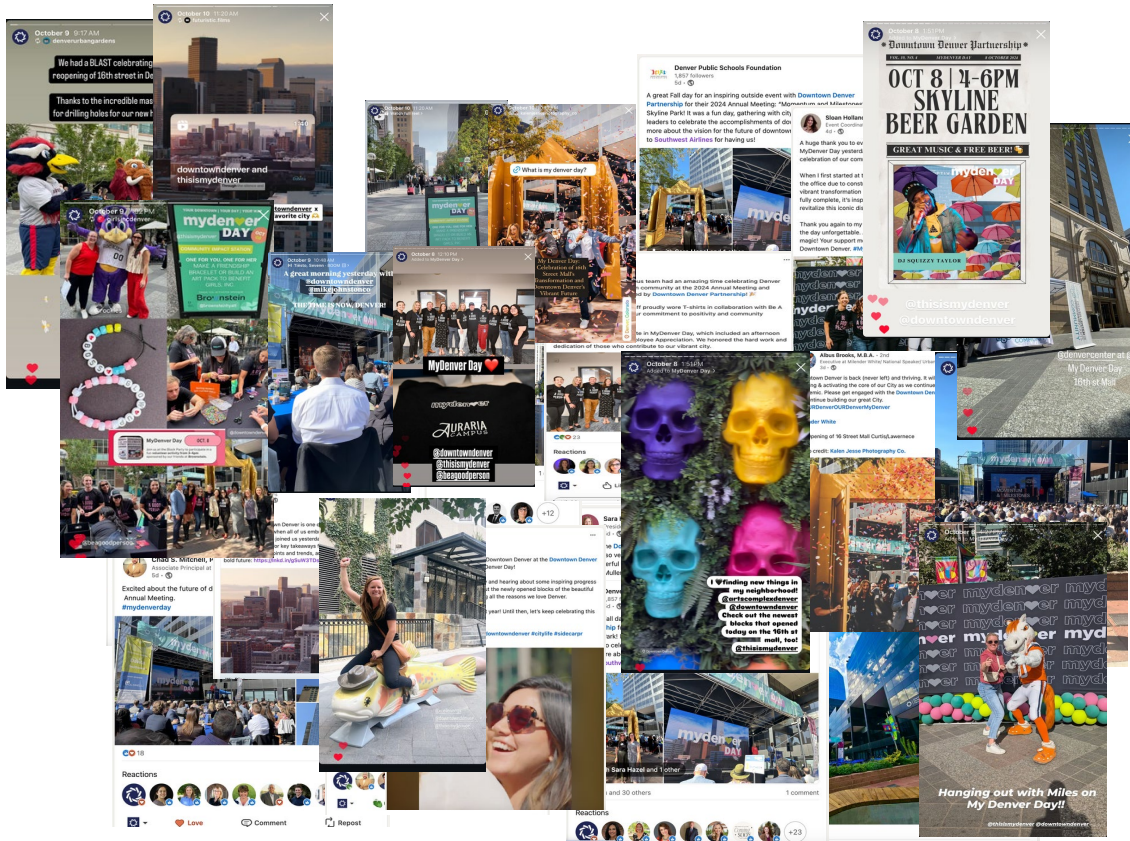




# The Buzz of MyDenver Day

**32k+** Accounts Reached

**45k+** Impressions



Denverite

Mile High CRE

Colorado Sun

## Mayor says downtown Denver has made a 'dramatic change'

Johnston says hearing inquiries are pointing at a 'comeback'



## DDP Meeting Highlights Resilience, Vision and Moving Purposefully Forward



## Denver's 16th Street Mall aims to finish construction by summer 2025

The city's biggest promoter of downtown shares the achievements but also remaining challenges to get downtown Denver back to full operations

Tamara Chong 4:04 AM MT on 10/15/2024  
Original Reporting | On the Ground | The Trust Project

The stretch between Larimer and Arapahoe streets on Denver's 16th Street Mall reopened Tuesday with great fanfare, including a MyDenver Day block party and a pep talk to prepare for the day when the whole mall can celebrate.



# Activation Strategy



## 1x EVENTS / SERIES

- Provide a reason to visit, remind people what they love about downtown, support tenants
- Memorial Day – Labor Day focus; Q4 once all blocks are open
- Large 1x celebrations & regular series
- Leveraging annual downtown events by other event organizations, drawing crowds to 16th



## TEMPORARY ACTIVATIONS

- Enhance everyday experience, provide a reason to visit, support tenants, support retail strategy and blocks in need
- Memorial Day – Labor Day focus will extend through 2025 and beyond
- Moveable, flexible, pilot programs that help activate spaces along 16th



## PERMANENT INSTALLATIONS

- Lasting elements that are part of the everyday experience on 16th
- Art + ongoing installations
- Attractions, restaurant patio cafes & furniture, moments of joy
- New 16<sup>th</sup> Branding, wayfinding and signage



# 1x Events / Series

## *Supported by contract*

### 5/31 – 6/1 Summer Opening Weekend

- Activating blocks 00-10, aligned with Outside Festival (Civic Center) and IFSC Speed Climbing World Cup (Block 8)

### Summer Saturday Markets

- Denver and 16<sup>th</sup> Street retailers, live music, art and family activations
- Resident & neighborhood integrations to ensure all residents feel welcome
- Opportunities to showcase local vendors and artisans

### Live Music Series

- Programmed live music in Writer Square, Glenarm Plaza, OuterSpace & Skyline Park





# Installations

## *Supported by contract*

### Temporary (Moveable) & Permanent Installations

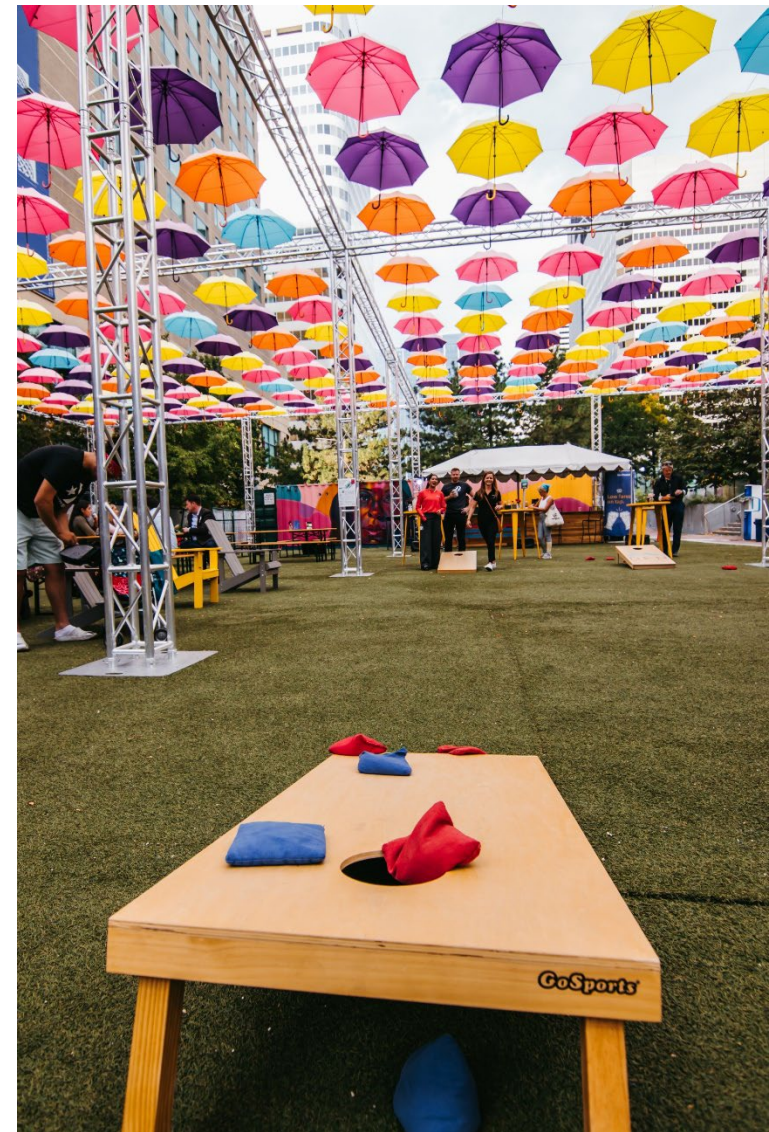
- Pop! and Light Up Seesaws
- Art Installations

### Vacant 16th Street Storefront Activation

- "Leave Your Fingerprints Downtown" vacant storefront support - Local artists paired with students will collect oral histories from Denver neighborhoods and represent these stories in an interactive 3-D window display.

### Street Beautification & Creative Play

- Enhanced street connections – Curtis to Arts Complex pilot to create more inviting push/pull experience
- Utility Boxes painted by local artists
- Interactive installations and play features along 16th and in plaza areas



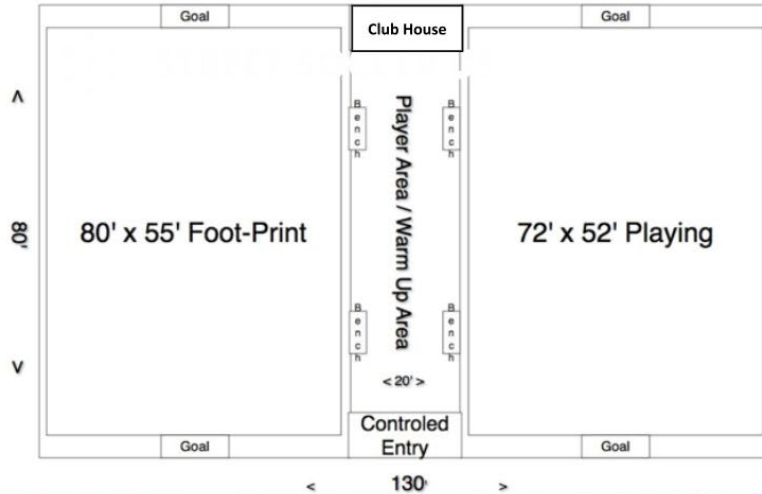


# Pop! Launching March 8





# Soccer Pitch in Skyline Park



 **STREET SOCCER USA**

## 26 for 2026

Street Soccer USA Parks  
represent efficient frontier  
investments; they include



Converted Shipping Container Club House & Learning Center



FIFA Grade Turf



LED Lighting System for Extended Evening Play



Integrated Goal, Wall Net Lighting System



2 Field Footprint (removable center walls for full field play)



Video Scoreboard and Sound System for Cup and Events



# Safety and Security

## *Supported by contract*

**Maintain a safe and enjoyable experience for all downtown users through enhanced BID security presence on 16th Street**

- Expanding the Partnership's security resources along 16th Street
- Work alongside DPD and RTD to address issues
- Provide elevated security during events
- Change the narrative about 16th Street
- Support retailers and property owners with “person to call” and additional security presence on the street





# Marketing Campaign

## *Supported by contract*

### Summer in Denver Marketing Campaign: Launch May/June 2025

- VIP Media Days to showcase progress on open blocks of 16th Street (Spring 2025 and Summer/Fall 2025)
- Targeted local efforts to attract residents
- Mass Marketing push - social, giveaways, influencer engagement, advertising
- Travel guide to access the best of 16th; Summer in Downtown Denver promotion campaign
- Storytelling to support downtown businesses

### 16<sup>th</sup> Street Brand Implementation: May/June 2025 – Focused on creating a sense of place

- Promotional – marketing, signage, web and digital assets, swag
- Placemaking – arrival experience and creative wayfinding
- Extensions/Collaborations – How does the 16th brand work with other brands – mydenver, CCD, downtown attractions, etc.





# Council District Engagement Opportunities

- Council 'District Days Downtown'
- Showcasing bands, artists and performers from your neighborhoods
- Fingerprints on Downtown Project
- Inviting your constituents to 16<sup>th</sup> Street Activations





# Reopening Timeline

**Note:** There are other planned activations from DDP, DAV and partners outside of this contract to support full reopening of 16th Street.

**Completed:** Began activation of 16th Street beginning in early 2024 with block opening celebrations

- Block 2 Opening – 6/26/2024
- Blocks 00, 0 and 1 Opening – 8/29/2024
- Blocks 3 and 4 Opening (MyDenver Block Party) – 10/8

**Upcoming:** Showcase the NEW 16th

- Spring 2025 – Launch 16th Street Brand + music and activations
- 5/31 – 6/1 – 16th Street Summer Kickoff Weekend (Blocks 00 -10 open)
- Summer 2025 – Events, Activations and Installations
- Winter 2025 – 16th Street Final Block Opening Celebration (all blocks open)





# Next Steps

## DAV & DDP Contract to Support Reopening of 16<sup>th</sup> Street – Active in 2024

- \$400K DAV Contract (THTRS-202476034)

## Proposed Amendment for \$1.5M presented at BIZ Committee (Feb 19) - Resolution Number: 25-0191

- \$1.0M - Activation
- \$500K - Safety & Security







# THANK YOU!



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THE MILE HIGH CITY



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