



General Improvement Districts (GIDs)
Business Improvement Districts (BIDs)
&
Tourism Improvement District (TID)

2022 Plan & Budget Approvals

Department of Finance
Capital Planning and Programming
Division

City Council Actions

16 Action Items:

- Approve Annual Work Plans and Budgets for each of the 12 BIDs, 3 GIDs, and 1 TID.
 - BRs 21- 1268 through 21-1283

December 5th is Statutory deadline for Council to approve or disapprove the budgets and plans.

Types of Districts



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State Statutory Special Districts

Title 32: Special District Act of 1981

Metropolitan Districts

Title 31

General Improvement Districts & Business Improvement Districts

Urban Renewal Authority
Downtown Development Authority

Denver Charter and Code Districts

Local Improvement Districts

Local Maintenance Districts

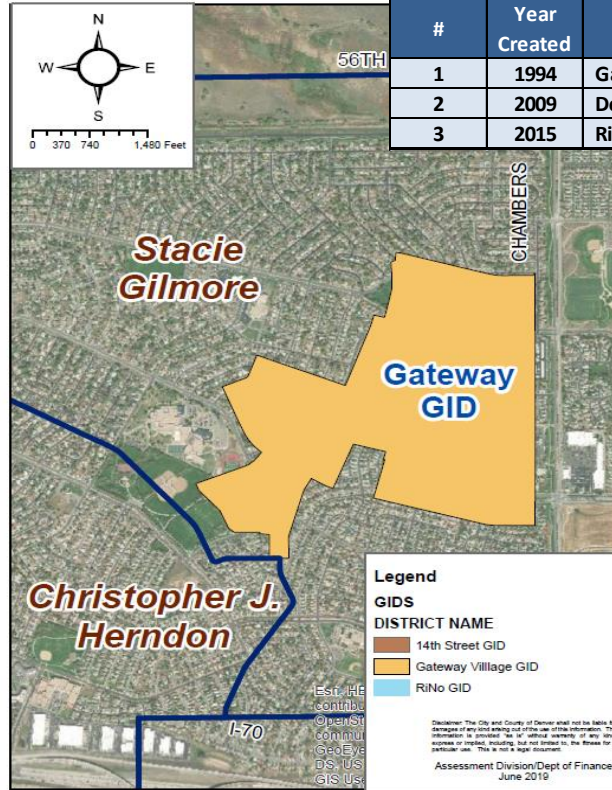
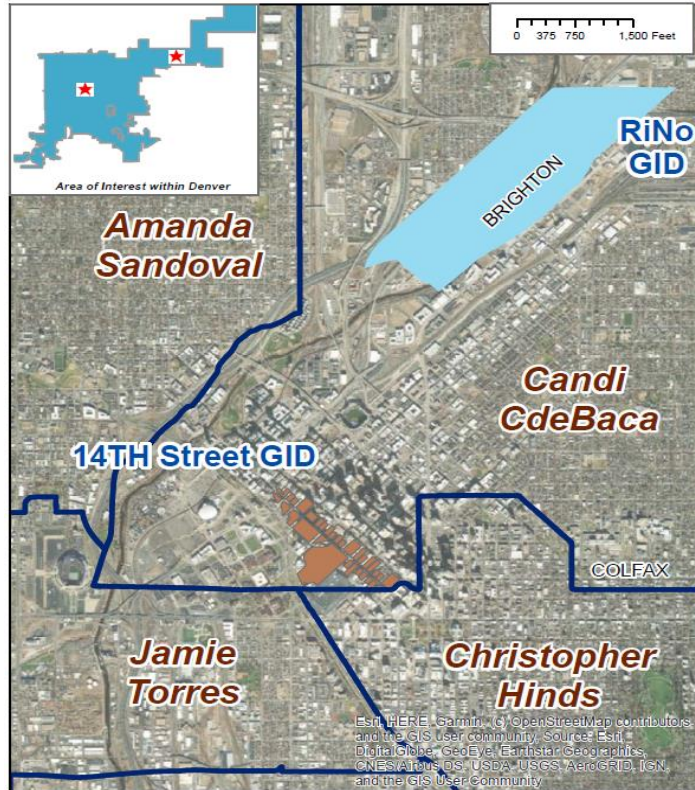
Tourism Improvement Districts

District Structures



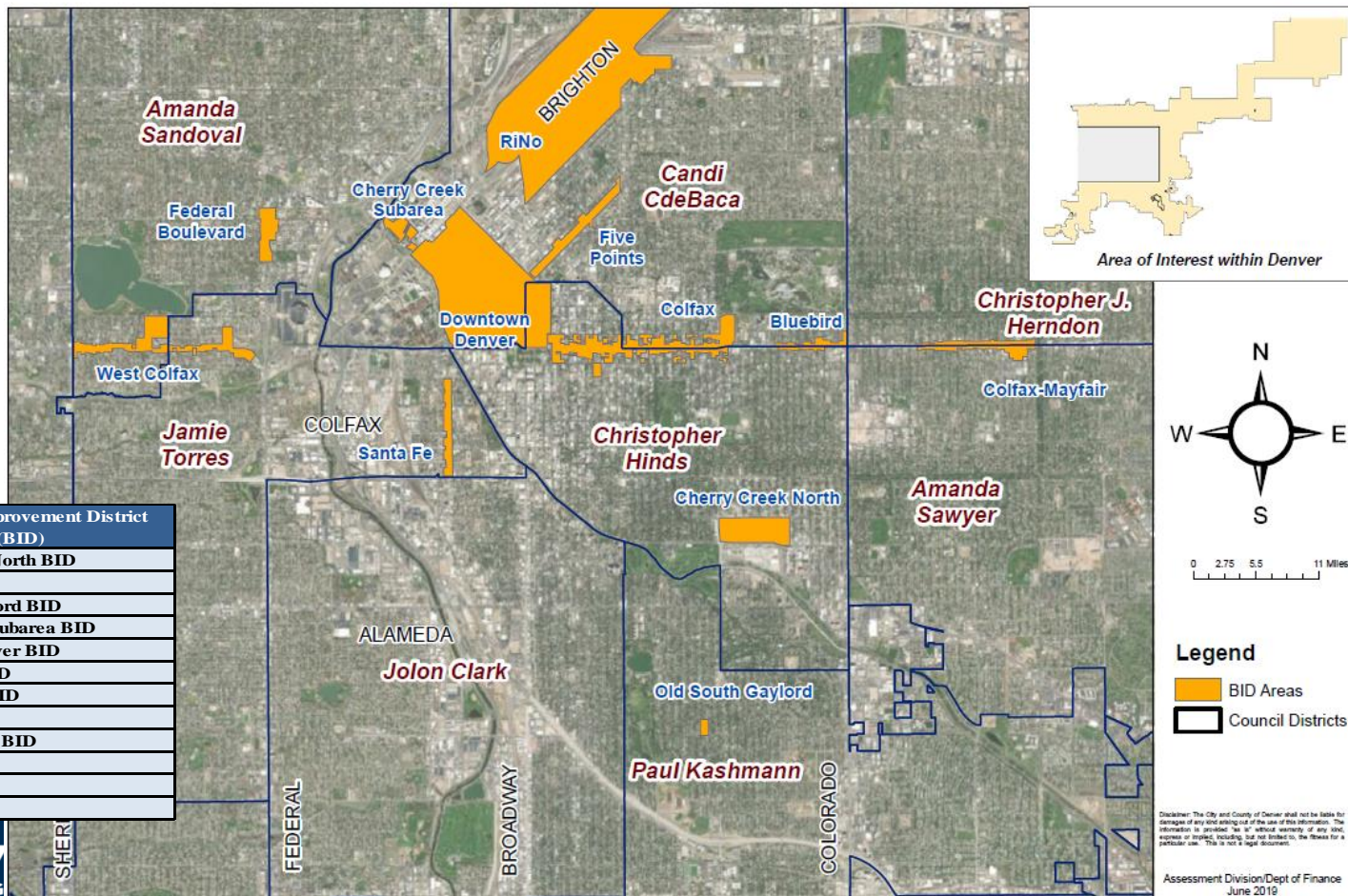
	Statutory Districts			Denver Districts
	Metro Districts (Title 32)	GID (Title 31)	BID (Title 31)	TID
Primary Purpose	Public Infrastructure & Maintenance	Public Infrastructure & Maintenance	Economic Development & Marketing	Tourism Improvements & Services
District Eligible Properties	Commercial & Residential	Commercial & Residential	Commercial Only	50+ Room Lodging Establishments
Governance	Board of Directors	City Council as Board of Directors	Board of Directors	Board of Directors
Revenue Generation	Raised through increased property owner burden. (Taxes, Rates, Fees Tolls, Charges)			
How Created	Service Plan Approval	Creation Ordinance Approval	Creation Ordinance Approval	Creation Ordinance Approval
	Created by local vote of the eligible electorate.			
Debt Authority	Financing available if approved by voters.			
Annual Budget Approval	Board of Directors	City Council as Board of Directors	Board of Directors & City Council	Board of Directors & City Council

GIDs in the City



#	Year Created	General Improvement District (GID)
1	1994	Gateway Village GID
2	2009	Denver 14th St. GID
3	2015	RiNo GID

BUSINESS IMPROVEMENT DISTRICTS WITHIN DENVER



#	Year Created	Business Improvement District (BID)
1	1988	Cherry Creek North BID
2	1989	Colfax BID
3	1990	Old South Gaylord BID
4	1992	Cherry Creek Subarea BID
5	1992	Downtown Denver BID
6	2006	West Colfax BID
7	2012	Federal Blvd. BID
8	2013	Bluebird BID
9	2014	Colfax-Mayfair BID
10	2014	Santa Fe BID
11	2015	RiNo BID
12	2016	Five Points BID



Sources: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



City Annual Review Process

City Requests Financial and Informational Items:

- Budget and Work/Operating Plans
- Estimated year end financial results
- Status of existing and new debt
- Results of audits conducted during year (third party CPA financial audits)
- Informational items of Board of Directors and board actions during year

DOF Review:

- Analyze budgets, audits, and planned debt

City Council:

- Vote on budgets and plans as required by state statute for the BIDs and creation ordinances for GIDs and TID



2021 GID Highlights

- **Audits: All GIDs received positive unqualified audit opinions.**
- **Debt: All GID debt payments are current**
 - 14th St. GID expected debt balance of \$3.435M at Y.E. '21
 - RiNo Denver GID expected debt balance of \$1.8M at Y.E. '21
- **2021 Expected Expenses vs. Budget:**
 - Gateway GID expected revenues insignificantly different from budget. Expected expenses significantly different than budget due to District pausing 3rd phase on landscaping improvement project.
 - 14th St. GID expected revenues and expenses insignificantly different from budget.
 - RiNo Denver GID expenses lower than budget due to smaller than anticipated expenditures on utilities during the year.



2022 GID Budgets

#	GID Name	2022 Projected Mills/Charges (Change from 2021)	2022 Budgeted Revenue (Change from 2021)	2022 Budgeted Expense (Change from 2021)	Forecasted '21 Debt Balance
1	Gateway Village GID General Fund	20.000 (0.0%)	\$739,392 (7.4%)	\$1,295,000 (2.9%)	\$0
2	14th St. GID Capital Charge Maintenance Charge Total	\$310,240 (1.4%) \$230,920 (0.0%) \$541,160 (0.8%)	\$567,310 (2.3%)	\$561,666 (1.1%)	\$3,435,000
3	RiNo GID General Fund Assessment Charge	4.000 (0.0%) \$16.67 (0.0%)	\$1,609,281 (38.4%)	\$1,562,086 (-2.0%)	\$1,801,265

2022 GID Highlights



- **Gateway Village GID**
 - District's revenue growth consistent with assessed value growth.
 - District plans on undertaking additional capital improvements and landscape maintenance in 2022.
- **14th St. GID-**
 - District's revenue has minimal growth in 2022, due to growth from its banner rental program.
 - Expense growth in 2022 due to more banner expenses and a slightly higher debt service.
- **RiNo Denver GID-**
 - Significant growth in District revenues in 2022 due to large increase in assessed value.
 - Expenses anticipated to decrease in 2022 as District decreases its new capital improvement investments.



2021 BID Highlights

- **Audits:** Cherry Creek North, Colfax, Downtown Denver, and RiNo received positive unqualified audit opinions, others not required to perform an audit.
- **Debt:** Cherry Creek North BID only BID with debt, current on payments, the district's expected principal balance of \$11.735M at YE '21.
 - Colfax Ave. BID authorized \$2.5M in '17, have yet to issue.
- **2021 Expected Expenses vs. Budget:**
 - Districts requiring budget amendments include:
 - Colfax-Mayfair, Santa Fe, and Five Points.
- **Downtown Denver BID renewed**

2022 BID Budgets



#	BID Name	2022 Projected Mills/Charges (Change From 2021)	2022 Budgeted Revenue (Change From 2021)	2022 Budgeted Expense (Change From 2021)	Forecasted Year End '21 G.O. Debt
1	Bluebird BID	10.000 (0.0%)	\$166,127 (-59.2%)	\$166,128 (-59.2%)	-
2	Cherry Creek North BID General Fund Debt Service Mill Total	12.042 (0.0%) 3.100 (0.0%) 15.142 (0.0%)	\$6,098,575 (-9.7%)	\$6,467,551 (-5.2%)	\$11,735,000
3	Cherry Creek Subarea BID	0.132 (9.8%)	\$15,004 (0.0%)	\$64,500 (58.3%)	-
4	Colfax Ave BID	10.063 (-0.4%)	\$969,542 (-0.1%)	\$1,100,689 (7.7%)	-
5	Downtown Denver BID	Formula Based on building size, land size, and geographic location,.	\$9,314,030 (6.9%)	\$9,408,520 (5.8%)	-

2022 BID Budgets Cont.



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#	BID Name	2022 Projected Mills/Charges (Change From 2021)	2022 Budgeted Revenue (Change From 2021)	2022 Budgeted Expense (Change From 2021)	Forecasted Year End '21 G.O. Debt
6	Colfax-Mayfair BID				
	Assessment Per Lot	\$0.075 (0.0%)			
	Assessment Per Sq. Ft.-Above Grade	\$0.075 (0.0%)	\$123,028 (-54.9%)	\$122,930 (-21.1%)	-
	Assessment Per Sq. Ft.-Below Grade	\$0.038 (0.0%)			
7	Federal Blvd BID	10.000 (0.0%)	\$116,040 (13.8%)	\$116,040 (13.8%)	-
8	Old S. Gaylord BID	4.984 (21.8%)	\$61,000 (10.9%)	\$61,000 (10.9%)	-
9	Santa Fe BID				
	Street Frontage Assessment	\$7.81 (0.0%)	\$154,909 (2.1%)	\$154,225 (-1.4%)	-
	Building Size Assessment	\$0.099 (0.0%)			
10	West Colfax BID	\$0.1447 (7.0%)	\$337,570 (-35.5%)	\$339,875 (-30.5%)	-
11	Five Points BID	10.000 (0.0%)	\$245,842 (-17.3%)	\$354,150 (11.0%)	-
12	RiNo BID	4.000 (0.0%)	\$2,438,953 (34.0%)	\$2,366,350 (8.0%)	-

Select BID 2022 Activity



- **Bluebird-** Concentrate on marketing, maintenance, and capital improvements.
- **Cherry Creek North-** Continue maintenance of district assets and spend additional budget on marketing and economic development for the District.
- **Cherry Creek Subarea-** Maintenance of trees and flowers, additionally may undertake a sidewalk replacement project.
- **Downtown Denver-** Maintenance, cleaning, and economic development of District; support of 16th St. Mall reconstruction project.
- **Colfax Mayfair-** Advocate for District's businesses, support District businesses through economic development, maintenance of District.

Select BID 2022 Activity



- **Colfax-** Continue Colfax Works program, monthly events throughout summer, continue marketing for District.
- **Federal Blvd.-** Maintenance, planning, and implementation of District amenities; advocacy and economic development.
- **Five Points-** Maintenance, capital improvements, safety, and marketing for District.
- **Old S. Gaylord-** Continue maintenance and repair of District assets.
- **RiNo-** Park Buildings construction and design investment; new art festival.
- **Santa Fe-** Maintain District amenities; holiday lighting.
- **West Colfax-** Continue maintenance of District assets; art in mobility project.

Tourism Improvement District (TID) 2022 Annual Plan



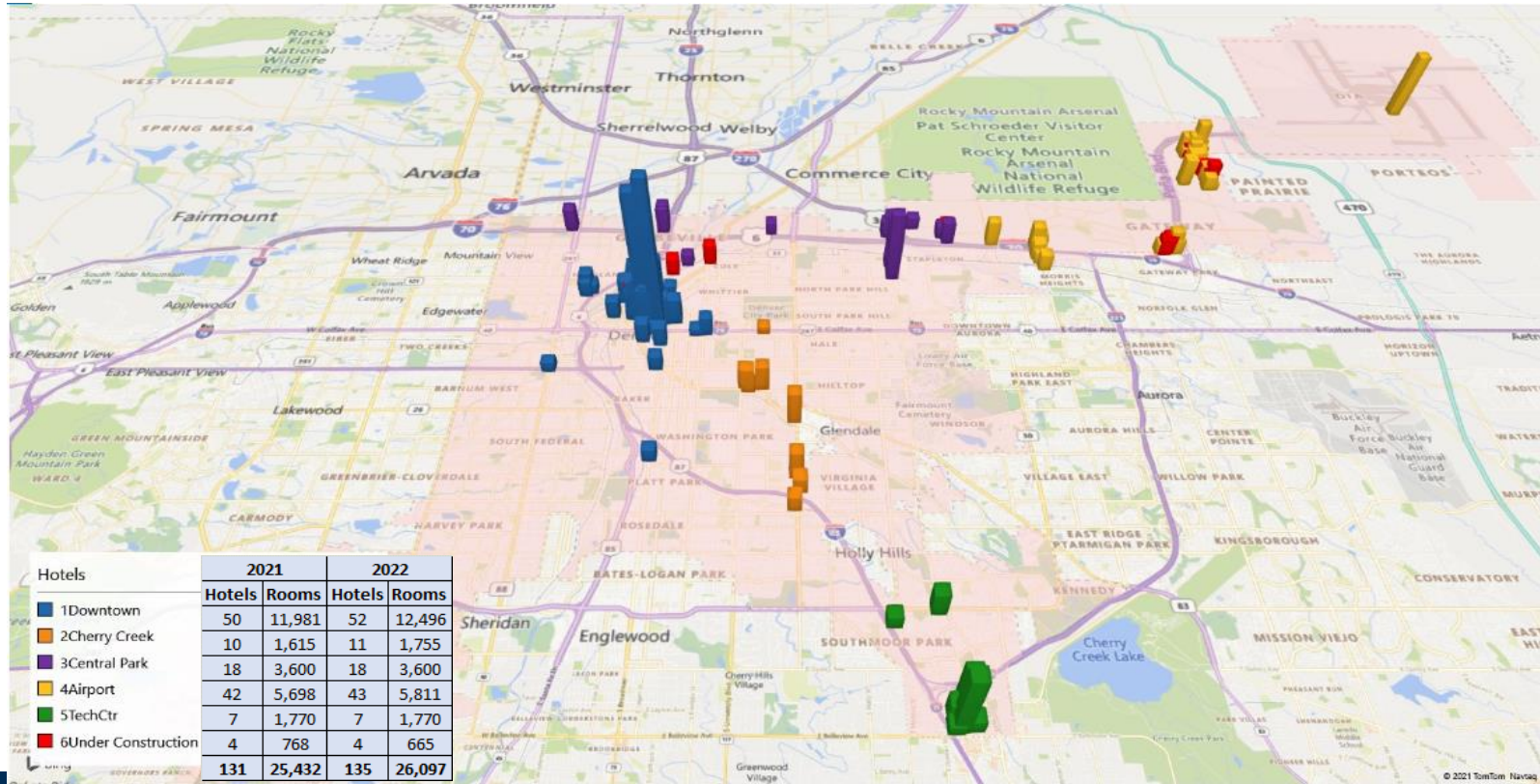


TID Creation and Purpose

- First TID in Colorado created in 2017
- Imposes a 1% tax on the purchase of lodging at all hotels with 50 or more rooms in the City and County of Denver to be used for, in order of priority:
 - Colorado Convention Center (CCC) expansion - \$3.45M annually for support of City's \$129M Certificate of Participation (COP)
 - CCC future capital improvements - 10% of district revenues to be allocated for future improvements.
 - Marketing and promotions - VISIT DENVER to use remaining revenues for convention and leisure visitor marketing.



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TID Governance

- IGA between TID and City approved December 2017
- Board of Directors:
 - Tracy Blair, Director of Sales and Marketing, Sheraton Hotel Denver
 - Navin Dimond, President & CEO, Stonebridge Companies
 - Eric Walters, General Manager, Hilton Denver City Center
 - Walter Isenberg, President & CEO, Sage Hospitality
 - Greg Leonard, General Manager, Hyatt Regency at the Colorado Convention Center
 - Laura Lojas, General Manager, The Westin Denver International Airport Hotel
 - Allen Paty, General Manager, DoubleTree by Hilton Denver
 - Richard Scharf, President & CEO, VISIT DENVER (ex officio)

2021 TID Budget Performance



Tourism Improvement District

2021 Budget Change Summary

GID Name	2021 Projected Year End Revenue (change from budget)	2021 Projected Year End Expense (change from budget)
Denver Tourism Improvement District	\$5,833,979 (12.2%)	\$5,833,979 (12.2%)

- CCC COP obligations to the City are being met.
- CCC capital improvements are expected to be funded with approximately \$584K of TID revenues.
- The TID anticipates resumption of marketing and promotional activity by the 4th quarter of 2021. Activity will focus on recovering and driving overnight demand by leisure and convention center visitors.



2022 Budget Proposal

Tourism Improvement District

2021 to 2022 Budget Change Summary

GID Name	2022 Projected Tax (Change from 2021)	2022 Budgeted Revenue (Change from 2021)	2022 Budgeted Expense (Change from 2021)
Denver Tourism Improvement District	1% (0.0%)	\$8,200,000 (57.7%)	\$8,200,000 (57.7%)

- Lodger’s tax collection projected to increase 57.7% compared to original 2021 budget
- After CCC COP and 10% CCC capital improvement obligations are met, projecting there will be approximately \$3.8M for marketing or promotional efforts in 2022.



2022 TID Activities

- Holiday season marketing campaign highlighting the Mile High Tree.
- Client concessions to attract meetings and conventions.
- Support sports and major tourism events.
- Leisure consumer tourism marketing.
- Workforce development and training.
- Accrue District revenues for future capital improvements. Not expected to expend any capital improvement funds during 2022.



Thank You

Upcoming Legislative Schedule*:

- Nov. 3rd - Committee Presentation
- Nov. 9th - Mayor Council
- Nov. 15th - 1st Reading for BID and TID Ordinances
- Nov. 22nd - 2nd Reading for BID and TID Ordinances
- City Council acting as GID Board holds 3 Public Hearings for GID Work Plans and Budgets.

* December 5th is Statutory deadline for Council to approve or disapprove the budgets and plans.