



## Legislation Details (With Text)

**File #:** 22-0981      **Version:** 1

**Type:** Resolution      **Status:** Adopted

**File created:** 8/9/2022      **In control:** Business, Arts, Workforce, Climate & Aviation Services Committee

**On agenda:** 8/17/2022      **Final action:** 8/29/2022

**Title:** A resolution approving a proposed Agreement with Downtown Denver Partnership, Inc., to support Downtown economic recovery by increasing foot traffic through activation programming in the area of retail, restaurant, entertainment, businesses, and safety in Council District 9. Approves a contract for \$2,400,000 with Downtown Denver Partnership, Inc. in American Rescue Plan Act (ARPA) funds and through 12-31-2023 to support Downtown economic recovery by increasing foot traffic through activation programming in the areas of retail, restaurant, entertainment, businesses, and safety in Council District 9 (202264428). The last regularly scheduled Council meeting within the 30-day review period is on 9-19-2022. The Committee approved filing this item at its meeting on 8-17-2022.

**Sponsors:**

**Indexes:** Lucas Palmisano

**Code sections:**

**Attachments:** 1. RR22-0981 DEDO Request - DDP ARPA, 2. DEDO Presentation - Downtown Activation, 3. 22-0981 Filed Resolution\_DowntownDenverPartnershipInc.\_202264428-00\_BLM\_FINAL\_08192022, 4. 22-0981 Filed Agreement\_DowntownDenverPartnershipInc.\_202264428-00\_08242022\_BLM, 5. 22-0981 Filed Resolution\_DowntownDenverPartnershipInc.\_202264428-00\_BLM\_FINAL\_08192022, 6. 22-0981 - signed

Date	Ver.	Action By	Action	Result
8/29/2022	1	Council President	signed	
8/29/2022	1	City Council	adopted	Pass
8/17/2022	1	Business, Arts, Workforce, Climate & Aviation Services Committee	approved for filing	Pass

## Contract Request Template (Contracts; IGAs; Leases)

**Date Submitted: 8-15-2022**

**Requesting Agency: Denver Economic Development and Opportunity Division:**

**Subject Matter Expert Name:** Deborah Cameron

**Email Address:** deborah.cameron@denvergov.org

**Phone Number:**

### Item Title & Description:

*(Do not delete the following instructions)*

*These appear on the Council meeting agenda. Initially, the requesting agency will enter a 2-3 sentence description. Upon bill filling, the City Attorney's Office should enter the title above the description (the title should be in **bold font**).*

Both the title and description must be entered between the red "title" and "body" below. Do **not** at any time delete the red "title" or "body" markers from this template.

**A resolution approving a proposed Agreement with Downtown Denver Partnership, Inc., to support Downtown economic recovery by increasing foot traffic through activation programming in the area of retail, restaurant, entertainment, businesses, and safety in Council District 9.**

Approves a contract for \$2,400,000 with Downtown Denver Partnership, Inc. in American Rescue Plan Act (ARPA) funds and through 12-31-2023 to support Downtown economic recovery by increasing foot traffic through activation programming in the areas of retail, restaurant, entertainment, businesses, and safety in Council District 9 (202264428). The last regularly scheduled Council meeting within the 30-day review period is on 9-19-2022. The Committee approved filing this item at its meeting on 8-17-2022.

**Affected Council District(s) or citywide? 9**

**Contract Control Number:** 202264428

**Vendor/Contractor Name (including any "DBA"):** Downtown Denver Partnership, Inc.

**Type and Scope of services to be performed:**

**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 16<sup>th</sup> 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 16<sup>th</sup> Street Mall and a “reimagined” downtown.

#### **Restaurant Showcase & Entertainment Activation**

**16<sup>th</sup> 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 16<sup>th</sup> 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 16<sup>th</sup> 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.

**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 16<sup>th</sup> 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.

**Location (if applicable):** Central Business District

**WBE/MBE/DBE goals that were applied, if applicable (construction, design, Airport concession contracts):**

N/A

**Are WBE/MBE/DBE goals met (if applicable)?**

**Is the contract new/a renewal/extension or amendment?**

New

**Was this contractor selected by competitive process or sole source?**

**Sole-** 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.

**For New contracts**

**Term of initial contract:** 7/1/2022 - 12/31/2023

**Options for Renewal:**

**How many renewals (i.e. up to 2 renewals)?**

**Term of any renewals (i.e. 1 year each):**

**Cost of initial contract term:** \$2,400,000

**Cost of any renewals:**

**Total contract value council is approving if all renewals exercised:**

**For Amendments/Renewals Extensions:**

**Is this a change to cost/pricing; length of term; terms unrelated to time or price (List all that apply)?**

***If length changing***

**What was the length of the term of the original contract?**

**What is the length of the extension/renewal?**

**What is the revised total term of the contract?**

***If cost changing***

**What was the original value of the entire contract prior to this proposed change?**

**What is the value of the proposed change?**

**What is the new/revised total value including change?**

***If terms changing***

**Describe the change and the reason for it (i.e. compliance with state law, different way of doing business etc.)**