



RESOURCES FOR VITAL DOWNTOWNS SINCE 1982



What Stage Is Your Downtown?

District Lifecycle	General Conditions	Organizational Component
Stagnant	Challenged, with high vacancies, underutilized properties, uninviting public realm and poor regional image	Grass-roots organizing, volunteer committees, tax increment financing, Local government support, both money and services, grants, earned income from development
Growing	Up and coming, with a sprinkling of new businesses, pioneering new investments and an image of a district in transition	Property or business assessments, revenue generating promotions and special events, membership dues
Mature	Established, with a strong mix of retail, restaurants and jobs, inviting public realm and strong regional image	Parking revenue, local improvement bonds, merchandising the district

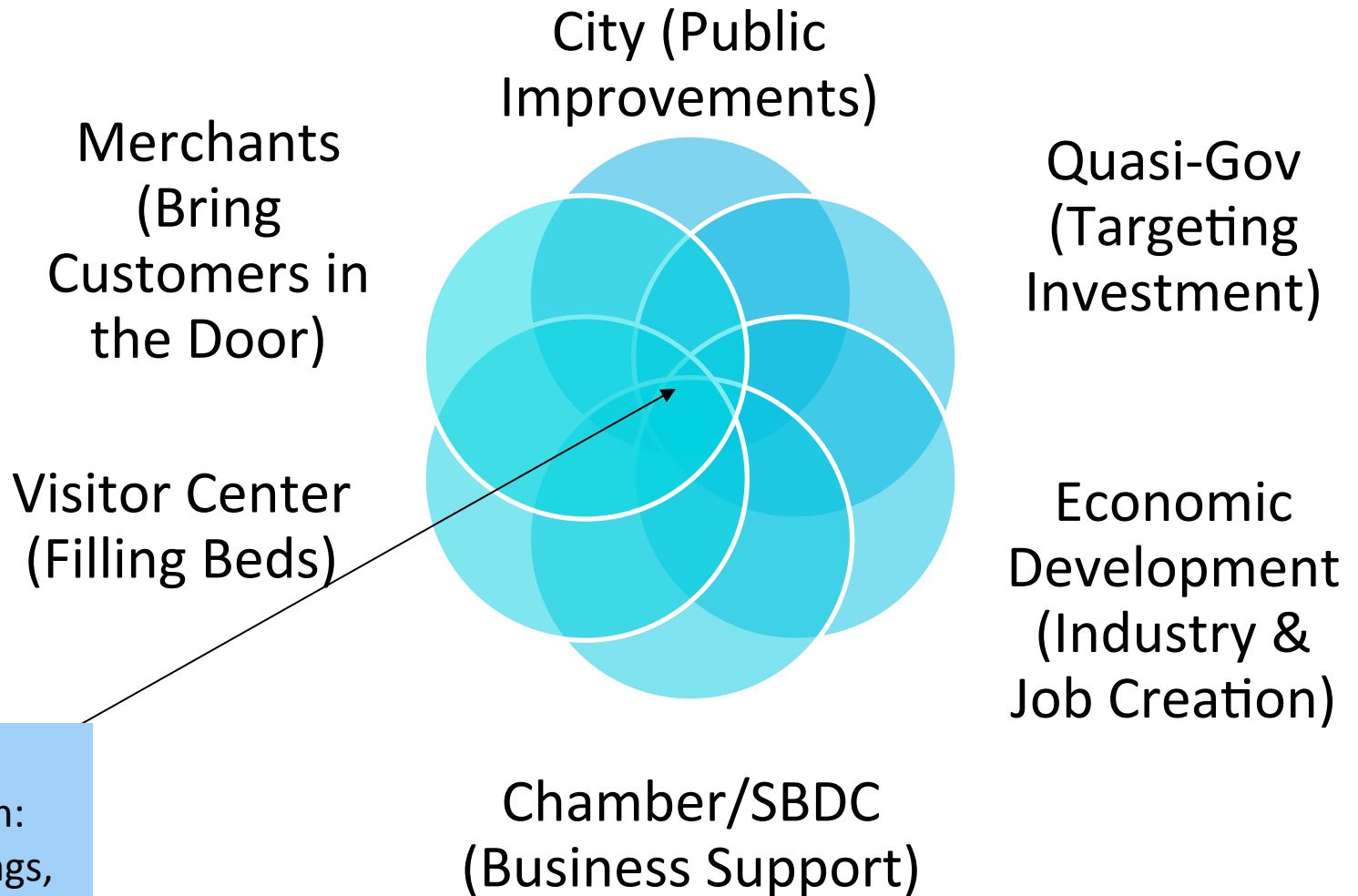


What Are Your Priorities?

Stagnant	Growing	Mature
<ul style="list-style-type: none">• Attract new investment• Stabilize the environment• Create confidence among local stakeholders• Combat regional stigma	<ul style="list-style-type: none">• Attract new businesses• Market the area to consumers• Beautify & improve the public realm• Provide meaningful participation for new owners & businesses• Convey a new emerging image	<ul style="list-style-type: none">• Retain and grow businesses• Manage new investment• Market the area to consumers• Parking management• Keep organization fresh to keep stakeholders engaged• Strengthen a positive image



Downtown Partner Roles



Partnership & Communication:
Regular Meetings,
Shared
Information, &
Joint Planning.



Business Improvement Districts (BIDs)

Quasi-municipal organization is a subdivision of the state. All property assessed in a BID must be commercial. Boundary may or may not be contiguous.

Management, Marketing, Advocacy, Economic Development.
Can issue bonds for capital improvements.

Very flexible entity that can finance improvements and provide services.



Downtown Development Authority (DDA)

Quasi-municipal corporation which is intended to halt or prevent deterioration of property values or structures in Central Business District.

Real Estate Development, Infrastructure, Operations.

Ability to finance improvements and provide services; can generate mil levy and TIF increment. Needs approval from other county entities to collect increment.



Urban Renewal Authority (URA)

Established to eliminate blighted areas for development or redevelopment by purchasing, rehabilitating and selling land for development.

Real Estate Development, Rehab Financing, Infrastructure.

Can generate sales and/or tax increment to finance future development. Increment needs approval from county entities; can be controversial.



Community Development Corporation (CDC)

Non-profit community organization with public/private orientation.

Oriented to advance real estate and business development.
Provides planning and project development services.

Facilitator and problem solver for otherwise challenging projects
There is no financing built in. Requires staff and volunteer focus on contributions, grants, fees and earned income.

Private

Public-
Private

Public

Non-Profit

- Volunteer Driven
- Grants, Members, Contracts

Business Improvement District
(BID)

- Paid Staff/
Business Driven/
Property & Business
Vote
- Mil Levy/
Contracts

Downtown Development
Authority (DDA)

- Paid Staff/
Council Appointed/
Property & Business
Vote
- Mil Levy/
Contracts/
Tax Increment
Financing

Urban Renewal Authority
(URA)

- Paid Staff,
Council or
Council Appointed
- Tax
Increment
Financing



DOWNTOWN COLORADO, INC

Thanks You!

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