Steering Committee Meeting #3
April 28, 2020
Agenda

- Downtown Englewood Economic Stabilization and Recovery
- Downtown Plan of Development Draft Outline & Goals
- Downtown Development Authority Fundamentals
# Downtown Matters Schedule

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL - NOV</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROJECT COMMUNICATIONS</strong></td>
<td><strong>WEBSITE, EMAIL UPDATES</strong></td>
<td><strong>SOCIAL MEDIA, MAGAZINE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>STEERING COMMITTEE MEETINGS</strong></td>
<td>#1</td>
<td>#2</td>
<td>#3</td>
<td>#4</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CITY COUNCIL STUDY SESSIONS</strong></td>
<td>#1</td>
<td>#2</td>
<td></td>
<td>#3</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>COMMUNITY OUTREACH</strong></td>
<td><strong>DOWNTOWN TRENDS PRESENTATION</strong></td>
<td><strong>ONLINE SURVEY</strong></td>
<td><strong>COMMUNITY WORKSHOP</strong></td>
<td><strong>BUILDING SMALL ON MAIN STREET WEBINAR</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DOWNTOWN PLAN</strong></td>
<td><strong>RELINE MARKET ASSESSMENT</strong></td>
<td><strong>DOWNTOWN PLAN OUTLINE</strong></td>
<td><strong>DOWNTOWN PLAN FINALIZATION</strong></td>
<td></td>
<td><strong>LEGAL PROCESS TO FORM DDA</strong></td>
<td></td>
</tr>
</tbody>
</table>
Economic Stabilization and Recovery - Underlying Assumptions

• 3- to 6-months of extreme disruption, phased recovery
• 12- to 18-month to resumption of most economic activity
• Demographic and lifestyle trends remain positive long-term
• Pandemic spotlights economic inequities
• Downtown organizations and civic partners will need to pivot resources, skills, and approaches through each stage of recovery
Economic Stabilization - Currently Underway

• City and Chamber resources on websites

• Small business assistance
  • Outreach and communication to help navigate available resources, programs, and financial aid
  • Direct financial assistance through City-administered grants

• Marketing/Promotion
  • Time for Takeout initiative for Englewood restaurants
  • Virtual informational and learning events
  • Online Gift Guide for businesses selling gift cards or products online
Economic Stabilization - Currently Underway

• Creation of a recovery and reopening Task Force for Englewood

• Coordination with Tri-County Health, State, other relevant entities

• Continuing to communicate available resources, programs, policies, and safety protocols for businesses, residents, property owners, etc. as new information becomes available
Economic Recovery - Next 3 to 18 Months

- **DDA formation** – DDA can direct recovery efforts within downtown
- Information clearinghouse & problem solver
- Marketing and promotional efforts to attract local and south metro markets
- Phase in events that are proportional to confidence in public health
- Test new concepts in vacant storefronts – pop-ups, shared retail concepts, work with property owners
Economic Recovery - Next 3 to 18 Months

• Actively work with property owners and civic partners to attract new investment, businesses and jobs
• Explore opportunities between large companies to purchase goods and services from small businesses
• Plan for new normal – Downtown Plan of Development to guide next 10 years and beyond
• Identify funding options to invest in capital and other improvements as local tax bases recover
Questions?
Downtown Plan of Development

- Economy, Jobs, & Homes
- Marketing & Programming
- Public Spaces & Place Enhancements
- Mobility, Parking, & Transportation
- Land Use & Urban Design
1. Retain, recruit, and support locally-owned businesses in Downtown Englewood.
2. Fill vacant storefronts in the District.
3. Increase and diversify the Downtown employment base.
4. Build a variety of housing types at a range of price points to attract residents to Downtown.
5. Strategically attract and leverage reinvestment in Downtown to increase sales and property revenue.
6. Provide supportive services for people experiencing homelessness.
Marketing & Programming

1. Create a distinct, authentic brand identity and value proposition for Downtown Englewood that resonates with the community, business stakeholders and prospective investors.

2. Implement an integrated marketing program to attract consumer spending and new investment to Downtown.

3. Enhance visibility and access to downtown destinations and amenities.

4. Build community through timely gatherings.

5. Keep DDA ratepayers informed and engaged in district programs.
Public Spaces & Place Enhancements

1. Ensure that the Downtown public realm is clean, safe and accessible to all.

2. Work to create new public spaces within Downtown and make design and safety improvements to existing public spaces.

3. Improve the pedestrian experience throughout Downtown.

4. Build upon and enhance the sense of a local identity for Downtown.
Mobility, Parking & Transportation

1. Strengthen the multimodal network between City Center and the Medical Campus.

2. Support and improve the Englewood Trolley.

3. Achieve a well-connected downtown.

4. Enhance multimodal mobility and accessibility for all residents through the maintenance and improvement of transportation corridors.

5. Ensure adequate, well-distributed, and well-marked parking supply for mixed-use commercial districts.
Land Use & Urban Design

1. Focus redevelopment efforts within the Downtown core.

2. Identify the key catalytic redevelopment sites within Downtown and employ targeted efforts to attract high-quality development.

3. Encourage compact redevelopment models that promote walkability and utilize best practices in urban design.

4. Build upon and expand the mixed-use energy within Downtown.

5. Encourage the adaptive reuse of existing and historic buildings where appropriate along South Broadway.
Questions?
Fundamentals of a Downtown Development Authority – what is a DDA?

• Quasi-public steward & champion for downtown areas
• Downtown vitality and attractiveness
• District stakeholders vote on DDA creation & funding
• District stakeholders serve on board

• Funding
  ✓ mil levy (property tax -- max 5 mils)
  ✓ tax increment financing (TIF)

• Guided by the Downtown Plan of Development
TAX INCREMENT FINANCING (TIF)

SITE TIF vs DISTRICT TIF

SITE TIF
- Generated by a single (re)development when the site is redeveloped.
- TIF funds are often allocated to public improvements on the site; some may be set aside for district enhancements.

DISTRICT TIF
- Generated when catalytic activities improve property values throughout a DDA district.
- Funds can support a wide range of programs and enhancements within the district, such as marketing, promotions, infrastructure, art, facade improvements, etc.

Incremental AV (tax captured by TIF authority to pay for qualifying projects)

Base AV (passed through to other normal taxing entities)

Post-TIF AV (all taxes once again available to each City taxing entity)
What does a DDA do?

- Economic development/business support
- Marketing & events
- Place enhancements (art, plazas, beautification)
- Public improvements (streetscape, infrastructure)
- Mobility (parking management, shuttle, TMA)
- Maintenance & safety
- A champion and advocate for downtown
What Other Communities Have DDA’s?

- Castle Rock
- Colorado Springs
- Crested Butte
- Fort Collins
- Golden

- Greeley
- Grand Junction
- Longmont
- Loveland
- Montrose

And more…
Case Study: Longmont
Case Study: Castle Rock
Forming a DDA

Downtown Plan of Development

• “Business Plan” for the DDA
• Overall DDA focus
• Investment & projects for next 5+ years
• Financial analysis on TIF and mil levy
• Additional district overlays
• Policies & procedures aligned with City
Forming a DDA

Procedural Steps
• Draft ordinance to staff, City Council
• Courtesy public hearing
• Election to approve formation & funding
• Appoint 5 to 11-member board (City Council)
• DDA adopts and implements Plan of Development
Timeframe

a. Draft Plan of Development: Spring 2020
b. DDA Ordinance: Summer 2020
c. Tabor Election within DDA: November 2020
d. DDA becomes operational: January 2021
Questions?
Upcoming Events:

- **May 13, 3:30-5 p.m.**
  - Building Small on Main Street webinar (details to come)
- **May 21, 5:30 p.m.**
  - Online Community Forum (details to come)
- **May 26, 5:30 p.m.**
  - Steering Committee meeting