

POST PANDEMIC DOWNTOWN TRENDS + DISTRICTS

**DOWNTOWN
COLORADO**
— inc.

ABOUT US

**DOWNTOWN
COLORADO**
— inc.

We are the Doers.

We are committed to building downtowns that are prosperous, equitable, creative, and welcoming. United in cause, we are Colorado's downtown champions.

DCI provides assistance to Colorado

- downtowns,
- commercial districts and
- town centers.

Established in 1982, DCI provides five core services:

- Advocacy and Information
- Advisory Services
- Educational Events
- Colorado Challenge Program

CITIES + TOWNS LIVE ON SALES TAX

- Sales and use taxes are the primary revenue sources for Colorado municipalities.
- Property taxes generally support counties, schools, and special districts.



https://leg.colorado.gov/sites/default/files/2018_local_government_handbook_with_cover_0.pdf

SMALL BUSINESS LIVES IN COMMERCIAL AREAS

- Cities and Towns have a vested interest to help support small business thrive
- Sometimes cities or towns create quasi-governmental districts or support non-profit associations or chambers
- DCI helps communities who have formed or are considering a BID, DDA, or URA

MONTHLY DISTRICT CALLS
BOARD + STAFF TRAINING
ANNUAL DIRECTORY
BOARD MANUAL
TIF 101 + 201
UNDERSTANDING DDA
URA + DISTRICT RESOURCE PAGE



**DOWNTOWN
COLORADO**

RESOURCES FOR TAX INCREMENT FINANCE

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HOME

MEMBERSHIP •

SERVICES •

ABOUT US •

EVENTS •

CONTACT US

URA + DISTRICT RESOURCE CENTER

To maintain a strong level of support for communities and URAs, DCI is constantly working hard to stay on top of URA and District needs and help the URA and District staff and boards as they work through formation, project development, project management, reporting, and building capacity and partnerships. This page has educational presentations, directories, and example documents.

FIND WHAT YOU NEED WITH DOWNTOWN COLORADO, INC.



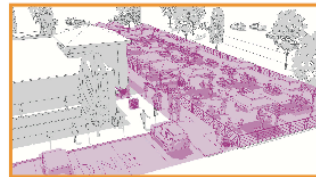
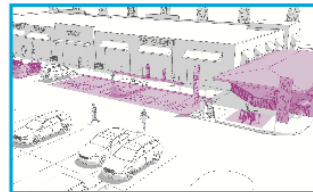
IN THIS SECTION

- [Understanding Colorado's Districts](#)
- [Colorado URA + DDA + BID Directories](#)
- [DDA + BID Board Member Manuals](#)
- [Case Studies + Reports](#)
- [Webinar + Presentation Center](#)
- [Sample Document Sharing](#)

DOWNTOWN DISTRICTS MOUNTED SPRING TO ACTION



A FRIENDLY BUSINESS GUIDE FOR OUTDOOR EXPANSION TACTICS



HOW TO USE THIS GUIDE:

- 1 FIND YOUR CONTEXT
- 2 REFER TO GUIDELINES
- 3 EXPLORE DESIGN IDEAS



Small business owners say commercial property taxes are pushing them out of business

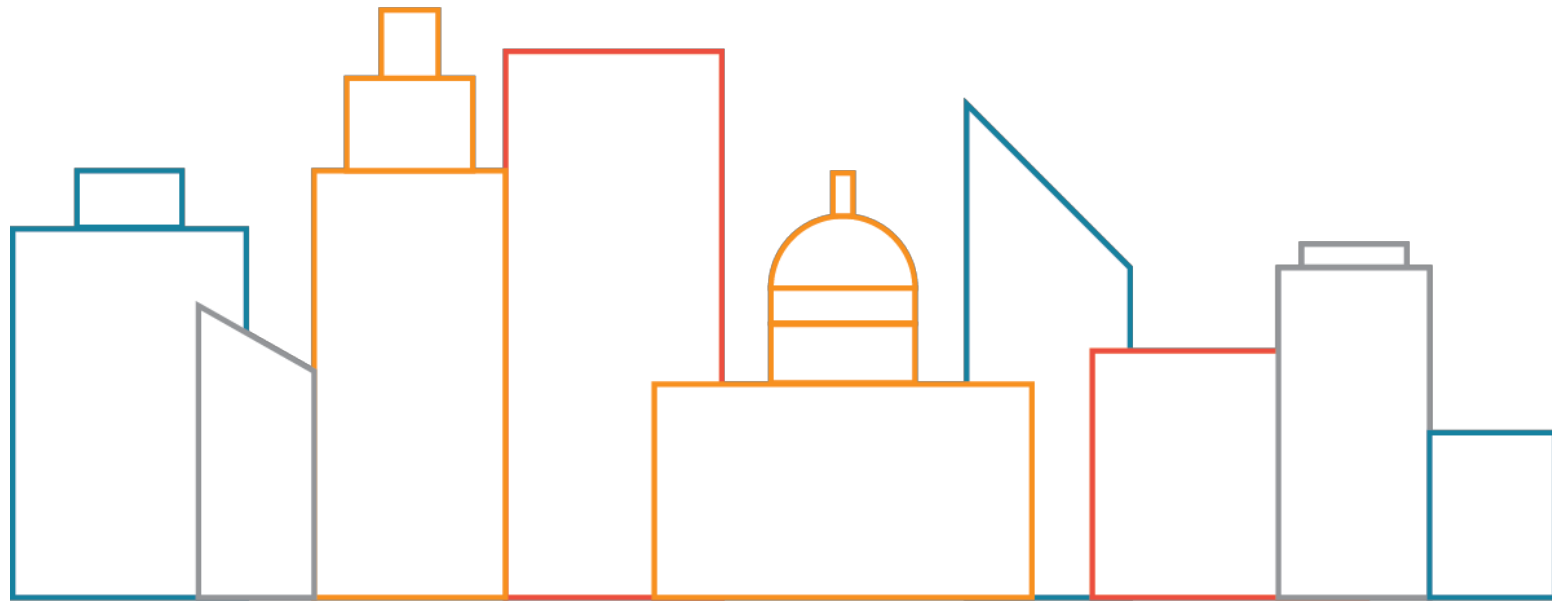
Streets known for independent shops and restaurants may not stay that way.

GLOBAL DOWNTOWN TRENDS PANDEMIC UPDATE



BRAD SEGAL

Progressive Urban Management Associates
Former Board Member, Downtown Colorado



TOP

10

GLOBAL TRENDS

*Affecting North American Downtowns
and How to Respond at Home*

Pandemic Update: What's Changed, What Hasn't & What Needs to Change

August 2020

P.U.M.A.

P.U.M.A.'s Global Trends Report

- Initially created in 2007 to inform the Downtown Denver Area Plan
- IDA President's Award for value to place management field
- 2020 was the fourth update



2007

DEMOGRAPHICS

Changing American Demographics
Immigration Trends
Changes within the “Creative Class”

LIFESTYLES

Traffic Congestion & Value of Time
Trends in Health Care/Wellness/
Recreation
Growth of Tourism
America’s Growing Debt Burden

COMPETITION

Emergence of a Planetary Middle Class
Continued Advances in Technology,
Environmentalism, Sustainability,
Climate Change

2011

DEMOGRAPHICS

Changing American Demographics
Education, Talent & Jobs
Emergence of Young Professional
Women

LIFESTYLES

Changing Consumer Behaviors
Shifts in Transportation & Mobility
Health, Wellness & Urban Form
The Age of Austerity

COMPETITION

Emergence of a Planetary Middle Class
Continued Advances in Technology
Sustainability Mainstreamed

2014

DEMOGRAPHICS

Changing American Demographics
Education, Talent & Jobs
Influence of Women

LIFESTYLES

Changing Consumer Behaviors
Shifts in Transportation & Mobility
Health & Wellness
Rise of Regionalism

COMPETITION

Shifts in Global Wealth
Continued Advances in Technology
Social Equity – The Neglected Pillar
of Sustainability

2017

DEMOGRAPHICS

Changing American Demographics
Education, Talent & Jobs
Rise of the Mid-Tier City

LIFESTYLES

Changing Consumer Behaviors
Shifts in Transportation & Mobility
Housing & Livability
Regionalism

COMPETITION

Shifts in Global Wealth
Continued Advances in Technology
Social Equity

2020

DEMOGRAPHICS

Changing American Demographics
Education, Talent & Jobs

LIFESTYLES

Changing Consumer Behaviors
Shifts in Transportation & Mobility
Housing
The Power of Place

DISRUPTION

Divisive Politics
Continued Advances in Technology
Climate Change
Social Equity

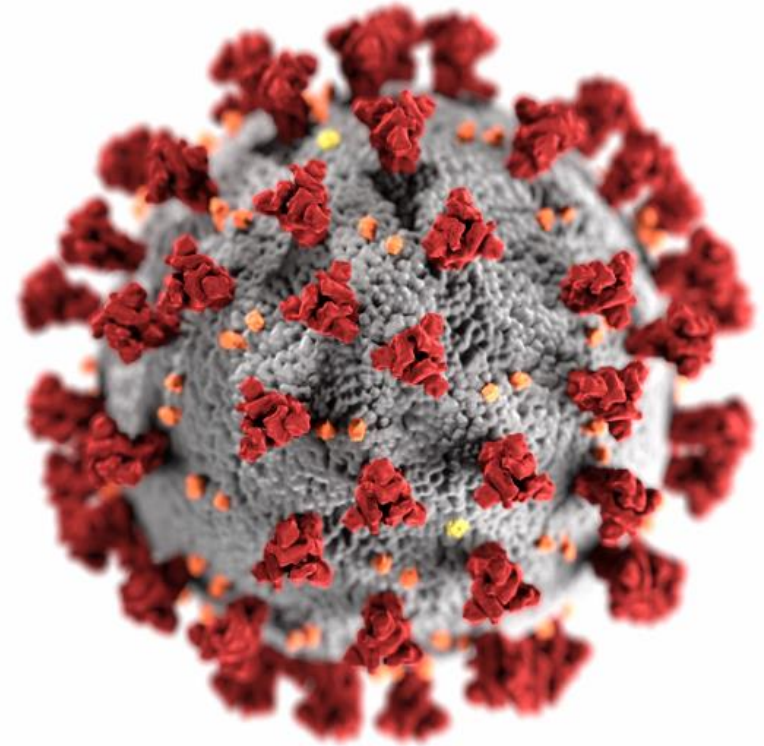
CONCLUSION

For the past 15+ years, converging trends have been favorable for vibrant downtowns



COVID-19

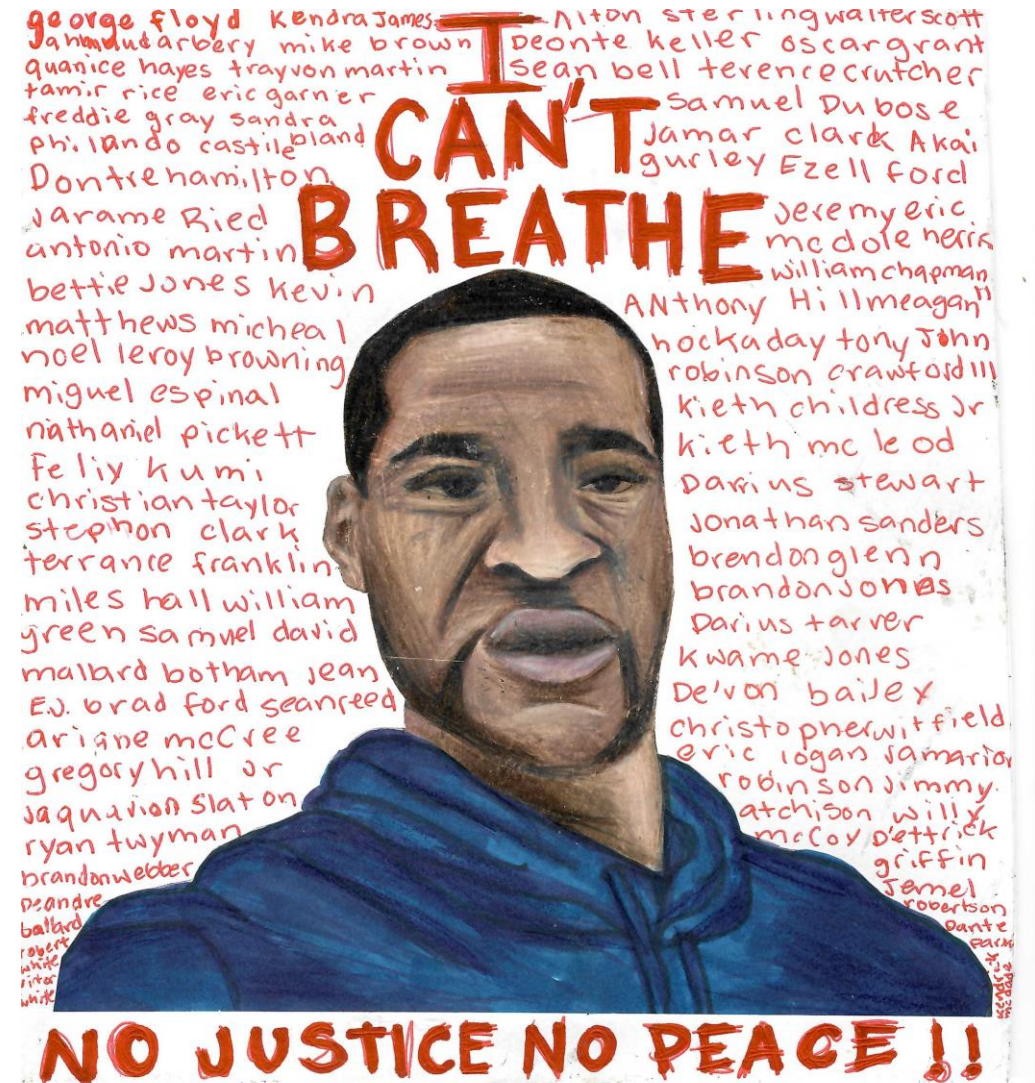
*Pandemic is a colossal public health disruption, but more an **accelerator** than a game-changer*



Protests for Racial Justice

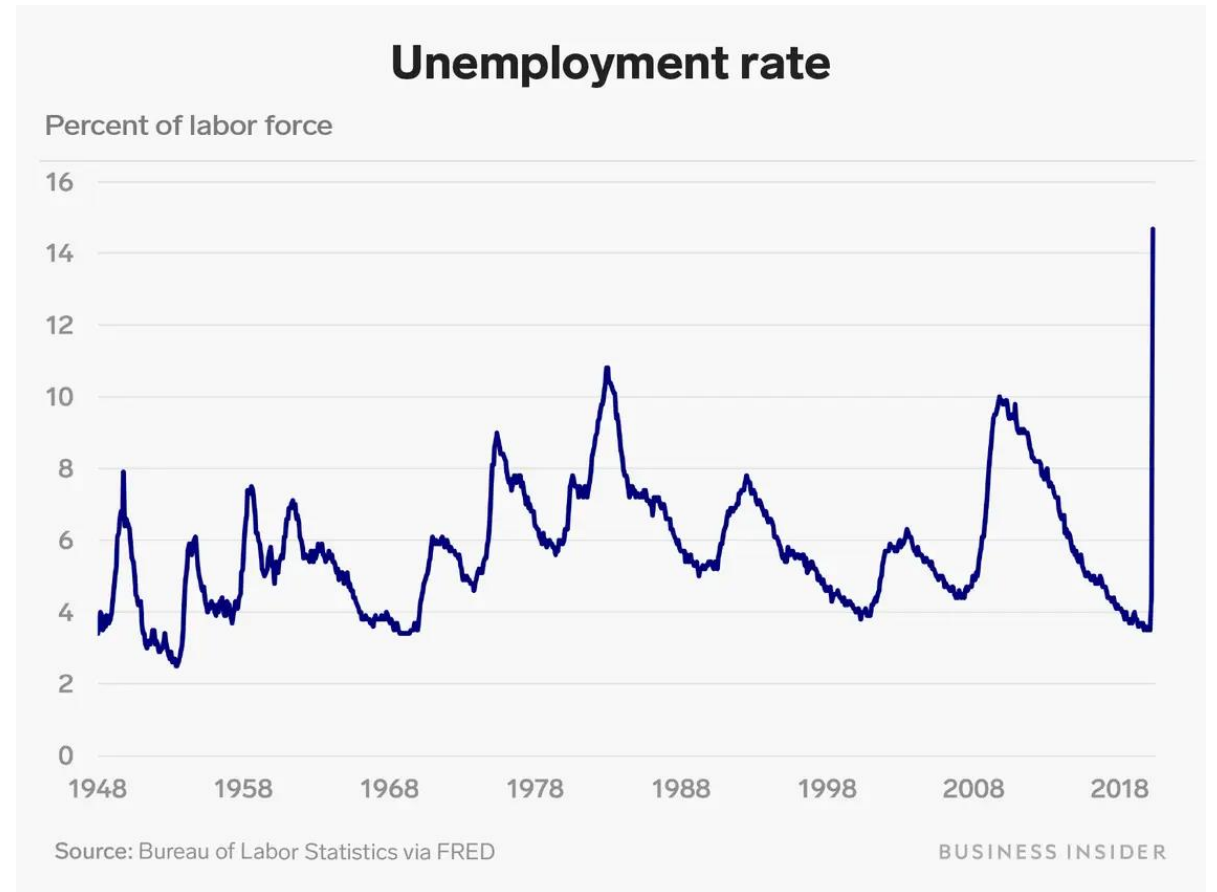
Acceleration of trend to address social equity, both income inequality and racial justice

Drawing by Leah Folsom, Age 12



Economic Shock

Highest unemployment rate since the Great Depression, but will duration be relatively short?



DEMOGRAPHICS





Big Assumption on Demographics

Younger generations will return to pre-pandemic preferences quickly

- Experiencing less personal health risk
- Once health conditions stabilize, may be a surge in demand for entertainment, dining and services
- Racial justice protests solidify activism role of Millennials and Gen Z



LIFESTYLES





Accelerated Trend: Retail

Euthanasia for outdated formats

- Ecommerce less than 10% of sales, but expect modest acceleration
- Preferences for local, authentic & emotional connections to products will remain
- More community-focused retail with premium on social impact
- ***Expect a surge in entrepreneurship that can be channeled to storefronts***





Accelerated Trend: Nature of Work

Will The Office Fundamentally Change?

- Expect more work/home flexibility, could soften demand for office
- **Conventional formats remain essential for creativity, teamwork and career advancement**
- Institutional support fields will remain in locations close to key anchors (i.e. government, education, health)





Accelerated Trend: Housing

Downtowns *Still* Become Neighborhoods

- Gen Z & Millennials continue to be drawn to downtown living
- **Affordability** *the* critical economic & social stabilizer
- Alternative ownership and rental types – cooperatives, group living options, live/work, conversion of hotels & office
- Advantages of smaller cities





Accelerated Trend: Power of Place

Creating Unique Experiences

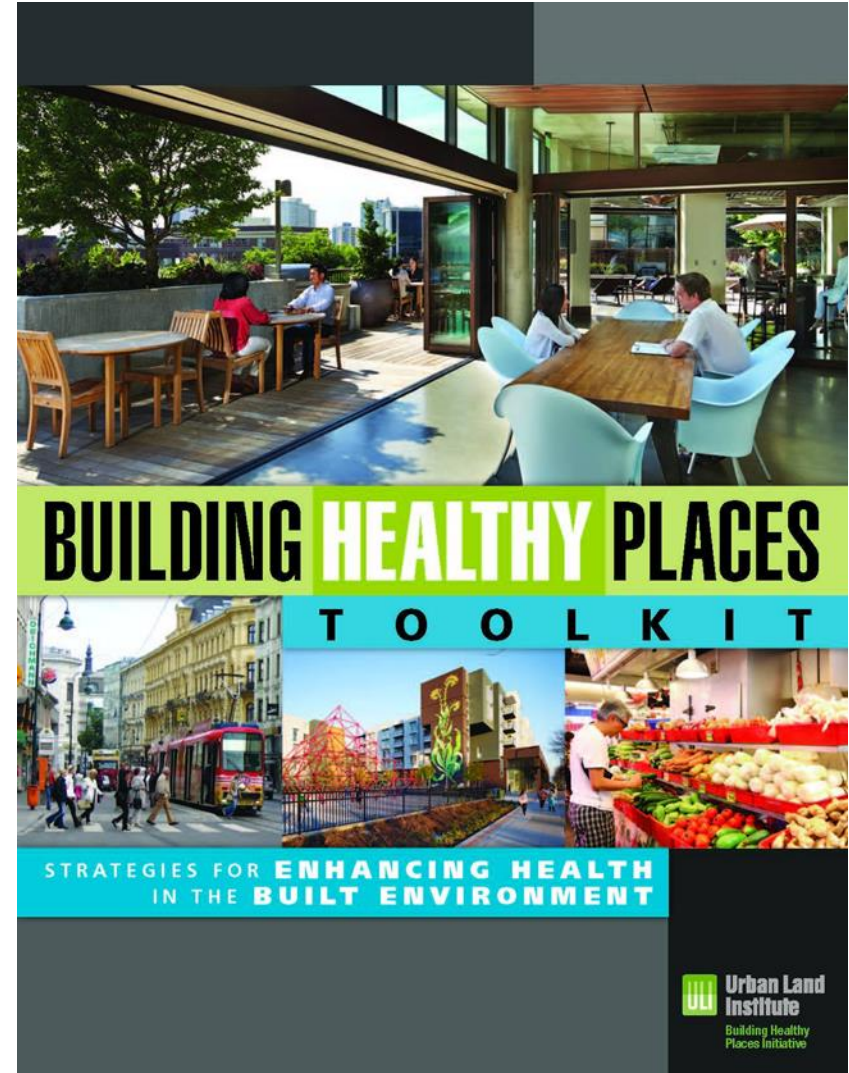
- “Contextualism” values history, culture and existing populations
- Fundamentals include safe, clean, walkable, human scale
- **Close streets, activate outdoor spaces – time to take risks!**
- Engage and support arts & culture to help reinvent public space





Other Accelerated Trends

- **Mobility as a service:** Integration of all modes, public & private – fixed route & point-to-point
- **Public health:** Considerations in the design of public and private space
Add public health expertise to downtown organizations, city building
- **Higher education:** Alternatives to four-year colleges



DISRUPTION





Accelerated Trend: Social Equity

Diversified City = Diversified Economy

- U.S. income inequality extreme
- Rising tide of civic activism promoting equity in schools, wages, housing – racial justice protests will influence other realms
- Cities that offer greater opportunity and equality have higher aggregate growth
- **Downtowns need to lead, find a meaningful role to advance solutions**





Accelerated Trend: Climate Change

Cities on the Front Line

- Majority of Millennials and two-thirds of Gen Z see climate change crisis
- **Pandemic offers glimpse of reduced carbon world**
- Anticipate growing activism & investment in renewables, non-carbon vehicles

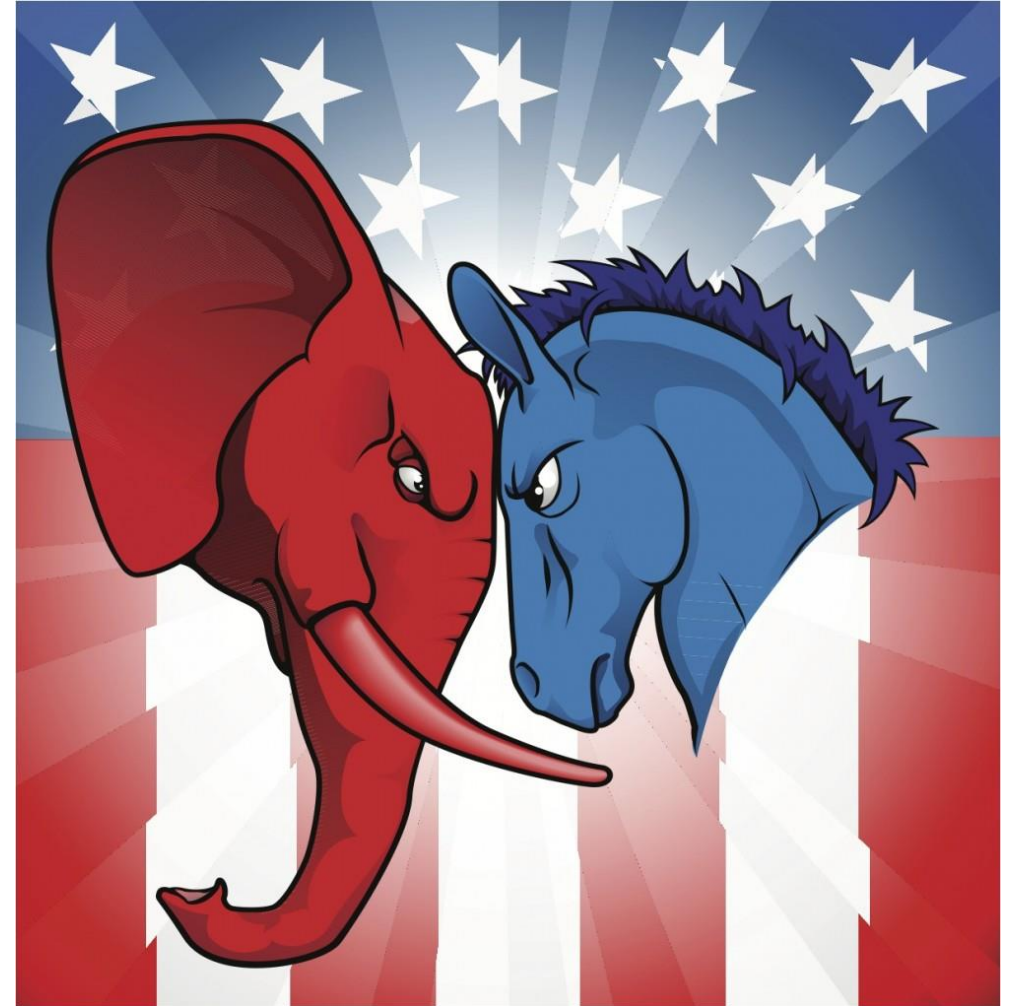




Accelerated Trend: Realignment?

Political Realignment in the U.S.

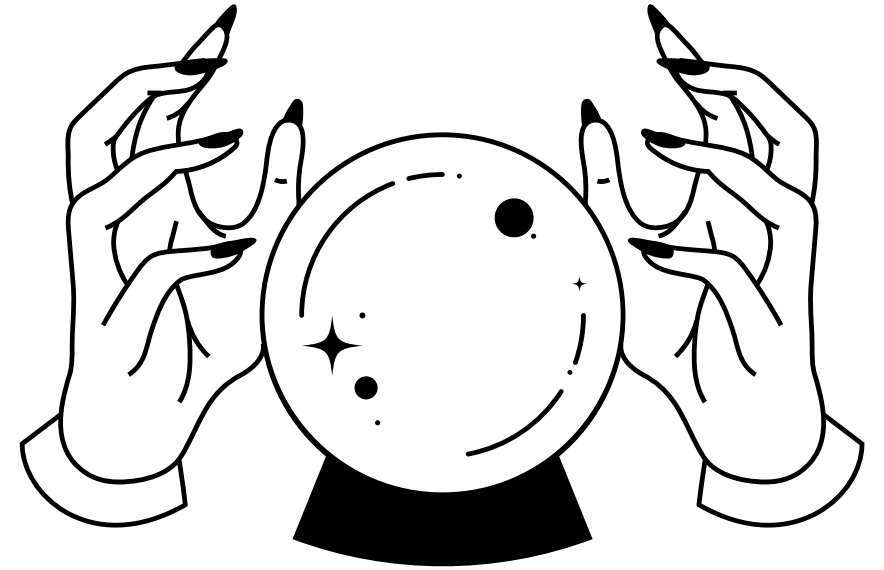
- Generational shifts between individual prosperity and the greater good
- FDR, Reagan, and now 2020?
- Must be coupled with updating federal government business model

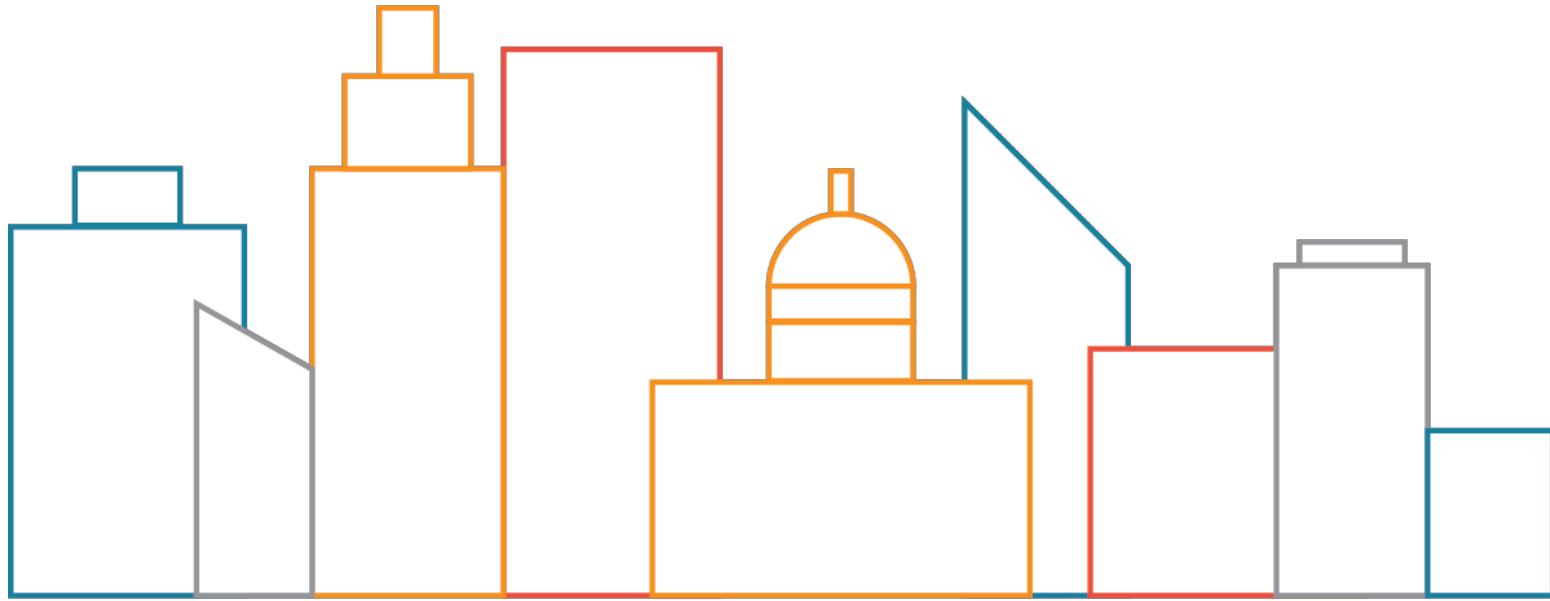


CONCLUSIONS (2021 A.C.)

Trends remain favorable for vibrant downtowns

- Demographic diversity and youth
- Capture Millennial & Gen Z talent
- Emergence of second tier “opportunity cities”
- Valuing local context key to unlocking differential advantages
- Innovation & investment remain reliant on local & regional initiative, federal realignment in U.S. a possibility
- Economic opportunity and racial justice are key





TOP

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GLOBAL TRENDS

*Affecting North American Downtowns
and How to Respond at Home*

www.pumaworldhq.com
[@pumaworldhq](https://twitter.com/pumaworldhq)

P.U.M.A.

UNDERSTANDING DOWNTOWN FINANCE TOOLS



CAROLYNNE WHITE
Brownstein Hyatt Farber Schreck
Board Member, Downtown Colorado

	URA	DDA	BID
FUNDING	Tax Increment Financing	<ul style="list-style-type: none"> • Tax Increment Financing • 5 Mill Levy • Assess all affected 	<ul style="list-style-type: none"> • Mill Levy • Assess commercial only
FORMATION	Ordinance	<ul style="list-style-type: none"> • Ordinance • Vote of all affected 	<ul style="list-style-type: none"> • Electors = all commercial owners (appointee), tenants, & residents • Approval by petition of property owners representing 50% of acreage and 50% of value of proposed district • 51% vote required
GOVERNANCE	Appointed	Appointed	Vote or Appointed
PLANNING	Urban Renewal Plan	Plan of Development	Annual Operating Plan

Examples

Lafayette Urban Renewal Authority Micro-Grant Program

- Grants up to \$2,000
- Assist businesses within urban renewal areas
- Prevents the return of blight to Old Town Lafayette
- <https://cityoflafayette.com/401/Urban-Renewal>



Examples

Colorado Springs Downtown Development Authority

- Grants from \$2,500 to \$20,000
- Grants used to support payroll, rent, mortgage, utilities, payments to vendors and supplies
- Fulfills the goals of the Downtown Plan
- <http://downtowncs.com/DDAbizRelief/>



Examples

Golden Downtown Development Authority/Golden Urban Renewal Authority

- Loans up to \$45,000 with a payment period of 4 years
- Prevents blight within downtown development authority and urban renewal areas
- <https://www.cityofgolden.net/government/boards-commissions/downtown-development-authority/>



Examples

Denver Urban Renewal Authority

- Provided \$667,000 for business counseling and to help construction companies navigate COVID-19
- <https://renewdenver.org/>



Examples

Louisville Revitalization Commission

- Grants up to \$5,000
- Contributed \$100,000 for businesses within the urban renewal plan areas
- <https://www.louisvilleco.gov/government/boards-commissions/revitalization-commission>



Examples

City of Arvada/Arvada Urban Renewal

- Small business grants up to \$10,000
- \$2,500,000 available for small businesses
- <http://arvadaurbanrenewal.org/>



TIF Revenues during COVID-19

- Barriers, street closure signs and other equipment
- Personal Protective Equipment (PPE)
- Retrofitting existing businesses to meet new standards
- Promotion of business hours/services – websites, signage
- Rent?
- Wages?



THANK YOU

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BREAK OUT GROUPS

- Break Out 1: A discussion of communities with **existing downtown district tools** about how to partner with economic development initiatives.
- Break Out 2: A discussion of **communities that don't currently have downtown district tools** about how to partner with economic development initiatives.