



DOWNTOWN COLORADO, INC.

**BUILDING STRONGER MORE
CONNECTED COMMUNITIES**

ABOUT DOWNTOWN COLORADO, INC.

Colorado's downtown champion since 1982

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.

Downtown Colorado, Inc. provides five core services to organizations and individuals engaged in downtown + commercial district development:

- Advisory Services
- Educational Events
- Advocacy and Information
- BID, DDA, URA Formation+ Training Assistance
- Colorado Challenge Program



Who We Are

CHAMPIONS + CATALYSTS



Bill Shrum

Director of Operations |
Downtown Colorado, Inc.



Kylie Brown

Rural Program Manager |
Downtown Colorado, Inc.

Who We Are

CHAMPIONS + CATALYSTS



Stephen Di Nardo

President

Di Nardo Management Group



Karlene Thomas, P.E.

Principal

Pinyon Environmental, Inc.



Building Stronger More Connected Communities

- Common community vision
- Creative financing
- Starting the process
- Avoid common pitfalls



Strategic, efficient, and focused

WHY WE LOVE DOWNTOWN



**PEOPLE ARE LONGING FOR
A PLACE NOT ONLY TO
LIVE, BUT ALSO TO LOVE.**

PETER KAGEYAMA

ELEMENTS OF VISION

BACKGROUND

WHAT

ENGAGEMENT

WHERE

PARTNERSHIP

WHO

COMMUNICATION

WHY

BACKGROUND

WHAT IS THE CONTEXT OF THE COMMUNITY?

- MATCHING UP OF GOALS
- THINK BIG, SHOW SMALL WINS
- BUILD MOMENTUM THAT MEANS SOMETHING

WHAT WORK HAS ALREADY BEEN DONE?

- EXISTING PLANS + GUIDING DOCUMENTS
- HISTORICAL CONTEXT
- WHO ARE THE CHAMPIONS?



- **DON'T PICK THE TOOL BEFORE THE VISION**
- **DON'T START WITH THE ANSWER**

CENTER VISITORS WELCOME VS OPEN FOR BIZ



Town of Center

 Town of Center, 294 S. Worth Street, Center, CO 81125

[Visit Website](#)

 Overview

Center is a town in the center of the San Luis Valley.



Center, CO. Photo: Jeffrey Beall

Center, Colorado

CENTER VISITORS WELCOME VS OPEN FOR BIZ



ENGAGEMENT

USE THE PLACES TO ASK THE QUESTION

- WHAT HAVE YOU EXPERIENCED?
- WHAT DO YOU WANT TO SEE HERE?

WHERE ARE WE NOW?

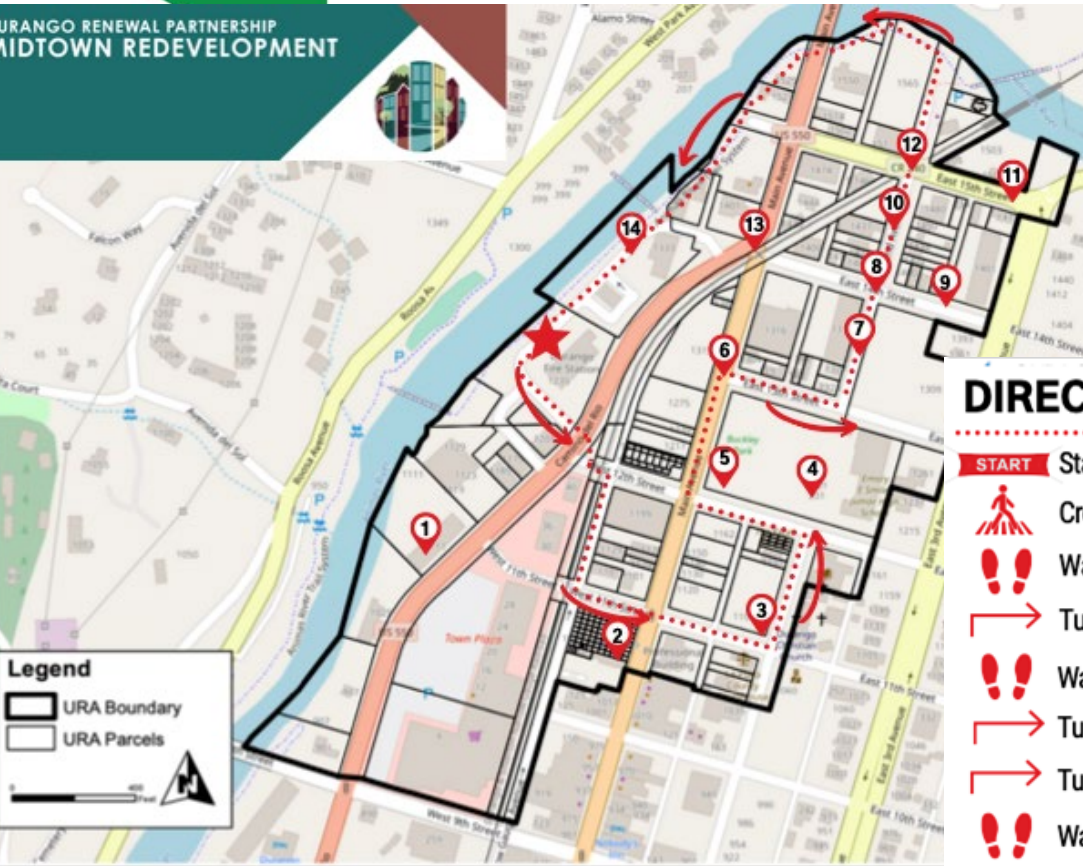
- TAKE THE TIME TO SHOW YOU ARE INVESTED
- GIVE THE COMMUNITY SOMETHING TO RESPOND TO
- EDUCATION ON TOOLS



- START WITH QUESTIONS
- IT IS A COLLECTIVE PROCESS
- BUILD ON THE SOUL OF THE PLACE

DURANGO COMMUNITY WALKING + GATHERING ONLINE

DURANGO RENEWAL PARTNERSHIP
MIDTOWN REDEVELOPMENT



Legend

- URA Boundary
- URA Parcels

DIRECTIONS ANSWER QUESTIONS ON THE ROUTE AT THE PIN

- | | | |
|--------------|----------------------------------|-------------------------------|
| START | Start at River City Hall | Turn East on 13th St |
| | Cross Camino del Rio at 12th St | Turn N on 2nd Ave |
| | Walk S along Narrow Gauge Ave | Walk N along 2nd Ave |
| | Turn East on 11th St | Join the Animas River Trail |
| | Walk E along 11st | Cross Main Ave |
| | Turn N on 2nd Ave | Walk S along the Animas Trail |
| | Turn W on 12th St (towards Main) | FINISH |
| | Walk N along Main Ave | Finish at River City Hall |

PARTNERSHIP

BUILD LONG-TERM PARTNERS INVOLVED IN ALL SECTORS

WHO IS NOT AT THE TABLE?

- BUILD A TEAM NOT ONLY OF EXPERTS BUT ALSO YOUTH, PROPERTY OWNERS, LOCAL INVESTORS, NON-PROFIT LEADERS AND COMMUNITY ORGANIZERS
- CREATE OPPORTUNITIES FOR LOCAL INVESTMENT AND HOPE FOR YOUTH

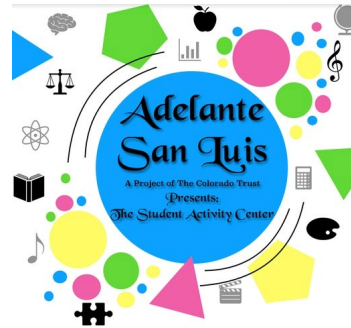


- **STAKEHOLDER INVENTORY - CORE, DIRECT, AND INDIRECT**
- **ESTABLISH STAKE AND WHAT SUCCESS LOOKS LIKE**

SAN LUIS TINY TOWN, BIG LEADER



SAN LUIS
- MAIN STREET -



SAN LUIS TINY TOWN, BIG LEADER



SMALL SCALE MANUFACTURING IN COSTILLA COUNTY BECOME A PART OF THIS COMMUNITY OF MAKERS

If you are a small manufacturer, artist, maker, entrepreneur AND interested in connecting with resources to start up or scale a business, WE WANT TO TALK TO YOU! We are looking to bring together a community of small scale manufacturers in San Luis Valley. This community can include anyone from artisans to advanced manufacturing. Small-scale manufacturing is any business that creates a tangible product that they can replicate or package.

Regional entrepreneurs and employers interested in the training, entrepreneurship summit, or the Colorado Recast Challenge Program should complete:

- Colorado Recast Challenge interest form:
<https://forms.gle/Qtw7U226oJTr1CXs6>
- SLV Business to Business Connections Network
Survey:<https://forms.gle/L6gPxDD4Yuy4yLJY6>



Email outreach@downtowncoloradoinc.org for more info!

COMMUNICATION

COMMUNICATE THE VISION

CLOSE THE LOOP

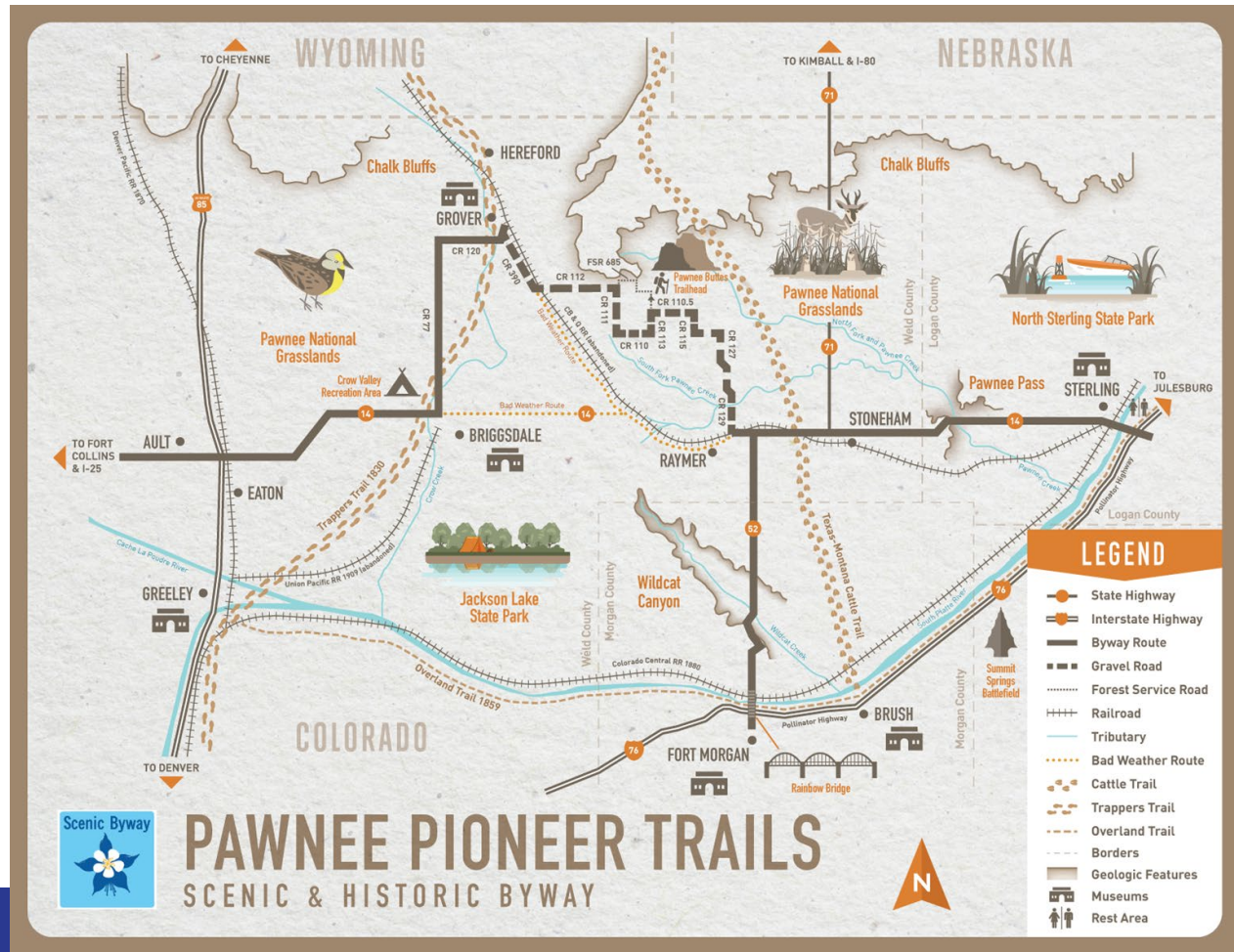
- DON'T START WORK WITHOUT COMMUNICATING HOW THE VISIONING PROCESS CONTRIBUTED
- COMMUNICATE THROUGH QUICK WINS
- HOW WILL SUCCESS CONTRIBUTE TO THE COMMUNITY'S FUTURE?



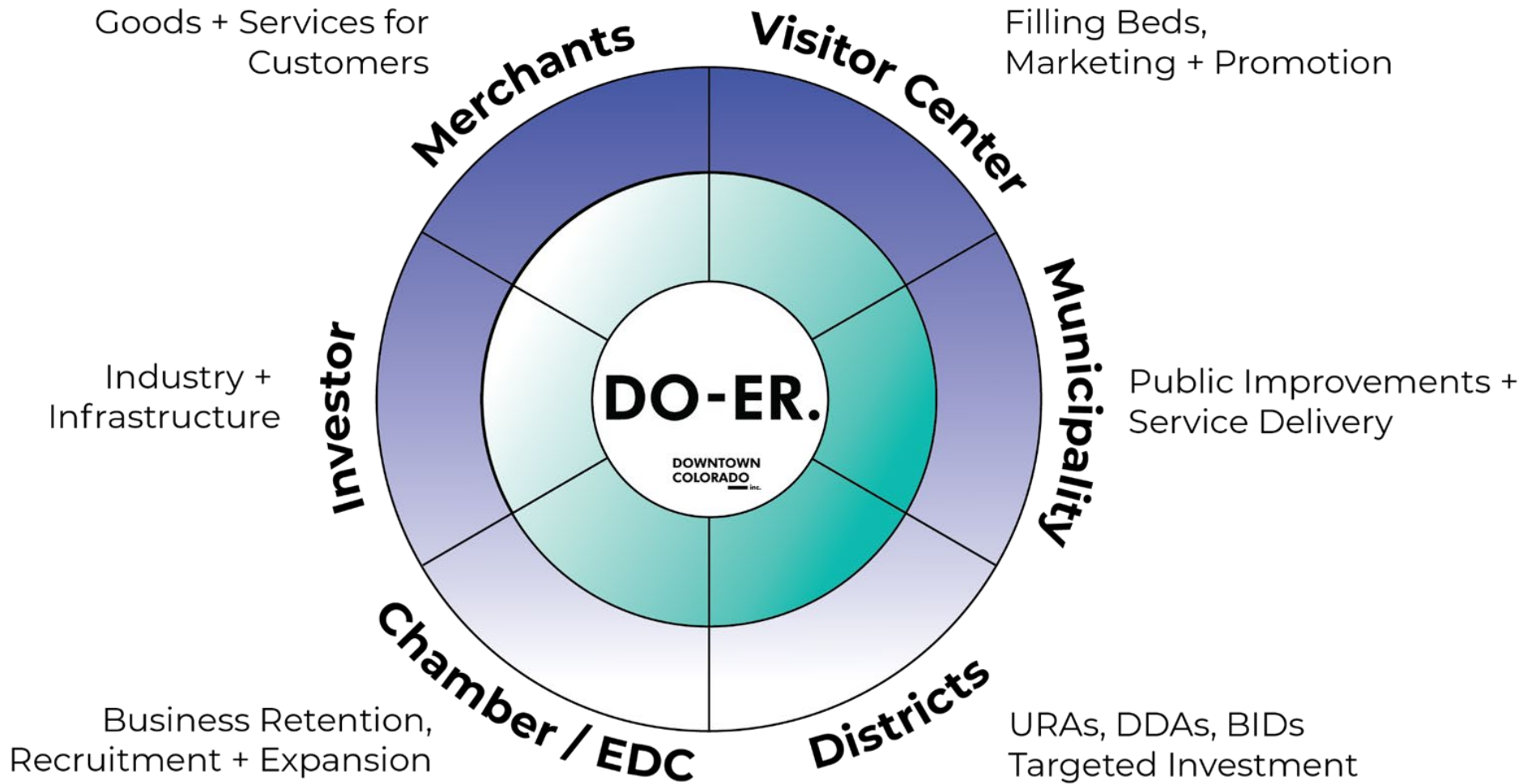
- **MAKE IT FUN!**
- **BUILD ON EACH PROJECT OR ENGAGEMENT**
- **THIS WORK NEVER ENDS**

PAWNEE PIONEER TRAILS

THE IMPORTANCE OF PLACE



Downtown Partner Roles



Public Sector

Private Sector



Public Facing

Business Facing

PLACE MANAGEMENT

MAINTAIN OR ENHANCE THE LEVEL OF SERVICES. MAY BE IMPLEMENTED BY A FORMAL ENTITY WITH FINANCING, SUCH AS A BID, CDC, DDA, OR URA.

MAY UTILIZE VOLUNTARY OR NON-PROFIT EFFORTS, SUCH AS A DBA, MAIN STREET, CREATIVE DISTRICT, OR EVEN NEIGHBORHOOD GROUP. OWNERS.



- EDUCATION + ENGAGEMENT
- INTERFACE W/ ELECTED OFFICIALS+ COMMUNITY MEMBERS

DOWNTOWN ORGANIZATIONS

	BID	DDA	URA
<small>Source: Modified from "BID, DDA OR URA: How to Decide?" by Carolynne C. White of Brownstein Hyatt Farber Schreck, 2008.</small>			
PURPOSE	Economic Development and beautification.	Urban development or redevelopment.	Stimulate Reinvestment to improve economic conditions.
BASIC FUNCTIONS	Acquire, finance, install and operate public improvements, including but not limited to: streets, sidewalks, curbs, pedestrian malls, landscaping, statuaries, fountains, bike paths, benches, information booths, public meeting facilities.	Implement a plan of development for the downtown development area, which could include events, beautification, business support, and more.	Carry out "urban renewal projects;" plans to assist the municipality . . .to eliminate and prevent the development or spread of slum and blighted areas; to encourage needed urban rehabilitation; provide for the redevelopment of such areas; providing public improvements; encouraging rehabilitation and repair; [...] plans for voluntary repair and rehabilitation.
FUNDING & FINANCING	May impose: ad valorem property taxes, rates and charges for services or improvements, and special assessments. Functions as a taxing authority. Cannot use TIF.	May use TIF funding for sales and property tax for a period of 30 years, and/or impose mill levy up to 5 mills within the downtown development area for operations of the DDA.	May use TIF funding for sales, lodging, and property tax for a period of 25 years. May buy, sell, or manage property. May receive grants and allocations from partner programs.
PROPERTY ACQUISITION & DISPOSAL	Does not own property.	May acquire property through sale or gift. May sell at fair market value.	May acquire property through sale, gift, or eminent domain. Must dispose of <u>through reasonable competitive bidding procedures</u> . Special procedures apply for property acquired through eminent domain to be transferred to a private party.
BOUNDARIES	Dominantly Commercial District (50% of uses) or future commercial district.	Downtown district.	Same boundary as municipality; may designate districts for TIF.

TIF INCENTIVE

BONDS
LOANS
REIMBURSEMENTS

TIF ELIGIBLE COSTS

PUBLIC INFRASTRUCTURE/UTILITIES

PARKING

STORMWATER IMPROVEMENT

PERMITTING + FEES

ENVIRONMENTAL REMEDIATION

FACADES

MULTI-MODAL IMPROVEMENTS

AFFORDABLE HOUSING

A vertical image on the left side of the slide showing architectural blueprints. Various drafting tools are visible, including a ruler, a pencil, and a compass, all resting on the blueprint paper.

TAX INCREMENT FINANCE (TIF)

IS A FINANCING MECHANISM THAT
HELPS THE COMMUNITY
ENCOURAGE PRIVATE SECTOR
INVESTMENT AROUND
COMMUNITY VISION .

BROWNFIELD FUNDING



CDPHE + CBP

- Site Assessments
- Voluntary Cleanup
- Revolving Loan Fund
- Tax Credits (up to \$675k)
- Cleanup Grants



TAB

TECHNICAL ASSISTANCE TO BROWNFIELDS

KANSAS STATE
UNIVERSITY



Starting a Process



Stephen Di Nardo

President

Di Nardo Management Group





“Achieving your Goals”

4 Major Challenges throughout the
life cycle of a project

Working with many
organizations
throughout the life
cycle of the project

- Consultants
- Administrators
- Community
Groups
- Contractors
- Regulators
- Bankers

Who's your Customer?

External Forces at Play

- Changing regulations
- Rising interest
- Rising material costs
- Social and economic conditions

Defendable Strategies

Due Diligence

Know who is
reading your
materials!

- Current Information
- Reliable Sources
- Verified
- Reviewed by experts
- Value Added

Sustainable plans/budgets

- Scope of work
- Qualified contractors
- Contingency plans
- Exit strategy

Speed to Market



Starting a Process

Plan your project in manageable phases

Define specific scope and objectives per phase

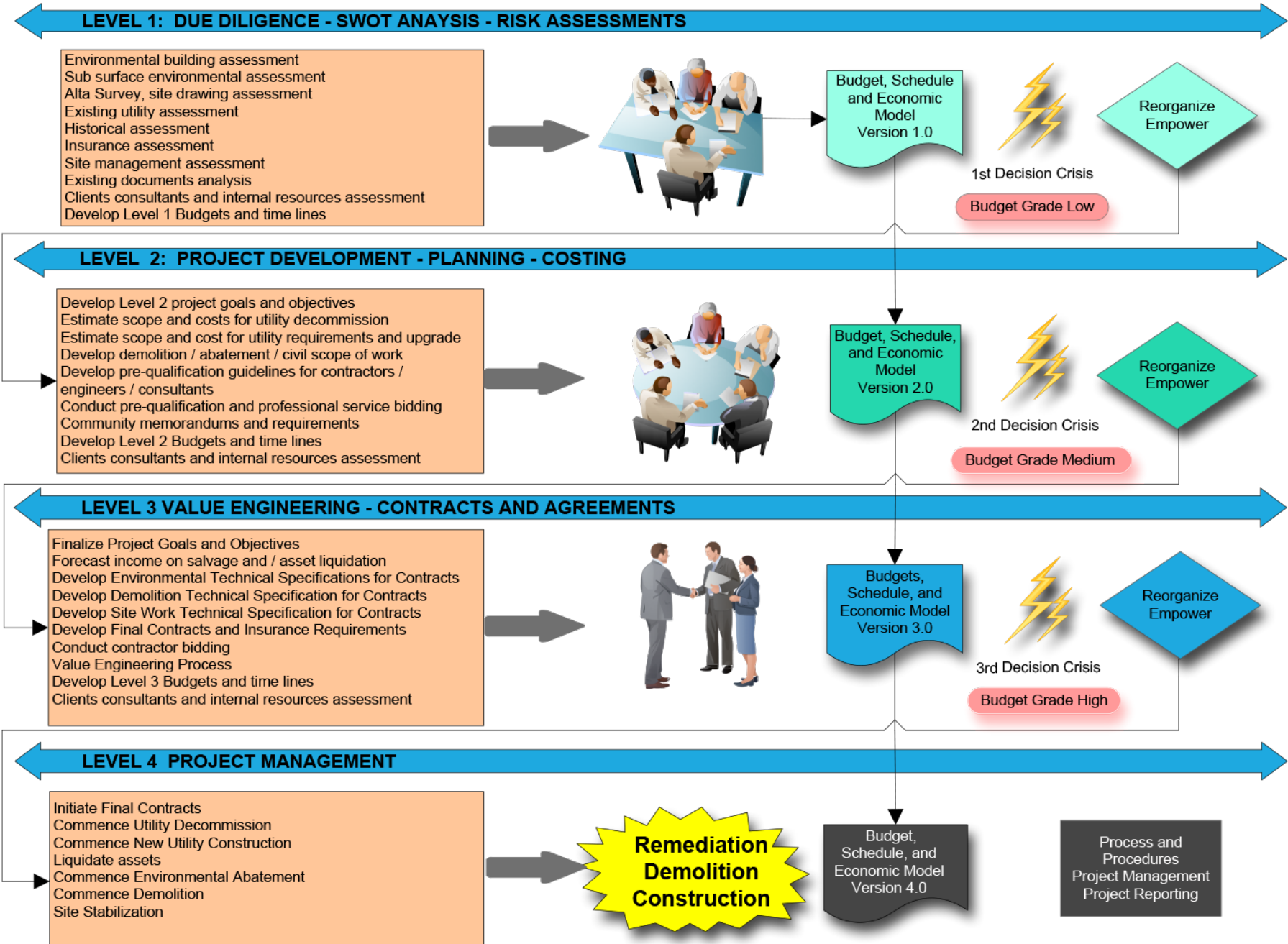
Select and empower the most responsible and knowledgeable people for each scope of work and phase

Install project management tools starting day one.
Budget / Schedule / Short Interval Management.

Create a Quality Management procedure for review and approve

Re-evaluate and reorganize your team at each phase.

Di Nardo Management Group Project Planning Process



Pitfalls - When the Dirt Starts Flying



Karlene Thomas, P.E.

Principal

Pinyon Environmental, Inc.



What you don't know....



What you do know....



QUESTIONS + THOUGHTS



UPCOMING EVENTS

www.downtowncoloradoinc.org

- June 8
Assessment
Understanding Your
- June 12
Conference
Colorado Brownfields
- June 21
Summit
San Luis Valley Business
- July 18
Webinar
Missing Middle Housing
- August 31
CML + DCI Metro Mobile

THANK YOU
DOWNTOWN COLORADO, INC.

303.282.0625

www.downtowncoloradoinc.org