



Compiled by LDP | DDA  
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## DDA Successes in Other Communities

Whether you see them as a model Loveland hopes to follow or not, a variety of communities in Colorado have seen significant improvements driven in their downtowns thanks to the work of their respective DDAs.

In addition to the clear successes that Loveland had with its prior DDA, these DDAs have all proven successful to some extent and have done so with the active engagement and participation by and partnership with local government, businesses, and residents. Their challenges (recent Grand Junction events in particular) also provide important context and education.

### Longmont

In 1982, the Longmont City Council and the Longmont electorate created the Longmont Downtown Development Authority (LDDA) with a mandate to revitalize the City's Downtown commercial core.

The LDDA encompasses 242 acres, spanning 1st Avenue to Longs Peak and Martin Street to Terry Street. Since 1982, more than \$45 million in public and private funds has been invested in new and renovated buildings in the Longmont Downtown District.

**MISSION:** To develop, support and promote a vital and valuable Downtown Longmont. Through strategic development and programs, the LDDA makes downtown appealing to businesses, residents and visitors.

The Longmont Downtown Development Authority (LDDA) past projects have included public improvements and streetscaping, as well as redevelopment of the Sixth Avenue Plaza and St. Stephen's Plaza on Main Street.

Current Development Projects include:

- Downtown Alley & Breezeway Project - Beginning Spring 2012, the alleyways and breezeways on the east side of Main Street in the 300, 400 and 500 blocks were completely redone. Construction on the west side is slated to begin in 2015.
- Downtown Longmont Creative District - Longmont became a Colorado Certified Creative District in 2014. Implementation of the Creative District Plan is currently underway!
- First and Main Street (Butterball Plant) Redevelopment - this project located at the gateway of the south end of the Downtown District (1st Ave. and Main St.) will bring in new residential housing, retail, restaurant, and more! Demolition began in 2014 with Phase 1 to be completed in 2015/2016.
- First & Main Project - City of Longmont studies the Station Area at First and Main!
- Advance Longmont - The Longmont Area Economic Council and other Economic Partners are working to implement a unified Economic Development Plan for the City of Longmont.

<http://www.downtownlongmont.com/about/ldda-projects-and-programs>

<http://www.downtownlongmont.com/files/docs/ldda-1995-master-plan.pdf>

<http://www.signatureflip.com/sf01/article.aspx/?i=3943>

[http://www.timescall.com/business/ci\\_29533336/shops-adding-projects-their-own-downtown-longmont-renovation](http://www.timescall.com/business/ci_29533336/shops-adding-projects-their-own-downtown-longmont-renovation)

## **Greeley**

Greeley has made great strides recently in improving its downtown, including adoption of the Go Cup concept, where open containers are permitted in a defined area of downtown. In 2015, 22 new retail or service businesses opened in the District. The DDA has three major projects in the works: Quality hotel and convention center; Renovation of the 8th & 8th Building for office and retail; Renovation of the Chase annex bringing 150 new employees. There are only 4 ground level vacancies in Historic Downtown. The DDA did the 8th Avenue Redesign Project from 16th Street to 14th Street. Seven façade grant projects were completed. Five new art pieces were created/installed in the alley between the 8<sup>th</sup> and 9<sup>th</sup> Street plazas. A part-time employee works to care for and beautify the District. Two kiosks were restored with history, event and directory information. More than 60 planters were placed, planted, and maintained. Supported the City's Urban Art Tree Project. Lit nearly 50 trees on 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>. Working on public restrooms, parking, completing Art Alley and other art structures.

Vision: "To create a thriving, urban neighborhood that is a vibrant place to live, work and play." <http://www.greeleydowntown.com/>

<http://www.greeleydowntown.com/who-are-we>

<http://www.greeleydowntown.com/greeley-downtown-alliance>

<http://www.greeleydowntown.com/sites/default/files/downloads/finalpumareport2011.pdf>

<http://www.greeleydowntown.com/sites/default/files/downloads/2015annualreport.pdf>

<http://bizwest.com/big-changes-works-downtown-greeley-2016/>

<http://bizwest.com/greeleys-downtown-rebound/>

<https://prezi.com/nwjdo51iqhuo/downtown-development-authority-greeley/>

<http://www.denverpost.com/2007/02/14/picturing-an-artistic-touchy-greeley/>

<http://www.greeleyunexpected.com/blog/downtown-greeley-art-alley-painting-underway>

## **Golden**

The Downtown Development Authority (DDA) was established in 2014, pursuant to the November 2013 vote authorizing its creation.

- The DDA is investing in additional sidewalks that link the residential areas of the DDA to the downtown core.
- The organization is investigating major improvements to the electrical infrastructure along Washington Avenue and eastern portions of the downtown.
- Recently, the board began to discuss downtown legacy projects and large infrastructure projects that might occur in the next several years.

<http://www.cityofgolden.net/gura-and-dda-working-together-to-improve-downtown-golden/>

<http://www.cityofgolden.net/government/boards-commissions/gura/>

<http://www.cityofgolden.net/government/boards-commissions/downtown-development-authority/>

<http://www.cityofgolden.net/media/DDAPlanDraft.pdf>

<http://www.cityofgolden.net/media/DDAActionPlan.pdf>

<http://www.cityofgolden.net/media/DDAWorkPlan.pdf>

<http://www.cityofgolden.net/media/DDAProjectList.pdf>

## **Colorado Springs**

Downtown property owners voted to establish the Downtown Development Authority in November 2006 to provide programs and financial incentives to encourage downtown development. DDA is governed by a board of 11 people appointed by Colorado Springs City Council. Downtown Partnership executes the work of the DDA as a contracted affiliate. In 2007, City Council adopted the Imagine Downtown plan as the plan of development for DDA.

To date, DDA has provided more than \$1.5 million in support to a wide variety of businesses, nonprofits and initiatives that enhance the economic vitality of downtown. This has included façade improvements of many small businesses; support of USA Pro Cycling, the Downtown Olympic Celebration, Pikes Peak Arts Festival and many other special events that bring tens of thousands of people downtown; enhancements to streetscapes and public spaces; and support for feasibility studies for projects that hold catalytic potential for downtown. In all instances, DDA dollars leverage additional public and private investment, resulting in a multi-fold return from DDA support.

Downtown Colorado Springs ranked #9 in the Top 10 Best Downtowns of 2016 according to Livability.com.

Mission of the DDA: The DDA builds public and private investment partnerships that promote the economic growth of Downtown Colorado Springs.

<http://downtowncs.com/downtown-development-authority-dda/master-plan-update.html>

[http://downtowncs.com/images/pdfs/IMAGINE\\_DOWNTOWN\\_PLAN\\_OF\\_DEVELOPMENT\\_1.pdf](http://downtowncs.com/images/pdfs/IMAGINE_DOWNTOWN_PLAN_OF_DEVELOPMENT_1.pdf)

<http://downtowncs.com/business-improvement-district-bid.html>

<http://downtowncs.com/downtown-partnership.html>

## **Windsor**

The Windsor Downtown Development Authority (DDA) was formed in January 2011 by a vote of the downtown business and property owners, and officially approved and adopted as a DDA organization by the Town of Windsor Board on February 28, 2011.

“It is the mission of the Windsor DDA to create a prosperous, vibrant, energetic, and clean town center, by marketing downtown opportunities, retaining and expanding current business opportunities, preserving downtown charm, and enhancing physical appearance and amenities through partnerships with the community and stakeholders.”

<http://windsordda.com/about-us/>

<http://windsordda.com/about-us/dda-plan-development/>

<http://windsordda.com/projects/>

<http://bizwest.com/windsor-dda-looks-to-spring-election-for-funding/>

<http://bizwest.com/windsor-dda-to-receive-funding/>

<http://www.coloradoan.com/story/news/2016/05/02/historic-mill-renovation-priority-windsor/83669870/>

<http://www.apacolorado.org/content/executive-director-windsor-downtown-development-authority>

<http://www.mywindsornow.com/news/19818143-113/downtown-development-authority-appoints-new-executive-director>

<http://www.mywindsornow.com/news/20473735-113/downtown-development-authority-joins-colorado-main-street-network>

## **Grand Junction**

Given that it is on the western slope and somewhat isolated, some may not see the relevance to downtown Loveland's needs and vision, but their success is due to the model/approach, and is relevant in many dimensions. Projects completed include work to renovate and expand the historic Avalon Theater. From 2012 to 2015, a lot of the work of the DDA and BID involved coping with the effects of an economic downturn and slow recovery as well as planning the lays the groundwork for future development.

<https://downtowngj.org/dda/>

<http://www.gjcity.org/DDADGJBID.aspx>

<http://www.codepublishing.com/CO/GrandJunction/html3/GrandJunction36/GrandJunction36.html>

<http://thebusinesstimes.com/resignation-to-bring-change-to-downtown-leadership/>

<http://www.gjsentinel.com/news/articles/exdda-executive-sues-city>

<http://www.nbc11news.com/home/headlines/The-Downtown-Development-Authority-works-to-partner-with-Grand-Junction-for-a-million-dollar-credit-line-304175011.html>

<http://www.coloradomesa.edu/wp/insidecmu/2014/09/cmudda-partner-to-bring-art-gallery-and-studios-downtown/>

<http://www.westernslopenow.com/news/business-owners-want-collaboration-from-new-dda-director>

## **Fort Collins**

There are many in Loveland who don't want to be like Fort Collins, but it is a model, nationally and beyond, for what a downtown can be. Use caution in referring to Fort Collins as a model, but don't shy away from discussions about what the DDA has helped Old Town achieve.

<http://www.downtownfortcollins.org/about-dda.html>

<http://www.downtownfortcollins.org/projects.html>

<http://www.downtownfortcollins.org/docs/dda-development-plan.pdf>

[https://www.youtube.com/watch?v=WY2iqI2h\\_Ik](https://www.youtube.com/watch?v=WY2iqI2h_Ik)

<http://www.downtownfortcollins.org/docs/2014-DDA-YIR-FINAL.pdf>

<https://www.dropbox.com/s/j7j2t64xua8w7pr/year-in-review2016.pdf?dl=0>

[http://colorado.uli.org/wp-content/uploads/sites/19/2015/05/Downtown-Presentation\\_True-North\\_6.25.15.pdf](http://colorado.uli.org/wp-content/uploads/sites/19/2015/05/Downtown-Presentation_True-North_6.25.15.pdf)

## **Boulder**

Pearl Street Mall is widely known as a place to visit, eat, shop, and be entertained. Boulder does not have a DDA, but used a BID to enable the work they have done downtown.

<https://www.boulderdowntown.com/about/business-improvement-district>

<https://www.boulderdowntown.com/about/downtown-boulder-inc>

<https://www.boulderdowntown.com/about/bid-and-dbi-compared>

<https://bouldercolorado.gov/commercial-districts/downtown-boulder>

### **Other links that may be of interest**

Woodland Park <http://coloradocommunitymedia.com/stories/Funding-the-DDA,40123>

Overview (from 2010): [http://www.pumaworldhq.com/downloads/PUMA\\_DDA\\_FactSheet8-10.pdf](http://www.pumaworldhq.com/downloads/PUMA_DDA_FactSheet8-10.pdf)

Rico: <http://www.ricocolorado.org/gov/dda.htm>

Nederland: multiple stories - <http://themtnear.com/2014/09/dda-entertains-district-proposal/>  
<http://nederlanddowntown.org/>