



DOWNTOWN DISTRICT 2016 ACCOMPLISHMENTS

Organizational:

- Strategic Planning
- Accounting/Audits (QBO, payroll, taxes, etc.)
- Insurance
- Legal (RFP)
- Copyright & Trademark
- Go-Cup review and prep
- Business Operations (LDP/DDA)
- Board Management: orientation, agendas/minutes, annual meetings, tax returns, state/fed filings)
- Website Development (content management)
- Social Media Content/Management (Facebook, Twitter, Instagram)
- Legal RFP's

Marketing/Communications:

- Branding (Unveiling in April)
- Promotional goods (tent, mugs, t-shirts, pens, water bottles, etc.)
- Marketing Plan & Implementation Strategies
- **Election Communications Plan:**
 - **3,358 "Faces of Downtown" mailers (property owners, business entities, residents and registered voters; by age, gender, party affiliation, business, etc.)**
 - **1,000 Coin Postcards - mailed**
 - **1,350 Door Hangers - hand delivered**
 - **1,350 Flyers (3 waves) - mailed**
 - ***Empower the Downtown* Posters (throughout DT businesses)**
 - **Developed messaging for Home Page on LovelandPartnership.org website – page included explanations on What is a DDA? What is Tax Increment Financing? And, What Projects are Planned?**
 - **Summary of DDA Successes in Other Communities (also on webpage)**
 - **Attended/presented at Service Groups, CANDO, and all DT events**

Business Retention/Recruitment/Expansion:

- DLA Transition
- New Business Alliance (business directory, webpage, membership, marketing, etc.)
- Property owner / lease space / vacancies (building website directory)
- Retail/Employment opportunities:
 - Breweries, bars, restaurants, retailers, employment

Long Term Financial Sustainability – DDA Election:

- Election Strategy (Stakeholders meetings)
- Plan of Development/Council & DDA Actions
- Constituency Mapping
- Postcards, flyers, posters (6,000 mailed pieces and door to door) - resident/business/property owners
- Property owner meetings
- Resident outreach (ArtSpace, Big Thompson & Verboten)



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Development/Redevelopment:

Facades:

- Façade Program Development/Agreements
- Arcadia (Phase 1-2)
- Verboten
- Dark Heart (E 5th & 419 Jefferson)
- Alliance Auto
- Artworks
- Feed & Grain
- Elks Lodge
- Laughing Leprechaun

Projects:

- Concept Reviews (residential and commercial)
- Alliance Auto (advocacy)
- The Foundry (project development, design, outreach, etc.)
- Pulliam (partner in contracted study & grant writing)
- Desk Chair (advocacy)
- Heartland Corner
- U.S. 287 Curves (advocacy)
- The Lovelander Hotel – Repurposing study (Stacey's Capstone)
- Wayfinding (work with PW Dept.)
- HIP implementation - update
- Interim Improvements (sweeping, landscape, painting, etc.)
- Streetscape inventories (trash cans, hydrants, benches, newspaper bins)
- Garment Gal (advocacy)
- Laughing Leprechaun (advocacy)
- Flower Pot Program (Business Alliance)
- Tax Credit Research
- DOLA Grant (Pulliam)
- IDA – Creative Placemaking Grant
- Safeway redevelopment

Events/Presentations:

- West Endies Neighborhood Open House
- Foundry Open Houses (3 x 150 attendees)
- WOW/Door 222 Book Event (30 attendees)
- Fire & Ice (Event Night Open House at Mo' Better Expansion; 2 DT business meetings)
- Hot Cars Cool Nights (est. 8,000 attendees)
- Sertoma's LLBBQ (est. 30,000 attendees)
- Cherry Pie Festival
- Corn Roast (est. 30,000 attendees)
- Plein Air Art Show /Tour de Pants



DOWNTOWN DISTRICT 2016 ACCOMPLISHMENTS

- Start Up Week (presentations/exhibit)
- Loveland Art Studio Tour (L.A.S.T.) (sponsor/board)
- Society for Marketing Professional Services (SMPS) – Taste, Talk, Tour / Foundry presentation (est. 60 attendees)
- NOCO Crew (JWS & Scholl)
- Kiwanis's presentation
- Monthly Business Breakfasts (average 30 attendees per event):
 - Branding the Downtown District
 - Disruptive Behaviors (3 meetings)
 - Building/Fire Codes
 - Fire & Ice (2)
 - Door 222 (WOW Training & Book Event)
 - Foundry / Election
- Small Business Saturday
- Festival of Lights
- Winter Walk 'Elfie Selfie' Scavenger Hunt