

# DOWNTOWN DEVELOPMENT AUTHORITIES (DDAs)

Downtown Colorado Inc. (DCI) works with Downtown Development Authorities (DDA) in Colorado to build a stronger network, advocate for strong and well managed downtown tools, share information and best practices, and provide education and professional development to professionals and communities working with the DDA tool.

## WHAT IS A DDA?

The Downtown Development Authority is a flexible entity responsible for adopting and implementing a plan of development for a downtown central business district. The DDA works to facilitate economic development and redevelopment of properties and infrastructure within the downtown area.

## QUICK FACTS

- 18 DDAs in Colorado
- Average 2.9 staff/1.5 contract (based on survey respondents)
- Financing can be Property Tax TIF, Sales Tax TIF, or Mill Levy
- Most offer grant programs in their communities

(Based on Survey Responses)

## Examples of Colorado DDAs

### Greeley DDA

Greeley DDA was the first community to enact an alcohol consumption district in Colorado with the Greeley "GO Cup". Greeley is made up of 3 staff positions and 1 contract position. Greeley uses Mill Levy and Property Tax TIF

### Windsor DDA

Windsor DDA programs include several development projects, alley enhancements, and business assistance. Along with Facade Improvement Grants for local businesses. Windsor is made up of 1 staff position and uses Sales Tax TIF, Property Tax TIF, and Mill Levy

## DDAs Can Provide Comprehensive Management of Downtown

- Clean & Safe Programs
- Events & Marketing
- Business/Property Development
- Placemaking/Design
- Downtown Parking Management
- Business/Property troubleshooting & advocacy
- Infrastructure Projects (alleys, irrigation, electric)
- Connectivity & Access Programs
- Creative District Management
- Business Attraction & Retention

## Examples of DDAs Paired with BIDs

### Downtown Grand Junction

Programs include marketing of Downtown including more utilization of video content, website overhaul, event production and enhancement. Downtown Grand Junction hosts notable events like Market on Main, Tree Lighting, and Parade of Lights.

### Downtown Partnership of Colorado Springs

Programs include Daily Cleaning Services, Landscaping, Flowerpots, Holiday Decor, Powerwashing, and Snow removal. Downtown Partnership of Colorado Springs future plans include managing connectivity, pedestrian safety and competition for the curb: circulator/shuttle, scooters, e-bike share, delivery drivers, etc.

# **DOWNTOWN DEVELOPMENT AUTHORITIES**

## **MENU OF SERVICES**

### **MEMBERSHIP**

DDAs may join DCI as a Public or Nonprofit Partner Organization that allows all employees of your organization to use DCI membership benefits for a single payment. As a member, receive discounts on our educational events and take advantage of our networking and professional development opportunities.

### **GUIDE TO DOWNTOWN REDEVELOPMENT FINANCING MECHANISMS**

Learn and understand the differences between Business Improvement Districts, Downtown Development Authorities, and Urban Renewal Authorities as well as the projects and tools that other districts have successfully implemented in their area.

### **DISTRICT QUARTERLY MEETINGS**

At DCI's quarterly meetings for Downtown Development Authorities, leaders and board members from DDA's across the state join in discussion of their latest projects, successes, and challenges and share the methods that have led to successful implementation.

### **DEVELOPMENT AND IMPROVEMENT DISTRICTS FORUMS**

The monthly DIDs Forums feature engaging discussions led by area specialists to provide special districts information and a space to ask questions about topics such as financing mechanisms, engagement, and communications. Forum topics are released with the events calendar each year.

### **ANNUAL IN THE GAME DOWNTOWN CONFERENCE**

DCI's annual four-day conference is the premier space to gain resources, training, and ideas in all areas related to economic development and community viability in Colorado. Take advantage of our Challenge Studios workshops where participants worked side-by-side with leading industry experts and local peer networks to craft problem-solving plans.

### **CITY BUILDER FORUM**

DCI hosts large and mid-sized communities and districts to help foster dialogue around innovation and problem solving for community and economic development in an urban setting. Through interactive dialogue and sharing, participants identify areas of collaboration, programming and creative solutions.

### **TECHNICAL ASSISTANCE**

DCI will gather a team of specialists who will visit your community and outline a comprehensive plan of action to jumpstart your community's development projects. Participate in our year-long Downtown Sustainability Partnership program and receive a discount on DCI's trainings and events.