



2025

YEAR IN REVIEW



Business Marketing and Communications (BMC) PROGRAM OVERVIEW

Since 2020, the Business Marketing and Communications (BMC) Program team at the Fort Collins Downtown Development Authority (DDA) has championed small-business and community initiatives that strengthen downtown's heartbeat.

Old Town Spree Drives Record Holiday Impact in 2025. Old Town Spree delivered record results, generating \$1.46 million in tracked economic impact, an 8.6% increase over 2024, with \$115,860 more spent at DDA-boundary businesses. Customer engagement also rose, with 38,715 cards redeemed—3,614 more than the previous year. Sixty-one participating businesses benefited from the promotion's strong performance. These results demonstrate how strategic holiday initiatives can meaningfully boost economic activity and strengthen community support for local businesses.

Downtown Gift Cards Fuel Local Economy in 2025. Downtown Fort Collins Gift Cards saw strong growth, with 6,216 cards loaded with \$499,664 in value, a 4.7% increase over 2024. Seventy-eight percent of this value has already been redeemed, with 22% still available for future spending. Because gift cards never expire, redemption totals reflect both new and previous years' sales. Holiday months were especially impactful, generating \$232,474, or 48% of the year's total loaded value.

2025 Great Plates Celebrates 20 Years, Raises \$104,350 for Food Bank. Great Plates of Downtown™ marked its 20th year, raising \$104,350 for the Food Bank for Larimer County with support from more than 50 participating restaurants. The annual March 1 – 14 promotion offers specially-priced meals and has generated \$1,367,340 since 2008, funding over 2.7 million meals for residents facing food insecurity.

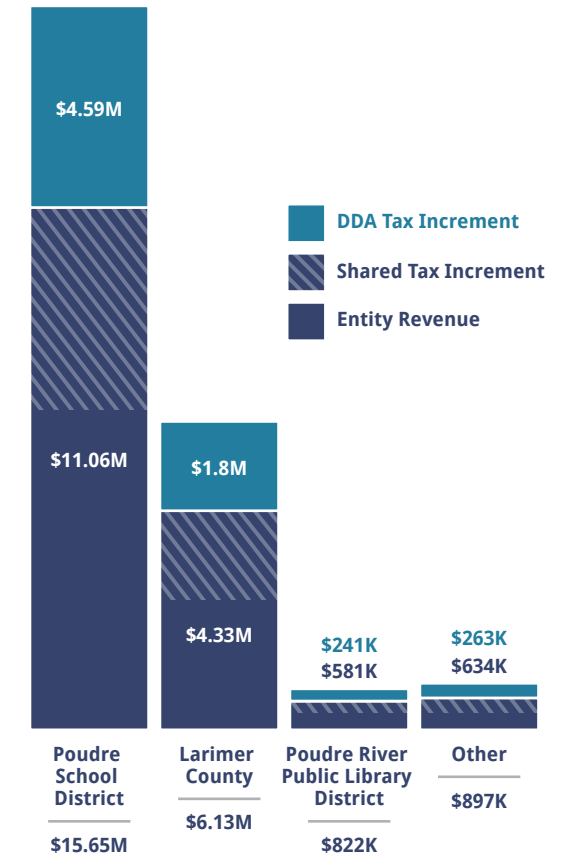


2025 Base Revenue & SHARED TAX INCREMENT REVENUE

In Colorado, downtown development authorities that are older than 30 years automatically share tax increment revenue with affected local government entities. This "share back" results from a widely supported bipartisan amendment of the DDA Act adopted by the state legislature in 2008.

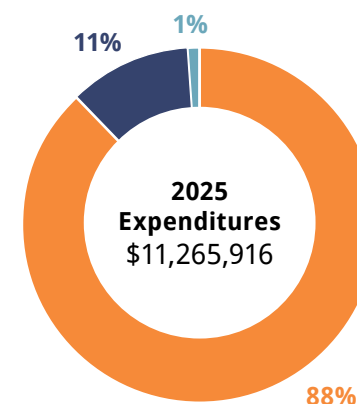
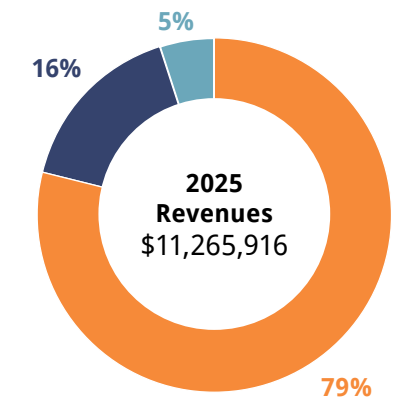
In 2011, the Fort Collins Downtown Development Authority (DDA) began sharing back 50% of its tax increment revenue with the Poudre School District, Larimer County, the Poudre River Public Library District, and other overlapping tax entities. In 2025, the DDA shared over \$6.89 million in tax increment revenues with these local government entities.

In addition, these local government entities also received revenue from the Base Assessed Value of the property in the DDA district, totaling more than \$16.6 million in 2025.



2025 FINANCIALS

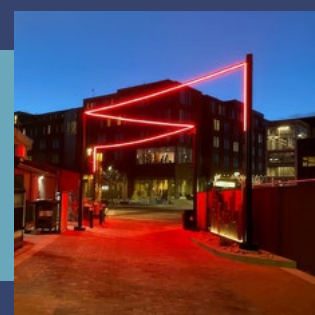
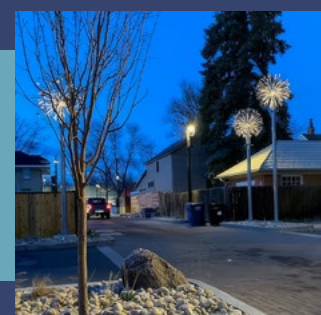
Property Tax Increment Revenue	\$8,861,102	79%
Property Tax Mill Levy, Other	\$1,770,634	16%
Investment Income	\$634,180	5%



Projects & Programs	\$9,945,711	88%
Administration	\$1,289,504	11%
Finance Interest & Fees	\$30,701	1%

COMPLETED Alleys

Enhancements to the East Mulberry and Chestnut Street Alleys were completed in 2025. In East Mulberry, a pollinator theme is expressed with custom illuminated metal towers containing seasonal plantings and spherical "allium" sculptures mid-block. In a nod to the industrial setting of the Chestnut Alley, illuminated cylindrical "steampunk" pipes are featured in planter islands along with linear overhead lighting at each entry.



UPCOMING Alleys

In 2026, two additional alleys—East Olive Street and Whitton Court—will be designed, with construction planned for 2027. These projects aim to enhance infrastructure while creating safer, more engaging public spaces through artistic lighting, improved waste management, opportunities for adjacent business activation, and better pedestrian connections throughout downtown.



Stewardship PHILOSOPHY

The Downtown Development Authority (DDA) is a steward of the neighborhood at the heart of Fort Collins – Downtown. We fund projects that add to the vitality, excitement, activity, vibrancy, diversity, and attractiveness of our community.

To achieve success in the economic development of the District, all DDA functions will be operated with attention to maintaining the fiscal viability of the organization: achieving the goals of the organization as developed by the community stakeholders; and implementing these goals through the adopted plans and policies of the DDA Board of Directors and City Council.

2025 BOARD OF DIRECTORS

Abigail Shephard
Bank of Colorado

Sam Coutts
Ripley Design

Susan Gutowsky
Fort Collins City Council
Representative

Rebecca Hill
ONBE, LLC

Amanda Huston
Coan, Payton &
Payne, LLC

Alan Jantzen
Silver Grill Café

David Lingle
Downtown Resident

Holli McElwee
Kilwins

Randy Shortridge
[au]workshop

Kristin Stephens
Larimer County Board of
Commissioners

Cheryl Zimlich
Bohemian Foundation

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