

A large, abstract, diagonal graphic element that spans across the middle of the page. It consists of thick, textured brushstrokes in various shades of teal, blue, and magenta, creating a dynamic and artistic background for the year '2022'.

2022

Year in Review

**Downtown Development Authority
Fort Collins, Colorado**

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 of stakeholders; and implementing these goals through the adopted plans and policies of the DDA Board of Directors and City Council.

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Letter from the Board

Dear Friends and Colleagues,

Welcome to our 2022 Year in Review. We would like to take a moment to describe the focus of the Fort Collins Downtown Development Authority in 2022, and to thank our many partners for their commitment to making Downtown Fort Collins an incredible place to live, work, play, and invest.

In 2022, construction of Oak 140 was completed and the organization's long term goal of redeveloping the former Elks Club site to serve the community's affordable housing needs were realized in partnership with Housing Catalyst. How this project came to be demonstrates the DDA's strong commitment to listening to the downtown community's greatest needs and assembling a partnership and funding to support a responsive concept. Several of the downtown businesses have already shared the wonderful stories of their employees qualifying and being accepted as residents of the building so that they can live and work in the downtown neighborhood.

The DDA Business Marketing and Communications program refined its focus in 2022 and oversaw seven major-themed marketing promotions that garnered participation by over 156 businesses. Downtown Gift Card sales in 2022 exceeded \$515,000, and gift card redemptions were more than \$425,000, exceeding the previous year's value redeemed at downtown businesses. The Downtown Gift Card program ensures local businesses are supported with purchases made exclusively in the downtown, and that local sales taxes are generated for the City of Fort Collins to offset costs associated with keeping the downtown looking beautiful and safe for all.

Art activation sponsored by the DDA in Old Town Square, along with additional events produced by other community groups, achieved an equivalent of nearly three full months of programmed activities in the plaza. Old Town Square was alive again in 2022 with weekly music performances, a Korean Festival, yoga gatherings, and lots of opportunities for people to engage art and cultural activities. This was a significant increase in the post-pandemic era that brought vibrancy back to the downtown through family-friendly experiences for downtown patrons.

And finally, the DDA completed designs for an additional three blocks of enhanced alleyways. These three alleyway enhancements will span from the DDA's southern boundary at E. Laurel Street to the northern edge of the Old Town triangle area, and will see construction completed in late 2023. The continued buildout of the alleyway enhancements bring the DDA ever closer to completing the 2008 master plan for downtown alleys.

On behalf of the Board of Directors and DDA staff, we thank you for your support in 2022, and look forward to a prosperous 2023.



David Lingle
Board Chair



Matt Robenalt
Executive Director

Art Activation and Events

Events and art programs stimulated Old Town Square year-round, engaging the community with hands-on art they could make themselves, festivals, and performances. The Old Town Square was lively with events for everyone of all ages.



Adirondack Furniture

On June 18, six artists painted locally crafted Adirondack furniture. This year, the DDA partnered with Centennial High School to give young, up-and-coming artists an opportunity to learn the public art process and show off their skills. The DDA had three students and three seasoned artists paint for the entire day, providing the Square with six new pieces of unique and original Adirondack furniture.



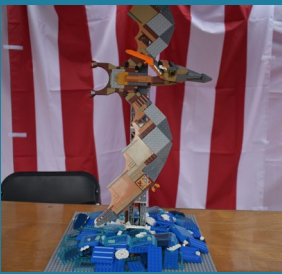
Art for the Heart

This was the DDA's second year of Art for the Heart and it was met with the same great enthusiasm as last summer. Every Wednesday through much of the summer, families were encouraged to drop by the event tent for a free weekly art project. Those who returned their projects the following week had them displayed in the Old Town Square kiosk and were rewarded for consistent participation. Each week, approximately 75 packets were distributed.



Sculpture in the Square

This year's Sculptures on Loan program was met with great excitement again, as six new sculptures were brought in for the yearly display in Old Town Square. The 2022 exhibit was best characterized as colorful, as nearly all of the sculptures were adorned with bright finishes. Zeke Derderian, a local Fort Collins artist, was awarded the People's Choice Award in September for his sculpture Gnosis, pictured to the left.



Lego® Creation Festival

At the end of July, 21 teams competed to build a one-of-a-kind “dinosaur” themed sculpture out of 1,000 pieces. This year’s event featured a custom 15’ inflatable Lego® figure, a selfie station, carnival tent with custom Lego® jewelry prizes, Lego® contests, and as always, the amazing creations of the Denver and Colorado/Wyoming Lego® User’s Group, all in partnership with NOLA Creative Co.



Events

Events in Old Town Square came back in full force in 2022 with 79 events on the stage or elsewhere in the Square. Events ranged from a Korean festival to yoga, music, and so much more! Children and adults alike enjoyed these free performances or community events throughout the entire year.



Santa

Santa met with children and families in the Old Town Square Workshop once again this year. He arrived in style by horse and carriage and brought one of his reindeer, Dasher, with him on his arrival on November 25. The Workshop operated for 20 days throughout November and December. The Workshop was busy as Santa met with 3,981 children and adults.

Business Marketing and Communications Program



There is so much to do downtown year round! The vibrancy is a product of coordination with retailers, restaurants, professional services, and the DDA's Business Marketing and Communications Program. Together, staff work to create promotions geared toward engaging locals and visitors alike.

Downtown Fort Collins First Friday Art Walk™

Making a rebound after the pandemic, business participation returned to historic levels with 27 Art Walk™ businesses, including more than 10 that had not previously been part of Art Walk™. As a year-round promotion, Art Walk™ continues to engage a wide variety of art-minded people every first Friday of the month.



Fort Collins Foodie Walk™

To mark the promotion's 10th Anniversary, branding was updated and a new logo created. The official celebration was held on Friday, October 21 with record attendance. The enhanced Foodie Walk™ featured limited-edition collectible recipe cards and two special giveaway gift baskets. This year-round promotion continues to delight foodies with delectable samples every third Friday of the month.



Great Plates of Downtown™

Returning for a 17th year, Great Plates of Downtown™ had 48 eateries offering \$25 menu specials exclusively from March 1 - 14. These restaurants and patrons came together to support the Food Bank for Larimer County, with 100% of donation proceeds raised benefiting this essential community organization. The final Great Plates™ donation total was a record-breaking \$133,736 in 2022. Since the partnership began in 2008, over \$1 million in donations have been contributed to the Food Bank.



Art Week

In collaboration with the Downtown Fort Collins Creative District, the inaugural Art Week promotion was held April 23 - 30, 2022, as a way to showcase the local art scene in downtown. Highlights included: limited-edition collectible postcards designed by two local artists and Tiny Art Hide & Seek, featuring art from 11 local emerging artists, hidden for the community to find. Arts and entertainment happenings at local businesses during Art Week were aggregated and shared as a community resource of additional activities to enjoy during the week.



CSU Welcome Week

In conjunction with Colorado State University's (CSU) Welcome Week, a limited-edition canvas tote bag was commissioned as a special giveaway. Designed by a current CSU student, the illustration showcased a downtown landmark with CSU flair. Tote bags were offered exclusively during Welcome Week (August 15 - 21) at 28 participating businesses.

Bon Appétit Week™

Bon Appétit Week™, the restaurant promotion, highlighted the vibrant culinary creativity in downtown from Friday, November 11 - Sunday, November 20 at 27 participating restaurants. Professional photos of select chefs and back-of-house staff at eight participating restaurants were captured for a social media storytelling campaign to generate excitement for the promotion.

Old Town Spree™

Implemented in 2019, Old Town Spree™ has become a powerful promotional tool with measurable results. In 2021, 25,806 entries were submitted, representing a value of \$936,280 in downtown sales or economic impact. In 2022, total entries increased by 21.2% to 31,267 and the total economic impact increased by 22.7% to \$1,148,580. The online entry submission process was streamlined to create staff efficiencies and improve the customer experience.

Downtown Fort Collins Gift Card

In 2022, \$519,535 in value was loaded onto 7,615 gift cards. To support downtown businesses, gift cards can only be redeemed at participating merchants within the DDA boundary. Currently, 167 businesses accept gift cards. Redemptions in 2022 totaled \$426,715; a 6% increase over 2021.

The Destination Downtown community newsletter continues to provide valuable information about what's happening downtown. At the start of 2022, there were 17,723 subscribers; by end of year, subscribers increased by 13% to 20,037 contacts.

2022 marked a year of significant engagement by downtown businesses. A total of 156 businesses participated in at least one DDA promotion, and 113 participated in two or more.



Façade Partnership Carnegie Building

Developer: City of Fort Collins

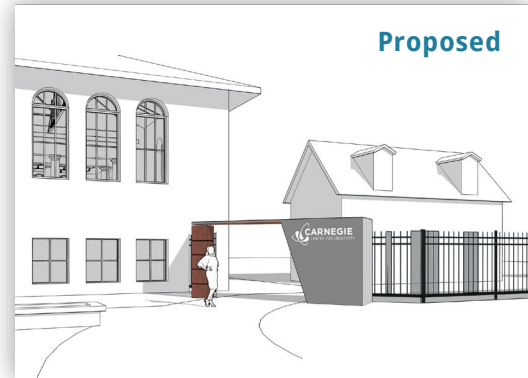
Architect: [au] workshop

Total Value Façade Improvements: \$791,397

Façade Grant: \$214,000

First constructed in 1904 and expanded in 1939, the iconic Carnegie Building is located adjacent to Library Park and was the City's first dedicated public library. The building has remained largely in its 1939 configuration and has served the community most recently as the home for the Carnegie Center for Creativity (CCC), Fort Collins Public Media, and the Downtown Fort Collins Creative District. It is one of the oldest, continuously operating public buildings in Fort Collins and part of a City Historical Landmark District designated in 1978.

The total project focuses on interior renovations, improvements to infrastructure and accessibility, as well as restorations to historic façade features. First phase work already completed included new roofing and copper gutters, and replacement of the elevator to meet current ADA requirements. The final phase of work will focus on interior mechanical and electrical upgrades, restroom renovations, ADA accessibility, and exterior restorations.



Under Construction Block 23/Morningstar

In 2022, construction began on one of the DDA's 2021 public-private funding partnerships located at the northwest corner of N. College Avenue and Maple Street. When completed, the long-term care facility project will offer 89 independent living units, 44 assisted living units, 27 memory care units and 20,000 square feet of ground floor retail space. The DDA is partnering with \$364,737 to fund façades and public improvements.



Completed Oak 140

Made possible through a partnership between the DDA and Housing Catalyst, Oak 140 is the first 100% low-income housing tax credit project in the downtown targeting the downtown workforce. It is a mixed-use project and consists of 79 units that provide housing for a range of incomes between 30% and 80% of the area median income and two ground floor commercial spaces.



Alley Design

East Myrtle Street, West Olive Street, Harper Goff

The DDA has designed and engineered improvements for approximately 30,000 square feet of downtown alley right-of-way in 2022. These latest designs build upon the seven enhanced alleys already designed and installed since 2010, and continue the goals expressed in the 2008 Fort Collins Downtown Alley Master Plan for creating enhanced pedestrian uses of alley spaces. Architectural goals include: encouraging additional outdoor uses, inspiring redevelopment on adjacent private property, creating safe, festive spaces using special lighting and artistic installations, ensuring

emergency access where applicable, consolidating trash and recycling into new enclosures as needed, and implementing a shared street model to allow multi-modal access and services in a controlled and integrated manner.

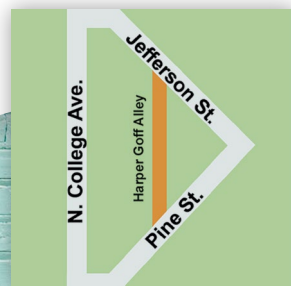
The DDA has budgeted approximately \$3.5 million for construction of the improvements, and expects the construction phase to occur from mid-April through November 2023. The DDA covers the full cost of ongoing maintenance for the enhanced alleyways downtown.



East Myrtle Street



West Olive Street



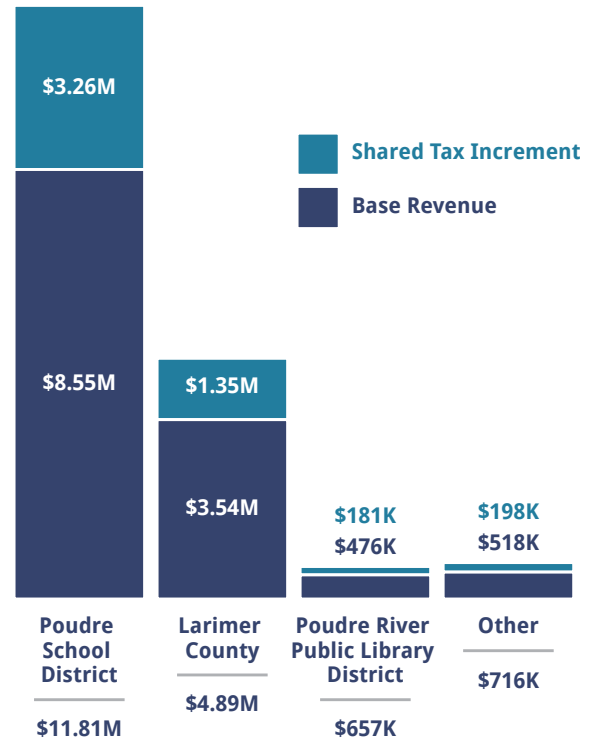
Harper Goff

2022 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 2022, the DDA Shared over \$4.9 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 \$13.1 million in 2022.



2022 Board of Directors

Sam Coutts
Ripley Design

Susan Gutowsky
Fort Collins
City Council
Representative

Dwight Hall
CooperSmith's Pub &
Brewing

Rebecca Hill
ONBE, LLC

Amanda Huston
Coan, Payton &
Payne, LLC

Angel Kwiatkowski
Cohere, LLC

David Lingle
Downtown Resident

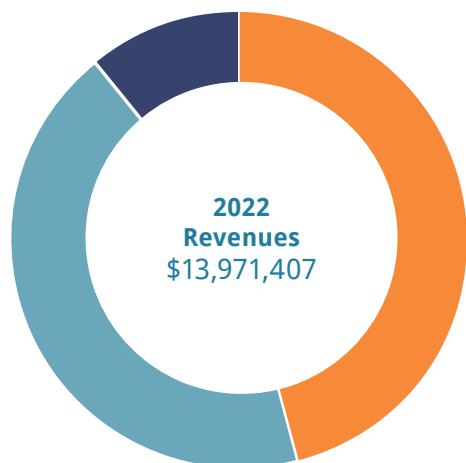
Jenny Schultz
First Interstate Bank

Randy Shortridge
[au]workshop

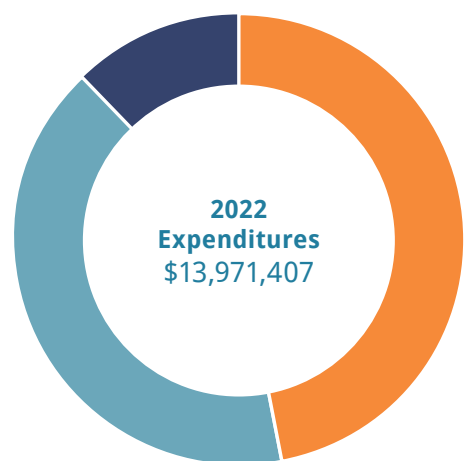
Kristin Stephens
Larimer County Board
of Commissioners

Cheryl Zimlich
Bohemian Foundation

2022 Financials



Property Tax Increment Revenue	\$6,618,508	47%
Proceeds from Debt Issuance	\$6,172,685	44%
Property Tax Mill Levy, Other	\$1,482,594	11%
Investment Income: Gain/(Loss)	(\$302,380)	-2%



Debt Service Principal	\$6,591,766	47%
Projects & Programs	\$5,691,029	41%
Administration	\$1,675,088	12%
Debt Service Interest	\$13,524	0%

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 Coldiron Photography: pages 5 and 6
 Staff Photos: pages 3, 4, 5, 6, and 7
 Laurie White: page 7
 Norris Design: page 8



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The DDA's mission is to build public and private investment partnerships that foster economic, cultural and social growth in the Fort Collins central business district.

