



Downtown
Denver
Business
Improvement
District

2024 DDBID Annual Report



Downtown
Denver
Business
Improvement
District

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PUBLIC TRANSPORTATION (RTD): 303.399.6000

Meet the Downtown Denver BID Team

The Downtown Denver Business Improvement District (BID) is a public organization funded by private commercial property owners to care for our downtown environment.

The Downtown Denver BID goes above and beyond the basic level of care and maintenance provided by the city to deliver a clean, safe and welcoming environment. Ensuring safety and cleanliness for tenants and visitors, the Downtown Denver BID cultivates memorable experiences that strengthen and support the economic vitality of the center city. Creating a unique and captivating urban destination not only connects communities, but also forms a central core, where people want to be, and for businesses to thrive.



From Left to Right: Hwayoung "Y" Kim, Vince Martinez, Ryan Ertman, Beth Moyski, Jaime Lopez, Maddie Weinrich, Justin Evans, Jessie Milleson. **Not pictured:** Amanda Miller



Downtown Denver BID Sub-Contractors

2KEYS

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electric**

BackflowTech

**Weifield
Group**
ELECTRICAL CONTRACTING

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SAVATREE
We Care For What You Love

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**RADIO
RESOURCE
INC.**

A Letter from the Board Chair

Downtown Denver Property Owners,

The Downtown Denver Business Improvement District (BID) delivered transformative results in 2024 to create a downtown that is a safe, clean and welcoming place for all.

Cleanliness and safety are foundational to our work. Our comprehensive approach to downtown maintenance included over 9,000 hours of dedicated cleaning services while introducing new energy efficient technologies. Our Clean & Safe App continues to be a tool that enables our team to efficiently respond to the needs of the Downtown Denver BID while providing data-driven insights into areas guiding priorities.

The Downtown Denver BID private security program accomplished significant milestones through strategic partnerships, including our collaboration with the City and County of Denver on the House1000 initiative. Working closely with the Downtown Denver Partnership's Outreach team, 745 meaningful connections were made that directly impact the most vulnerable in our community.

Sustainability continues to be a focus throughout our downtown work. Year-round, beautification efforts incorporated drought-resistant perennials into the

district's planters, while our comprehensive tree health program supported the expansion of the downtown urban canopy.

2024 marked a pivotal year for 16th Street. We celebrated the new blocks of 16th Street and welcomed 2.4M people back to the iconic spine of downtown. We look forward to the full completion of the 16th Street Revitalization project by Fall 2025.

Support of Skyline Park activations created family-friendly destinations that drew both residents and visitors, while our beloved holiday programming continues to establish downtown as a regional destination for seasonal celebrations.

We welcomed 50 new businesses downtown in 2024 and are anticipating at least 24 businesses opening in 2025.

Building an exceptional downtown takes the work and dedication of an entire community, and we thank you, the commercial property owners who support the work of the Downtown Denver BID, as well as our partners, community members, and the leaders for championing work to transform public spaces in our center city.

The investments and improvements achieved in 2024 have positioned Downtown Denver for continued growth and success. We look forward to building on this momentum together in the year ahead.



Nathan Roberts | Chair

Downtown Denver Business Improvement District
Managing Director, Kittredge Ventures

Board Members

Evan Gart | Vice Chair

Vice President of Operations, Gart Properties

Ed Blair | Treasurer

Area General Manager, Sage Hospitality Group

David Foley | Secretary

SVP, Operations, Brookfield Properties

Jodi Janda | Board Member

Senior General Manager, JLL

Wendi Malone | Board Member

Senior Property Manager, Hines

Julian Tucker | Board Member

Thompson Hotel, General Manager

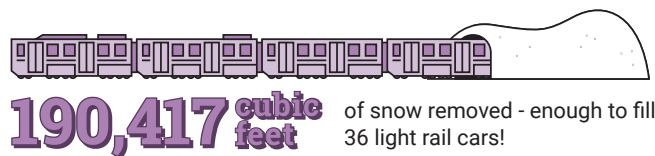
Keeping our Downtown Safe & Clean

From trash and snow removal to maintaining and repairing lights, the Downtown Denver BID team works with property owners and partners to ensure our Downtown is well-lit and clean every single day.



Clean & Safe App

Download the Clean and Safe app to report maintenance and safety concerns like overflowing trash cans, graffiti on public property, and public safety concerns.



70% resolved within 4 hours!

Keeping the Lights On

The Downtown Denver BID team surveyed streetlights downtown to ensure each and every bulb was functional. We counted over 3,600 Lights and reported 103 light outages to Xcel Energy. Lights were repaired and converted to long-lasting LED fixtures for optimal performance.



Efficiency & Waste Operations

The Downtown Denver BID trash receptacles are equipped with a sensor that monitors the trash fill levels and weights of all containers so that they can be collected at the optimal time. The utilization of this system continued in 2024. Latches and plaques were replaced on 50 receptacles.



Sustainability

1,276 banners or 10,667 SF ft² of plastic were recycled. All banners were donated to Mile High Workshop, who upcycle banners and create employment opportunities for members of our community seeking to rebuild.



Incorporating Vital Infrastructure

Over 26,000 feet of irrigation lines were managed including along 16th Street, Union Station, 14th Street, California Street and Curtis Street within the BID boundaries. The irrigation system facilitates the growth of downtown's trees and flowers.



A Safer Downtown



A safe environment is of the highest importance to all of us at the Downtown Denver Partnership and the Downtown Denver BID and we – together with our partners at Denver Police Department and City and County of Denver – remain wholly focused on the safety of our center city.

Collaborative Efforts to Ensure a Safer Environment

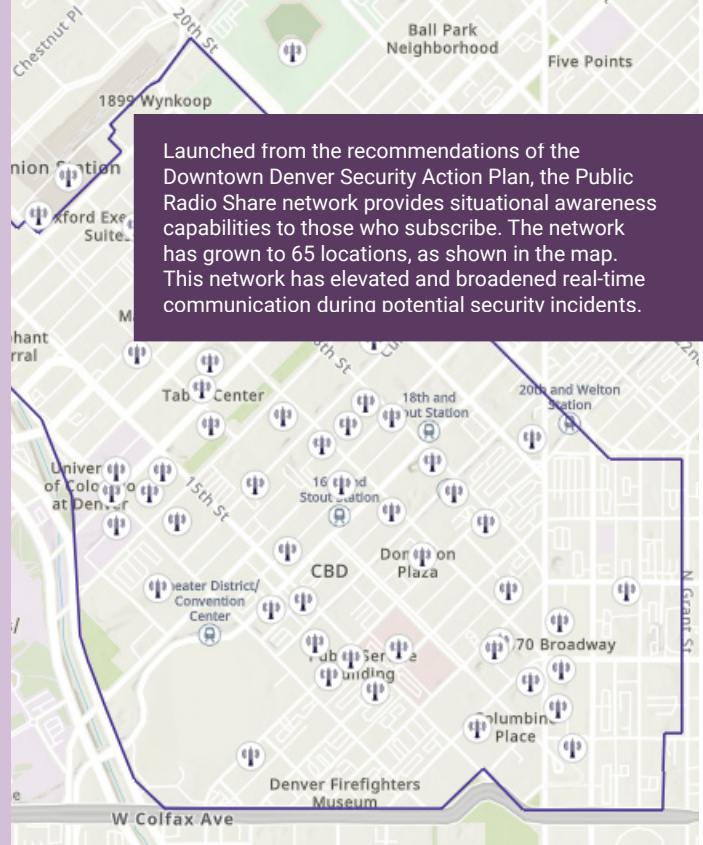
Within the 120 blocks of our Business Improvement District, our Downtown Denver BID Private Security contacts increased from 2023 to 2024. The increase in safety logs reflects a proactive approach to identify and address potential risks, ensuring continuous improvement and a safer environment:

- ▲ 9% increase in community engagement with the Clean and Safe app
- ▼ An 57.4% decrease in reported public use of drugs
- ▼ A 6.3% decrease in unauthorized camping reported
- ▲ An overall 9.1% increase of security tickets submitted in general

Collaborative Efforts to Ensure a Safer Environment

The Denver Police Department reports the following year-over-year (2023 to 2024) progress in the Central Business District and Union Station neighborhood:

- ▼ An 4.8% decrease in violent crime
- ▼ A 6.0% decrease in property crime
- ▼ A 17.2% decrease in auto thefts
- ▼ A 20.0% decrease in auto thefts throughout Police District 6



Downtown Outreach Team

The Downtown Denver Partnership received a grant from Caring 4 Denver to support two full-time outreach caseworkers who proactively approach and support vulnerable unhoused individuals. The Outreach Specialists use a trust-based approach and create strong relationships with individuals to connect them to services throughout the greater downtown area.

In 2024, the two case workers made 3,275 total contacts and 745 warm connections to services and treatments.

All in Mile High Initiative: Safe & Stable Housing for Our City's Most Vulnerable

As of December 2024, the All in Mile High initiative, led by Denver Mayor Mike Johnston, aided 2,233 people into non-group shelter and permanent housing. Out of these contacts, 82% of people are still in housing. This connection to services has helped improve conditions in the downtown environment. In 2024, 350 blocks closed to encampments and decommissioned to not allow for future vulnerable use.

Urban Greening

Committed to increasing resiliency and reducing the carbon footprint of downtown while supporting a healthy, clean and economically competitive district, the Downtown Denver BID recognizes that it has a role to play in combatting climate change and driving forward city-wide sustainability goals within its boundary.

Here are some projects that support our green infrastructure while making our operations more efficient:



A Commitment to Native & Perennial Plants

The Downtown Denver BID manages hundreds of planters throughout downtown. Our commitment to testing the viability of perennial plantings is not only a commitment to building a sustainable downtown, but also one to our downtown community to use resources wisely. Perennial plantings reduce the overall water usage by one third compared to annual plants. Approximately ~10% of the Downtown Denver BID managed planter fleet is planted with perennials. In addition, 125 new planters were brought online on the newly renovated 16th Street. All of which feature of a perennial-forward planting scheme.



Tree Health Program

The Tree Health Program supports approximately 2,200 trees annually by providing crucial tree health treatments to all trees in front of commercial properties in the BID. The services provided include soil remediation and enhanced treatments, cyclical pruning and more. In 2024, team replaced 15 trees and took on the care for 101 new trees from the 16th Street reconstruction



The Urban Forest Initiative

The Urban Forest Initiative (UFI) is a collaborative effort between the Downtown Denver BID, the Downtown Denver Partnership, the City, and property owners to grow downtown's tree canopy through tree beds. The UFI partners with downtown property owners to complete tree bed enlargement projects. The program shares the project cost with the property owner and manages the design, construction and permitting processes. The program installed 20 enlarged tree beds in 2024, bringing the overall program total to 127 since 2020.



An Active Downtown



The Downtown Denver BID plays a crucial role in ensuring downtown activations run smoothly from installations to post-event maintenance. Supporting iconic and pivotal events including:



Skyline Beer Garden presented by Southwest Airlines:

23,300+ Park Visitors,
30,000+ people walked by
and 360,000 drove past beer
garden



Downtown Denver Rink presented by Southwest Airlines:

26,500+ skaters this season
and 40,000+ park visitors



50th Anniversary 9NEWS Parade of Lights:

200,000+ people along the
parade route (20% increase
from 2019/pre pandemic and
20% more than 2023) and
335,000+ people in downtown



2024 New Year's Eve:

200,000 people downtown



Building a Downtown for All

2024 marked a year of monumental moves for downtown. The Downtown Denver Partnership successfully worked with our partners at the City to renew and expand the Downtown Denver Development Authority, a game-changing approach to urban development that unlocks over \$570 million of investment. This entity provides unprecedented tools to drive strategic investments, foster public-private partnerships, and accelerate transformative project. The new Downtown Area Plan was also launched in Fall of 2025 in partnership with the City and will bring a new comprehensive strategic guide for our downtown's future.



16th Street Block Opening Celebrations:

Brought 5,000+ attendees

16th Street

One of the foundational building blocks of a thriving downtown is ground floor activation, as it is crucial to facilitating all economic activity. As a project partner of the 16th Street Revitalization efforts with the City and County of Denver, we've worked to provide crucial economic support to the businesses within the construction zone.

16th Street Small Business Support Program 2024

Working with the Denver Economic Development & Opportunity (DEDO), we expanded business support to include businesses on 15th and 17th Streets, in addition to 16th Street businesses.

- **60 businesses received support grants in 2024**
- **\$644K funds for retention support was provided in 2024**
- **16th Street businesses make up 20% of downtown's restaurant tax base**

Other efforts include activating storefronts via a combination of lease-paying tenants, interactive art installations and local entrepreneur collectives. We are also providing demising and façade grants available to enhance the empty storefronts' leasability.

Additional business marketing support included designing and installing blade signs featuring business logos and addresses to help bring visibility to all 75 eligible businesses during Phase 2 of 16th Street construction.



Celebrating the Reopening of the Iconic Public Realm Space

\$175M

dollar investment in downtown

430K^{SQ}FT

programmed public realm

2.4M 

visits to 16th Street in 2024

+76% 

increase in tree quantity on 16th St.

1M 

granite pavers

1.2Mi.

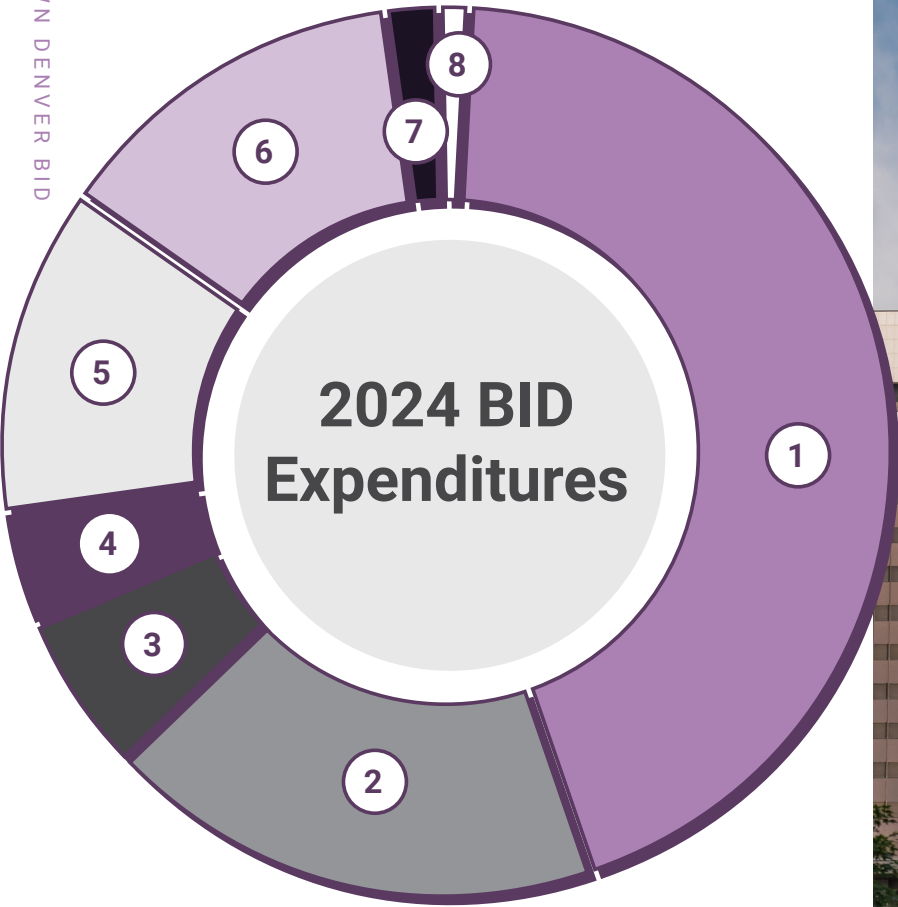
free transit connecting Union Station to Civic Center Station



In 2024, six new ground-floor businesses opened on 16th Street, along with two new sidewalk kiosks.



2024 Financials



Categories	\$ Spent	% of Total
1 Maintenance & Repair	\$3,761,795	44%
2 Management & Admin	\$1,509,025	18%
3 Marketing & Holiday	\$507,382	6%
4 Economic Dev. & Research	\$357,725	4%
5 Security & Safety	\$1,056,568	12%
6 Pedestrian Environment	\$1,088,850	13%
7 Skyline Park	\$141,693	2%
8 Reserves & Other	\$65,095	1%
Total	\$8,488,133	100%



Team

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BID Map





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