

DOWNTOWN DENVER PARTNERSHIP

IMPACT

2016 2017 ANNUAL REPORT



Tami Door
President and CEO
Downtown Denver Partnership



Walter Isenberg
Board Chairman, 2016-17



Bill Mosher
Board Chairman, 2017-18

It's all about **IMPACT** Downtown Denver Partnership

Cities are built by people, and thrive because of business. For 62 years, the Downtown Denver Partnership has been steady, confident and visionary in our efforts to build one of the most economically powerful center cities in the country. Guided by the 2007 Downtown Area Plan, the 20-year plan for Downtown Denver, the Partnership is leading a place-based economic development strategy to positively IMPACT our center city 24 hours a day, seven days a week.

Over the course of the past year we have stewarded the transformation of the visitor experience on the 16th Street Mall, increased the attractiveness of Downtown by recruiting high quality retail amenities, advanced efforts to ensure diversity of housing type and affordability, fostered our culture of innovation and entrepreneurship and much more. And throughout the center city our IMPACT is as vibrant as the Blue Trees that line the Denver Theatre District, as tangible as the pop-up park transforming 21st Street and pulsates to the beat of the more than 220 musicians that perform Downtown as part of our effort to drive the culture of music forward in our center city.

Ultimately, our IMPACT has created a thriving center city that tops national rankings and is a "go to" destination for businesses looking to start and grow, the next generation workforce and more. And at the intersection of this IMPACT you'll find our 750 member businesses, Board of Directors, civic leaders and community partners. Thank you for contributing your passion and skills to advance progress towards our vision of an economically healthy and vital Downtown.

As we continue to build a great city, our focus will remain on the policies, initiatives and projects that will have the most IMPACT on our core priorities to build a premier organization, create energized public spaces and districts, grow the economic base of Downtown, and connect everyone to everything through greater mobility options. We look forward to another place-making, city-building year of IMPACT ahead.

Thank you to our **IMPACTful** partners who supported many of these important initiatives and more, including:

750 Member Organizations

80 Board Members on 3 Boards

7 Councils and Committees

35 Corporate Sponsors

35 Partnership Team Members

Downtown Denver Business Improvement District

- | | |
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| City and County of Denver | Allied Universal |
| <i>Office of Mayor Michael B. Hancock</i> | Auraria Higher Education Center |
| <i>Arts and Venues</i> | Colorado Department of Transportation |
| <i>Community Planning and Development</i> | Colorado Technology Association |
| <i>Denver Police Department</i> | Consolidated Services Group |
| <i>Human Services</i> | Denver Urban Renewal Authority |
| <i>Office of Economic Development</i> | Denver Regional Council of Governments |
| <i>Parks and Recreation</i> | Regional Transportation District |
| <i>Public Works</i> | VISIT DENVER |

Learn more and **ENGAGE** with us at downtowndenver.com.

We are the **visionary city builders** creating an **economically powerful center city.**

Here is a snapshot of the **IMPACT** we had on Downtown Denver this year.



Launched Private Security Team

- Transformed the visitor experience and informed the future of the 16th Street Mall during five consecutive weekends of Meet in the Street, including the inaugural Downtown Denver Prototyping Festival featuring 9 prototypes designed by the community.
- Catalyzed efforts to revitalize Civic Center Station as a multi-modal transit center, and marked the beginning of construction following advocacy to revitalize the urban transit hub to enhance mobility, pedestrian safety, and economic development opportunities.



- Fostered Downtown's culture of innovation and entrepreneurship during the record-breaking fifth year of Denver Startup Week.



13,334 people attended 306 events
47 million social media impressions



Target, Sephora and Whole Foods will open in Downtown in the coming year.

- Advocated for effective policies to drive the city forward, including taking positions on four key ballot initiatives that resulted in successful opposition of a single-payer healthcare system (Amendment 69), and support of an inclusive constitutional amendment proposal (Amendment 71), the renewal of SCFD (Issue 4B) and the Denver Public Schools Bond and Mill Levy (3A and 3B).

- Propelled the culture of music forward through helping launch DIME Denver, and bringing 220 bands and musicians to Downtown throughout the year.



- Brought millions of visitors Downtown to signature annual events including the 42nd Annual 9NEWS Parade of Lights, New Year's Eve Fireworks, the Southwest Rink at Skyline Park, and the 33rd Annual A Taste of Colorado.



325,000 skaters in seven seasons of the Southwest Rink

- Advanced commitment to building a multi-modal Downtown to strengthen connections and economic development opportunities, including the annual Downtown Denver Commuter Survey and support of the 14th Street Bikeway.



- Expanded analysis for the future of the 16th Street Mall by supporting the launch of a federally-mandated process to yield plans to optimize the corridor for all users.



- Informed and involved Members and stakeholders at events throughout the year, including in-depth forums on the 16th Street Mall, development, innovation and multi-modal transportation, quarterly Lunch 'N Learns, Downtown At a Glimpse presentations, and more.

- Drove economic growth and showcased the thriving economy and powerful center city brand in the 2017 State of Downtown Denver report, one of several research reports produced throughout the year.

\$2.8 billion of development under construction or planned



- Brought 140 civic and business leaders together to build relationships and educate on key issues during the 10th Annual Urban Exploration trip to Portland.

- Advanced efforts to ensure diversity of housing type and affordability including advocating for the passage of the first-ever statewide bill to address construction defects, supporting the City's first affordable housing fund, and securing representation on Denver's new Housing Advisory Committee.



- Elevated the Downtown experience by planning and implementing visionary activation programs including the completion of The Outdoor Downtown Plan and launching The Square on 21st, a two-month pop-up park that showcases vision for vibrant parks and public spaces as economic drivers.

2016 JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER JANUARY FEBRUARY MARCH APRIL MAY JUNE 2017



- Instituted several programs to ensure a safe, welcoming and inclusive environment through continued implementation of the Downtown Security Action Plan, including launching the Private Security Team, permitting seven alleys and more.
- Created a vibrant Skyline Park including a successful pilot of the Skyline Beer Garden, which returned for four months in June 2017 to bring family-friendly food, fun and live music to Downtown.



- Engaged Downtown's next generation of leaders through a series of CityBuild events including the fourth annual CollaborEAT, a communal outdoor dining and educational experience, in RiNo that emphasized the importance of art and center city neighborhoods.

1,500 young leaders engaged with CityBuild

- Increased the attractiveness of the center city by recruiting high-quality amenities through implementation of a comprehensive retail strategy, the opening of first-to-market Uniqlo store, and meeting with several prospective retailers at the International Council for Shopping Centers conference.



- Led a dialogue with 700 regional leaders to explore "The City of the Future" and shared best practices at the Rocky Mountain CitySummit.

187 new pedestrian lights installed on the 16th Street Mall

- Enhanced the pedestrian experience on the 16th Street Mall through supporting the installation of 187 new pedestrian lights that are energy efficient and distribute light more evenly to improve upon the feeling of safety.



30,000 people have attended programs at The Commons

- Grew an authentic community-based platform to help businesses start and grow at The Commons on Champa, which was awarded a \$400,000 grant to develop programming to support women and minority entrepreneurs, including the launch of Women on the Rise and CO.STARTERS to engage and support our diverse entrepreneurial community.

7,457 commuter survey responses represented 659 companies; highlighted value of transportation benefits



- Created energized public spaces and districts by managing special districts including the BID, 14th Street GID and Wynkoop Plaza.



- Transformed business leaders into city builders through the Downtown Denver Leadership Program, where the 2016 class helped re-imagine the future of the 16th Street Mall and the 2017 class focused on the 5280 Loop.

710 DDLP alumni



More than 6,000 people attended Partnership Member events

- Supported developers in moving key projects forward and supported design guidelines, zoning regulations and brand of Arapahoe Square as Denver's next great neighborhood.

19 companies expanded or re-located Downtown

79,367 Downtown residents
130,227 Downtown employees



- Elevated efforts to create a distinctive city through implementation of public art programs, including the environmental installation The Blue Trees.

1,000+ trees managed by Partnership and BID

Statewide construction defects legislation signed into law

12,000 new housing units added since 2007

- Honored six transformational projects at the 56th Annual Downtown Denver Awards Dinner.



- Led bold vision to link neighborhoods and connect people by securing several grants to move forward with conceptual design of the 5280 Loop, a visionary project that will transform the public right-of-way.

