With a Bias for Action.

Annual Report
2017-2018
At the Downtown Denver Partnership, we know that with great impact comes great responsibility. We have a responsibility to strategically and methodically guide Downtown Denver’s growth, build with vision, and bring people together as visionary city builders. We have a bias for action.

For 63 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 that positively impacts our center city 24 hours a day, seven days a week.

In the past year, we have made moves big and small that contributed to Downtown Denver’s growth and solidified Denver’s place as one of the best cities in the country to live, work and visit. From dynamic events that transform Downtown Denver into a winter wonderland to our firm, decisive actions around safety and security, to our consistent efforts to build a thriving culture of entrepreneurship and innovation, together we make progress possible.

Seven key areas of impact guide our strategic work. We focus on powerful placemaking through initiatives like the 5280 Loop that improve the downtown environment, strengthening and supporting the economic vitality of the center city. We recruit world-class retail and businesses, attract the best and brightest people and fuel a culture of entrepreneurship and innovation that increases the attractiveness of downtown. We emphasize bike lanes, public spaces, housing, and amenities, building a place where people want to be.

The cranes in the sky, the new Target opening on the 16th Street Mall, and the public art that enlivens our downtown alleyways are signs of economic prosperity. We must revel in this success without losing sight of the future. With thoughtful strategy as our guide, we face challenges and opportunities head on, addressing a variety of issues that impact our center city.

Our impact is fueled by our 755 member organizations, Boards of Directors, civic leaders and community partners who believe in a strong economic future for our city. Thank you for contributing your passion and skills that have advanced our progress towards our vision of an economically powerful downtown.

At the Downtown Denver Partnership, we proudly have a bias for action. We approach each new opportunity and challenge by asking, “If not us, then who?” We are here, as visionary city builders, committed to our relentless pursuit of making Denver the best city in the nation. Our work is never done. With a bias for action, we will continue our city building efforts. Our focus will remain on the policies, initiatives and projects that will build an economically powerful center city, and we look forward to celebrating our successes and overcoming challenges together with all of you.

With a bias for action.

Tami Door
President & CEO

Bill Mosher
Chairman
Management Group

Rob Cohen
Chairman
Downtown Denver, Inc.

Trini Rodriguez
Chairman
Denver Civic Ventures

CityBuild | A Love Affair with Denver - April 2018
Vibrant Spaces & Dynamic Events

We are connecting Denver’s community to memorable, dynamic events and vibrant spaces that excite and inspire, and partnerships that make shaping our place possible.

Parade of Lights - Over 450,000 people flooded the streets as we continued this Downtown Denver holiday tradition for its 43rd year, bringing the holiday spirit to residents and visitors alike.

The Downtown Denver Rink at Skyline Park - Sporting a new look and feel, the Downtown Denver Rink returned for an 8th season and had 44,000 skaters lace up.

Skyline Beer Garden - Opened for its first full year, Downtown’s newest outdoor beer garden served 450 kegs of beer and hosted 34,000 people.

A Taste of Colorado - Hosted over 500,000 attendees at the festival over Labor Day weekend while re-imaging and re-branding the 2018 Taste of Colorado experience.

Public Art - Aimed at bringing art to Downtown Denver to create safe, welcoming and "selfie-worthy" moments, we partnered with local artists to transform a parking garage through art, bring art to our alleys and help launch the Happy City Denver program.

Between Us: Downtown Denver Alleyways Project - We worked with local and international artists in five downtown alleyways to make these once dark places a destination for public art that speaks to our city’s sense of place.

The Square on 21st - In partnership with the City and County of Denver, this pop-up park between Larimer and Lawrence Streets redefined the purpose and function of the street and saw more than 15,000 visitors for 2 months in the summer of 2017. It also showcased the potential of the 5280 Loop.

Transformative Planning & Policies

With a bias for action, we are investing in tomorrow and executing for today. With thoughtful strategy as our guide, we face challenges and opportunities head on, addressing a variety of issues that impact our center city.

5280 Loop - Over 1,000 stakeholders came together to envision how we can transform 5.280 miles of Downtown streets into a series of distinct places for people, nature, and culture to intersect, and celebrate the many vibrant and diverse center city neighborhoods. The conceptual design was completed in 2018.

2017 General Obligation Bond - Advocated for this $937 million investment package to restore and expand on community assets and infrastructure for Denver, including support for the 18th Street Mall, Skyline Park, Auraria and protected bike lanes.

Civic Center Station - Successfully advocated for the reconstruction and reopening of this new - and improved - $31 million transportation amenity.

Downtown Security Summit - Hosted the first annual Downtown Security Summit in November 2017 attended by 81 people from 9 cities to share best practices about safety and security in downtown areas.

Breathe Easy Ordinance - Approved by Denver City Council on Dec. 1, 2017, this ordinance prohibits smoking on the 16th Street Mall. The Partnership helped craft and advocate for the approval of this ordinance which will continue to ensure that Downtown Denver is healthy and welcoming for everyone.

Downtown Area Plan Midpoint - Lead a year-long engagement process that reexamined and reiterated the values stated in the 2007 Downtown Area Plan, and laid out the priorities for the next 10 years to respond to emerging trends in the social, economic, environmental and political landscapes of downtown.

16th Street Mall Reconstruction - Working with the City and County of Denver and RTD, we completed the 106 Planning Process and determine a preferred alternative for the future of the 16th Street Mall.

Downtown Area Plan Amendment - In partnership with the City and County of Denver, we worked to reimagine the Central Platte Valley - Auraria District. Denver City Council approved the amendment that paves the way for a complete, walkable, mixed-use neighborhood that connects to the rest of Downtown.
**Powerful Placemaking**

We work to ensure Downtown Denver has vibrant, engaging spaces where people want to be. We actively work to understand and improve the downtown environment, strengthening and supporting the economic vitality of the center city.

- **Clean & Safe** - Every day of the year, we manage Downtown Denver Business Improvement District (BID) contractors who keep downtown clean and safe through programs including a private security team, sidewalk cleaning, trash and graffiti removal, as well as inspections of sidewalks, alleys, planters and lighting.

- **Security Action Plan** - We implemented security strategies that reduced crime in the BID by 10% over the last 12 months, the second straight year of double digit decline in the crime rate.

- **Mobility Report** - Authored and distributed the first annual Mobility Report, tying results of the annual Commuter Survey to policy actions in order to provide better alternative mobility options and help reduce single-occupancy vehicle usage for Downtown commuters.

- **Bike Lanes** - Years of our advocacy bore fruit when 19th Street and 20th Street were converted to two-way streets with bike lanes, and the unprotected bike lane on 14th Street was transformed into the highest-quality protected bike lane in the City.

- **Commuter Survey** - Almost 60% of our workforce uses transit, bikes, walks or shares the ride to commute to work. As part of the Downtown Denver Partnership’s commitment to creating a robust and visionary mobility network for employees, we conducted the 11th annual Downtown Denver Commuter Survey to measure how downtown’s 133,000 employees get to work.

- **Tree Care Program** - Expanded to include 1800+ downtown trees. We know that a healthy urban forest is key in a vibrant downtown.

- **The Outdoor Downtown Plan** - Partnered with the City and County of Denver to complete this visionary plan that rethinks how we use and manage our downtown public spaces and sets bold goals for enhancing the public realm.

- **Improving Public Spaces** - Implemented $300,000 in Mall pavement repair projects that corrected critical long-term deficiencies in three different blocks.

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**An Active Network of Engaged City Builders**

We create opportunities for engagement and impact, bringing together leaders at every level to build skills, connect with a network of key industry influencers, and help build our center city.

- **CityLive** - We launched this program to engage and educate the growing number of downtown residents in Downtown Denver’s happenings. Over 300 residents have been engaged so far, with the aim to grow to 3,000 by 2021.

- **CollaborEAT** - CityBuild’s signature event completely transforms a space in Downtown Denver into a beautiful urban community dining room. This year 250 people spent the evening at the Auraria Campus discussing the 5280 Loop, the history of the area and connections between Downtown Denver and this important institution in our city.

- **A Love Affair with Denver** - Our Love Affair with Denver will grow for a lifetime, as this special event showcases! Over 300 people came together in the new Dairy Block to highlight the work and stories of key movers and shakers in the Denver community.

- **Downtown Denver Leadership Program** - Back for its 15th year, this 10-month program is a unique opportunity for 90 emerging leaders to foster professional relationships and lend their voice to projects that will strengthen Denver’s core for years to come. This year’s class project is Civic Center Station: Convergence of Mobility, Development & Placemaking.

- **CityBuild Denver** - This group of over 1,000 energetic individuals working to create a platform for Denver enthusiasts who span different industries and communities to come together and collaborate on big ideas that help shape a better Downtown Denver. CityBuild hosted six events with over 800 attendees.

- **Urban Exploration** - The 2018 Urban Exploration Trip took 150 of Denver’s most visionary leaders—including 15 elected and appointed officials—to Downtown Los Angeles to learn from public and private sector leaders in transportation, city planning, parks and public spaces, and economic development.
Fueling Economic Prosperity
Together, we make progress possible. Through our place-based economic development strategy, we are creating an environment where businesses of all sizes thrive.

Prosperity / prəˈspərdə/- noun: a point of physical flourishing; having grown strong and healthy.

- Downtown Denver Partnership - Having grown strong and healthy.

- 2018 State of Downtown Denver - With more residents, jobs and visitors than ever before, Downtown Denver enjoyed a record-setting year in 2017. Over $1.35 billion in new investment was completed, adding 1,711 residential units, 1,141 hotel rooms and 1.1 million square feet of office space. The office market growth was supported by strong job growth downtown, with over 133,000 people now working downtown.

- Retail - Retail is on the rise in Downtown Denver as we welcome a diverse retail scene to meet the needs of our diverse and growing community, including Whole Foods, Sephora, FlyWheel and Free Market, with Target set to open in July 2018.

- Center City Housing Report - This annual report uncovered that since 2000, we have added over 33,000 jobs and almost 16,000 new residents. Supply has tried to keep up with this increased demand, with over 10,000 units added in the past 10 years and another almost 9,000 units currently under construction. However, it has not been enough to keep housing costs affordable for many of our residents and workers.

- Development Map - Highlighting development activity for the previous five years, this year’s report noted over $5 billion in new investment across 83 projects (completed and under construction). This five-year economic growth resulted in over 4 million square feet of office, more than 10,000 new residential units and 3,200 hotel rooms.

- Corporate Expansions and Relocations - Denver continues to be a place where people and businesses want to be. In the past year, 15 companies have relocated their headquarters or expanded into Downtown Denver.

- LIVE Denver - We helped create LIVE Denver, a two-year pilot program that allows for the rapid provision of affordable housing through an employer-assisted, city-supported housing program to meet immediate needs of Denver’s workers.

Innovation through Entrepreneurship
We know that bold ideas drive our city forward. Our efforts to create a strong culture and foster the conditions for economic success bolstered entrepreneurship and innovation across our local economy.

Innovation / inˈsərveɪʃ(ə)n/- adjective - changing something established by introducing new methods, ideas, or products.

- The Commons on Champa - We celebrated a 3rd successful year of inspiring entrepreneurship at The Commons, having served over 40,000 people since opening in 2015. This public program creates an inclusive community where anyone can find everything they need to start and grow a business.

- Denver Startup Week - In its 6th year, the Partnership helped lead a record-breaking event that brought together 18,885 attendees at 376 sessions throughout the country’s largest, free entrepreneurial event hosted in the heart of Downtown Denver. People were paying attention with over 99 million impressions on #DENSStartupWeek as we showcased Denver’s unique startup ecosystem.

- CO.Starters at The Commons - In its first year, 65 entrepreneurs joined this new community-driven accelerator program. Alumni have created 47 new companies and over 80 jobs, and have obtained funding, secured contracts and leased downtown business locations. In keeping with our promise to build an inclusive ecosystem, over 60% of alumni represent traditionally underserved entrepreneurial communities.

- Women on the Rise - This growing network, founded by The Commons on Champa, is dedicated to connecting women entrepreneurs to role models, resources, education and mentorship to meet their challenges and goals for starting and growing a business. The program is supported by the Downtown Denver Partnership’s Women’s Council.

- Technology Sector Growth - Innovative technology-based firms are helping to drive Downtown Denver’s economic growth more than ever. The technology sector is attracting new talent to the market, with employment up 74% since 2010 and 628 technology businesses calling Downtown Denver home.

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- Colorado Technology Recruiting Coalition Launch - We partnered with some of Colorado’s most well-known technology companies to form the Colorado Technology Recruiting Coalition, aimed at branding Colorado as one of the fastest-growing tech hubs in the nation. The aim is to attract talent and showcase Colorado’s vibrant tech ecosystem and dynamic opportunities available for talented engineers, product developers and tech leaders to Colorado to support and help amplify the state’s thriving tech industry.
**Collaboration** / kəˈlæbərāSH(ə)n/ noun: the action of working with someone to produce or create something.

- **700+ Member Companies** - Our number of member companies has grown to 755, representing the metro Denver area’s most impactful companies that are committed to the future of downtown.
- **Member Forums** - Hosted 10 Member Forums on topics ranging from mobility to smart cities to how technology is changing our cities, with nearly 6,000 attendees.
- **Annual Downtown Denver Awards** - Our 57th Annual Awards Dinner honored six projects that changed the face of Denver in the prior year.
- **Network of People and Businesses** - Convened thousands of meetings, conversations and events to bring civic and private sector leaders, business and property owners, together to tackle the opportunities and challenges facing Downtown Denver.
- **Committees and Councils** - Our seven Committees and Councils bring our Members to the table to make their mark on our work and become active city builders, providing their expertise on a broad range of strategic topics.

**Bringing People and Business Together**

We know that a thriving, strategic evolution only happens when every voice steps up to the mic. We convene Denver’s leaders to make meaningful impact on business - and the city.

**Thank You.**

Cities are built by people and made stronger by the many voices at the table. Thank you to our partners who supported many of these important initiatives, and more, throughout the last year.

**And a special thanks to our:**

- **80** Board Members
- **755** Members
- **3** Boards
- **Corporate Sponsors**
Visionary city builders, building an economically powerful center city.

Learn more:

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