



DOWNTOWN COLORADO, INC.

# **District Information for Downtown Fraser**

# ABOUT DOWNTOWN COLORADO, INC.

## Colorado's downtown champion since 1982

We are the Doers.

We are committed to building downtowns that are prosperous, equitable, creative, and welcoming. United in cause, we are Colorado's downtown champions.

Downtown Colorado, Inc. provides five core services to organizations and individuals engaged in downtown + commercial district development:

- Advisory Services
- Educational Events
- Advocacy and Information
- BID, DDA, URA Formation+ Training Assistance
- Colorado Challenge Program



## Who We Are

CHAMPIONS + CATALYSTS



## Bill Shrum

Director of Operations |  
Downtown Colorado, Inc.



# AGENDA

- + Downtown Process
- + DDAC Recommendation
- + District Formation
- + General Questions

# Town of Fraser Process

## Downtown Strategic Plan (2017) + DDAC Priorities

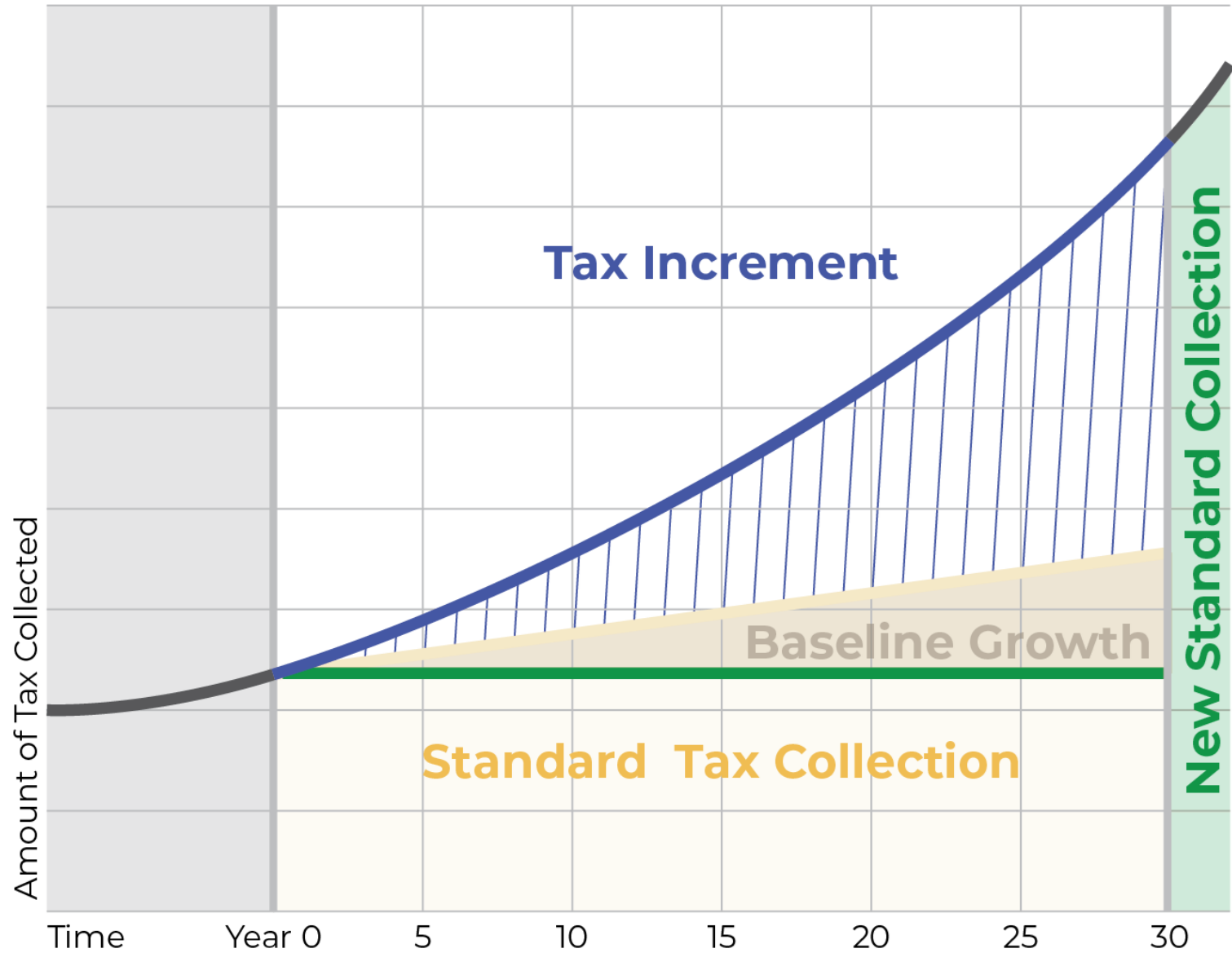
- Develop a vibrant Town Center
- Improve infrastructure downtown
- Support local businesses
- Increase mobility + parking choices
- Expand and diversify local housing options





## A Good Plan of Development

- Streetscape
- Activation
- Connectivity
- Placemaking
- Housing
- Infrastructure





The diagram illustrates the flow of TIF incentives. At the top, a large blue curved arrow points from the 'TIF INCENTIVE' text down to a green rectangular block. Two stylized figures in business suits are shown on either side of this block, appearing to place or support it. The block is positioned on a bridge-like structure made of green rectangular segments that arch over a large light blue circular area. The text 'BONDS', 'LOANS', and 'REIMBURSEMENTS' is stacked vertically on the right side of the green block.

**TIF INCENTIVE**

BONDS  
LOANS  
REIMBURSEMENTS

## **TIF ELIGIBLE COSTS**

PUBLIC INFRASTRUCTURE/UTILITIES

PARKING

STORMWATER IMPROVEMENT

PERMITTING + FEES

ENVIRONMENTAL REMEDIATION

FACADES

MULTI-MODAL IMPROVEMENTS

AFFORDABLE HOUSING



# DOWNTOWN ORGANIZATIONS

	BID	DDA	URA
<small>Source: Modified from "BID, DDA OR URA: How to decide?" by Carolynne C. White of Brownstein Hyatt Farber Schreck, 2008.</small>			
<b>PURPOSE</b>	Economic Development and beautification.	Urban development or redevelopment.	Stimulate Reinvestment to improve economic conditions.
<b>BASIC FUNCTIONS</b>	Acquire, finance, install and operate public improvements, including but not limited to: streets, sidewalks, curbs, pedestrian malls, landscaping, statuary, fountains, bike paths, benches, information booths, public meeting facilities.	Implement a plan of development for the downtown development area, which could include events, beautification, business support, and more.	Carry out "urban renewal projects;" plans to assist the municipality . . .to eliminate and prevent the development or spread of slum and blighted areas; to encourage needed urban rehabilitation; provide for the redevelopment of such areas; providing public improvements; encouraging rehabilitation and repair; [...] plans for voluntary repair and rehabilitation.
<b>FUNDING &amp; FINANCING</b>	May impose: ad valorem property taxes, rates and charges for services or improvements, and special assessments. Functions as a taxing authority. Cannot use TIF.	May use TIF funding for sales and property tax for a period of 30 years, and/or impose mill levy up to 5 mills within the downtown development area for operations of the DDA.	May use TIF funding for sales, lodging, and property tax for a period of 25 years. May buy, sell, or manage property. May receive grants and allocations from partner programs.
<b>PROPERTY ACQUISITION &amp; DISPOSAL</b>	Does not own property.	May acquire property through sale or gift. May sell at fair market value.	May acquire property through sale, gift, or eminent domain. Must dispose of <u>through reasonable competitive bidding procedures</u> . Special procedures apply for property acquired through eminent domain to be transferred to a private party.
<b>BOUNDARIES</b>	Dominantly Commercial District (50% of uses) or future commercial district.	Downtown district.	Same boundary as municipality; may designate districts for TIF.

# KEY IDEAS

- The Downtown Fraser Strategic Plan sets a good foundation
- DDAC agreed with the plan and recommendations
- Tax Increment Finance can help accomplish the community goals
- DDAC recommended creating a DDA

# DDAC Recommendation

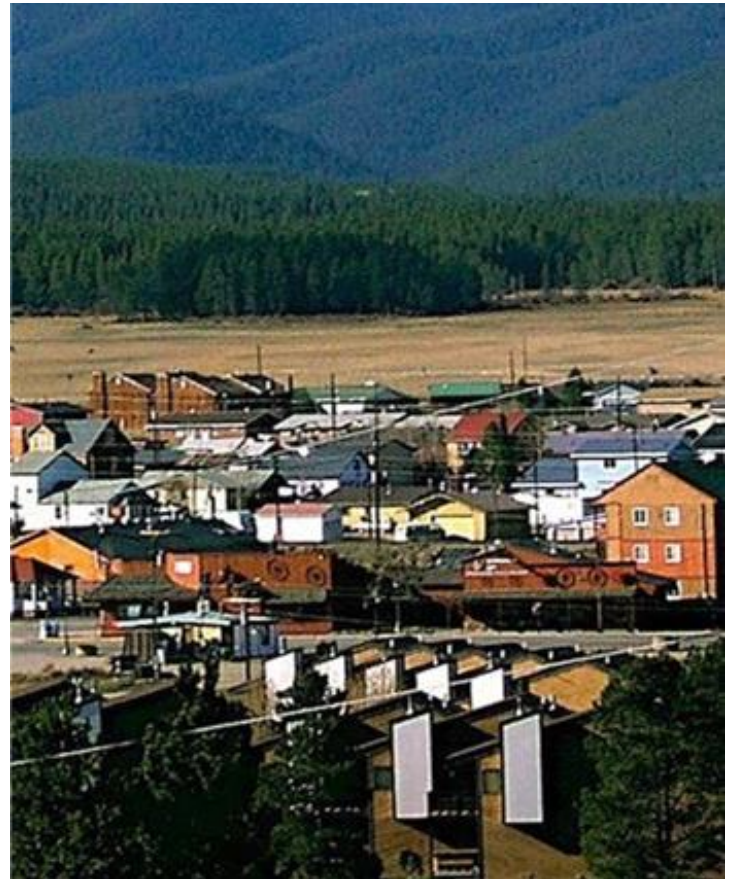


The Downtown Development Advisory Committee made a motion on September 21<sup>st</sup>, 2023 to recommend that the Board of Trustees move forward with an ordinance referring the establishment of a Downtown Development Authority for the Town of Fraser to be voted upon by "eligible electors"\* in the April 2024 municipal election.

\*"Eligible electors include registered Colorado voters who are residents, property owners, or business lessees within the proposed DDA boundary, or their appointed representative agents for the purpose of this election."

# Next Steps For the Trustees

- Ballot Language
- Setting a Boundary
- Level of Trustee engagement with DDA Board
- Planning Years 0-3





# DDA Formation Process

- Propose Boundaries for a DDA
- Resolution in accordance with C.R.S. § 31-25-801 to Create a Ballot Measure for Special Electors
  - Form the DDA
  - Conditional ask for a Mill Excise
  - Conditional ask for a Debt Authorization
- Board Appointments (2 by June 30 for successive years)
- Create Bylaws for the DDA for approval by Trustees
- Must Create and Approve Plan of Development Prior to Activity – C.R.S. § 31-25-807 (4)
- Notify the County Assessor of the Creation of a Plan of Development and the Collection of TIF Funds



# Strategic Boundaries

- Increment
- Infrastructure
- Catalyst Sites
- Public Benefit
- Future Growth
- DDA Champions
- Zoning + Use
- Flexibility



# DDA Board Approval

- Formation information in ballot measure
- Elect / Appoint initial members
- Council approval can vary, but a Council member must sit on the DDA board
- Specialized roles (leaseholder / owner)

Note: Creation of a DDA requires appointment of an Executive Director

# Things to Consider

- Start the discussion about the contents of your Plan of Development, generally 2–3 months to approval
  - Consider Plan elements that fit your Comp Plan + budget
  - The Plan is an *enabling* document
  - The Plan is reviewed and approved by P&Z
- 50+1% of Board must have a real property or lease interest in the district
- Board members cannot vote on matters of DDA activity where they have a specific financial interest (C.R.S. § 31-25-819)
- Support the new DDA. Incremental gains in the early years = large capacity in the future

# Trustees Working with a DDA

- Appoint Board members, one DDA board member is a Trustee
- Approve Bylaws
- Approve Plan of Development
- Can request economic analysis of Downtown Area

Note: Creation of a DDA requires appointment of an Executive Director

# Next Steps

Nov 1<sup>st</sup> : 2<sup>nd</sup> DDA Board Meeting Session

- DDA Boundaries
- Fiscal Analysis & Considerations- Troy Bernberg
- Present Legal Contract for Review to Support DDA Initiative

Nov 15<sup>th</sup>: Present Ordinance & Ballot Language (1<sup>st</sup> reading)

Dec 6<sup>th</sup>: Vote to Approve Ordinance & Ballot Language

April 2<sup>nd</sup>: Election



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# UPCOMING EVENTS

[www.downtowncoloradoinc.org](http://www.downtowncoloradoinc.org)

- October 25  
Webinar  
Investment Ready
- October 28  
TIF Housing Summit
- Mid-November  
Make or Break Your Project
- December 6  
Event  
Holiday Networking
- **April 2-5, 2024**  
**IN THE GAME, Durango CO**

**THANK YOU**  
**DOWNTOWN COLORADO, INC.**

**303.282.0625**  
**[www.downtowncoloradoinc.org](http://www.downtowncoloradoinc.org)**

We are fun

AND WE INVITE OUR  
MEMBERS TO JOIN US



REGULAR PEER  
MEETINGS



TRAINING,  
DIRECTORY +  
BOARD MANUAL



OPPORTUNITIES  
TO LEAD



MOST FUN  
EVENTS EVER

# CONTACT DCI

## WEBSITE

[www.DowntownColoradoInc.org](http://www.DowntownColoradoInc.org)

## EMAIL ADDRESS

[coordinator@downtowncoloradoinc.org](mailto:coordinator@downtowncoloradoinc.org)

## PHONE NUMBER

303.282.0625

A black circular logo with white text. The text "DO-ER." is in a large, bold, sans-serif font. Below it, "DOWNTOWN" and "COLORADO" are in a smaller, all-caps, sans-serif font, with "inc." in a very small font size at the bottom right.

**DO-ER.**  
DOWNTOWN  
COLORADO  
inc.