



City of
Golden

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Work Plan

To: The Honorable Mayor and City Council
From: Steve Glueck, Assistant to the City Manager, and Robin Fleischmann, Economic Development Manager
Through: Scott Vargo, City Manager
Date: February 28, 2023
Re: DDA 2023 Work Plan

Mission/Purpose of Board/Commission:

Per the Plan for Development, adopted in 2014, the DDA's mission is to focus available resources and community energy toward the continued enhancement and vitality of Golden's downtown area. In doing so, the DDA concentrates its efforts and resources in four specific areas:

1. Business vitality and support
2. Community character and culture
3. Public spaces and infrastructure
4. Land use and transportation

2022 Accomplishments:

The DDA was active in 2022. A few notable 2022 accomplishments include:

- The DDA awarded grants totaling \$43,430 including five exterior improvement grants (two to new businesses) two special event grants, and a website grant.

- The DDA continued to financially support organizations and programs that continually draw higher levels of visitation to downtown including Miner’s Alley Playhouse, the Golden Visitors Center, and Foothills Art Center.
- The Miner’s Alley Lighting project commenced construction.
- The DDA continued to fund services that enhance the downtown physical environment including holiday lights, sidewalk and alley power washing, and supplemental Sunday trash pickups.
- In a partnership with the City to improve downtown trash management and offer recycling, the DDA invested \$55,000 in construction costs to alter the streetscape planters for the new receptacles.

2023 Board Goals:

	SMARTIE Goal Specific, Measurable, Attainable, Relevant, Time-bound, Inclusive and Equitable)	<u>Success Factor</u> <ul style="list-style-type: none"> • Active, Connected & Sustainable • Affordable & Thriving • Safe, Inclusive & Engaged • Respected & Relational Governance • Quality Services 	<u>Council Initiatives</u> If so, which one?	<u>Key Projects</u> If so, which one?	If not an initiative or key project, is it proposed to be one?	Input from other boards needed?
1	Work with the City on future infrastructure investments, including wayfinding, CoorsTek redevelopment and Heart of Golden.	Active, Connected & Sustainable; Affordable and Thriving	Heart of Golden	Washington Avenue Alternatives	N/A	MTAB

2	In partnership with the City, support projects and programs that arise from the <i>Howdy Downtown</i> initiative.	Active, Connected & Sustainable; Affordable and Thriving	N/A	Downtown Use of Public Spaces	N/A	Community Development and Public Works
3	Continue to provide high quality downtown maintenance and amenities. Specifics include holiday lights, power washing the core area sidewalks and other services to ensure a beautiful downtown for residents and visitors alike.	Affordable and Thriving; Safe, Inclusive, and Engaged	N/A	N/A	N/A	Parks and Public Works
4	<ul style="list-style-type: none"> Enhance awareness and usage of a range of expanded grant programs by which the DDA encourages business investment. The DDA will also reach out to resident to gather input on community infrastructure projects. 	Affordable and Thriving; Quality Services	N/A	N/A	N/A	CSAB for Energy Efficiency

Recommendations for new board member appointments: The DDA board enjoys a diversity of business owners, property owners and residents of the DDA area. For the two openings in 2023, the board recommends that this mix of perspectives and experience be continued, bearing in mind the requirement for board members to be electors in the district boundaries.