

City of Golden Memorandum



To: City Council
From: Steve Glueck, Director of Community and Economic Development
Thru: Jason Slowinski, City Manager
Date: February 27, 2017
Re: Downtown Development Authority Work Plan

Recommendations for 2017 Appointments: For 2017, the DDA Board has 2 scheduled openings. In evaluating applicants, it is recommended that Council consider the benefit of appointing one or more members with the following skills or experience: business, finance, law, construction, urban planning, and/or land development. In addition, general knowledge of Golden, Golden Vision, and community needs is helpful. As Council is aware, all DDA board members, other than the City Council representative, must be eligible electors in the district. Staff will verify eligibility in the application process.

2016 Summary: With 2016 being only the second year of operation for the DDA, the organization had many accomplishments.

The DDA helped to promote the downtown through its strategic partnership with the Visit Golden community marketing program. Furthermore, the DDA continued with a robust grant program to help the business community thrive, as well as strengthening downtown nonprofits and community events, alike.

The DDA also funded streetscape and electrical system repairs, especially related to the holiday light display.

2017 Focus Areas: 2017 will be another year of growth and advancement for the DDA. Below is a listing of goals the authority hopes to accomplish.

- Collaborate with the Golden Urban Renewal Authority, (GURA) and City of Golden to determine the best uses for the expenditure of the Downtown Legacy Fund.
- Collaborate with GURA on a (somewhat) standard application package for Tax Increment Financing (TIF) proposals.
- Invest in infrastructure projects to benefit the district
- Provide direct benefit to businesses and non-profit partners through the annual grant programs.
- Continue to work with stakeholders to accomplish shared downtown goals

- Continue the work started in 2016 with other City departments and constituents to enhance wayfinding opportunities in and around the downtown core.
- Evaluate and consider redevelopment proposals as they arise.
- Participate actively in any long term municipal facilities planning efforts related to properties within the DDA boundaries.