



2015 Annual Report



Message from Pam Bricker

The momentum created in the last several years for Greeley's Downtown continued to increase in 2015!

Many significant new retail operations opened including WeldWerks Brewing Co., Brix Taphouse and Brewery, Grand Lake's 16th Street Tavern, Right Coast Pizza and a second Subway location near the University. A wonderful new addition was Farmer's Pantry which brought fresh food back to the district and specializes in products and produce grown locally.

The purchase of the 8th & 8th Building brought an owner who wants to upgrade the quality of tenants and invest in a remodel of the building. A development agreement for a longtime dream of a hotel and conference center is very close to being negotiated with construction starting in the spring. This will also spur construction of a new fire station along with plans for new City Hall facilities. Weld County is remodeling the annex at the Chase plaza and will be bringing 150 more employees to downtown in 2016.

Our Public Realm activities increased a great deal with the hiring of our "Ambassador of Clean" who is helping to keep our district clean and garbage free. The Art Alley added many new pieces and has become an attraction for pedestrians and the Art Tree sculptures along 8th Avenue have also become an attention grabber, particularly with the beautiful flower plantings that complimented them this year. Major crime statistics were also significantly lower for 2015 and Greeley's Police force has made a significant effort to keep our district safe.

Attendance at our events continues to surpass previous years and more and more Greeley area and surrounding communities' residents are discovering the fun that we provide throughout the year. All of our rentals and housing units are fully occupied and the demand for places to live in our district is very high.

Our many, many partnerships with other community organizations enable us to accomplish so much more by joining forces for events, marketing, interns and art. With the leadership of a dynamic board, a tremendous staff, generous sponsors, and remarkable volunteers, we are on course for more growth and activities as we sail into 2016!



Executive Director

Downtown Development Authority



Vision and Mission Statement

Vision Statement

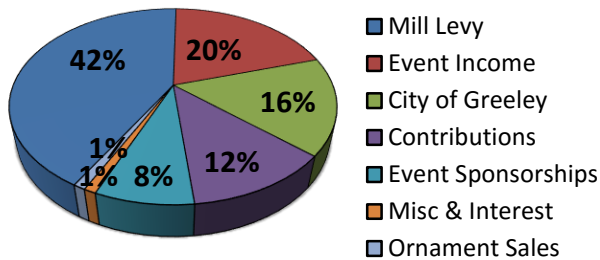
To create a thriving, urban neighborhood that is a vibrant place to live, work and play.

Mission Statement

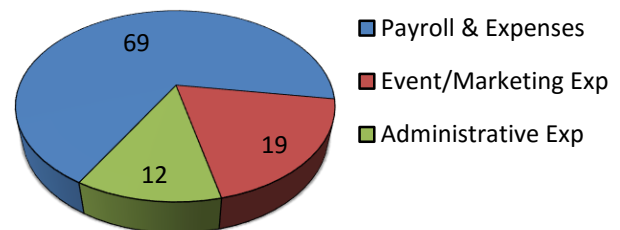
Create an economic redevelopment program for the Greeley central business district to restore it as the center of cultural, business, governmental, entertainment, and community life for Greeley, Weld County and Northeastern Colorado.

2015 Income and Expenditures

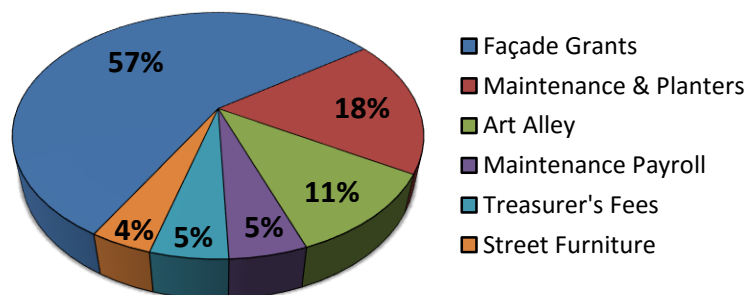
Operating Income Total Revenue: \$306,402



Operating Expenses Total Expenses: \$311,523



TIF Income: \$298,721 Total TIF Expenses: \$123,989



Economic Development

In 2015, 22 new retail or service businesses opened in the District

15 New Retail Businesses:

- Right Coast Pizza
- Brix Taphouse & Brewery
- Subway
- The Happy Hempo
- WeldWerks Brewing Company
- Farmer's Pantry
- Miss Mary's Kitchen @ LPE
- Keynote Coffee
- Soco's Pizza
- Grand Lake's 16th Street Tavern
- Mile High Fashionz
- Daris Uroon Retail Store
- The Pit
- Fat Shack
- True Love Smoke Shop

7 New Service Oriented Businesses:

- LA Law
- Eternal Wellness Massage
- Dog Grooming by Dames
- Vino Nuevo Church
- Select Energy Services
- Studio Ten Sixteen
- Mander Automotive



3 MAJOR project in the works

- Quality hotel and convention center
- Renovation of the 8th & 8th Building for office and retail
- Renovation of the Chase annex bringing 150 new employees

Only 4 ground level vacancies in Historic Downtown

Nearly 60 dues paying members of the Greeley Downtown Alliance (merchant association) held monthly meetings, sponsored a downtown brochure, and organized the Holiday Open House on November 28th

DDA Supported and managed 19 Friday Fests for the Downtown Greeley Promotional Association

8th Avenue Redesign Project from 16th Street to 14th Street



Significant Property Sales:

- 1024 9th Avenue (Trinity Plaza)- to County; demolished
- 1020 9th Avenue (Phoenix Training Studio)- to County
- 800 8th Avenue- Jim Mokler will renovate for office and ground level retail
- 829 10th Avenue (Masonic Temple)- Maurice Lyons & Christopher Michael bought for restaurant/event center
- 822 8th Street (Lincoln Park Emporium)- owners purchased building
- 818 8th Street- Matt Revitte purchased from Penny Graham
- 819 11th Street (Greeley Area Realtors Association)- to County
- 1215 8th Avenue (Salvation Army)- sold to investment group
- 725 10th Street- sold to Joe Molina
- 1320 8th Avenue (former Deals on Wheels)- sold to Richardsons
- 1122 11th Avenue (former Safeway)- purchased by City of Greeley



Public Realm



7 Façade Grant Projects Completed

- WeldWerks Brewing Co.- 508 8th Avenue
- Law Offices- 719 7th Street
- Brix Taphouse & Brewery- 813 8th Street
- Zoe's Café- 715 10th Street
- Right Coast Pizza- 811 8th Street
- Kingsford Law Offices- 825 10th Street
- Subway- 1001 9th Avenue

These 7 projects resulted in a total of \$65,149.89 in DDA funded grants with a total reinvestment back into the downtown district of \$1,241,039.66.

Improvements ranged from new awnings and a fresh coat of paint to major building rehabilitation and restoration.



5 New Art Pieces painted on/installed in the alley between the 8th and 9th Street Plazas. Artists included:

- Betony Coons
- Susan Nelson
- Felisha Brower
- Alex Paozols
- Wes Sam-Bruce



Cleanliness / “Curb Appeal”

- The DDA hired a part-time maintenance person, better known as the **“Ambassador of Clean,”** whose entire role is devoted to the overall care and beautification of public areas of the Downtown Development Authority district.
- **2 historic outdoor kiosks were restored** by Magnolia River Manufacturing and placed on the 8th and 9th Street Plazas. They now serve as both a business directory and an information outlet for events and other happenings in downtown.

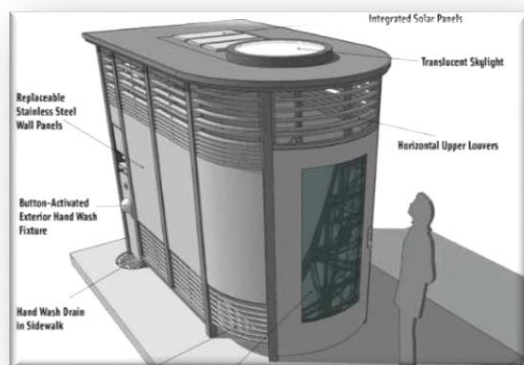


- Over **60 planters** were professionally planted and maintained throughout the summer season.
- The DDA supported the City of Greeley’s **Urban Art Tree Project** by funding 10 planter bases for the decorative art trees



Lighting

- Lighting in nearly 50 trees on 8th, 9th, and 10th Streets were maintained continuing to create a safer, inviting atmosphere 365 days a year in the downtown core.



Projects still in the works:

- Public restrooms
- Parking strategies
- Completion of Art Alley
- Playful art structures

Experience

✚ The downtown “experience” continues to improve and enhance downtown’s image with the community, businesses, property owners, residents and investors.

✚ 60,000= 2015 total estimated event attendance

- Includes attendance from:
 - Friday Fests
 - Blarney on the Block
 - Bike to Work Day
 - Easter Egg Hunt
 - Bronco Fan Appreciation Tour
 - Arbor Day in Lincoln Park
 - Poudre on the Plaza
 - OktoBREWfest
 - Trick or Treat Street
 - First Fridays
 - AgriCULTURE Fest & Feast
 - Holiday Open House
 - Greeley Lights the Night Parade



✚ Steady attendance at **Friday Fest** events

- 38,500 Estimated attendance
- Received \$23,000 in sponsorships for the Greeley Downtown Promotional Association
- Provided 19 Friday Fests to the community with a budget of \$56,000

✚ **OktoBREWfest**

- Net Revenue: \$35,000
- Estimated attendance: 7,000 in spite of some chilly weather
- Expanded VIP area
- Interactive area hosted by the Greeley Fire Department



✚ **First Friday** gallery participation steady with 21 participating galleries/locations on the brochure.



Connections

Awards:

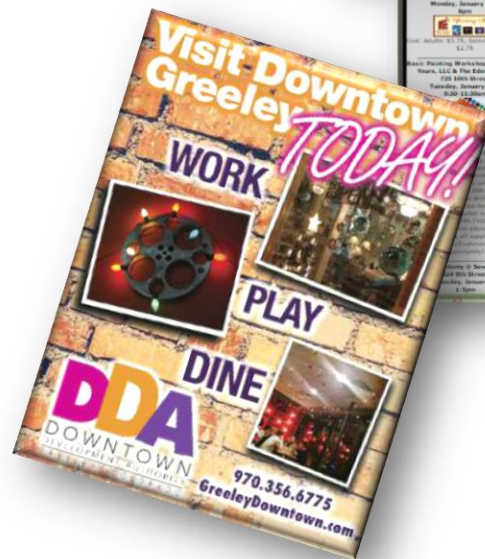
- Friday Fest – Greeley Tribune’s “Reader’s Choice” first place award for “Best Place for Live Music”

Reaching Out

- Class Presentations at UNC
- Job & Career Fair at UNC
- Aims Community College “Fall-In”

Media:

- Greeley Tribune Downtown Page- 12 times a year
- Other Greeley Tribune event advertising
- UNC Visitor Guide
- First Friday: A Night of Art brochure
- Greeley Unexpected Brochure (collaborative effort)
- Bear Biz materials (collaborative effort)
- GDA Greeley Downtown guide
- KUNC advertising
- Lamar (Billboards)
- Clear Channel Radio- sponsor of Friday Fest
- Restaurant Guide
- Chamber event guide- Tribune wrap
- Bandwagon Magazine
- UNC Mirror
- NorthWeld Herald

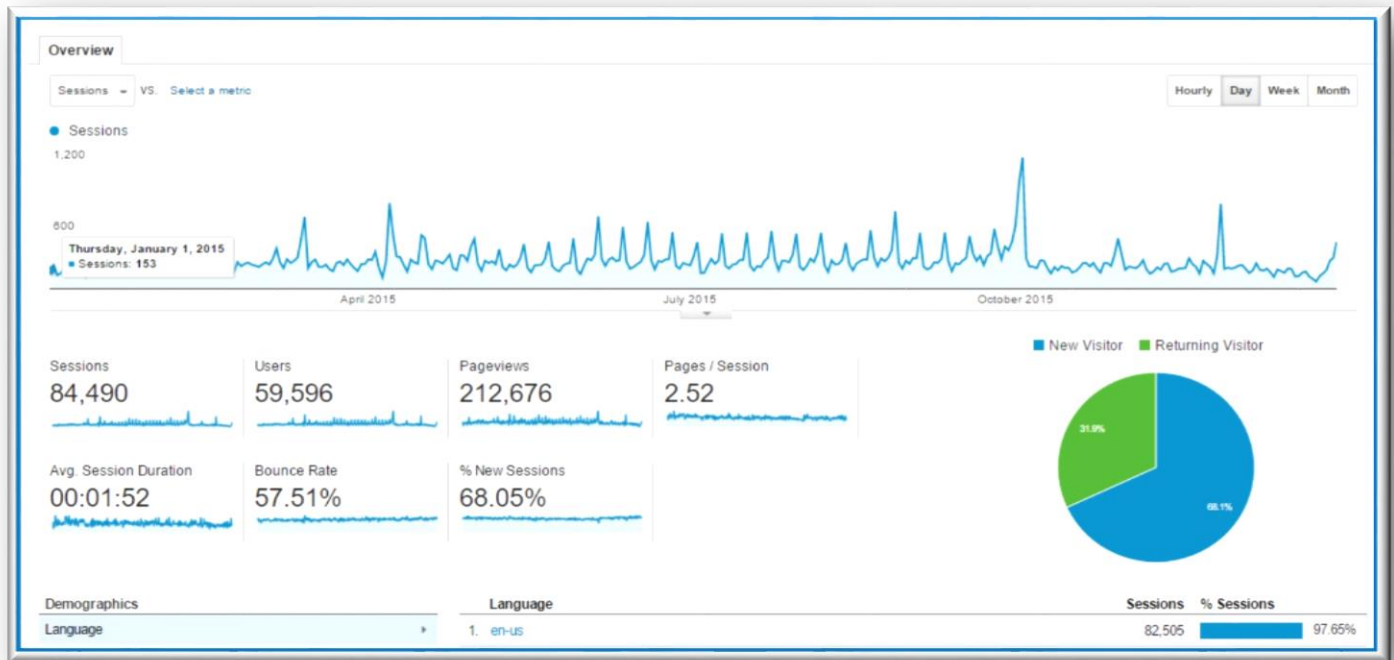


Social Media

- Constant Contact** – 2X per week e-blasts to over 3,000 subscribers
- Facebook** – over 4,300 followers and growing.
- Pinterest** – business, category and event pins
- Twitter** – tweets for events
- Instagram** – hashtag promotions

DDA Website – Jan 1, 2015 through Dec 31, 2015

- 212,676 page views
- 84,490 sessions- an average of over 231 per day
- Over 68% of the sessions were new visitors
- 2.5 pages per session- almost 2 minutes per session meaning people are interested in and engaged in our information



Collaborations

Creative District – Certified in 2014: a cooperative effort between the City of Greeley, DDA and UNC Performing and Visual Arts Department

- Discover GCD Wayfinding system
- Agriculture Fest & Feast (also Greeley Tribune partner)
- 2 New art centers- Joe Molina Studio, The Garage
- Art Alley
- 10 Urban Tree Sculptures
- Chalk Fest



More Collaborations

Event partners

Greeley Blues Jam kickoff
 Greeley Independence Stampede kickoff
 Arts Picnic kickoff– with City of Greeley
 Greeley Lights the Night Parade and
 Lighting Ceremony– with Greeley Chamber
 Community Foundations' Ride for Success

City of Greeley

8th Avenue Redesign
 Parking Committee
 Hotel Development
 Museum
 Historic Preservation
 Union Colony Civic Center
 Farmers' Market
 Greeley Unexpected
 University District
 Super Big Event



Greeley Downtown Alliance

Downtown business group which is a committee of the DDA for which we provide administrative support

Greeley Downtown Promotional Association

Manage Friday Fest Go-Cup

Greeley's Great Group

To identify and connect champions for Greeley

Greeley Chamber/Visit Greeley

Active seat on the Visit Greeley Committee
 Joint advertising opportunities
 Greeley Lights the Night Parade



UNC

Greeley Unexpected New Student flyer
 Walking Tours
 Interns/Practicum Students
 Bear Biz



Art Commission

Urban Trees
 Murals
 Art Alley
 Sculptures on Loan



2015 DDA Board Members

Bob Tointon
Chairman; Phelps Tointon

Matt Anderson
AnCon Constructors

Travis Gillmore
Treasurer; Phelps Tointon

Mary Roberts
Lincoln Park Emporium

Mike Ketterling
KBN Engineers

Tom Grant
Grant, Hoffman & Kamada

Logan Richardson
Mineral Resources

Randy Sleight
City Council Representative

Drew Notestine
Thomas & Tyler

Sandi Elder*
*New incoming City Council
Representative

Ken Schultz
NCMC, Inc

Phil Grizzle
Vice Chairman; Zoe's Cafe

Charles Archibeque
City Council Representative

Janine Reid
High Plains Library District

Robb Casseday*
*New incoming City Council
Representative

2015 DDA Staff Members

Pam Bricker
Executive Director

Alison Hamling
Director of Downtown
Experience

Bianca Fisher
Associate Director

Karen Baumgartner
Administrative Assistant

