Annual Report
2019

We are the DO-ers.
A Note from the Executive Director

Dear DCI Doers,

As we close 2019, and begin our 39th year working with downtowns, town centers, and main streets in Colorado, my heart is filled with gratitude. I am honored to work with the Doers in this wonderful state. Every day I receive questions, requests, and ideas from you all as you work to make your downtowns stronger, and I feel such joy as we work through the details and consider how best to keep you moving forward.

When DCI was formed in the early 1980s, the purpose was to advocate for commercial districts. A primary function was to build awareness, provide training to help with formation of Business Improvement Districts (BIDs), downtown development authorities (DDAs), and urban renewal authorities (URAs). As we head into 2020, DCI will continue to expand our resources and services for these districts. We will also continue to build capacity in our smallest, rural communities through partnerships, training, and expanding access to a wide-range of resources.

We have had an amazing year in 2019! While we do not know what the future will bring, I am certain that you, our DCI Doers, will continue to be the leaders, innovators, and the incredibly fun partners that we have come to know. We, your DCI Team, will be waiting for your call.

Cheers,
Kat Correll

Experience Economy

Activating Downtowns

DCI was proud to once again partner with the United States Department of Agriculture (USDA) through their Rural Business Development Grant (RDBG) and Brian Corrigan from Future’s United Network (F.U.N.) to start a conversation about the Experience Economy! Seventy-four percent of Americans prioritize experiences over products or things. Therefore, it is important to create community experiences that are distinctive, authentic, and engaging to locals and enhances the quality of life for all people.

AmeriCorp VISTA

Building Capacity in CO

DCI is a sponsoring organization of AmeriCorps VISTA team members placed across the state of Colorado. This talented group is working on objectives that relate to community and economic development, urban planning, and transit. That coincide with poverty reduction. Many of our VISTA members are beginning their career in these fields.

- **11** VISTAs Placed at
- **8** Sites across the state
- **4** VISTA Trainings on Economic Development
- **2** Professional Development Conferences Attended by VISTAs

DCI’S IN THE GAME CONFERENCE

April 9th - 12th | Aspen, CO

IN THE GAME 2019 offered hands-on approaches and talks that dove into the importance of building in equity. With a thematic focus on stewardship, equity, and unintended consequences, the conference invited attendees to be reflective and critical when approaching these issues in our communities. Keynotes included: Nita Mosby Tyler of The Equity Project, LLC.; Eric Kornacki, Re:Vision; Michelle Kobayashi, National Research Center; and Scott Wasserman, Bell Policy Institute.

- **240** Attendees from across the Colorado
- **14** Dine Around Lunch and Learn Sessions
- **10** Local and Regional Tours
- **5** Colorado Brief Lightning Presentations
- **5** Colorado Challenge Program Community Workshops
2019 **Events by the Numbers**

**1070+ ATTENDEES**
People from across the state of Colorado

**FROM VARYING LOCATIONS**
42% RURAL
23% SUBURBAN
35% URBAN

**158+ SPEAKERS/MODERATORS**
Industry leaders and emerging leaders shared experiences, collaboration, and brainstorming

**TYPES OF ATTENDEES**
338+ MEMBERS/PARTNERS
195+ NON-MEMBERS
103+ COMMUNITY MEMBERS
204+ SPONSORS
Contributed insight and wisdom to the important conversations

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2019 **Membership by the Numbers**

**Local Government Members**

- 15% 50k+
- 17% 20k-50k
- 68% 5k-20k

**Membership by Type**

- Local Government: 44.3%
- Business & Nonprofits: 26.2%
- Districts: 12.2%
- URA: 7.8%
- Emerging Leaders: 6.3%
- Challenge Communities: 2%

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**36 Events**

- Symposia
- Discussions
- Workshops
- Informational Seminars
- Presentations
- Webinars

**Statewide Access**
- Rural: 61.1%
- Suburb: 11.1%
- Urban: 22.2%
- Online: 5.6%

**Statewide Audience**

DCU Events Map 2019
Colorado Challenge Accelerator Program

Since its creation in 2017, the Colorado Challenge Accelerator Program has worked with a diverse mix of 34 Colorado communities to consider solutions around housing, small business support, tourism development, local engagement, brownfield clean up, financing, and more!

This project is DCI’s largest technical assistance program that will help our Colorado communities establish a plan for community-wide initiatives. The goal is to foster sustainable community and economic development (including public, private, and non-profit partners moving forward as a business-friendly destination for entrepreneurs and community initiatives). The five phases of planning and development include: Community Selection, Team Building, Challenge Studio, Financing Approach, Program Continuation. The map below shows the statewide reach of the Colorado Challenge Program!

Case Study Center, Colorado

The Town of Center was selected as a 2019 Challenge Community with the goal of working towards “Becoming Business Friendly”. Center sits at a crossroads of highways in the San Luis Valley. Center has vacant buildings and available land, and Center wants business!

Center has a lot of momentum and a lot of work to accomplish: focusing on youth entrepreneurship; business attraction and retention; identifying vision for 87 acre parcel and attracting investors and bringing color and art into the downtown. The “Lights on Center” event brought together community members and leadership as well (as regional and state partners) to share both the impressive array of opportunities that Center offers to entrepreneurs and investors as well as broad community engagement efforts to connect with and hear from local stakeholders about the future of the community.

Center had: 45 community vision survey respondents; 13 business ideas were shared; multiple leadership meetings considering the needs for business and a vision for the 87 Acre parcel; over 10 community partners coming together to engage and celebrate Center and 50 participants in a community table sharing ideas for the future.

What’s Next in 2020

In 2020, DCI will continue its commitment to being an ally and partner for all of Colorado’s downtown organizations (public, private, non-profit) and champions. We will find the resources, networks, partnerships and inspiration to keep Colorado’s downtown communities vibrant and resilient in the face of uncertainty.

We want you to know about the services we can provide you remotely: Weekly COVID-19 response calls; A network of private and public sector members to connect with; district and URA resources; weekly newsletters and updates; engaging webinars on topical issues and our AmeriCorps VISTA Program. Stay tuned for more to come!

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2019 Board of Directors
Executive Committee:

Steve Art (President), City & URA of Wheat Ridge
DiAnn Butler (Immediate – Past President), Grand County Economic Development
Tara Marshall (Treasurer), Department of Local Affairs
Jariah Walker (Secretary), Colorado Springs URA
Katherine Correll (Executive Director), Downtown Colorado, Inc.

Voting Members:
Karen Current, DHM Design
Jason Dennison, Downtown Fort Collins Business Association
Rick Kron (Advisor), Spencer Fane
Erin Lyng, Progressive Urban Management Associates
Ann Morgenthaler, City of Montrose
Brandy Reitter, Town of Eagle
Brandon Stam, Downtown Grand Junction
Terri Takata-Smith, Downtown Boulder Partnership
Justin Vause, Colorado Housing and Finance Authority
Carolynne White, Brownstein Hyatt Farber Schreck