A NOTE FROM THE DCI TEAM

2021 was the year of Getting It Done for Downtown Colorado Inc. (DCI), our members, and our partners. We wanted to build off of the increased collaboration and partnerships developed throughout 2020 to make stuff happen! The year gave us a glimmer of normalcy from the past along with a settling into the new normal. The DCI team began to travel around the state again and some of our team members were even able to get their vaccines out on the road in our beloved San Luis Valley. We have loved getting back out to meet our new Zoom friends and reconnect with our old. We also continued to serve virtually and in hybrid ways. If the last few years taught us anything, it is that adaptability and resiliency are key in all of the ways we serve. We started the year with a plan to Get It Done in 2021 and we’re hoping to keep serving YOU in 2022.

We also continued to serve virtually and hybrid ways. Just because 2020 ended, we didn’t stop providing virtual resources to all of the communities around the state. DCI continued our weekly resource calls with three focuses on Capacity Building, Tactical Activation, and Building Inclusive Places. 2021 sessions had many levels of depth to take participants from concept to DOing. The road to Getting It Done included peer learning combined with local meetings and activation.

BACK ON THE ROAD

DCI Doers were able to get back to visit our member communities in 2021! Two of the highlights were the Grand Junction and Loveland Downtown Toolbox Events. These events showcased the benefits of working in partnership with Downtown Development Authorities (DDA) and Business Improvement Districts (BID). These events included a dynamic learning and networking experience with tours of downtown projects led by local leadership in each town. In September, The Colorado Department of Transportation (CDOT) Historic and Scenic Byways Program and DCI initiated a process to activate and enhance coordination for partners along the Pawnee Pioneer Trails Byway in Northeast Colorado. The project focused on building teams, identifying assets, and expanding communication to build awareness and engagement of byways programming for locals and visitors. We loved getting to explore new communities and revisit old favorites through this process.

DOWNTOWN CAPACITY BUILDING AMERICORPS VISTA PROGRAM

DCI is proud to sponsor the Downtown Capacity Building AmeriCorps VISTA Program placing full time volunteers across the state of Colorado. This talented group works on local community and economic development, urban planning, and housing. Each of their objectives coincide with the VISTA program’s purpose of reducing poverty across the US. Many of our VISTA members are beginning their career in these fields.

- 8 VISTAs Placed at 7 Sites
- 3 Trainings
- 5 Community Development Events attended by VISTAs

LET'S TALK ABOUT TAX

ALL THE GOOD TAX & THE BAD THAT TAX MAY BRING

Our member-inspired multi part series fostered a better understanding of taxes and how they impact community-building. This series not only helped our partners and communities understand different taxing structures but also empowered the communities to take this knowledge and recordings of these actual discussions back to their citizens. Local sessions could help them explain what taxes go to directly in their community and why it is important to support local. We are planning on hosting these local sessions in Morgan County in 2022!
DOWNTOWN COLORADO, INC. | ANNUAL REPORT

DISTRICTS’ PROGRAM
DCI maintains special programming for our Business Improvement District (BID) + Downtown Development Authority (DDA) Members. DCI holds regular Districts calls so that district leaders and board members from across the state can network and discuss their latest projects, successes, and challenges as well as share the methods that have led to successful implementation.

2021 District Call Topics Included:
- Emergency Response/Preparedness
- Consider a New Generation Of Events
- What is the Downtown’s Role in Pandemic Recovery
- How to Enact a Common Consumption Area

TINY TOWNS THINK BIG
DCI’s newest member support group celebrates our Tiny Towns with less than 1,000 population. DCI is here to provide resources and empower Colorado’s 210 Tiny Towns or 53% of Colorado’s towns who have less than 1,000 people. DCI’s Tiny Towns program convenes monthly to brainstorm, network, and create solutions to the problems unique to Tiny Towns. The founding group of 9 Tiny Towns includes Hinsdale County, Hugo, Kiowa County, New Raymer, Red Cliff, Saguache, San Luis, Victor, and Yampa.

REDEVELOPMENT + RENEWAL
As DCI’s original fan base, urban renewal professionals still get mad love. DCI convenes boards and staff in dynamic platforms to talk about current trends and to consider how to get things done. DCI hosts monthly URA calls where leaders join in discussion of their latest projects, successes, and challenges as well as share the methods that have led to successful implementation.

In 2021, DCI presented specialized programming
- Tax Increment Finance 101
- SoCo Tax Increment Finance and Housing Summit
- Why a URA Might Benefit Your Community
- Let’s Talk About Tax Series

DCI SAW A 61% JUMP IN MEMBERSHIP DURING THE PANDEMIC
DCI saw a 61% Jump in membership during the Pandemic

MEMBERSHIP
Local Government Members

Membership by Type

DCI’s Members Show the Love

2021
2020
2019

Membership Data from January 2019 - December 2021
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. We are excited to continue to work with the creative problem-solving power of Colorado’s network dedicated to helping these communities.

DCI has worked throughout the past 5 years to continue to expand the benefits, partnerships, and resources for all of our Challenge Communities. We hope that through our work and this report we can expand on existing partnerships, as well as form new ones with statewide universities, service providers, and other regions throughout the state.

The Colorado Challenge Program creates a dynamic approach capable of adapting to specific community needs. It has evolved each year as we add new resources, partners, and communities. The program is so dynamic because of the diverse private sector partners and communities that participate. Colorado's Challenge Communities have continually demonstrated innovation and commitment to their businesses and residents.

We are not slowing down in 2022! We have added 4 new team members this year to help serve our members and communities as well as make us better as an organization so we can be our best for you!

We are starting off the year strong with a new website and customer relationship management system so look forward to many more exciting updates. We are looking forward to celebrating our 40th birthday at our annual IN THE GAME Vibrant Downtown Event in Colorado Springs! This event will commemorate 20 years of our annual event!

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**WHAT’S NEXT IN 2022**

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**SAN LUIS VALLEY SMALL TOWN LOVE**

In April 2021, DCI and Colorado Housing and Finance Authority (CHFA) partnered to announce the SLV Creative Placemaking Challenge. This program connects a unique group of state-wide project partners who each bring a dynamic service or solution to community challenges.

The Challenge partnership was pleased to virtually curate a series of 5 Master Talks and 4 SLV Challenge Studios to share a high level overview of the region. Each day of the week highlighted one of the four SLV small towns, Antonito, Center, La Jara and San Luis, and yielded ideas to shape solutions for the future. Each town had a dedicated team of facilitators and guest speakers that focused on topics of Engagement, Design, Connectivity and Entrepreneurship. DCI partnered a special team of youth facilitators to work with the students who joined these discussions to build collaborative visions for their communities.

With support from CHFA, DCI, and ModStreet, each of the 4 communities received a “parklet” (or a platform the size of a parking space) to program as an invitation for community engagement. Parklet activation workshops took place in June to help train community leaders and young people to envision the future with placemaking tools. DCI is supporting our SLV small towns to create leadership, training, and entrepreneurial projects to reshape the future of the San Luis Valley with a local, grass-roots vision.

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**2021 BOARD OF DIRECTORS**

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Jariah Walker | Vice President + URA Committee, Colorado Springs Urban Renewal Authority
Troy Bernberg | Secretary, Fiscal, + URA Committee, Northland Securities
Justin Vause | Treasure + Fiscal Committee, Colorado Housing and Finance Authority
Katherine Correll | Executive Director, Downtown Colorado, Inc.

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Erin Laetz, Progressive Urban Management Associates
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Carolyinne White | URA Committee, Brownstein Hyatt Farber Schreck
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**DCI STAFF**

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Kylie Brown | Rural Outreach Coordinator
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