



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

April 15, 2020 | 7:30AM– 9:00AM

301 Walnut Street, First Floor Conference Room, Windsor, CO 80550

Notice: due to health concerns related to covid-19, this month's board meeting will be held by zoom. The general public is welcome to attend this meeting and may do so by zoom meeting, click on the link:

<https://zoom.us/j/565712302?pwd=OTZTL2pXZFZlWFhNeW00WjQ3WmtEQT09>

Or by calling: 1-346-248-7799 | Meeting ID: 565 712 302 | Password: 009573

One tap mobile +13462487799,,565712302#,,009573# US

Agenda

A. Call to Order 7:30AM

B. Roll Call –

C. Public Invited to be Heard (*3 Minutes Per Person*)

D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board

E. KEY INITIATIVES: 7:45AM

1. Mill Project Update – No Updates.

2. Backlot Boardwalk Update

i. Brinkman – 4th Street Closure Completed, Next Steps – Targeted Businesses

ii. New Development Options/Process – Public Works Parcel

iii. Alley

1. Alley Design

a. Mini Grant (Visualization) Proceeding

b. Ditesco – Targeted Scope of Services Review

2. Plat Map - Update

3. Xcel 1% Undergrounding Status Update

a. 1-Line Drawings

iv. 512 Ash Utility Removal Costs

1. Xcel Status Update

2. 512 Ash Topo Survey

3. District Expansion/Sustainability – No Updates

F. Approval of Minutes from the Regular Board of Directors Meeting March 18, 2020 – M. Ashby

G. Report of Bills & Financial Report – M. Ashby

H. Executive Director's Report – M. Ashby

i. 2020 Retrenched Budget – Projections & Allocation

ii. Draft Extension Letter – Master IGA with Town

iii. Discussion of IGA with Town for 4th Street Purchase

iv. Parking Study – IGA with Town for payment (Action Item)

v. Main Street – Grant Extension (Training, Mini-Grants)

vi. Emergency Response Activities

I. COMMITTEE REPORTS: 8:30AM

1. Marketing Committee – Social Media Activity

J. COMMUNICATIONS & NEWS:

K. Adjourn 9:15AM

Note: Double Underlined items indicate attachments.



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BOARD OF DIRECTORS MEETING

March 18, 2020 | 7:30AM– 9:00AM

301 Walnut Street, First Floor Conference Room, Windsor, CO 80550

NOTICE: DUE TO HEALTH CONCERNS RELATED TO THE CORONAVIRUS OUTBREAK, THIS MONTH'S BOARD MEETING WILL BE HELD BY TELECONFERENCE. THE GENERAL PUBLIC IS WELCOME TO ATTEND THIS TELECONFERENCE MEETING AND MAY DO SO BY FOLLOWING THE BELOW INSTRUCTIONS.

CONFERENCE CALL – Dial In # (800) 617-4268, Pin: 2781223#

Attendance: Dean Koehler, Brent Phinney, Dan Brunk, Heidi Washburn, Kristie Melendez, Dan Stauss.

Staff: Matt Ashby. **Guests:** None.

Agenda

A. Call to Order 7:30AM

B. Roll Call –

C. Public Invited to be Heard (3 Minutes Per Person) – *None*.

D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board - BP. DK Moved to approve. Unanimously.

E. KEY INITIATIVES: 7:45AM

1. Mill Project Update – Incentive Payment Completed

2. Backlot Boardwalk Update

i. Brinkman – Press Release

MA: Provided an update on the project and the status of 4th Street. DS: Would like to move on as quickly as possible. KM: This poses a new option and opportunity. The Town Board is adamant about claiming that property. BP: Is there any way to find the information on who Brinkman has had discussions with. MA: Discuss with Shane Hale on how to create a process moving forward.

ii. New Development Options/Process

MA: Outline process to present to board in writing.

iii. DOLA Grant – Alley

1. DOLA Grant – Withdrawal

2. Alley Design – Next Steps, Mini Grant

Agreement. MA: Ditesco selected. Working on minimizing scope of work. KM: Town has enacted a hiring freeze and will be pausing any capital construction projects that have not yet started. Suggests that we might put a hold on our budget. There are the possibility of impacts to oil and gas industry. We will need to prioritize necessities as we emerge from this event. DS: This could have an impact on property tax ramifications. KM: Key Town Folks are going to be discussing how to support businesses. After the call, we will be pushing information out. Encourage all business owners to register for disaster relief – this is part of why an emergency declaration was made to enable access to funds. BP: Tabling the discussion with Ditesco is a good idea at this point. I don't want to stop the process entirely out of fear though. DK: I concur. DS: I think we should table it with the development at this point. KM: The one that we can continue to move forward with is the undergrounding with Xcel. BP: Agreed.

3. Plat Map – Update – *MA: Plat survey was completed.*

4. Xcel 1% Undergrounding Status Update

iv. 512 Ash Utility Removal Costs

1. Xcel Status Update

Note: Double Underlined items indicate attachments.



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MA: We have received information that Xcel will pay for the utility removal.

BP: Move forward with issuing the RFP for Demo.

2. 512 Ash Topo Survey -

3. District Expansion/Sustainability – No Updates

Discussion regarding Emergency Business Assistance. Mayor will be holding a Q&A session on Friday. KM: Started a "Keep Calm and Carry Out". DS: We need to increase our communication efforts extending information from the Town. MA: Provided an overview of a few programs happening around the country. Requested information from the board on how the DDA might be able to support businesses. BP: In terms of guidance, we want to make sure we're providing a Superpowered version of Small Business Saturday to get out and shop after this is over – the small businesses need support. Constant reminder for people get out and support. When KM was talking, we might want to reprioritize our budget. It could be that we increase the amount of the small façade program to keep employees busy. DS: It would be great to assign Board members to focus on how businesses are responding and get them some exposure. MA: Start reaching out to businesses, link to Town assistance and find out how they are responding and any needs.

F. Approval of Minutes from the Regular Board of Directors Meeting February 19, 2020 – M. Ashby **Motion: DK. Second HW. Approved unanimously.**

G. Report of Bills & Financial Report – M. Ashby **Motion: Move to Approve. KM. BP second. Approved Unanimously.**

H. Executive Director's Report – M. Ashby

i. Small FIP Application – 423 Main

*KM: Not sure how this application fits as an improvement. BP: This would be an improvement within the Right-of-Way. These are small requests and miniscule. If there's any support of business, I'm in favor. DS: I guess I don't know that it is an improvement. I'm concerned about us getting a lot of applications for signs. KM: Where does it fall with regard to our guidelines? MA: Typically, we would support electrical and structural. DK: I don't have a problem with the sign – the style should blade style. BP: I don't have a problem with the electrical. I'm wondering where the other cost comes from. General board discussion regarding approval of the \$425. **Motion: BP – Approve the application in \$425 to cover the electrical. Second - HW. Approved Unanimously.***

ii. CO Main Street Mini Grant 2020 - *authorization to purchase street furnishings.*

Motion: BP Approved to move forward with purchase. DK. Second. Approved unanimously.

I. COMMITTEE REPORTS:

8:30AM

1. Marketing Committee – Lodging Tax Discussion, Regional Map

*KM: Presented a summary of information regarding Sheryl Brown. The board was generally positive with having her assist. The Town Attorney could assist in creating an additional arm or committee of the DDA where these funds would be managed. BP: We're a quasi-governmental agency, so having the DDA involved would be positive. With the DDA, we have assistance and oversight from the Town. **KM: Direct Ian and Josh to move forward with structuring the arrangement of how this would be set up.***

J. COMMUNICATIONS & NEWS:

Note: Double Underlined items indicate attachments.



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1. Advisory Board Appreciation – April 13 – 5:00-7:00PM - **Cancelled**
 2. Downtown Colorado Inc Conference – April 14-17 Colorado Springs -

K. **Adjourn**

9:15AM

KM: At the top of the Town Website, click on Covid-19 link. In the blue, there's Emergency Business Assistance where Town will placing information.

Motion to adjourn: BP, Second HW. Approved unanimously at 9:05AM.

Note: Double Underlined items indicate attachments.

Delivery by email to:
director@windsordda.com

March 12, 2020

Matt Ashby, AICP CUD
Executive Director
Windsor Downtown Development Authority

RE: Downtown Alleyway Improvements
Engineering Design Proposal and Scope of Work

Dear Matt:

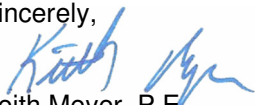
Thank you for giving Ditesco the opportunity to provide engineering services for the Windsor Downtown Alleyway Improvements project. Our attached scope of services includes design to a 30% complete level to enhance the alleyway from 5th Street to Main Street in downtown Windsor.

The intent of this design proposal is to provide for an initial phase for renovation of the alley including urban design and placemaking elements. We expect the initial design phase to include a thorough review and allocation of space, utility condition assessment and utility plan, surveying and engineering design, limited public outreach and project management. From this phase, we should be able to abbreviate a future design development/construction document phase setting the project up for success should the plans be shelved for a period of time. We expect the design phase will span from May 2020 through early fall 2020.

Thank you again for this opportunity. Our firm is built around successful relationships, successful projects and successful outcomes.

Please let me know if you have any questions or require further information regarding this proposal, I can be reached by phone at 970.988.8605 and email keith.meyer@ditescoservices.com.

Sincerely,



Keith Meyer, P.E.

Enc. scope of services

Cc: Jill Burrell
file

Exhibit A

Windsor Downtown Alleyway Improvements

Concept Engineering Design

Scope of Services

Project Understanding

The Windsor Downtown Development Authority (DDA) is planning a full-scale renovation of the alleyway spanning from 5th Street to Main Street in downtown Windsor. The project is aimed at creating a urban space that can support all modes of transportation, business use and create a sense of place connecting proposed development along the railway tracks spanning from 7th Street to Main Street.

Overall, our scope of services is to provide engineering design; urban design, public/stakeholder outreach, utility engineering and drainage design and lighting design to an approximately complete 30% level.

The conceptual design schedule is expected to last through early fall 2020.

Phase: Concept Design

- We will conduct utility potholing and perform a subsurface utility engineering study creating a plan that will form the basis of our design. We will utilize surveying data collected as part of our design effort to identify all utility locations. We will prepare subsurface utility engineering plans to a Quality Level B or greater.
- Our team will perform a full topographic survey of the project site. This effort will generate a detailed 0.2' contour map and locate all utilities based on 811 locates.
- We will develop an abbreviated communications and outreach plan to engage stakeholders.
- We will develop engineering design concepts and plans that include utility relocation and drainage design to support the urban design concepts. This work will include utility relocation plans, drainage routing and preliminary grading plans. If desired by the Town, we can provide a brief drainage memorandum summarizing the intent and calculations behind the drainage plan.
- Our team will design the urban context of the space including place making elements, space allocation, site interrelationships and develop plans to a 30% complete level from this effort. This work will include thorough collaboration with stakeholders to convey the design concepts, receive feedback and update the plans. Both illustrative concept plans and sketches will be provided.
- Ditesco will prepare a Class 5 level cost estimate based on the concept design plans.
- We will conduct routine meetings to further the design along through the concept stage, communicate progress and coordinate with the DDA and the Town of Windsor.

Deliverables:

- Expected Deliverables and Format:
 - Concept design plans, handouts and maps supporting the stakeholder engagement process
 - Preliminary concept plan set in both PDF format and digital (AutoCAD Civil 3D ver. 2018)
 - Construction Cost Estimate (Class 5) in PDF and Excel formats
 - Subsurface utility engineering plan (Level A or B) in PDF format
 - Meetings: Agendas, Meeting Minutes, in PDF format

Schedule

The anticipated schedule is as follows.

Concept Design:	May through August 2020
Final Design:	not scheduled
Construction:	not scheduled

Fee Estimate

We have based our fee estimate on the following assumptions.

- Potholing will be provided by Ditesco
- Topographic surveying is included and provided by Ditesco staff
- SUE plan to level A or B

Designated Subconsultants

- Russell+Mills – urban and landscape design
- Mazzetti – Lighting and Electrical design

Total Estimated Fee:	\$71,837.00
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A detailed task breakdown is included. Please find this on page 5 of this scope of work proposal.

The fee shown above is to be billed on a time and material basis based on the rates shown in the table on page 4 and 5 of this proposal. All reimbursable expenses will be billed at direct cost.

Ditesco
2020 Wage Rate Schedule

Principal:	\$130.00 – \$154.00 per hour
Project Manager:	\$110.00 - \$139.00 per hour
Associate Project Manager	\$110.00 - \$124.00 per hour
Project Engineer:	\$95.00 - \$120.00 per hour
Construction Manager/Resident Engineer:	\$112.00 - \$132.00 per hour
CAD Design:	\$67.00 - \$88.00per hour
Administrative:	\$57.00 - \$69.00 per hour
Mileage Reimbursement:	IRS Rate
Subconsultant Markup	None
All other costs at direct expense	
Terms	30 days net

Windsor DDA
Alleyway Improvements

3/12/2020

Phase/Task Description	Ditesco					Russell + Mills	Sub Consultants	Task Total	Comments
	Keith Meyer	Jill Burrell	Jenna Beairisto / Kelsey Petersen	Rhonda Bunner	Cassidy Hill				
	Principal	Project Manager	Design Engineer	CAD Design	Admin				
	(hrs)	(hrs)	(hrs)	(hrs)	(hrs)				
	\$145	\$125	\$115	\$82	\$65				
Project Management								\$8,705	
PM 1.1 - Contract Management	2	6	0	0	4			\$1,300	
CM 1.4 - Document Management	0	9	0	0	0			\$1,125	
PM 1.2 - Meetings/Correspondence (Design Progress Meetings)	6	18	18	0	0			\$5,190	includes minutes
PM 1.2 - Kick off meeting and prep	2	3	2	0	3			\$1,090	
Conceptual Design - 30% Drawings								\$62,421	
PE 1.1 - Design									
Field Investigation	1	3	4	2	0			\$1,144	
Utility Locating	0	2	4	4	0		\$1,500	\$2,538	private locating
Utility Condition Assessment	2	7	16	4	0			\$3,333	
Potholing & SUE Design	0	6	10	6	0		\$10,500	\$12,892	Class A or B level; assumes 15 potholes
Civil Engineering Design (concept grading and utilities)	4	8	20	24	0			\$5,848	
Geotechnical Investigation	0	0	4	0	0		\$4,500	\$4,960	assumes 2 bore holes
Topographic Surveying	0	2	16	8	0			\$2,746	by Ditesco
Cost Estimate - Class 5	2	6	4	0	0			\$1,500	
Urban Design Update	2	4	4	0	0	\$26,210		\$27,460	
Other direct costs (mileage, reproduction, etc)								\$711	
Work Effort Subtotal	21	74	102	48	7			\$71,126	
ODCs								\$711	
Cost per labor category	\$3,045.00	\$9,250.00	\$11,730.00	\$3,936.00	\$455.00				
Effort (days)	3	9	13	6	1				
Effort (weeks)	1	2	3	1	0				
Hours per day	0.2	0.7	1.0	0.5	0.1				

Total Fee \$71,837

Assumptions:

- Project Start - May 2020
- SD through August 2020

Report of Bills

January 1 - March 31, 2020



TOWN OF WINDSOR
301 WALNUT STREET
WINDSOR, CO 80550
WWW.WINDSORGOV.COM
(970) 674-2400
Mon-Fri 8AM TO 5PM

Check No.	Vendor/Employee	Transaction Description	Date	Amount
Fund: 19 DOWNTOWN DEVELOPMENT AUTHORI				
Department: 486 DOWNTOWN DEVELOPMENT AU				
93086	TOWN OF WINDSOR UTILITY BILLING	UTILITY BILLING DDA - 512 ASH ST 70965	01/17/2020	48.36
93094	RUSSELL + MILLS STUDIOS	DDA - BLOCK ALLEY SCHEMATIC DESIGI	01/17/2020	9,730.00
93104	TOWNSQUARE MEDIA FT COLLINS	FTCOLLINS 1354659B-6	01/17/2020	2,059.00
93272	LILEY LAW OFFICES LLC	DDA PROFESSIONAL SERVICES	01/31/2020	2,938.00
93540	TOWN OF WINDSOR UTILITY BILLING	UTILITY BILLING DDA - 512 ASH STREET	02/21/2020	48.82
93542	INTEGRATED SITE SERVICES INC	RETAINAGE - 10% OF 5TH & MAIN	02/21/2020	1,400.00
93551	BLUE OCEAN HOLDINGS LLC	MILL FACADE EASEMENT, PUBLIC IMPR	02/21/2020	2,340,000.00
93783	LILEY LAW OFFICES LLC	DDA PROFESSIONAL SERVICES	03/13/2020	1,272.00
93785	AYRES ASSOCIATES INC	DDA EXP. FOR OWNER	03/13/2020	5,388.74
93805	TOWNSQUARE MEDIA FT COLLINS	FTCOLLINS 1354659B-8	03/13/2020	500.00
93897	LILEY LAW OFFICES LLC	DDA Legal Services	03/27/2020	3,410.00
Total for Department: 486 DOWNTOWN DEVELOP				2,366,794.92
Total for Fund:19 DOWNTOWN DEVELOPMENT A				2,366,794.92
Grand Total				2,366,794.92

Downtown Development Authority

Sales Tax Collections Trend - 2018 Q4 to 2019 Q4

Increased Sales Tax
Decreased Sales Tax

Sales Tax 2018 Q4: \$6,894.26
Sales Tax 2019 Q4: \$5,488.14
↑/↓: (\$1,406.12) [-20.4%]

Sales Tax 2018 Q4: \$2,833.25
Sales Tax 2019 Q4: \$3,898.34
↑/↓: \$1,065.09 [37.59%]

Sales Tax 2018 Q4: \$22,378.33
Sales Tax 2019 Q4: \$24,127.05
↑/↓: \$1,748.72 [7.81%]

Sales Tax 2018 Q4: \$32,149.36
Sales Tax 2019 Q4: \$39,051.87
↑/↓: \$6,902.51 [21.47%]

Sales Tax 2018 Q4: \$5,858.43
Sales Tax 2019 Q4: \$6,842.52
↑/↓: \$984.09 [16.8%]

Sales Tax 2018 Q4: \$12,075.49
Sales Tax 2019 Q4: \$8,225.00
↑/↓: (\$3,850.49) [-31.89%]

Sales Tax 2018 Q4: \$12,250.39
Sales Tax 2019 Q4: \$11,996.33
↑/↓: (\$254.06) [-2.07%]

Sales Tax 2018 Q4: \$18,285.94
Sales Tax 2019 Q4: \$15,693.69
↑/↓: (\$2,592.25) [-14.18%]

Sales Tax 2018 Q4: \$17,015.08
Sales Tax 2019 Q4: \$56,061.45
↑/↓: \$39,046.37 [229.48%]



Note: Figures for the Windsor Farmers' Market and Windsor Wonderland have been excluded from these calculations due to the fact they are not DDA members.



Downtown Development Authority

Total DDA Area Sales Tax Collections Trend - 2018 Q4 to 2019 Q4

■ Q4 2018 vs 2019 (Total)

Sales Tax 2018 Q4: \$129740.53
Sales Tax 2019 Q4: \$171384.39
↑/↓: \$41,643.86 [32.1%]



Note: Figures for the Windsor Farmers' Market and Windsor Wonderland have been excluded from these calculations due to the fact they are not DDA members.





WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

Executive Director Report

Date: April 10, 2020
To: Downtown Development Authority Board of Directors
From: Matt Ashby, DDA Executive Director
Re: April Report

Meeting Summary:

This month's activities were greatly impacted by the Covid-19 response. Much of the first two weeks was spent scrambling to push out information about business resources and status of business openings and closures. There have also been many webinars and informational sessions pushing out information. The second half of the month focused on returning attention to some of the ongoing projects.

The following meetings occurred between February 15 – March 6, including:

- Regular Board Meeting – March 18
- Emergency Response Resources Webinar (Downtown Colorado Inc) – March 19
- Business Response Meeting w TOW – March 19
- Agency Coordinators Meeting – March 25
- Downtown Resource Webinar (CO Main Street) – March 25
- Windsor Feeds Windsor meeting – March 27
- 4th Street Property Meeting (Broker) – March 31
- 4th Street Follow Up – April 1
- Parking Study Steering Committee – April 6
- Main Street Resources Webinar – April 8

Billing Breakdown (As of 4/10/19):

General - \$23,375 = 30% of Budgeted \$78,560 (with 29% of year completed)

Backlot - \$6,586

Mill - \$1,429

Brunner - \$0

DOLA Grant - \$2,110

(Note: Staff are tracking hours related to emergency response. Typical activities include increased communication and outreach to district businesses, informational webinars, and other similar activities.)

Anticipated Workload April-May:

- 512 Utility Removal Demolition Bidding and Site Planning for Parking
- Wayfinding Plan – Redirect
- Undergrounding Design, One Line Drawings
- Alley Visualization
- Additional Emergency Response



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Budget Update – Retrenchment:

Due to the Covid-19 crisis, the DDA should plan on realizing lower revenues due the impacts on local businesses. To help address this anticipated reduction in revenues, staff have presented an updated operating budget for the DDA Board to consider. Due to the continuously changing circumstances, it is not recommended to adopt the new budget formally, so that the Board can adjust as the year unfolds. However, this budget can help adjust priorities to reduce expenditures for the remainder of the year.

The attached budget reflects a reduction of 50% of all revenue sources. On the positive side, our anticipated carryover from 2019 was \$72,860 more than anticipated during our budgeting process. However, the reduction of revenues to \$264,442 will impact the projects we are able to tackle in 2020. Potential reductions include:

Line Item	Original 2020 Budget	Revised Budget	Comment
Public Relations	\$25,000	\$15,000	Actual Expenditures in 2019 was \$11K
Board Dev.	\$5,000	\$1,500	Meetings/Conferences Cancelled
Special Equip.	\$115,000	\$0	Planned for Wayfinding Installation
Study/Consulting	\$185,000	\$85,000	Deducted \$100K for Alley Design
Façade Impr.	\$120,000	\$100,000	Small reduction
Elections	\$10,000	\$0	
Land/Easements	\$300,000	\$191,668	4 th Street Payment (1 st Half)
Site Improv.	\$65,000	\$100,000	512 Demo + Parking Lot Construction

If all line items were fully expended, this revised budget approach leaves \$224,000 unobligated this fiscal year. If unused, this funding would roll over into FY2021. It also remains available for prioritizing other activities that might become a high priority during the remainder of 2020.

Although no formal action is requested, with board concurrence, this budget would guide future administrative activities over the remainder of the year unless otherwise directed.

Current Initiatives:

Mill – The payment of \$2,340,000 is reflected in your statement of bills.

Backlot –

4th Street: Staff met with the broker that to discuss potential leads they had generated prior to Brinkman's decision. Staff requested that they circle back with interested parties and developers to provide any serious interests for DDA and Town consideration.

512 Ash: Staff have dusted off the demolition RFP and have reached out to Xcel for additional information on moving forward with the full utility removal. We have received confirmation that these activities would be handled by Xcel as it is for a public project.



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The topographical survey has been completed and will be used to complete a site plan suitable for review by the Town. Staff will work to get a quote for construction drawing services.

Alley Design/DOLA Grant: The 3D Visualization grant was approved by DOLA and staff have notified Russell-Mills to move forward.

Ditesco has provided a reduced scope of services that would provide an initial foundation for the design of the alley. This scope would provide for subsurface potholing and utility analysis as well as 30% construction design documents. Following the board discussion, staff will provide Ditesco with an update on the status of the project and potential timelines.

The replat map for the alley has been completed. Staff will begin work with the Town regarding replatting of the property.

Utility Undergrounding: Communications are ongoing with Xcel. The contract with Emily Royal, engineer with BG BUILDINGWORKS, has been reviewed and edited. Chairman Stauss has executed and work has begun. Much of the field work was completed with Emily was in town earlier this year. She will begin completing the 1-line information and will field-verify any remaining information in the coming month after restrictions have been lifted.

Xcel indicated that a proportion of the utility costs could be paid for through the 1% fund. Windsor's underground fund balance as of Q3 2019 is \$1,164,545.

Brunner

No Updates.

Parking / Crosswalk / Plantings

Parking Study – Mead & Hunt was selected. A follow up Steering Committee meeting was held on 4/6/20. Due to the current situations, much of the study will be delayed until circumstances normalize. We anticipate a delay in stakeholder and public outreach and data collection. Mead and Hunt to continue to develop background data and maps, add infographics to project web page and will move ahead with best practice parking management strategy summary. Consultant will also move forward with parking model/ land use forecasts.

The website is up and running: <https://www.windsorgov.com/1267/2020-Downtown-Parking-Study>

Wayfinding Project

No updates.

Business Engagement

Emergency response has consumed the lives of the majority of Downtown stakeholders. The DDA has responded to provide information and assistance in a variety of ways. Our first effort was to contact each restaurant to document operating hours, delivery options and any special information.



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- Connected with 12 businesses.
- Created +/-20 custom posts with information on current offers/status/hours.
- 4 newsletters – one specific to salon support, one on the ways to support local businesses, one with information on the assistance we are providing, and one on available resources.
- Signed restaurants up for Denver To-go
- Emails to businesses with information on webinars.

We also started reaching out to all businesses the week of April 6 to touch base and identify and additional ways the DDA could help. In general, we heard the following:

- Retail businesses are open and appreciate assistance with promoting their websites and the opportunity for curbside pickup and delivery.
- They have inquired about the possibility of sales tax deferrals. Windsor has offered a deferral to restaurants but not to other retail businesses.
- For service industry, help selling gift cards is appreciated.
- Businesses are working through the PPP loans through SBA but it is slow.

Social media has been very active. Our March 20 list of Downtown Windsor Restaurants and Cafes is, by far, the top post with 2.8K reach, 341 post clicks and 77 reactions/comments/shares In the past month:

- post engagement is up 211%
- page likes are up 500%
- video views are up 4300%
- page followers are up 520%

We are continuing to repost information from our businesses to help them reach a broader audience.

One additional effort that we are providing minor assistance with is the Windsor Feeds Windsor effort. This is a promotion to collect donations that are provided to restaurants who then provide meals to healthcare workers in Windsor.

As the situation evolves, staff are monitoring additional resources and will continue to push out the latest information.

Lodging/Tourism

A map depicting the tax rates and value generated has been completed and is attached.

Branding

The grant request for banner is being submitted to Colorado Main Street. We will work with them to identify options to complete the design through an additional technical service grant.

Main Street

The Main Street Mini Grant projects from 2019 and 2020 are progressing. The benches and trash cans have been ordered with delivery anticipated in 6-8 weeks. We will need to identify



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final placement and coordinate with the Town for installation. The second mini grant providing 3D Visualization of the alley enhancements was approved and is proceeding.

Several changes to the grant opportunities has been announced by Main Street. Our training grant has been extended for a year to allow for funds from 2020 to roll over and be used next year. Additionally, they will be allowing us to pool our mini-grant funds from 3-years to be able to tackle larger projects in the future.

Staff approached Colorado Main Street regarding assistance for our Streetscape Assessment (identified in our 2020 workplan.) Due to shifting changes due to Covid-19, this work will have to be pushed until a future project cycle.

Action Checklist Review:

New Items –

- MA – Close checking account. (Will close after 3/11 meeting)
- MA – Explore sticker or plaque that lists DDA assistance. (Completed)
- MA – Finalize design of banners. (In process)
- MA – Provide more detailed funding description on the types of use a lodging fund could be used for. (In process)
- MA – Republish Demo RFP. (To Do)
- MA – Update FIP information for the Small FIP. (Completed)
- MA- Visitor's Bureaus research on establishment and how they function in other communities. (To Do)

Carryover –

- MA – Schedule conversation with Erlich and Marquardt. (Dean K. or Dan) (To Do)
- Identify Grants for Wayfinding Implementation (In process)

Downtown Development Authority Fund Detail Budget

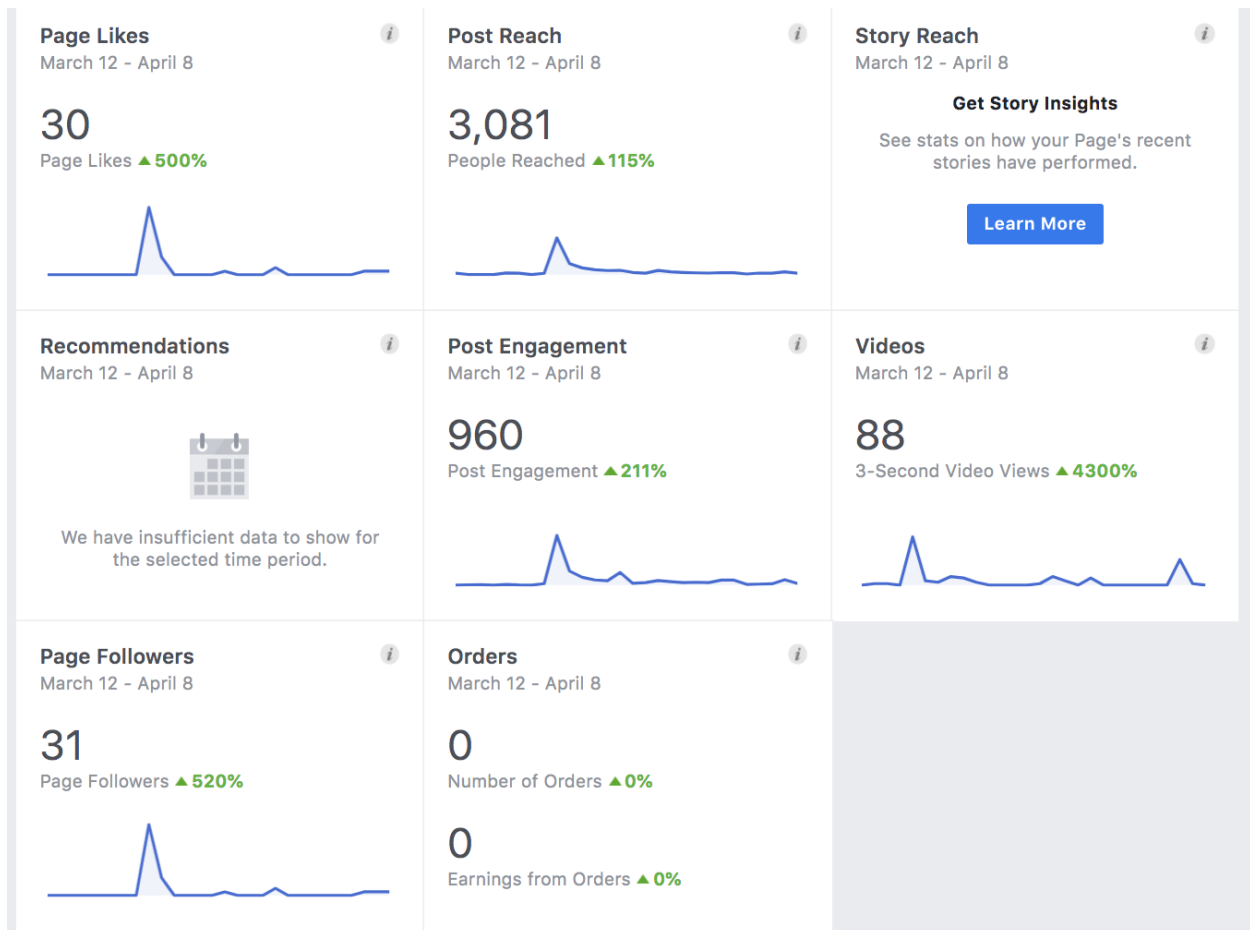
							DOWNTOWN DEVELOPMENT AUTHORITY (DDA) FUND - 19		
ACCT NO	ACCOUNT NAME	2016 ACTUAL	2017 ACTUAL	2018 ACTUAL	2019 BUDGET	2019 ACTUAL	2020 BUDGET	2020 COVID	NOTES
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) REVENUE - 19							DOWNTOWN DEVELOPMENT AUTHORITY (DDA)		
4001	<i>Beginning Fund Balance</i>	545,344	657,431	853,318	745,475	839,486	588,692	588,692	
4311	Property Tax From Mill Levy	16,490	21,343	25,542	24,570	27,137	41,380	20,690	5 mills
4312	Auto Tax	1,022	1,548	1,953	850	1,826	1,500	750	
4324	Incremental Property Tax	11,678	26,692	32,333	51,182	49,120	76,505	38,252	
4334	Grants	0	0	2,712	8,000	4,273	8,000	8,000	Main Street \$5,000 (Mini Grant), \$3,000 (Training)
4364	Interest Income	86	90	94	5	22	5	5	
4367	Donations	0	0	0	0	1,840,000	0	0	
4376	Transfer from TOW General Fund	270,000	332,004	614,500	382,000	382,000	393,460	196,730	TOW Gen Fund transfer \$250,000 base + \$143,460 increment
DOWNTOWN DEVELOPMENT AUTHORITY									
REVENUES TOTAL		299,276	381,677	677,134	466,607	2,304,378	520,850	264,427	
AVAILABLE RESOURCES		844,620	1,039,108	1,530,452	1,212,082	3,143,864	1,109,542	853,119	
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) EXPENDITURES - 19									
6210	Office Supplies	60	78	0	200	0	200	200	
6213	Public Relations/Advertising	8,733	13,518	10,708	15,000	10,598	25,000	15,000	Broker event \$500, Farmer's Market + Artisan Market \$1000, Tri-fold Update, Annual Rept., Social Media, New DDA Event
6214	Board Development	78	3,561	2,415	5,000	3,574	5,000	850	DCI, National MS Conf., MS Summit
6217	Dues/Fees/Subscriptions	908	1,552	724	1,500	1,631	1,500	1,500	Chamber \$125, DCI \$305, Main Street \$300, SDA \$550+
6218	Small Equipment	0	0	0	0	0	0		
6219	Special Equipment	0	0	19,900	65,000	5,364	115,000	0	Streetscape/Wayfinding Fabrication + Installation
6242	Street Repair/Maintenance	0	0	271	10,000	14,760	5,000	5,000	DDA Maintenance
6245	Travel/Mileage	0	0	0	500	0	500	0	Meeting & conference travel
6246	Liability Insurance	3,152	243	4,380	4,500	7,513	4,500	7,500	DDA Liability, workers comp
6251	Audit Services	0	0		0	0			
6252	Legal Services	53,037	78,347	22,506	35,000	28,135	35,000	35,000	Legal General Services \$20K, Special Proj. \$15K
6253	Contract Service	75,043	31,037	75,251	77,000	59,418	80,000	80,000	Executive Director \$78,560, Web \$1,200, Constant Contact \$240
6256	Publishing/Recording	0	0	0	750	0	750	750	Legal Notices, etc.
6260	Utilities	0	0	0	0	142	0		
6263	Postage	285	186	217	500	37	500	0	
6264	Printing/Binding	161	0	0	500	0	500	0	

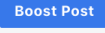
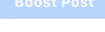
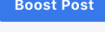
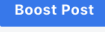
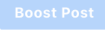
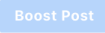
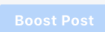
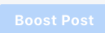
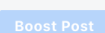
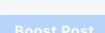
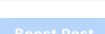
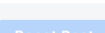
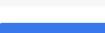
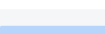
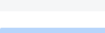
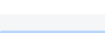
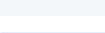
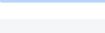
Downtown Development Authority Fund Detail Budget

							DOWNTOWN DEVELOPMENT AUTHORITY (DDA) FUND - 19		
ACCT NO	ACCOUNT NAME	2016 ACTUAL	2017 ACTUAL	2018 ACTUAL	2019 BUDGET	2019 ACTUAL	2020 BUDGET	2020 COVID	NOTES
6267	Study/Review/Analysis/Consulting	20,741	41,659	34,871	65,000	70,110	185,000	85,000	Backlot Effort, Alley Plat, Streetscape, Lodging Initiative, Alley Construction Plans, Parking Study
6268	County Treasurer Fees	424	610	870	800	8,890	800	800	
6269	Miscellaneous	0	0	0	0	0	0	0	
6270	Façade Program	19,567	0	15,891	120,000	0	120,000	100,000	
6290	Elections	0	0	0	0	0	10,000	0	
	Operating & Maintenance Total	182,189	170,790	188,004	401,250	210,172	589,250	331,600	
7302	Admin Support Charge by Town of	5,000	5,000	5,000	5,000	5,000	5,000	5,000	Monthly financial reports, consultation w/TOW
7321	Interest Expense/Loan	0	0		0	0			
7350	Principal Expense/Loan	0	0		0	0			
7340	Debt Issuance Cost	0	0		0	0			
	Debt Service Total	5,000	5,000	5,000	5,000	5,000	5,000	5,000	
8410	Land/Easements (512 Ash)	0	10,000	497,962	0	0	300,000	191,668	Backlot Public Improvements (Now 4th St Payment 1)
	Land/Easements				225,000		0	0	Legion
8412	Site Improvements	0	0	0	500,000	2,340,000	0	0	Mill Façade Easement, Public Improvements (Payout 2019)
	Site Improvements (512 Ash)				65,000		65,000	100,000	Demo + Parking lot improvements 512 Ash
8440	Machinery/Equipment	0	0	0	0	0			
	Capital Outlay Total	0	10,000	497,962	790,000	2,340,000	365,000	291,668	
DOWNTOWN DEVELOPMENT AUTHORITY									
	EXPENDITURES TOTAL	187,188	185,790	690,966	1,196,250	2,555,172	959,250	628,268	
	BEGINNING DDA BALANCE	545,344	657,431	853,318	745,475	839,486	588,692	588,692	
	REVENUE	299,276	381,677	677,134	466,607	2,304,378	520,850	264,427	
	Available Resources	844,620	1,039,108	1,530,452	1,212,082	3,143,864	1,109,542	853,119	
	EXPENDITURES	187,188	185,790	690,966	1,196,250	2,555,172	959,250	628,268	
	ENDING DDA BALANCE	657,431	853,318	839,486	15,832	588,692	150,292	224,851	

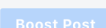
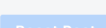
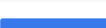
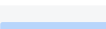
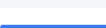
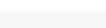
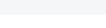
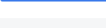
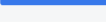
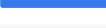
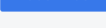
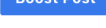
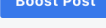
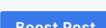
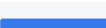
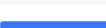
Facebook Results Highlights for Windsor DDA
(28 days – March 12- April 8)

1. Followers: 703 (79% of fans are women; 21% are men)
2. We get a decent amount of likes but not many shares.
3. In those 28 days:
 - post engagement is up 211%
 - page likes are up 500%
 - video views are up 4300%
 - page followers are up 520%
4. Our March 20 list of Downtown Windsor Restaurants and Cafes is, by far, the top post with 2.8K reach, 341 post clicks and 77 reactions/comments/shares.



Reach: Organic / Paid Post Clicks Reactions, Comments & Shares							
Published	Post	Type	Targeting	Reach	Engagement	Promote	
04/09/2020 10:49 AM				53 	4 1 		
04/08/2020 10:33 AM				55 	0 0 		
04/07/2020 5:22 PM	 Help support Lucky 27 Shave Parlor in Downtown Windsor by			56 	0 0 		
04/07/2020 5:20 PM	 Four & Twenty Blackbirds is offering FREE delivery in Windsor			94 	4 1 		
04/07/2020 5:08 PM	 AEI Studio and Gifts is offering FREE delivery in Windsor and			82 	4 1 		
04/07/2020 11:29 AM	 Call The Border today at 980-686-1217 to place your order!			61 	0 0 		
04/07/2020 11:28 AM	 From Windsor Lake Coffee: Hey Windsor! Please wear a face			62 	2 5 		
04/07/2020 11:22 AM				84 	4 2 		
04/07/2020 11:21 AM				106 	16 5 		
04/06/2020 10:30 AM	Call (979)674-0676 or visit www.manweilerappliances.com to			52 	1 0 		
04/06/2020 10:28 AM				59 	0 0 		
04/06/2020 9:32 AM	 Windsor Mill Tavern is sharing drink tutorials! Check out this			56 	2 1 		
04/05/2020 1:50 PM				58 	0 0 		
04/05/2020 1:48 PM				81 	1 4 		
04/05/2020 1:47 PM				61 	1 0 		
04/03/2020 9:41 AM	 Easter Menu — Windsor Mill Tavern - Windsor Restaurants			73 	4 3 		
04/03/2020 9:40 AM				64 	6 1 		
04/03/2020 9:38 AM				75 	3 4 		
04/03/2020 9:37 AM				56 	5 2 		
04/03/2020 9:37 AM	 Shrimp and Lobster crab mac n cheese? Yes, please! Follow			87 	0 1 		
04/02/2020 11:33 AM				97 	6 3 		
04/02/2020 11:33 AM	 Check out Leanne's virtual classes through Wanderlotus			57 	0 0 		
04/02/2020 11:31 AM				73 	3 3 		
04/02/2020 11:30 AM				59 	4 0 		
04/02/2020 11:29 AM				56 	5 1 		

04/02/2020 11:29 AM				53		1 3		Boost Post
04/02/2020 11:28 AM				77		4 1		Boost Post
04/01/2020 10:51 AM				66		4 1		Boost Post
04/01/2020 10:47 AM				62		1 3		Boost Post
04/01/2020 10:45 AM				70		4 1		Boost Post
03/31/2020 11:49 AM				103		3 4		Boost Post
03/31/2020 11:46 AM				58		1 2		Boost Post
03/31/2020 11:46 AM				61		4 1		Boost Post
03/30/2020 8:38 AM				107		4 2		Boost Post
03/30/2020 8:35 AM				91		7 2		Boost Post
03/29/2020 12:50 PM	Visit www.windsormilltavern.com for the full menu or follow them			110		2 0		Boost Post
03/29/2020 12:45 PM	Cacciatore at Heller's Kitchen is offering delivery in Windsor via			141		4 1		Boost Post
03/29/2020 12:36 PM				127		12 3		Boost Post
03/28/2020 3:58 PM				153		8 5		Boost Post
03/28/2020 3:58 PM				65		0 1		Boost Post
03/28/2020 6:00 AM	EcoTurf in Downtown Windsor is still open for business!			202		5 7		Boost Post
03/27/2020 4:58 PM				61		0 2		Boost Post
03/27/2020 4:38 PM				105		7 3		Boost Post
03/27/2020 11:54 AM				31		0 1		Boost Post
03/27/2020 11:53 AM				46		0 1		Boost Post
03/27/2020 11:52 AM				74		7 2		Boost Post
03/26/2020 12:00 PM				83		1 1		Boost Post
03/26/2020 10:57 AM	Four and Twenty Blackbirds is offering gift certificates via mail or			68		0 0		Boost Post
03/26/2020 6:00 AM	Kreager Chiropractic is still open for business! They are doubling			75		2 3		Boost Post
03/25/2020 4:40 PM	WATCH: Gov. Polis issues statewide stay-at-home order until			120		22 0		Boost Post
03/25/2020 3:00 PM				81		4 2		Boost Post

03/25/2020 2:24 PM				84		5 0	
03/25/2020 2:23 PM				72		2 0	
03/25/2020 12:00 PM				66		0 0	
03/25/2020 11:06 AM				74		0 2	
03/25/2020 11:03 AM				64		0 0	
03/25/2020 9:25 AM				155		29 10	
03/25/2020 6:00 AM				93		1 6	
03/24/2020 3:00 PM				78		0 0	
03/24/2020 12:00 PM				95		6 1	
03/24/2020 9:13 AM				119		5 3	
03/24/2020 6:00 AM				119		6 4	
03/23/2020 3:00 PM				117		4 4	
03/23/2020 1:26 PM				72		2 0	
03/23/2020 12:00 PM				226		6 13	
03/23/2020 6:00 AM				84		2 1	
03/22/2020 3:00 PM				107		1 0	
03/22/2020 12:00 PM				112		0 1	
03/22/2020 6:00 AM				323		13 28	
03/21/2020 3:00 PM				92		2 0	
03/21/2020 12:00 PM				113		11 4	
03/21/2020 6:00 AM				112		0 3	
03/20/2020 12:00 PM				94		0 0	
03/20/2020 11:23 AM				2.8K		341 77	
03/20/2020 8:13 AM				97		7 2	
03/20/2020 8:05 AM				86		3 0	
03/19/2020 4:28 PM				139		20 10	

03/19/2020 2:47 PM		Walk-up orders welcome at Windsor Lake Coffee's take-out			97		1 1	Boost Post
03/17/2020 6:00 AM		Got back pain? Check out The Merry Back at 423 Main St. in			90		0 0	Boost Post
03/16/2020 3:43 PM		Please note – due to public health concerns, we have			95		2 0	Boost Post
03/16/2020 10:19 AM		Check out Hannah Rachel Boutique at 423 Main St. in			104		5 0	Boost Post
03/12/2020 6:00 AM		Do you suspect your child has dyslexia? See how the NOCO			80		0 0	Boost Post
03/12/2020 6:00 AM		Do you suspect your child has dyslexia? See how the NOCO			97		0 0	Boost Post

**INTERGOVERNMENTAL AGREEMENT BETWEEN THE WINDSOR DOWNTOWN
DEVELOPMENT AUTHORITY AND THE TOWN OF WINDSOR CONCERNING
FUNDING FOR THE 2020 DOWNTOWN PARKING STUDY UPDATE**

THIS INTERGOVERNMENTAL AGREEMENT FOR REIMBURSEMENT OF DOWNTOWN PARKING STUDY EXPENSES ("IGA") is dated this ____ day of _____, 2020, by and between the TOWN OF WINDSOR, COLORADO, a Colorado home rule municipality ("Town") and the WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY, a body corporate and politic ("DDA").

RECITALS:

WHEREAS, by Ordinance No. 2011-1401, the Town created and established the DDA with all the purposes and powers now or hereafter authorized by Part 8 of Colorado Revised Statutes Title 31, Article 25 (the "DDA Statute"), and all additional and supplemental powers necessary or convenient to carry out and effectuate the purposes and provisions of said Part 8 within the boundaries of the DDA as such boundaries presently exist and may in the future be expanded ("DDA Boundaries"); and

WHEREAS, the DDA Statute has declared that the organization of downtown development authorities serves a public use; promotes the health, safety, prosperity, security, and general welfare of the inhabitants thereof and of the people of this state; halts or prevents deterioration of property values or structures within central business districts; halts or prevents the growth of blighted areas within such districts, and assists municipalities in the development and redevelopment of downtowns and in the overall planning to restore or provide for the continuance of the health thereof; and

WHEREAS, pursuant to C.R.S. §31-25-808, the DDA is empowered to cooperate with the Town, to enter into contracts with the Town and to make or receive from the Town grants, contributions and loans; and

WHEREAS, on March 14, 2016, the Town and DDA entered into that certain Amended and Restated Intergovernmental Agreement Between the Town of Windsor, Colorado and the Windsor Downtown Development Authority Regarding Continuing Town Support of the Windsor Downtown Development Authority ("2016 IGA"), which provided Town funding for DDA operations and capital projects for a five-year period through March 14, 2021; and

WHEREAS, the Town and the DDA wish to cooperate in obtaining a Downtown Parking Study ("Study"); and

WHEREAS, the Town and the DDA wish to agree upon the DDA's monetary contribution to this Study; and

WHEREAS, the Town shall concurrently enter into a Professional Services Agreement ("Agreement") with Mead & Hunt, Inc., who has been selected to conduct the Study. The Town shall compensate Mead & Hunt, Inc. in a not to exceed amount of \$73,787.50 for their services, a copy of the Agreement is attached hereto and incorporated herein by reference, as if set forth fully; and

WHEREAS, the DDA has agreed to contribute \$35,000.00 towards this Study; and

WHEREAS, the Town and the DDA wish to memorialize this agreement and set forth the terms and conditions for the payment of the DDA's portion of this Study.

NOW, THEREFORE, in consideration of the mutual promises, covenants and performance of the parties set forth herein, IT IS MUTUALLY AGREED BETWEEN THE PARTIES AS FOLLOWS:

1. **Preamble.** The Town and the DDA agree that the recitals set forth above are true and correct, and the recitals are incorporated into the body of this IGA.
2. **Limited Effect.** This IGA shall be effective only as to the recitals and purposes contained herein.
3. **Respective Monetary Contributions to the Downtown Parking Study.** The Town and the DDA agree that the terms set forth in the Agreement are that the Parking Study cost is not to exceed \$73,787.50. The DDA agrees to contribute \$35,000.00, for its proportionate share in the Study (the "DDA Payment"). The Town agrees to contribute the balance of \$38,787.50 for its proportionate share in the Study.
4. **DDA Payment, Insufficient DDA Funds.** The DDA agrees to reimburse the Town for payments made under the Agreement up to the amount of the DDA Payment. In the event that the DDA does not have sufficient funds to make such reimbursement at such time, the Town and the DDA agree that the Town will be reimbursed for the DDA Payment pursuant to paragraph 5 below.
5. **Reimbursement of DDA Payment.** The Town and the DDA agree that, notwithstanding the Town's obligation to collect, set aside and pay over the Sales Tax Base (as that term is defined in the 2016 IGA) to the DDA, the Town shall withhold an amount equal to the DDA Payment from the Sales Tax Base in Fiscal Year 2020 as reimbursement for payments made by the Town under the Agreement.

6. **Reinstatement of Sales Tax Base.** After recovering the DDA Payment, absent any future-approved agreements to the contrary, the Town will resume collecting, setting aside and paying the Sales Tax Base to the DDA as provided in the 2016 IGA.

7. **Reaffirmation of Remaining Provisions of 2016 IGA.** The parties reaffirm the terms of the 2016 IGA, except as specifically modified herein.

8. **Notices.** All notices to be given to parties hereunder shall be in writing and shall be sent by certified mail to the addresses specified below:

If to the DDA:

Windsor Downtown Development Authority
Attn: Executive Director
P.O. Box 381
Windsor, CO 80550

With a copy to:

Liley Law Offices, LLC
Attn: Josh Liley, Esq.
419 Canyon Ave., Ste.220
Fort Collins, CO 80521

If to the Town:

Town of Windsor
Attn: Town Manager
301 Walnut Street
Windsor, CO 80550

With a copy to:

Windsor Town Attorney's Office
Attn: Town Attorney
301 Walnut Street
Windsor, CO 80550

9. **Governing Law.** This IGA shall be governed by, and its terms construed under the laws of the State of Colorado.

10. **Third Party Beneficiaries.** It is the mutual intent of the parties hereto that this IGA shall inure to the benefit of only the parties hereto. Accordingly, nothing in this IGA shall be construed as creating any right or entitlement which inures to the benefit of any third party.

11. **Annual Appropriation.** All financial obligations of the Town or the DDA arising under this IGA payable after the current fiscal year are contingent upon funds for that purpose being annually appropriated, budgeted and otherwise made available by the Town Board of the Town, in its discretion, and/or the Board of Directors of the DDA, in its discretion, as applicable.

12. **Benefit, Binding Effect, Covenant.** The parties hereto recognize that there are legal constraints imposed upon them by the constitution, statutes, and rules and regulations of the State of Colorado and of the United States, and imposed upon them by their respective governing statutes, charters, ordinances, rules and regulations, and that, subject to such constraints, the parties intend to carry out the terms and conditions of this IGA. Notwithstanding any other provision of this IGA to the contrary, in no event shall either of the parties be obligated hereunder to exercise any power or take any action that is prohibited by applicable law. Whenever possible, each provision of this IGA shall be interpreted in such a manner so as to be effective and valid under applicable law.

13. **Modification.** This IGA may not be enlarged, modified, or altered except in writing, signed by the DDA and the Town.

IN WITNESS WHEREOF, the parties hereto have signed this IGA the day and year first above written.

TOWN OF WINDSOR, COLORADO, a municipal corporation

By: _____
Kristie Melendez, Mayor

ATTEST:

Krystal Eucker, Town Clerk

[Seal]

APPROVED AS TO FORM:

Ian McCargar, Town Attorney

WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY, a body corporate and politic

By: _____
Dan Stauss, Chair

ATTEST:

Dean Koehler, Secretary



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

April 10, 2020

Mayor Kristie Melendez
Honorable Town Board
Town Manager Hale

Downtown is the lifeblood of our community and during the past weeks, we've experienced challenges unimaginable just a few short weeks ago. Business owners have described the situation as "having to write a new business plan every day." While there are glimmers of hope on the horizon, it will likely be months and even years before our downtown district begins to bounce back to what it was at the beginning of 2020.

While mounting worries add to building stress levels, the one constant that has helped see us through are the partnerships and support of our friends and neighbors. We're all in this together!

Over the past three weeks, the Downtown Development Authority has shifted its focus from several large development initiatives toward aiding the successful weathering of this storm day-to-day. Our communications with our businesses have increased dramatically. Over the past month, our social media post engagement is up 211%, page likes are up 500%, video views are up 4300%, and page followers are up 520%. One post, highlighting local restaurants takeout options, was viewed by more than 2,800 people.

Just prior to the virus outbreak, we celebrated the reawakening of the Windsor Mill. A major milestone achievement illustrating the outstanding progress that can be made by building partnerships. In fact, the 4th Quarter of 2019 experienced an increase in sales tax across the District of 32% over the same Quarter of 2018. This represented a total increase of nearly \$40,000 from the Mill block, along with increases across several other downtown blocks.

Without a strong partnership, this landmark project would not have been possible.

Looking forward to tomorrow, and a brighter future when our focus returns to large catalyst projects, the DDA would respectfully request consideration by the Town Board to continue the momentum we've built over the past decade. While the DDA strives to achieve sustainability, we are firmly convinced that as partners, we can be more successful. To help accelerate our partnership, we request your consideration to extend the Intergovernmental Agreement that has helped build the DDA into a strong partner, leading efforts to propel Windsor Downtown's economy to a prosperous future.

Sincerely,

Windsor Downtown Development Authority Board of Directors
Dan Stauss - Chairman