



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

October 17, 2019 | 7:30AM– 9:00AM

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

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. EXECUTIVE SESSION: 7:45AM**
- Executive Session for the purposes of:
Regarding redevelopment of the backlot properties in collaboration with the Town and Brinkman:
1. To determine positions relative to matters that may be subject to negotiations, to develop strategies for negotiations, to instruct negotiators, and to receive legal advice on matters related thereto, pursuant to C.R.S. 24-6-402 (4)(b) and (e).
- F. KEY INITIATIVES: 8:15AM**
1. Mill Project Update – M. Ashby
 2. Backlot Boardwalk Update – M. Ashby
 - i. Brinkman Agreement Drafting - Status Report
 - ii. Demolition RFP Update
 - iii. 512 Ash Site Plan (Transitional Parking)
 - iv. Undergrounding Update
 - v. Alley Design Update
 - vi. DOLA Grant
 3. District Expansion/Sustainability – No Updates
- G. Approval of Minutes from the Regular Board of Directors Meeting August 21, 2019 (No Regular Board Meeting in September), Special Meeting September 11, 2019. – M. Ashby
- H. Report of Bills & Financial Report – M. Ashby
- I. Executive Director's Report – M. Ashby
1. 2020 Budget & Schedule, Draft Work Plan
 2. Pedestrian Sign Management
 3. Wayfinding Update
 4. Chocolate Walk Event Proposal
 5. Parking Study – Data Collection
- J. COMMUNICATIONS & NEWS:**
1. Monday Oct. 21 – Colorado Main Street Annual Visit - 4 – 5:30PM, Windsor Mill Tavern.
 2. Monday Oct. 21 – Budget Work Session with Town of Windsor – Time 6:00PM, Town Hall.
- K. Adjourn 9:30AM**

Marketing Committee Update to follow.

Note: Double Underlined items indicate attachments.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

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BOARD OF DIRECTORS MEETING

August 21, 2019 | 7:30AM– 9:00AM

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

DRAFT MINUTES

Attendance: Dan Stauss, Kristie Melendez, Dan Brunk, Brent Phinney, Heidi Washburn, Sean Pike.

Excused: Dean Koehler. **Staff:** Matt Ashby, Josh Liley. **Guests:** Starr Hudson

- A. Call to Order** **7:30AM**
- B. Roll Call
- C. Public Invited to be Heard (3 Minutes Per Person)
- Starr Hudson – Hudsons Bay Salon. South 65-feet of her lot was split off in 1967 and landlocked her property. An easement was not been recorded. As the Post Office has grown, there has been parking sprawling over several private properties. She has contacted several local and federal officials. The situation is becoming more tense. Often has to move the heavy carts to get in and out. Has hired an attorney. The landowner won't approve the prospective easement. She has run into roadblocks at all ends and is wanting to make certain the DDA Board is aware, in case there is anything that can be done. Ms. Hudson provided a written summary and a letter provided to Ken Buck. KM: A formal request for improvements has been submitted to the Post Office. Pressure could be applied. Post Office has indicated there will be changes. HW: We agree that there needs to be something done. KM: We can continue to champion the cause and voice our opinion.*
- D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board.
- Motion to approve BP, Second DB.**
- E. EXECUTIVE SESSION:** **7:45AM**
- Executive Session for the purposes of:
- Regarding redevelopment of the backlot properties in collaboration with the Town and Brinkman:
1. To determine positions relative to matters that may be subject to negotiations, to develop strategies for negotiations, to instruct negotiators, and to receive legal advice on matters related thereto, pursuant to C.R.S. 24-6-402 (4)(b) and (e).
- Motion: Enter into Executive Session at 7:56AM BP. Second: KM. Approved unanimously.**
- Motion: Close Executive Session at 9:03AM KM. Second: BP. Approved unanimously.**
- F. KEY INITIATIVES:** **8:15AM**
1. Mill Project Update – M. Ashby
MA: Anticipated opening for the first two restaurants is in October. The brewery is under negotiation. KM: Mill Tavern first week in Oct. Cacciatori the week after.
Matt – Set up Tour.
 2. Backlot Boardwalk Update – M. Ashby (Demolition process, Undergrounding, Alley Design)
 - i. Consideration of proposal for alley design from Russell-Mills Design
Motion: KM Approve the proposal and Authorizing the Chairman to execute a contract not to exceed \$15,000.
Second: BP. Approved unanimously.
 3. District Expansion/Sustainability – No Updates
- G. Approval of Minutes from the Regular Board of Directors Meeting July 17, 2019 (No June Minutes) – M. Ashby
- Motion to approve: BP. Second: DB. Approved Unanimously.**

Note: Double Underlined items indicate attachments.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

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

No report of bills this month.

I. Executive Director's Report – M. Ashby

1. 2020 Budget Schedule
2. Pedestrian Sign Installation – Anticipated week of September 9th
3. Wayfinding Update – Location Map

MA – Provide business listing periodically to the board to review and update. Quarterly.

MA – Circle back with the Town to take the lead on the Lodging Tax.

J. COMMUNICATIONS & NEWS:

1. Tuesday September 17 – Board Strategic Planning Retreat 5:00PM – 8:00PM
2. Monday October 16 – Budget Work Session with Town of Windsor – Time TBD

K. Adjourn

9:30AM

Motion to adjourn. BP. Second. HW.

Note: Double Underlined items indicate attachments.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

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BOARD OF DIRECTORS SPECIAL MEETING

September 11, 2019 | 6:00PM

301 Walnut Street, Third Floor, Windsor, CO 80550

MINUTES – Draft

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

A. Call to Order 6:00PM

B. Roll Call

C. Executive Session. A joint executive session between the Windsor DDA Board of Directors and the Windsor Town Board for the purposes of:

1. Determining positions relative to matters that may be subject to negotiations, developing strategies for negotiations, and instructing negotiators with respect to the Brinkman backlot area redevelopment proposal, pursuant to Colorado Revised Statutes § 24-6-402 (4)(e)(I); and
2. Consideration of the purchase of 213 & 215 East 4th Street, Windsor, CO, pursuant to Colorado Revised Statutes § 24-6-402 (4)(a).

(Matt Ashby, Executive Director, Lucia Liley, DDA General Counsel, and invited guests).

Motion, BP: Enter into executive session. Second: DK. Approved unanimously at 6:11PM.

Motion, BP: Close executive session. Second: DK. Approved unanimously at 7:56PM.

D. Adjourn

Motion to adjourn: BP. Second: DK. Approved unanimously at 7:58PM.

Note: Double Underlined items indicate attachments.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

Executive Director Report

Date: October 11, 2019
To: Downtown Development Authority Board of Directors
From: Matt Ashby, DDA Executive Director
Re: August-October Report

Meeting Summary:

Extensive time was spent advancing the Backlot project, finalizing agreements in accordance with the revised project scope. A summary was sent out to members of the DDA via newsletter and facebook post. Additional work included revising the demolition RFP. Other general DDA work included coordination of the pedestrian crossing enhancements, wrap up of Colorado Main Street quarterly reporting, strategic planning for 2020 and preparation of the annual budget and work plan. The following meetings occurred between August 15 – October 11, including:

- Tour/Roundtable with Sen. Gardner – August 15
- DDA Board Meeting – August 21
- What's Brewing – August 21
- Xcel Site Walk (Alley Undergrounding) – August 21
- FC Alley Tour w Paul Mills – Sept 6
- Fransen Pittman Tour – Sept 6
- Pre-Meeting (Backlot) – Sept 11
- Site Walk 512 Ash – Sept 11
- Special Meeting (Backlot) – Sept 11
- Backlot Update w Brinkman – Sept 13
- Strategic Planning Workshop – Sept 17
- Parking Study Meeting, INGA Photos/Interview – Oct 2
- Pike Auto Tour – Oct 4
- Backlot Agreements Meeting – Oct 10

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

General (YTD) - \$41,814 = 55% of Budgeted \$75,560 (with 78% of year completed)

Backlot (YTD) - \$28,600

Mill (YTD) - \$326

Brunner - \$1,698

DOLA Grant (Alley) - \$518

Anticipated Workload October - November:

- Budget 2020 Final
- Backlot Development Agreement Formalization
- 512 Demolition Bidding and Site Planning for Parking
- Wayfinding Plan – Completion
- Alley Design, DOLA Grant
- Undergrounding Design



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

2020 Budget Timeline

August 20 – Board Survey (Director Feedback, Priority Action Steps, New Initiative Ideas)
September 17 – DDA Strategic Planning Session
October 16 – DDA Board reviews proposed budget
October 21 – DDA + Town Board Work Session
November 20 – Regular Meeting - DDA Budget Adoption

Current Initiatives:

Mill – The Windsor Mill Tavern welcomed its first customers in early October. There has been quite a buzz about the property in the local media. Cacciatori is expected to open soon. DDA staff have been reviewing the agreement documents to determine the next steps in working with the TIF funding and addressing payments and tax assessments.

Backlot –

Brinkman: Since our last regular board meeting, a special meeting was held jointly between the DDA and Town Board to review the project. An update was posted to our DDA Facebook and emailed out to our newsletter list. Staff coordinated with the American Legion to ensure that the latest information has been circulated. The current focus is on phase I – to include the 4th Street properties and the Public Works Block. The DDA Block would be the subject of a future phase. The Town attorney provided an initial draft of the incentive agreement and the DDA attorney has reviewed and commented. Drafts were issued to Brinkman 10-11-19.

512 Ash: The Demolition RFP for 512 Ash has been updated with several additional provisions that protect the DDA, including add-alternatives for several items that could increase the cost of demolition. These include the scenario of removing the foundation completely or leaving it just below the surface. The revised RFP was sent out to all responding companies on Friday 10/11/19 with a second site walk option on the 16th. The deadline for responses will be the end of October or early November. Staff will also be working on a site plan for the transitional parking.

Alley Design: The alley design process has kicked off with Russell Mills Design. Ayres staff completed a site visit to several alleys in Fort Collins with the designer to identify key elements and considerations that should be included in the design process in Windsor. The designer will be visiting with adjacent property owners individually to get a better understanding of how they use the alley. As the alley design is completed, more extensive work on the grant application will be pending.

Utility Undergrounding: Staff have move forward with plans for undergrounding the utilities in the alley. The initial “work order” request was submitted on 7/11/19 to start the process and a call with Xcel’s contractor was completed on August 13. A site walk took place on August 21. Excel has completed an initial design and estimates the project cost between \$100K-\$200K. This cost is being considered as a match to the DOLA Grant we are submitting for the alley



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

construction. The undergrounding consultant has been put in touch with the alley designer to coordinate.

Brunner

No updates.

Parking / Crosswalk / Plantings

The pedestrian crossing signs were installed the last week of August. The sign in front of the Mill has been hit approximately 10 times, and two of the new signs were hit in the first weekend. Two of the signs have been seriously damaged and were removed by Public Works. Prior to the snowstorm on 10-10-19, all the signs were removed and will be replaced for Halloween events and Windsor Wonderland.

There is concern that the turning radius for trucks is too small which causes the signs to be hit. Public Works has requested consideration that the center median signs only be placed in advance of special events.

Parking Study – In anticipation that parking will receive considerable focus as the Mill opens, the Town suggested completing an update to the 2012 Parking Study. An initial meeting was held on Oct 2 to discuss the scope and need. Suggested approaches include updating the baseline data first. A secondary follow up would be to create a Steering Committee and invite people to apply to serve. This will help to ensure that a good mix of users and perspectives is included in the process. The suggested approach is to create a list of targeted improvements that can begin to address the parking need prior to moving to the high-cost option of structured parking.

Wayfinding Project

A completed document is anticipated for receipt on Monday, October 14. Once everything is in hand, we will review and make any necessary adjustments. Presentation of the plan before Planning Commission and Town Board may also be required. Once we had adopted the plan, staff can work on developing a bid package to construct the first phase of signage.

Business Engagement

Staff received a request from a property owner who expressed interest in DDA assistance in marketing their property. Staff met with the realtor and toured the property as well as directing the owner to several potential resources. Staff will inquire as to whether an assessment grant would aid the property.

Staff are finalizing plans for Small Business Saturday and will be sending out a digital survey to begin compiling business specials and establishments who are interested in participating in the Elf Hunt this year.

A proposal for the new Chocolate Walk event has been provided to the Board for consideration.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

Lodging/Tourism

Need to identify a champion for this effort. DDA Staff to provide a positioning summary. Funding has been included in the 2020 budget for election expenses.

Branding

The Destination Brand has been completed and stickers printed. Staff drafted a “press release” describing the purpose of the stickers and brand in preparation for distribution. Staff will begin using the Destination logo on different public relations elements that relate to downtown as a place. The old DDA logo will be used for elements that need identification of the DDA as an organization.

Action Checklist Review:

New Items –

- MA – Provide business listing periodically to the board to review and update. Quarterly.
- MA – Circle back with the Town to take the lead on the Lodging Tax.
- Staff - Return with the full Wayfinding package to the August meeting prior to moving the design forward to Planning Commission and Town Board. (Communication Completed)

Carryover –

- MA - Update the Rack Card and print additional. (To Do - Discussed)
- MA – Request that Colorado Main Street consider assisting with attracting a Google support session in Colorado. (Completed, Follow Up)
- Grant – Ayres to proceed with DOLA Grant, bill separately. (Ongoing)
- MA – Talk to Stacy Miller to see if there’s any information for Downtown Hotel. (To Do)
- MA – Research policies for food trucks on DDA Lot for future discussion. (On Action List)
- MA – Schedule conversation with Erlich and Marquardt. (Dean K. or Dan) (To Do)
- Identify Grants for Wayfinding Implementation (In process)
- Josh - Review the easement on the property and may issue a cease and desist letter for parking on the DDA’s through lot. (To Do.)
- Josh – Provide a 1-page form contract in support of the parking program. (To Do.)
- Add key contacts to the block captain maps. (To Do with next assignment)

COMMITTEE WORK:**Design & Beautification |**

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Improve building appearance	Promote FIP information.	# of businesses &/or buildings using the program increases, Small FIP utilized	Ongoing	
	Architect on Call in partnership with CO Main Street	# of businesses &/or buildings using the FIP program increases.	Ongoing	
Improved streetscape appearance	Conduct Streetscape Assessment in preparation for full plan, include side streets	Assessment completed	Spring 2020	NEW
Improved wayfinding signage for events	Complete Wayfinding Study	Study completed + Grants Researched/Submitted for Installation Assistance	January 2020	
	Implement first phase of wayfinding construction	First sign(s) installed	Spring 2020	
Address Traffic on Main	Monitor Crosswalk enhancements	Identify adjustments to minimize conflicts	Ongoing 2020	
Address regional parking needs	Update parking study	Partner with Town in completing	Spring 2020	NEW
	Coordinate shared parking in lots for businesses on South side of Main St	Roll out Park Late Program	Spring 2020	

Organization

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Improve communications with building owners & businesses	Enhance Social Media output	Additional followers/likes and traffic	Ongoing	
	Targeted group presentations	Director to target blocks or organizations to present information to regarding Downtown	Ongoing	NEW
	What's Brewing Downtown	Monthly engagement opportunity w/ stakeholders	Ongoing	

Vitality

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Go Cup Entertainment District	Explore other communities' program information to share with board.	Report of best practices to Board, utilize Main Street Technical Assistance to complete.	Spring 2020	
	Finalize & Launch Go Cup District ("Wine Walk" or other similar event.)	District Launch	Fall 2020	
Activate Main During Slow Months	Identify Event Coordinator to launch February Chocolate Stroll Event	Coordinator identified, Event Held	Jan/Feb 2020	NEW
Explore Lodging Tax Concept with Partners	Complete positioning information, support tax placement on ballot.	Messaging complete, question included on April ballot.	Spring 2020	

Marketing |

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Expand Small Biz Saturday	Develop business promotion strategy, work with radio to promote.	Businesses experience increase in customer traffic	Summer 2020	
Capitalize on Mill Grand Opening	Distribute Destination Logo Stickers.	Brand awareness increases	Fall 2019	
Launch Destination & DDA Brand Update	Website, communications updated	Updates complete	Fall 2019	

KEY INITIATIVES:**Backlot Boardwalk**

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Complete alley project on 400 Block	Complete Alley Concept + Construction Plans	Design completed	January 2019	
	Replat DDA lot, dedicate ROW + AOU for alley uses	Replat & Dedication Completed	March 2020	
	Complete utility undergrounding to provide more usable space next to alley	Design completed, explore panel upgrades with building owners	Fall 2020	
	Explore trash consolidation	Solutions identified	2019	
	Complete Grant Applications for Alley	Grants Submitted, Funding Secured	Spring 2020	
Development Agreements Completed	Formalize development plan & identify DDA + Town support	Agreements Completed, Construction initiated	December 2019	

WINDSOR DDA – WORKPLAN 2020

512 Ash Parking Established	Demolition of Existing Structure	Demo completed	December 2019	
	Complete Site Plan	Town reviews + approves application	February 2020	
	Gravel Parking Completed	Parking available for Summer	March 2020	

Mill

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Capitalize on Mill Grand Opening	Develop outreach strategy to connect new visitors to all Downtown businesses	Mill visitors also patronize other downtown businesses	December 2019	
Formalize tracking and collection for TIF w/ TOW.	Coordinate with Town on approach.	Clear process for collections and distributions	Spring 2020	

Sustainability & Growth

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Extend IGA w Town	Present renewed IGA for Town consideration.	Approved IGA	Spring 2020	NEW
Identify key properties	Identify key properties to purchase.	Options explored as needed	Ongoing	NEW
Increase business viability	Promote district via social media + traditional media opportunities	Promotion completed	Ongoing	
Explore Green Community Pilot Program with DOLA	Explore opportunities	New resources identified	Ongoing	NEW

Brunner Development

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Formalize Brunner Development as Key Initiative	Establish strong communication channels	Regular discussions	Ongoing	
	Identify support opportunities for future vision of the area	Vision plan + DDA Support Strategy Identified	Ongoing	

Cosner Properties

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Formalize Cosner Properties as Key Initiative	Establish strong communication channels	Regular discussions	Ongoing	NEW
	Identify support opportunities for future vision of the area	Vision plan + DDA Support Strategy Identified	Spring 2020	

Downtown Development Authority Fund Detail Budget

DOWNTOWN DEVELOPMENT AUTHORITY (DDA) FUND - 19								
ACCT NO	ACCOUNT NAME	2015 ACTUAL	2016 ACTUAL	2017 ACTUAL	2018 BUDGET	2019 BUDGET	2020 BUDGET	NOTES
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) REVENUE - 19								DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
4001	<i>Beginning Fund Balance</i>	360,955	545,534	657,622	1,189,411	745,475	440,000	
4311	Property Tax From Mill Levy	11,932	16,490	21,343	23,944	24,570	41,380	5 mills
4312	Auto Tax	798	1,022	1,548	850	850	1,500	
4324	Incremental Property Tax	12,360	11,678	26,692	34,437	51,182	76,505	
4334	Grants	0	0	0	5,500	8,000	8,000	Main Street \$5,000 (Mini Grant), \$3,000 (Training)
4364	Interest Income	82	86	90	5	5	5	
4367	Donations	0	0	0	0	0	0	
4376	Transfer from TOW General Fund	270,000	270,000	332,004	357,000	382,000	390,000	increment
DOWNTOWN DEVELOPMENT AUTHORITY REVENUES TOTAL		295,172	299,276	381,677	421,736	466,607	517,390	
AVAILABLE RESOURCES		656,127	844,810	1,039,299	1,611,147	1,212,082	957,390	
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) EXPENDITURES - 19								
DOWNTOWN DEVELOPMENT AUTHORITY - 486								
6210	Office Supplies	156	60	78	200	200	200	
6213	Public Relations/Advertising	25,046	8,733	13,518	15,000	15,000	25,000	Tri-fold Update, Annual Rept., Social Media, New DDA Event
6214	Board Development	2,410	78	3,561	5,000	5,000	5,000	DCI, National MS Conf., MS Summit
6217	Dues/Fees/Subscriptions	1,080	908	1,552	1,500	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	780	0	0	25,000	65,000	75,000	Streetscape/Wayfinding Fabrication + Installation
6242	Street Repair/Maintenance	2,501	0	0	2,500	10,000	5,000	DDA maintenance
6245	Travel/Mileage	0	0	0	500	500	500	Meeting & conference travel
6246	Liability Insurance	0	3,152	243	2,500	4,500	4,500	DDA Liability, workers comp
6252	Legal Services	5,852	53,037	78,347	40,000	35,000	35,000	Legal General Services \$20K, Special Proj. \$15K
6253	Contract Service	4,044	75,043	20,301	77,000	77,000	80,000	Executive Director \$78,560, Web \$1,200, Constant Contact \$240
6256	Publishing/Recording	0	0	0	750	750	750	legal notices, etc.
6263	Postage	190	285	186	500	500	500	
6264	Printing/Binding	0	161	0	500	500	500	
6267	Study/Review/Analysis/Consulting	4,103	20,741	41,659	65,000	65,000	165,000	Backlot Effort, Mill Wrap Up, Alley Plat, Streetscape, Lodging Initiative, Alley Construction Plans
6268	County Treasurer Fees	363	424	610	0	800	800	
6269	Miscellaneous	0	0	0	0	0	0	
6270	Façade Program	59,069	19,567	0	120,000	120,000	120,000	\$10K Small FIP.
6290	Elections	0	0	0	0	0	10,000	Lodging Tax
<i>Operating & Maintenance Total</i>		105,593	182,189	160,054	355,950	401,250	529,250	
7302	Admin Support Charge by Town of Wind	5,000	5,000	5,000	5,000	5,000	5,000	Monthly financial reports, consultation w/TOW

Budget 2019

Downtown Development Authority Fund Detail Budget

DOWNTOWN DEVELOPMENT AUTHORITY (DDA) FUND - 19								
ACCT NO	ACCOUNT NAME	2015 ACTUAL	2016 ACTUAL	2017 ACTUAL	2018 BUDGET	2019 BUDGET	2020 BUDGET	NOTES
	<i>Debt Service Total</i>	5,000	5,000	5,000	5,000	5,000	5,000	
8410	Land/Easements (512 Ash)	0	0	10,000	280,000	0	300,000	Backlot Public Improvements
	Land/Easements					225,000	0	Legion
8412	Site Improvements	0	0	0	500,000	500,000	0	Mill Façade Easement, Public Improvements (Payout 2019)
	Site Improvements (512 Ash)					65,000	65,000	Parking lot improvements 512 Ash
8440	Machinery/Equipment	0	0	0	0	0	0	
	Capital Outlay Total	0	0	10,000	780,000	790,000	365,000	
DOWNTOWN DEVELOPMENT AUTHORITY								

Downtown Development Authority Fund Detail Budget

DOWNTOWN DEVELOPMENT AUTHORITY (DDA) FUND - 19								
ACCT NO	ACCOUNT NAME	2015 ACTUAL	2016 ACTUAL	2017 ACTUAL	2018 BUDGET	2019 BUDGET	2020 BUDGET	NOTES
	EXPENDITURES TOTAL	110,593	187,188	175,054	1,140,950	1,196,250	899,255	
	BEGINNING DDA BALANCE	360,955	545,534	657,622	1,189,411	745,475	440,000	
			704033.4786					
	REVENUE	295,172	299,276	381,677	421,736	466,607	517,390	
	Available Resources	656,127	844,810	1,039,299	1,611,147	1,212,082	957,390	
	EXPENDITURES	110,593	187,188	175,054	1,140,950	1,196,250	899,255	
	ENDING DDA BALANCE	545,534	657,622	864,244	470,197	15,832	58,135	



PRESS RELEASE

FOR IMMEDIATE RELEASE

October 16, 2019

Contact:

Matt Ashby

Executive Director, Windsor Downtown Development Authority

970.797.3595

director@windsordda.com

WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY LAUNCHES DESTINATION BRAND

Windsor, CO – The Windsor Downtown Development Authority is excited about new developments on Main Street and wants to warmly welcome new visitors while greeting old friends who haven't visited for some time.

Matt Ashby, Executive Director of the DDA, explains that the branding is just one of many ways the organization is supporting the economic vitality of Windsor.

"With the launching of the revitalized Windsor Mill, we expect to welcome a large number of folks who might be new to Windsor. That's why we're launching our destination branding initiative to encourage them to explore all the great things downtown has to offer."

While visitors might come to check out the Windsor Mill Tavern, Cacciatori Italian Kitchen and a yet to be named brewery, there are plenty of great shops to peruse, particularly as we head into the holiday shopping season.

Downtown Windsor is home to unique businesses and retailers, as well as several world class restaurants. The ambiance of the district is anchored by proximity to Boardwalk Park, the Farmers Market Pavillon and the Art and Cultural Center.

"The destination marketing brand is aimed at visitors and locals who are getting to know Downtown, welcoming them to explore and discover the best that Windsor has to offer," notes Dan Stauss, Chairman of the DDA and owner of Memory Lane Antiques.

The branding tells the story of what people can anticipate when visiting Downtown Windsor:

- Our shops and salons offer impeccable style where you can escape the outside world and wrap yourself in our hometown warmth.
- Our restaurant scene is well rooted with unexpected flavors that will remind you what it means to savor a night out on the town
- Our lakefront park beacons you to leave your worries behind and discover your hometown retreat.

The branding will be rolled out over the coming months to help promote downtown Windsor as a unique destination in Northern Colorado. In the meantime, you can pick up your Windsor Downtown sticker at participating businesses.

To find out more about Downtown Windsor, visit www.windsordda.com.

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Submitted by:
Matt Ashby
Executive Director, Windsor Downtown Development Authority
301 Walnut Street
Windsor, CO 80550
970.797.3595
director@windsordda.com



*Town of Windsor
1st Annual*



Chocolate Walk

Fall in LOVE with Windsor



Event Planning and Coordination Proposal:

Client: Downtown Development Authority

Project: Chocolate Walk

Submitted by: Eventfully Unique, LLC
Amie Ingram

SHOP ♥ DINE
Be Mine





October 9th, 2019

To: Matt Ashby & Board Members
Town of Windsor, Downtown Development Authority

**RE: Event Planning and Coordination Services Proposal
1st Annual Chocolate Walk**

From: Amie Ingram, Eventfully Unique, LLC

It is my pleasure to submit this proposal for your review and consideration as the Downtown Development Authority works to find unique ways to revitalize downtown Windsor and to increase the traffic of both local and regional customers into the Main Street businesses.

The concept of Main Street is more than just a downtown strip of retail shops, but a true experience for our community. It is my belief that one of the DDA's goals is to create an old fashioned, friendly environment that is a real experience for our community. Today, we are faced with more on-line shopping, fast food take out, and a fast pace environment, which makes it critical to create an experience that attracts people downtown!

As a 12-year resident of Windsor and a native of Northern Colorado, I am sensitive to the rising property taxes, increases in minimum wage, and uncertainty of future economic times which impact our sales and profit margins. When I was asked to consider partnering with the Downtown Development Authority, I was both humbled for the opportunity and excited to help make a difference in our community.

As you will see within our proposal, we have provided an outline of our visions, goals, and associated estimated costs. Our services to you include being more than just a consultant, but a real team member to you and the town of Windsor. We will coordinate the multiple departments within the Town of Windsor, assist in the development of marketing and advertising material, and organize, manage, and secure vendors, business owners, and community leaders in executing this exciting event.

More than just a chocolate walk, Eventfully Unique is presenting you with an event that will attract entire families, friends, and community leaders into the downtown area. From horse & carriage rides, to a petting zoo, we believe this chocolate walk become a lasting tradition. We look forward in sitting down with you to answer any questions you may have with our proposal.

Respectfully,

Amie Ingram
Eventfully Unique, LLC





The Vision and Goals

To connect, serve, and attract customers to the businesses of downtown Windsor. From start to finish, we strive to plan and implement the most creative and unique event experience that communicates your vision and exceeds your expectations!

Our services have already begun! As of this proposal, we have over 25 interested downtown businesses that are ready to participate!

In addition to a chocolate walk, our local businesses will be raffling off prizes and we will create an “entertainment circle” on 5th street. We currently have over 10 vendors interested in participating including a chocolate company, a petting zoo, several food trucks, face painting, photo booth, little ponies, and a horse & carriage ride!

Event Timeline:

- **November 2019 –**
 - Establish Entertainment Vendors/suppliers
 - Develop Marketing material
 - Rollout/procure Sponsorship & donation opportunities
- **December 2019 –**
 - Booth at Winter Wonderland (advertising Chocolate Walk)
 - Develop logistics plan and coordinate with Town departments
 - Advertising on Social Media and Town Website(s).
- **January 2020 –**
 - Roll out additional advertising in surrounding newspapers, radio, and neighboring communities.
 - Distribute flyers/posters to local businesses and schools.
 - Finalize event plans and lock in logistics with all stakeholders.
- **February 2020 –**
 - Final Marketing push including electronic billboard west of town
 - Feb 8th; 11-4pm (The event)

Upon selection, we will provide a detailed schedule



Unique benefits with Amie & Eventfully Unique

- A 12 year resident of Windsor, CO and native to northern Colorado
- Past Ambassador with Windsor's Chamber of Commerce
- 12 years of employment with local businesses
- Successfully planned and executed private and public events
- With our leadership and organizational focus, your event will be delivered on time and under budget
- Certainty that we will do what we say!



“ *Our hands are working for you because you've got better things to do* ”



Our
Background

Creative and elegant event design - we begin with the end in mind!

Eventfully Unique proposes to provide the following services to the DDA; these services can be amended to meet your overall budget and needs:

- We will develop, manage, and provide oversight on all marketing and advertising for this event. This includes working with a 3rd party company as well as the city communications department.
- We will manage and ensure all marketing material is distributed (local and regional)
- We will meet individually with participating businesses, keeping them informed and assisting them in preparing for the event
- We will manage all vendors and suppliers for the event
- We will actively plan, coordinate, and organize all event entertainment
- We will maintain the event budget, keeping the DDA informed and updated on a weekly basis.
- We will manage and provide overall leadership on the day of the event – coordinating logistics with businesses, town departments, and DDA leadership.
- We will solicit and secure donations and sponsorships with local and regional businesses.



Our Services

We are dedicated in making a difference in your event and creating a memorable downtown experience for your customers



Amie Ingram and Eventfully Unique has the ability to offset typical high market pricing with proven relationships within the community and northern Colorado. Additionally, Amie has already received positive commitments from 3-5 regional businesses that are interested in sponsoring this exciting event.

“Amie helped me plan a special event for law enforcement wives. With a small budget and limited time, Amie not only found an affordable location, but was able to deliver a beautiful event, on time and under budget... I would definitely recommend her to anyone!

- Vanessa Wagner



Estimated Cost Summary



	<u>Estimated Cost:</u>
Planning and Coordination Fees (Eventfully Unique):	\$ 7,500 - \$12,300
City Department Fees and Logistics (Permits, sanitary services, streets, police, insurance, etc)	\$ 1,500 - \$ 4,000
Marketing and Development Fees (Eventfully Unique + 3 rd Party)	\$ 3,000 - \$ 8,200
Vendors and Special Services	\$ 1,000 - \$ 7,500
Sponsorships and Donations:	(\$ 3,000 - \$10,000)
Total Estimated Budget:	\$16,000 - \$ 33,000

Detailed Cost Estimate

Amie will work closely with you in developing a final cost estimate based on the DDA's overall budget. Utilizing partnerships in the community, we will reduce the overall costs.

Estimated Cost:

Planning and Coordination Fees (Eventfully Unique): **178 hours** **\$ 11,570**

Event Development (Research, planning, develop)	20 hours	\$ 1,300
Marketing Development & oversight	16 hours	\$ 1,040
Sponsorship and Donations (cord / procure)	30 hours	\$ 1,950
Event Coordination (dept, vendors, businesses)	50 hours	\$ 3,250
Advertising/Social Media development	22 hours	\$ 1,430
Event Prep and Day of Coordination	40 hours	\$ 2,600

City Department Fees and Logistics **\$ 3,305**

Tent, Table & Heater Rentals	Best Event Rental	\$ 1,400
Special Event Fee / App Fee		\$ 925
Temp Toilet and Sanitation Services		\$ 980
Road Closures / Public works		\$ Not incl
Public Safety (police, fire, security) - \$55/hr		\$ Not incl
Other permits and fees		\$ Not incl

Marketing and Advertising Fees (Eventfully Unique + 3rd Party) **\$ 6,650**

Smart Marketing with Easy Chair	(Marketing)	20 hours	\$ 1,200
Materials (estimate)			\$ 1,000
Booth / Materials @ Winter Wonderland			\$ 450
Radio & Digital package	Town Square Media – 1 month		\$ 4,000



...Continued on next page

WINDSOR MILLING & ELEVATOR

Detailed Cost Estimate

Amie will work closely with you in developing a final cost estimate based on the DDA's overall budget. Utilizing partnerships in the community, we will reduce the overall costs.

Estimated Cost:

Vendors and Special Services

Horse & Carriage	Mountain Shadow Carriages	\$	1,300
Photo Booth	Weathered Oak	\$	1,500
Petting Zoo	Two by Two Petting Zoo	\$	600
Mini Ponies	Divine Pony Parties	\$	1,850
Photographer	John Robson Photography	\$	800
Face Painting / Balloon artist	RJ Amazing Entertainment	\$	900
Food Trucks	Chalkboard / Salty Dog	\$	-
Chocolate Booth Vendor(s)	Rocky Mtn Chocolate Factory	\$	-
Police and Fire (Truck Display)	Town of Windsor	\$	-

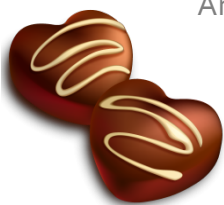
Subtotal: \$ 28,475

Contingency (15% of total) \$ 4,272

Total Estimated Budget \$ 32,746

Anticipated Sponsorships (33% of total) (\$ 10,806)

Grand Total – Estimated Budget \$ 21,940





Why Eventfully Unique!

- We pride ourselves in maintaining genuine core values focused on our clients
- A 12+ year resident of Windsor and native to Northern Colorado
- Former Ambassador of the Town of Windsor's Chamber of Commerce
- Proven success in all our events
- Creative and elegant design services
- Certainty that we will do what we say!

Our ***mission*** is to help our clients develop a clear vision of what they wish to achieve, and to create, execute, and bring that vision into reality. We will focus on using strategic planning, creative ideas, an exceptional professionalism in the event and planning industry!

Thank you for considering Eventfully Unique where the bonds we make are everlasting!

Eventfully Unique, LLC

Owner: Amie Ingram

Local Office: 516 Sherwood Ct., Windsor CO 80550

Email: amie@eventfullyunique.com

Mobile: 720•220•2291

Eventfullyunique.com

Appendix

We are pleased to provide additional information that we have prepared as we work closely with you in planning this event and managing to your overall budget



We have been working behind the scenes in developing a detailed plan for the Town of Windsor and the Downtown Development Authorities 1st Annual Chocolate Walk.

We have included some initial supporting documents that will be used in finalizing the costs and logistics as we begin to work closely with you.

Enclosed:

- 1) Listing of interested participating businesses
- 2) Listing of potential sponsors
- 3) Vendor/marketing estimates and proposals
- 4) Parks, Recreation & Culture sponsorship program example
- 5) Town of Windsor Special Event Information & application

Below is a list of local businesses that have expressed an interest to participate in the Chocolate Walk

- Blushing Bride – Danielle
- K&W Printing – Dean
- Canvas Credit Union – Susan
- Manweiler Hardware – Rick
- My Favorite Things – Denise
- State Farm – Heidi
- Fusion – Kevin
- Spokes – David
- The Border Restaurant – Jeff
- Memory Lane – Dan
- Simply Home – Vicki
- Windsor Lake Coffee – Claire
- Hayden Outdoors – Dan
- Toast Coffee House - Jamie
- Hearth Restaurant & Pub – Jason
- Remax Eagle Rock – Heather
- Lil Flower Shop – Lesa
- Windsor Mill Tavern – Jim
- Four Twenty Blackbird – Lynn
- Windsor Chamber - Scott
- Okole Maluna Hawaiian Grill – Juliet
- Wick & Trautwein Attorneys – Kim
- Beehive House of Hair & Art - Julie
- Rumors – Adel
- Vacations in Paradise – Sunny
- Meuil Law Office – Kellie & Matt
- Inga Fine Tailoring – Inga



Participating
Businesses

It is our goal to solicit and procure enough sponsorship to pay for our services; thus reducing the DDA's overall cost for this event! Below is a list of businesses that have expressed an interest in

- Remax Eagle Rock
- Foundations Church
- Windsor Chamber of Commerce
- Meuli Law Office

Anticipated Sponsorships

Targeted Businesses and organizations:

- I Heart Radio
- Timberline Church
- Blue Ocean Development
- Brinkman Constructions
- FCI Constructors
- Bryan Construction
- Poudre Valley REA
- UC Health



10175 Highway 392

Windsor, CO 80550

(303) 358-3198

mtshadowcarriages@live.com

QUOTE

Date: October 3, 2019

Eventfully Unique

ATTN: Amie

(720) 220-2291

amie@eventfullyunique.com

Date	Description	Amount
02/08/2020	Horsedrawn Vis-à-vis Carriage (1 horse/1 carriage) (6 hr) \$150 for 1 st hour - \$100/ each add'l hour	\$650.00
02/08/2020	Horsedrawn Vis-à-vis Carriage (1 horse/1 carriage) (6 hr) \$150 for 1 st hour - \$100/each add'l hour	\$650.00
This quote is good for thirty days. In order to reserve this date a \$100 save-the-date deposit and a signed contract are necessary.		
Thank you for your business!!		
Total		\$1300.00

From: Leslie Reeves leslie@theweatheredoak.com
Subject: TWO Information for Windsor Chocolate Walk
Date: September 24, 2019 at 12:35 PM
To: amie@eventfullyunique.com

Hi, Amie,

It was so nice to hear from you on Sunday, and to hear things are going well for your business. I'm so happy for you! It would be wonderful to have the opportunity to work together, and the Windsor Chocolate Walk sounds like an excellent opportunity. I have attached a packet with information on The Weathered Oak glamper photo booth along with pictures and pricing. More photos can be seen on my facebook, instagram or website:
www.theweatheredoak.com.

The quote for your event is \$1500, and this would be for the 11-5 or 11-6 time frame. The first four hours for a weekend pricing is \$1200, and the hourly rate after that is \$250. However, I am offering you a professional discount of \$150 per hour, and offering to throw that extra hour in for free if the event goes to six. Please see the attached sheet for more details, and let me know if you have any questions. As we discussed, I am able to offer email capture, giveaways, and so much more. We can discuss your client's needs and see what we can do to accommodate them. I love customizing the entire experience to make everyone happy!

On a side note, I work with an event photographer named John Robson, and we give package discounts if Windsor is looking to hire an event photographer as well. His work can be seen at [johnrobson.photography](https://www.instagram.com/johnrobsonphotography) on Instagram. I know he has worked with the Downtown Development Authority before, so he would be a good person to refer.

Thank you again for thinking of The Weathered Oak, and I look forward to hearing from you soon.

Sincerely,

Leslie Reeves
Owner

 **TWO Information and Pricing.pdf**

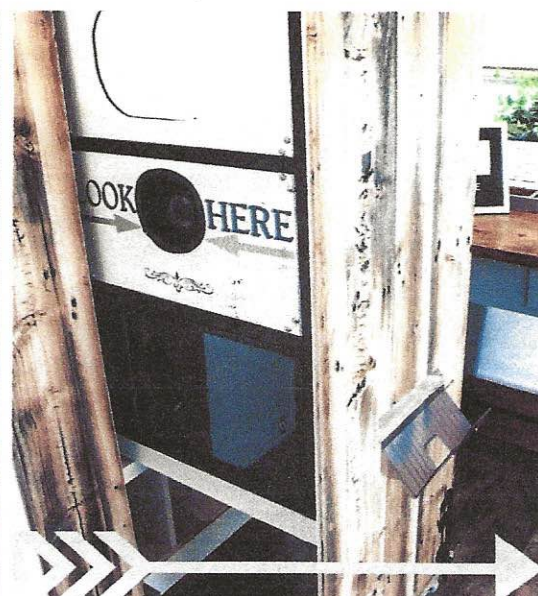
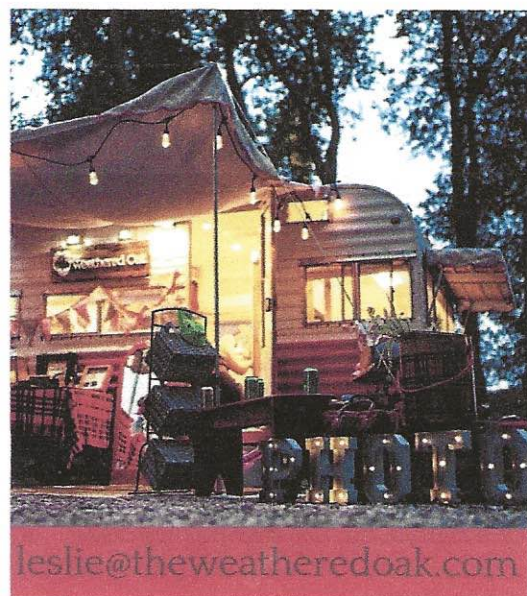
The Weathered Oak, LLC





the Weathered Oak *Glamper* Photo Booth

If a photo is worth a thousand words, then the memory behind that photo is priceless.
You've seen photo booths before, but this isn't your grandma's photo booth.



leslie@theweatheredoak.com

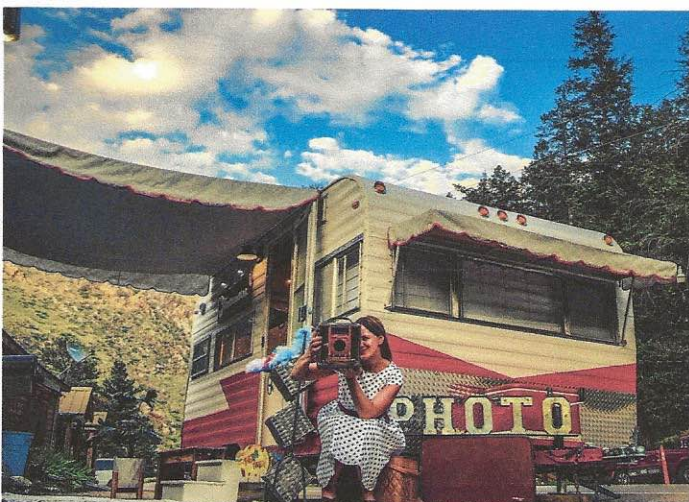
970 214 8864



With a multitude of degrees, a knack for making old things new and a 1968 Shasta camper, entrepreneur Leslie Reeves is quite literally a single mother on the go. Reeves has created her own innovative photo business with the goal of making a joyful impact across Northern Colorado with The Weathered Oak mobile photo booth. To celebrate the end of her educational journey, Reeves' father, Paul, gifted her a camper in December 2016. The next August, Paul passed away and Reeves began making the camper into The Weathered Oak with him in mind. "I love being in the camper; it reminds me of my dad," said Reeves. Due to water damage, the camper was once unusable for camping or road travel. Reeves renovated the camper for ten months in order to turn it into what she describes as a "glamper photo booth." The antique has since been transformed into a chic space Pinterest junkies would fawn over. It has been completely gutted and refurbished. Including a sound system with unlimited song options, hardwood floors, LED lighting, adjustable heat and A/C, multiple photo backgrounds including a green screen and radiant sparkles, Reeves put hard work into making the space posh and enjoyable for guests. "I really like to connect with people and community and see people smile," Reeves said. --Miranda Moses, The Rocky Mountain Collegian Newspaper, July 12, 2018



Retro 60s on the outside with a hip and classy lounge on the inside, this photo booth will provide a conversation piece to revolutionize your event. Each experience is completely customized for your event. We keep up with the trends of hashtag printing, boomerangs and GIFs posted to Facebook (with WiFi), Snapchat, Twitter and Instagram files, high-quality customized 2x6 or 4x6 prints within seconds, and so much more! Not only do we have the latest and greatest equipment and software, but we offer a professionally designed space with 3500K beauty lighting layered to help everyone look their best, a speaker system where music can create the perfect mood, tons of professional props and backdrops, and a fun outdoor living space. Reach out, say hello, and let us know how we can make your next event the talk of the town.



Investment



WEEKDAY (MON-THURS)

3 Hours with the Glamper

\$900

Includes two full-time attendants, unlimited photo strip prints with custom graphic or logo for your event, downloadable hi-res images uploaded to online gallery (public or password protected), large selection of props, choice of backdrop from our collection

WEEKEND (FRI-SUN)

4 Hours with the Glamper

\$1200

Includes two full-time attendants, unlimited photo strip prints with a two-hour custom graphic or logo for your event, downloadable hi-res images uploaded to online gallery (public or password protected), large selection of props, choice of backdrop from our collection

PACKAGE ADD-ONS

Extra Time Available

\$250

Priced per hour

Edited Photos on USB

\$100

You'll get all your photos edited by a professional photographer with the best editing software, and mailed to you on the coolest USB handmade from a tree branch with The Weathered Oak logo engraved into it. (This price is up to a four hour event. Longer events will cost more for editing. Please inquire for more details.)

Additional Graphic Design Work

\$65/hr

Custom graphic only for use on photo strip. (If you wish to own the graphic for personal use, it can be purchased for \$400.)

Scrapbook

\$150

We print extra copies of your guests' photo strips, and have them write a personal message in the scrapbook next to their pictures. This makes an excellent guestbook, and is a keepsake you'll love!

From: Kimberlie Lauer kimberlie.lauer@gmail.com
Subject: Updated Divine Pony Party Quote
Date: October 1, 2019 at 9:29 AM
To: amie@eventfullyunique.com

Hi Amie!

Heres the updated quote...just so you have it all in one place :)

OK! So I have mini pigs and ponies! I am usually hired to bring unicorns and or cowboy ponies to events-Ive attached pictures of previous events!

If you're looking at doing ponies and pigs for the 6 hours I would bring two mini ponies for petting and feeding treats for \$2,500.

I would provide my own fencing for both set ups as well as treats and your choice of decorated pony.

The Unicorn and cowboy ponies both go over very well!!! 😊 I also have bronco jersey if you're interested instead of the cowboy.

*If you're looking at doing rides I can also accommodate that as well :) I could add that for an additional \$500 to the above package.

*If you'd like to do 4 hours with just two mini ponies dressed up-\$1,850

*3 Hours with two mini ponies-\$1,500

Let mom know if you have any questions or if that suits your needs! If you think you'll need ponies just let me know!

I look forward to working with you!!!

Thanks
Kimberlie Hovey
Divine Pony Parties
970-412-0794

ZOO OPTIONS

Barnyard Zoo

Our barnyard animal petting zoo is a great educational addition to any event. Guests will have the opportunity to feed and pet the animals.

2 Hours \$350

4 hours \$600

8 hours \$1000

Barnyard Zoo Plus

Add a large animal to your traditional petting zoo experience. Time must match the length of the zoo.

Pony Ride \$100 per hour

Add a pony with an individual handler to your experience.

Barnyard One

Pick your favorite animal experience without the zoo

One Pony Ride \$200 per hour

One pony with individual handler. Minimum 2 hours

Fun Bunnies \$125 per hour

Can be indoors or outdoors. Great for bad weather days.

Monthly Magic \$300 monthly

Enjoy a different animal for 90 minutes each month. Perfect activity for daycare centers, senior living centers, and more!

Barnyard Visit

Visit our barn where the animals sleep, eat, and play.

General Admission \$5

Enjoy the animals at the barn. Guests will have the opportunity to feed and pet the animals.

Child Admission - Under 5 Free

Children under 5 must be accompanied by a paying adult.

RJ Amazing Entertainment

Kids Birthday Party Prices

Parties in Fort Collins, Loveland, Windsor and surrounding areas

[Book Now](#)

Show Case Entertainers

If your event caters to a crowd ages 10+ in age (teens, young adults, and adults) please hire a Show Case Entertainer. Show Case Entertainers take special requests, do detailed beautiful and creative designs, efficiently cater to crowds of all sizes, and are the best option for events where you'd like to wow your attendees. **Show Case Entertainers** Standard Service Rate is \$135 per hour.

Standard Services

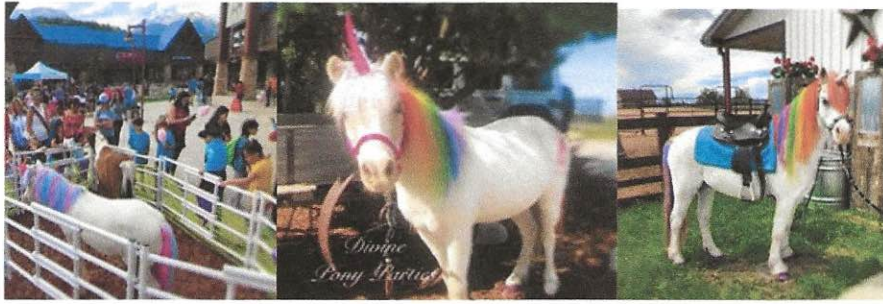
Balloons \$135 for 1 hour. \$100/hr for 90 minutes or more.

Free hand face paint \$135 for 1 hour. \$100/hr for 90 minutes or more.

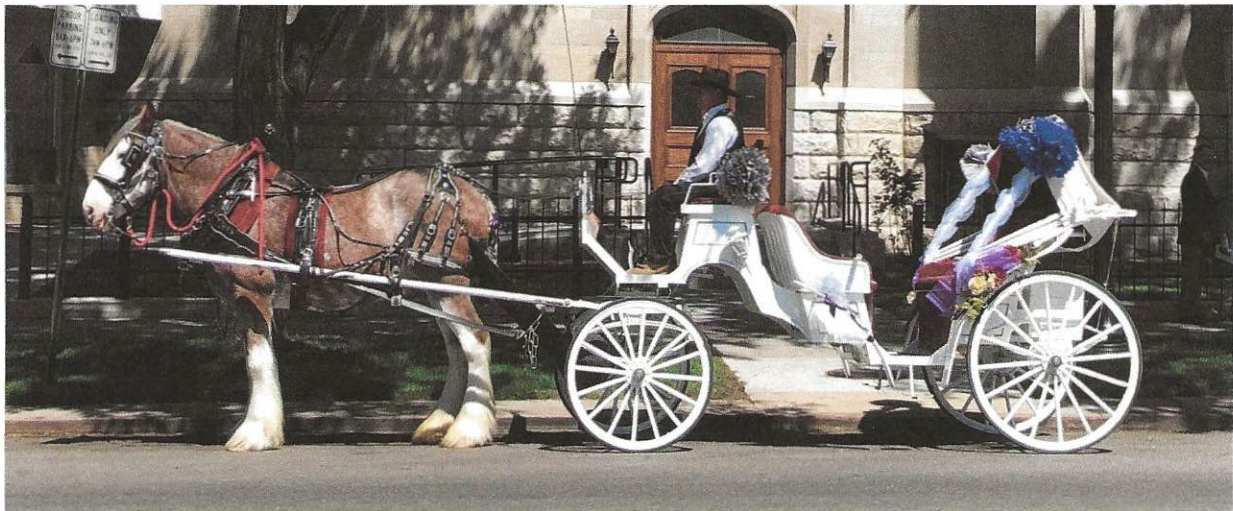
Airbrush face paint \$100 per hour (2 hour minimum)

Henna \$100 per hour (2 hour minimum)

Glitter tattoos \$135 for 1 hour. \$100/hr for 90 minutes or more.



Mini Ponies (Divine Pony Parties located in Windsor, CO)



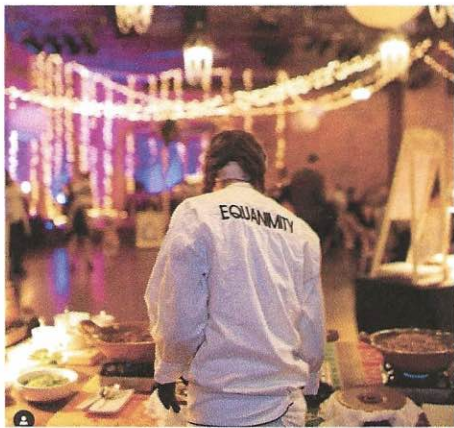
Horse and Carriage (Mountain Shadow Carriages located in Windsor, CO)



Petting Zoo (Two by Two petting Zoo located in Eaton, CO)



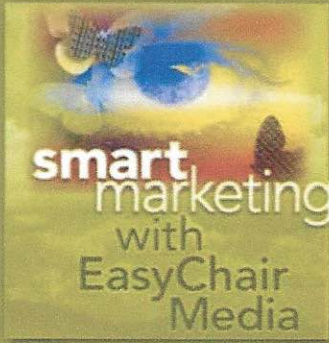
Photo Booth (The Weathered Oak located in Johnstown, CO)



Photographer (John Robson Photography located in Fort Collins, CO)



Balloons and Face Painting (RJ Amazing Entertainment located in Loveland, CO)



just got even SMARTER...

the MOST cost effective approach to marketing

Smart Marketing Products and Services Quote

Dated October 7, 2019

<u>Print Products</u>	<u>Qty</u>	<u>Pricing</u>
Flyers -8.5 x 11 100# Gloss Full color with bleeds 4/4, 4/0 Includes delivery	1,500	Does not include any applicable tax \$299
Window Clings - 5 x 5, Full color, 8mm	50	\$84.90
3 x 3 Stickers - Gloss, Full Color	1,500	\$237.40
Posters – 11 x 17 100# Gloss, 4/0	50	\$108.95
Posters – 11 x 17 100# Gloss, 4/4	50	\$147.95
Vinyl Banners 5 x 3, full color, hemmed edge with metal grommets.	2-10	\$38.74 each
<u>Design Services</u>	<u>\$65/hr</u>	If we are contracted for 10 hours or more I can discount this rate \$10/hr down to \$55/hr.

Thank you for this opportunity to present this proposal. Please call Kristie Melendez at 970-686-5805 with any questions or for any further clarification.

WINDSOR SPECIAL EVENTS **SPONSORSHIPS**

Sponsorships are available for special events executed and managed by the Town of Windsor.

WINDSOR SUMMER CONCERTS **SPONSORSHIP**



Windsor Summer Concert Series Website	logo and link	logo and link	logo and link
Public Announcement at Beginning of Concert	✓	✓	
Logo Inclusion in Rack Card	✓	✓	✓
3x5 Individual Banner at All Concerts (provided by sponsor, set up by town staff)	✓	✓	
Press Release Inclusion	✓	✓	
Logo in Activity Guide Ad on Concert Series Page	✓	✓	
Premium Booth at all 12 Concerts	✓		
Logo on REACH Digital Ads at CRC and Radio Ad Inclusion	✓		

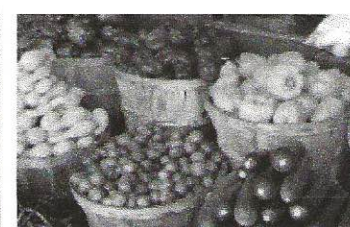
The Windsor Summer Concert Series is a summer-time favorite with 12 concerts that stretch from June to August. These concerts feature all types of family-friendly music and draw crowds of 2,000 per concert!

WINDSOR FARMERS MARKET **SPONSORSHIP**



Windsor Farmers Market Presented by "Your Business Name" on all materials (Includes one personalized 2x3 vinyl banner)	✓		
Facebook Mention (Weekly) as Presented by "Your Business Name"	✓		
Logo on 3x5 Farmers Market Banner (provided by TOW)	✓	✓	
Logo on REACH Digital Ads at CRC and Radio Ad Inclusion	✓		
Opportunity to Host an Informational Booth on Market Days during the Season	7 market days	4 market days	2 market days
Press Release Inclusion	✓	✓	
Logo Inclusion on Posters and Rack Cards	✓	✓	✓
Hyperlinks on the Farmers Market Webpage for the Season.	✓	✓	✓
Market Bucks to Spend at Market	\$100	\$50	\$25

Under the Farmers Market Pavilion at Boardwalk Park, vendors sell homegrown produce and homemade goods directly to families to enjoy at their own table. Food and homemade items abound! The Farmers Market will be held every Saturday from 9 a.m. - 1 p.m. beginning in June and ending in September.





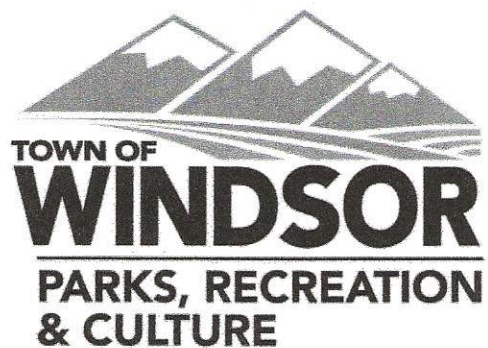
Form Center

By signing in or creating an account, some fields will auto-populate with your information and your submitted forms will be saved and accessible to you.

Sponsorship Registration

Thank you for your commitment to making Windsor a great place to work & play. Please fill out the following form to begin to finalize your sponsorship.

If you have specific questions about sponsorships, please contact Luke Bolinger



Business/Organization Name*

Primary Contact*

Email*

Phone*

Street Address

City

Windsor

State

State

Zip

80550

Sponsorship Opportunities

Please select the type of FACILITY sponsorship in which your business/organization is interested:

- ☐ Community Recreation Center (only \$5,000 and \$2,500 options available)
- ☐ Senior Lounge (All options currently available)
- ☐ Child Care Center (All options currently available)
- ☐ Art & Heritage Center (Only \$500 and \$250 options available)
- ☐ Parks, Trails & Trees (All options currently available)
- ☐ Athletics (Only \$3,000 and \$1,500 available)
- ☐ Aquatics (All options currently available)

Please select the type of COMMUNITY EVENT sponsorship in which your business/organization is interested:

- ☐ Summer Concert Series (All options currently available)
- ☐ Farmers Market (All options currently available)
- ☐ Race Events (Summer and Winter, all options currently available)
- ☐ Car Show (Fall, only \$300 and \$100 options available)
- ☐ Oktoberfest (All options currently available)
- ☐ Doggie Dip (Fall, \$150 option available contact staff)
- ☐ Co-Ed Mud Volleyball Tournament (Fall, \$150 option available contact staff)
- ☐ Windsor Wonderland (All options currently available)

Terms of Agreement

Terms of Agreement This agreement is effective from the day payment is made from the Sponsor to the Town of Windsor and shall remain effective until the completion date of the selected sponsorship opportunity. This agreement defines the terms under which the Town of Windsor Parks, Recreation & Culture and Sponsor enter into a sponsorship agreement.

Limited License

The Town of Windsor grants the sponsor a limited license to use any of the artwork or information for the purpose of promoting the facility/event and linking to the event website. Sponsor grants the Town of Windsor a limited license to use sponsor's logo in event promotional material and on Town operated websites.

Miscellaneous

This Agreement shall become effective on the date submitted and will remain in effect until all responsibilities set out are fulfilled.

By clicking "submit," the Sponsor agrees to all terms and agreements set forth above.*

Primary Contact Name

Town of Windsor, CO

Special Event Application

Welcome to Windsor! We are excited that you have chosen Windsor as your event location! This application packet will guide you through the process of applying for a Special Event Permit. The Town of Windsor Event Supervisor will be your point of contact throughout the process, answering all your questions, coordinating all your approvals internally, and issuing your permit. The success of your event relies upon you providing us with complete and detailed information. Our role is not to plan your event, but to help you with the process, approve required permits, and to head off any potential problems or concerns.

In an effort to make the event application experience as smooth and efficient as possible, we have created a book of guidelines to accompany the application. Please begin your application by downloading the "Special Events Guidelines" PDF from the Town of Windsor website, where you will find answers to many of your questions and an explanation of the steps required to complete your application and obtain the permit for your event.

How do I know if I need a ***SPECIAL EVENT PERMIT***?

Our parks and trails are open for all to enjoy, and some gatherings and uses of city facilities, including many parks and trails, do not need to obtain a special events permit. A permit is required for the use of all or any portion of a public street, sidewalk or alley by an organized assembly of more than 100 people, or if your activity meets one or more of the conditions listed below and is not regulated by a Park Shelter Agreement. Answering a few simple questions on this helpful checklist will help you determine if your event is required to obtain a Special Event Permit.

- ☐ Is the anticipated attendance 100 or more people?
- ☐ Will there be alcohol consumption or sales?
- ☐ Will you have vendors at the event who are selling goods or services (like a yoga class)?
- ☐ Will you be using amplified sound, other than a small, personal speaker for announcements?
- ☐ Will your event close or change the traffic pattern of a street or alley?
- ☐ Will your event impact the public use of a park or natural resource?
- ☐ Will you be using any temporary structures, like tents (larger than 10x10), bleachers, blow up structures or stages?

If you checked any of the above questions, then you will be required to apply for and obtain a Special Event Permit for your event. If you did not check any of the boxes, you may be able to hold your event without obtaining a permit or by renting a park shelter or pavilion through the Community Recreation Center at (970) 674-3500. Please contact the Special Event Supervisor for more information about holding your event.

DO NOT SUBMIT THIS FORM

**Town of Windsor
Parks, Recreation & Culture
Fee Schedule**

Includes right to use Park shelters (not Band Shell or Market Pavilion at Boardwalk Park) and tables. Includes existing trash containers (trash removal by event organizer) and available restrooms. Does not include exclusive playground use. Fees are per day unless otherwise noted.

General Park Fees	
All applications must submit their full application with a \$25 non-refundable application fee and \$250 deposit.	
Park Special Event (100-500 attendees)	\$300
Park Special Event (501-3,000 attendees)	\$900
Park Special Event (3,001-10,000 attendees)	\$1,200
Windsor Lake Trail Race Event less than 300 estimated participants (includes Trail, Band Shell and Boardwalk Park for duration of event only)	\$350
Specialized Facilities	
Band Shell at Boardwalk Park	\$150
Market Pavilion at Boardwalk Park	\$250
Eastman Park Trail	\$150
Windsor Lake Trail	\$150
Belmont Ridge Open Space	\$150
Greeley No. 2 Canal Trail	\$150
Poudre River Trail	Requires additional review
Other Fees	
Windsor PD Officer (if necessary, # of officers needed will be determined by Windsor PD)	\$55/hour per officer
Windsor Lake	
Windsor Lake outside of swim area (Max of three per year, scheduled prior to February 1 st , athletic/sporting events ONLY)	\$750
Beach at Windsor Lake (includes swim area) – (Max of three per year, scheduled prior to February 1 st , athletic/sporting events ONLY)	May-September - \$400 October-April - \$200

Payment: Fees and deposits are due PRIOR to permit issue. Cash, check and credit card payment are accepted.

General Park Rules

- Parks are available from 5 a.m.-10 p.m.
- All glass containers, including beer bottles, are prohibited for public and private events.
- Charcoal grills may not be brought into the parks. Propane grills with 200 square inches of cooking surface or less fuel by at 16.4 ounce bottle are allowed. Large gas grills are prohibited unless authorized.
- Vehicle(s) authorized to be driven in the park must have an Authorized Vehicle Permit displayed in the front window or will be subject to citation.
- Pets must be leashed at all times. Clean up after your pets.
- Stay on designated trails and parkland.
- Lakes, ponds and ditches may be present. Unless otherwise designated, stay out of water and off the ice.
- Irrigation and ditch water is not potable.
- Alcohol cannot be sold without a special events alcohol permit.