

WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

November 20, 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. KEY INITIATIVES: 7:45AM

- 1. Mill Project Update – None.
 - 2. Backlot Boardwalk Update
 - i. Brinkman – Draft Agreements Status
 - ii. DOLA Grant – Alley
 - iii. 512 Ash Utility Removal Costs
 - 3. District Expansion/Sustainability – No Updates
- F. Approval of Minutes from the Regular Board of Directors Meeting October 16, 2019 – M. Ashby
- G. Report of Bills (\$12,247.33) & Financial Report – M. Ashby
- H. A resolution of the Board of Directors of the Windsor, Colorado, Downtown Development Authority recommending to the Town Board of the Town of Windsor the determining and fixing of the mill levy of the Windsor Downtown Development Authority for the fiscal year ending December 31, 2020 - Resolution
- I. A resolution of the Board of Directors of the Windsor, Colorado, Downtown Development Authority approving and recommending to the Town Board of the Town of Windsor the budget of the estimated amounts required to pay the expenses of conducting the business of said authority, and the appropriation of funds therefor, for the fiscal year ending December 31, 2020 – Resolution, 2020 Final Budget, 2020 Final Workplan
- J. A resolution of the Board of Directors of the Windsor, Colorado Downtown Development Authority supporting submission of an application by the Town of Windsor for Energy and Mineral Assistance Grants from the Colorado Department of Local Affairs for the backlots alley improvement program - Resolution
- K. Executive Director's Report – M. Ashby
 - i. Approval of the Conceptual Alley Design
 - ii. Approval of Chocolate Walk Event Assistance Proposal
 - iii. Consideration of closure of checking account
 - iv. Board Terms Ending June 30, 2020: Pike, Brunk.

L. COMMITTEE REPORTS: 8:30AM

- 1. Marketing Committee –
 - i. Elf Hunt/Small Business Saturday planning
 - ii. Approval of Proposal with Townsquare Media for Event Promotion
- 2. Wayfinding Project – Next Steps

M. COMMUNICATIONS & NEWS:

Note: Double Underlined items indicate attachments.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

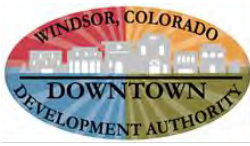
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N. Adjourn

9:15AM

Note: Double Underlined items indicate attachments.



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BOARD OF DIRECTORS MEETING

October 17, 2019 | 7:30AM– 9:00AM

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

Agenda

Board: Dan Stauss, Dan Brunk, Kristie Melendez, Brent Phinney, Heidi Washburn, Dean Koehler. Staff: Matt Ashby, Josh Liley.

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 None. **Moved as presented KM. Second HW. Approved unanimously.**

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. BP. Second DK. Approved unanimously at 7:35AM.

Motion: Close executive session. BP. Second HW. Approved unanimously at 7:44AM.

MA: Talk to Planning about platting requirements.

F. KEY INITIATIVES: 8:15AM

1. Mill Project Update – M. Ashby

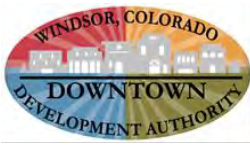
The Windsor Mill Tavern opened and has been a huge success. Cacciatore is open, including lunch Tuesday – Saturday and dinner. A lease has been signed for the brewery - Peculierales Brewery.

Discussion of the property tax assessment, protest. Under the development agreement, there is provision that if there is a valuation protest, there are some implications on annual payments. Staff and attorney are working through the details.

2. Backlot Boardwalk Update – M. Ashby

- i. Brinkman Agreement Drafting - Status Report – Draft has been sent over to Brinkman for review. Next steps will be determined when they return with any comments.
- ii. Demolition RFP Update – Have updated. Attorney is working through making the RFP new language consistent with the updates. A new version should be published later this week.
- iii. 512 Ash Site Plan (Transitional Parking) - Next steps to establishing the transitional parking will be to complete a site plan in preparation for completing the construction next spring. MA – Complete site plan utilizing Ayres staffing.
- iv. Undergrounding Update – The initial design for the alley undergrounding has been completed. We are coordinating with the Alley designer. **MA – Ask Xcel if undergrounding on the 500 Block would be more efficient. Consider requesting a design for the 500 block to determine if it would be efficient to construct at the same time. Revisit with Alice Jackson/Lucas McDonnell the meter/service. The**

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Mayor recalls a statement of committing to a program that Xcel is heading toward that would include those costs.

- v. Alley Design Update – Discussions with adjacent property owners has been completed. Design will be tracking toward a November cost delivery to help support the DOLA grant.
- vi. DOLA Grant – A resolution will be required from the Town. The Town will be the primary applicant. Staff are pulling together the necessary information to proceed.

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

Motion to approve. DB. Second. HW. Approved unanimously.

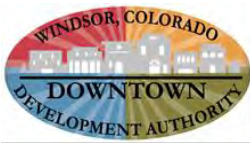
- H. Report of Bills & Financial Report – M. Ashby

Motion to approve. HW. Second DB. Approved Unanimously.

- I. Executive Director's Report – M. Ashby

- 1. 2020 Budget & Schedule, Draft Work Plan – MA – Presented updated version reflecting discussions at the Strategic Planning Meeting. Discussion included increasing the Wayfinding fabrication to \$125,000. Also adding the Parking Study Update to the text description. Total remainder following expenditures is \$206,000 for roll-over. *(Note: during follow up with Town, accounting was adjusted, resulting in a lower roll-over.)*
- 2. Pedestrian Sign Management - MA presented the concerns of the Town staff and the status of the signs. Following several hits, two of the signs are nearly demolished. The signs are currently down until the Halloween weekend and will then be reset prior to Thanksgiving through Windsor Wonderland. The Town staff has concern that the signs are getting hit too much and would like to see them only used for special events. DB – I think the signs really help when they are up. (General agreement from several members of the board.) HW – The signs heighten the awareness of crossings. KM – I think if we stick with it, we might have trucks find an alternative route. Having a more in-depth discussion with the Town. Safety is an important function of the Town. Picking up a sign is better than picking up a child. What we're doing here provides a safety measure for all people. There are a lot of events year-round. Let's trouble-shoot and partner. **MA – Include in the newsletter an update. Consider a survey card to get feedback from pedestrians.**
- 3. Wayfinding Update – Discussion of difficulties working with the contractor as she is managing family health issues and is now out of state. KM – we have been empathetic with the delay. We want to have a final report by November 1, 2019 or we will move on to other alternatives. **MA – Communicate deadline. JL – Research contract as to steps on termination. MA – Check with secondary preferred contractor on picking up the project.**
- 4. Chocolate Walk Event Proposal – To be discussed during Marketing Committee meeting on Wednesday October 23.
- 5. Parking Study – Data Collection: The Town has initiated an update to the 2012 parking study. A meeting was held in early October to determine an approach to the overall project. The first suggested step is to update the data from the prior study and then see what additional information might be needed. **MA – Check to see if we can restripe the parking on 4th Street in front of the Garage Bays?** Discussion included how the "park late" program model could

Note: Double Underlined items indicate attachments.



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be changed to just provide the model for how owners and parkers could make an arrangement. The Town will be issuing an RFP and leading the study, but would like the DDA to partner in sharing the costs. **Motion: DK - Approve up to \$25,000 to collaborate with the Town to fund a parking study. Second. HW.** KM – Is there any opportunity to survey pedestrians on the crossing to find out if the signs improved the overall conditions.

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

Moved to adjourn. DK. Second. HW. 9:34AAM

Marketing Committee Update to follow.

Joel and Kim from TownSquare provided an update on marketing for Elf Hunt.

- Create awareness, streamline voting process, maintain flow of customers, recognize growth.
- Geo-targeting people who have been downtown recently.
- We can revisit media to people a few weeks after the event.
- Holiday music station as a target.
- Apps are targeted as well.
- Banner ads on website.

Geo fencing could be targeted to year-round activity. Very inexpensive downtown marketing.

MA – Add to next agenda, check in regarding board vacancies.

MA – Add closure of Checking account to next agenda.

Note: Double Underlined items indicate attachments.

REPORT OF BILLS

Board Audit

User: cturner
Printed: 10/15/2019 - 3:56PM
Date Range: 08/01/2019 - 09/30/2019
Systems: '(All)'



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				
90692	XCEL ENERGY	XCEL BILL - DDA	08/02/2019	34.34
90750	SPECIAL DISTRICT ASSOCIATION OF COLORADO	DISTRICT DUES RENEWAL	08/02/2019	791.69
90760	RUSSELL + MILLS STUDIOS	CROSSWALK ENHANCEMENT PROGRAM	08/02/2019	1,697.44
90946	AYRES ASSOCIATES INC	DDA ON CALL - MILL	08/16/2019	7,522.55
90975	RUSSELL + MILLS STUDIOS	CROSSWALK ENHANCEMENT PROGRAM - MEETINGS	08/16/2019	600.00
91126	LILEY LAW OFFICES LLC	DDA PROFESSIONAL SERVICES	08/30/2019	1,584.00
91168	XCEL ENERGY	XCEL BILL - DDA	09/06/2019	17.21
Total for Department: 486 DOWNTOWN DEVELOP				12,247.23
Total for Fund:19 DOWNTOWN DEVELOPMENT A				12,247.23
Grand Total				12,247.23

Downtown Development Authority

Sales Tax Collections Trend - 2018 Q2 to 2019 Q2

■ Increase Sales Tax

Sales Tax 2018 Q3: \$134,405
Sales Tax 2019 Q3: \$141,819
↑/↓: \$7,414.00 [5.52%]



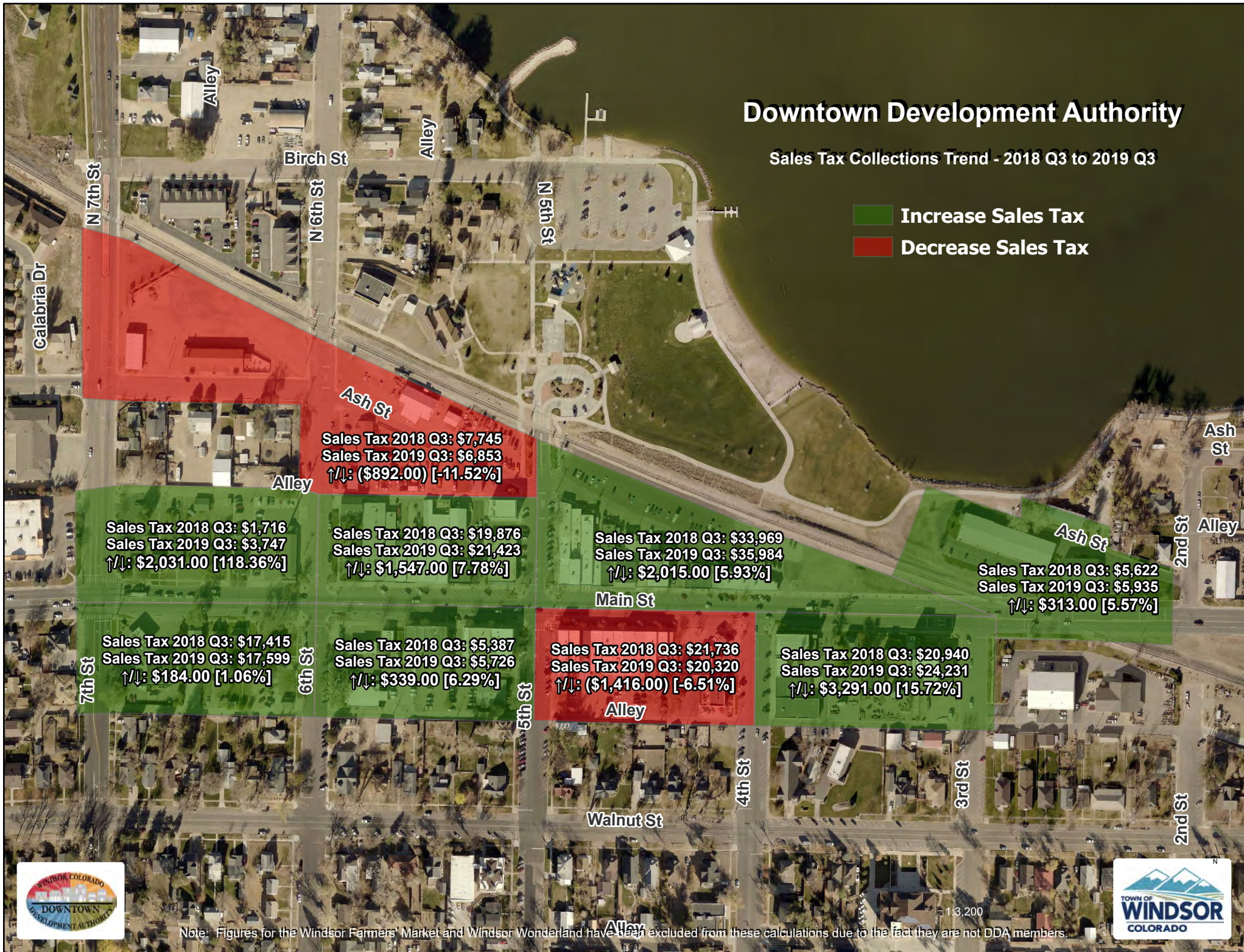
Note: Figures for the Windsor Farmers' Market and Windsor Wonderland have been excluded from these calculations due to the fact they are not DDA members.



Downtown Development Authority

Sales Tax Collections Trend - 2018 Q3 to 2019 Q3

■ Increase Sales Tax
■ Decrease Sales Tax



DDA REPORT

Volume 7, Issue 8
August 2019



WINDSOR DDA REVENUE

Summary August 31, 2019	Collections	Budget	% of Budget
Property Tax Mill Levy	\$26,107	\$24,570	106.26%
Auto Registration Tax	\$1,172	\$850	137.88%
Grants	\$2,473	\$8,000	30.91%
Incremental Property Tax	\$47,193	\$51,182	92.21%
Interest	\$22	\$5	440.00%
Town of Windsor Funding	\$254,667	\$382,000	66.67%
Total	\$331,634	\$466,607	71.07%

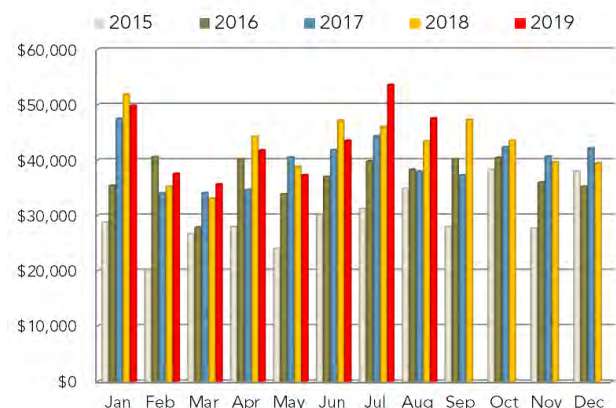
WINDSOR DDA EXPENDITURES

Summary August 31, 2019	Expenditures	Budget	% of Budget
Operations			
Office Supplies	\$0	\$200	0.00%
Public Relations/Advertising	\$6,159	\$15,000	41.06%
Board Development	\$3,092	\$5,000	61.84%
Dues/Fees/Subscriptions	\$1,152	\$1,500	76.80%
Special Equipment	\$0	\$65,000	0.00%
Street Repair/Maintenance	\$12,962	\$10,000	129.62%
Travel/Mileage	\$0	\$500	0.00%
Liability Insurance	\$3,764	\$4,500	83.64%
Legal Services	\$13,656	\$35,000	39.02%
Contract Services	\$29,558	\$77,000	38.39%
Publishing/Recording	\$0	\$750	0.00%
Utilities	\$142	\$1	14200.00%
Postage	\$37	\$500	7.40%
Printing/Binding	\$0	\$500	0.00%
Study Review/Consultant	\$32,659	\$65,000	50.24%
County Treasure Fees	\$8,846	\$800	1105.75%
Façade Program	\$0	\$120,000	0.00%
Administrative Transfer	\$3,333	\$5,000	66.66%
Operations Total	\$115,360	\$406,251	28.40%
Capital			
Site Improvements (Land)		\$225,000	0.00%
Site Improvements	\$0	\$565,000	0.00%
Capital Total	\$0	\$790,000	0.00%
Grand Total	\$115,360	\$1,196,251	9.64%

POINTS OF INTEREST

- August 2019 sales tax collections were \$4,152 above August 2018 sales tax collections.
- 2019 average monthly sales tax collection is \$43,339 as compared to \$42,528 for 2018.
- Revenue is on target at the end of August 2019 at 71.07%.
- 2019 expenditures are 9.64% of the budget amount.

MONTHLY SALES TAX COMPARISON



DOWNTOWN DEVELOPMENT AUTHORITY

DDA MISSION STATEMENT

It is the mission of the Windsor DDA to create a prosperous, vibrant, energetic, and clean town center, by marketing downtown opportunities, retaining and expanding current business opportunities, preserving downtown charm, and enhancing physical appearance and amenities through partnerships with the community and stakeholders.

Windsor Downtown Development

P.O. Box 381
Windsor, CO 80550
Email: info@windsordda.com
Windsordda.com



PLAN OF DEVELOPMENT PROJECTS

The projects, facilities, programs and functions to be established and provided in the district will benefit and promote the health, safety, prosperity, security and general welfare of all occupants and owners thereof and will prevent deterioration of property values, will prevent the growth of blighted areas, and will be of special benefit to all property within the district.

- A. The promotion of, participation in, and assistance to private and public developments consistent with the priorities of the DDA by all means permitted by federal, state and local laws and regulations, including but not limited to, land assemblage, and/or acquiring, constructing, reconstruction, rehabilitating, equipping, selling and leasing space.
- B. Public facilities and improvements as necessary to complement private developments.

DDA BOARD

Matt Ashby, Executive Director — director@windsordda.com

Dan Strauss, Chairperson — dan@windsordda.com

Term: July 2022

Heidi Washburn — heidi@sfheidi.com

Term: July 2022

Dean Koehler — dean@windsordda.com

Term: July 2021

Sean Pike — Sean@windsordda.com

Term: July 2020

Dan Brunk — dan@haydenoutdoors.com

Term: July 2020

Brent Phinney — brentphinney@hotmail.com

Term: July 2021

Kristie Melendez, TOW Board Liaison—Kristie@windsordda.com

Term: July 2020

RESOLUTION 2019-DDA ____

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE WINDSOR, COLORADO, DOWNTOWN DEVELOPMENT AUTHORITY RECOMMENDING TO THE TOWN BOARD OF THE TOWN OF WINDSOR THE DETERMINING AND FIXING OF THE MILL LEVY OF THE WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY FOR THE FISCAL YEAR ENDING DECEMBER 31, 2020

WHEREAS, on February 28, 2011, the Town Board of the Town of Windsor, Colorado (“Town Board”), adopted Ordinance No. 2011-1401, which established the Windsor Downtown Development Authority (“DDA”); and

WHEREAS, the DDA has been duly organized in accordance with the C.R.S. § 31-25-801, et seq.; and

WHEREAS, the Board of Directors of the DDA finds that a mill levy of five (5) mills is appropriate in helping to defray the costs of the DDA’s operational and maintenance needs for fiscal year ending December 31, 2020.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DDA, to recommend to the Town Board the mill levy rate for taxation upon all taxable property within the boundaries of the DDA for the fiscal year ending December 31, 2020, to be set at five (5) mills, which mill levy has been deemed appropriate by the Board of Directors of the DDA for said fiscal year as approved by the Board of Directors of the DDA and which mill levy represents the amount of taxes for the DDA. Said mill levy shall be distributed for the purposes permitted under C.R.S. § 31-25-817, which levy as so distributed shall be certified by the County Assessor and the Board of the County Commissioners of Weld County, Colorado, by the Town Clerk as required by law.

PASSED AND ADOPTED at a regular meeting of the Board of Directors of the DDA this 20th day of November 2019.

Dan Stauss, Chair

ATTEST:

Dean Koehler, Secretary/Treasurer

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	
Attain Graduate Main Street Status	Review criteria, address deficiencies, apply for advanced status	Application submitted	Fall 2020	NEW

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										
ACTUAL - PROJECTED										
ACCT NO	ACCOUNT NAME	2016 ACTUAL	2017 ACTUAL	2018 ACTUAL	2019 BUDGET	Thru AUG 2019	AUG-DEC 2019	2019 PROJ.	2020 BUDGET	NOTES
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) REVENUE - 19										
4001	Beginning Fund Balance	545,344	657,431	853,318	745,475			839,486	511,166	
4311	Property Tax From Mill Levy	16,490	21,343	25,542	24,570	26,107	0	26,107	41,380	5 mills
4312	Auto Tax	1,022	1,548	1,953	850	1,172	586	1,758	1,500	
4324	Incremental Property Tax	11,678	26,692	32,333	51,182	47,193	3,989	51,182	76,505	
4334	Grants	0	0	2,712	8,000	2,473	5,527	8,000	8,000	Main Street \$5,000 (Mini Grant), \$3,000 (Training)
4364	Interest Income	86	90	94	5	22	11	33	5	
4367	Donations	0	0	0	0	0	0	0	0	
4376	Transfer from TOW General Fund	270,000	332,004	614,500	382,000	254,667	127,333	382,000	393,460	TOW Gen Fund transfer \$250,000 base + \$143,460 increment
DOWNTOWN DEVELOPMENT AUTHORITY										
REVENUES TOTAL		299,276	381,677	677,134	466,607	331,634	137,446	469,080	520,850	
	AVAILABLE RESOURCES	844,620	1,039,108	1,530,452	1,212,082	331,634	137,446	1,308,566	1,032,016	
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) EXPENDITURES -19										
6210	Office Supplies	60	78	0	200	0	200	200	200	
6213	Public Relations/Advertising	8,733	13,518	10,708	15,000	6,159	8,841	15,000	25,000	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	3,092	1,908	5,000	5,000	DCI, National MS Conf., MS Summit
6217	Dues/Fees/Subscriptions	908	1,552	724	1,500	1,152	348	1,500	1,500	Chamber \$125, DCI \$305,Main Street \$300, SDA \$550+
6218	Small Equipment	0	0	0	0	0	0	0	0	
6219	Special Equipment	0	0	19,900	65,000	0	0	0	115,000	Streetscape/Wayfinding Fabrication + Installation
6242	Street Repair/Maintenance	0	0	271	10,000	12,962	0	12,962	5,000	DDA Maintenance
6245	Travel/Mileage	0	0	0	500	0	500	500	500	Meeting & conference travel
6246	Liability Insurance	3,152	243	4,380	4,500	3,764	736	4,500	4,500	DDA Liability, workers comp
6251	Audit Services	0	0		0		0	0		
6252	Legal Services	53,037	78,347	22,506	35,000	13,656	21,344	35,000	35,000	Legal General Services \$20K, Special Proj. \$15K
6253	Contract Service	75,043	31,037	75,251	77,000	29,558	47,442	77,000	80,000	Executive Director \$78,560, Web \$1,200, Constant Contact \$240
6256	Publishing/Recording	0	0	0	750	0	750	750	750	Legal Notices, etc.
6260	Utilities	0	0	0	0	142	0	142	0	
6263	Postage	285	186	217	500	37	463	500	500	
6264	Printing/Binding	161	0	0	500	0	500	500	500	
6267	Study/Review/Analysis/Consulting	20,741	41,659	34,871	65,000	32,659	32,341	65,000	185,000	Backlot Effort, Alley Plat, Streetscape, Lodging Initiative, Alley Construction Plans, Parking Study
6268	County Treasurer Fees	424	610	870	800	8,846	0	8,846	800	
6269	Miscellaneous	0	0	0	0	0	0	0	0	

Downtown Development Authority Fund Detail Budget

DOWNTOWN DEVELOPMENT AUTHORITY (DDA) FUND - 19										
ACTUAL - PROJECTED										
ACCT NO	ACCOUNT NAME	2016 ACTUAL	2017 ACTUAL	2018 ACTUAL	2019 BUDGET	Thru AUG 2019	AUG-DEC 2019	2019 PROJ.	2020 BUDGET	NOTES
6270	Façade Program	19,567	0	15,891	120,000	0	0	0	120,000	
6290	Elections	0	0	0	0		0	0	10,000	
	Operating & Maintenance Total	182,189	170,790	188,004	401,250	112,027	115,373	227,400	589,250	
7302	Admin Support Charge by Town of	5,000	5,000	5,000	5,000	3,333	1,667	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	3,333	1,667	5,000	5,000	
8410	Land/Easements (512 Ash)	0	10,000	497,962	0		0	0	300,000	Backlot Public Improvements
	Land/Easements				225,000		0		0	Legion
8412	Site Improvements	0	0	0	500,000		500,000	500,000	0	Mill Façade Easement, Public Improvements (Payout 2019)
	Site Improvements (512 Ash)				65,000		65,000	65,000	65,000	Parking lot improvements 512 Ash
8440	Machinery/Equipment	0	0	0	0		0	0		
	Capital Outlay Total	0	10,000	497,962	790,000	0	565,000	565,000	365,000	
DOWNTOWN DEVELOPMENT AUTHORITY										
EXPENDITURES TOTAL		187,188	185,790	690,966	1,196,250	115,360	682,040	797,400	959,250	
BEGINNING DDA BALANCE		545,344	657,431	853,318	745,475			839,486	511,166	
REVENUE		299,276	381,677	677,134	466,607			469,080	520,850	
Available Resources		844,620	1,039,108	1,530,452	1,212,082			1,308,566	1,032,016	
EXPENDITURES		187,188	185,790	690,966	1,196,250			797,400	959,250	
ENDING DDA BALANCE		657,431	853,318	839,486	15,832			511,166	72,766	

RESOLUTION 2019-DDA ____

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE WINDSOR, COLORADO, DOWNTOWN DEVELOPMENT AUTHORITY APPROVING AND RECOMMENDING TO THE TOWN BOARD OF THE TOWN OF WINDSOR THE BUDGET OF THE ESTIMATED AMOUNTS REQUIRED TO PAY THE EXPENSES OF CONDUCTING THE BUSINESS OF SAID AUTHORITY, AND THE APPROPRIATION OF FUNDS THEREFOR, FOR THE FISCAL YEAR ENDING DECEMBER 31, 2020

WHEREAS, on February 28, 2011, the Town Board of the Town of Windsor, Colorado (“Town Board”), adopted Ordinance No. 2011-1401, which established the Windsor Downtown Development Authority (“DDA”); and

WHEREAS, the DDA has been duly organized in accordance with the C.R.S. § 31-25-801, et seq.; and

WHEREAS, on June 27, 2012, the Town Board adopted Resolution 2011-26 approving the DDA Plan of Development, which established the purpose of the Authority and the types of projects in which the Authority would participate; and

WHEREAS, the Board of Directors of the DDA is required by C.R.S. § 31-25-816 to adopt a budget of the estimated revenues and expenditures to be received and incurred during each fiscal year.

NOW THEREFORE BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DDA that the following budget is adopted for the fiscal year ending December 31, 2020, and therefore recommends to the Town Board the adoption of the following budget:

REVENUES:	
Beginning Fund Balance	\$511,166
Transfer from Town of Windsor	\$393,460
Incremental Property Tax	\$76,505
Mill Levy Property Tax	\$41,380
Auto Tax	\$1,500
Grants	\$8,000
Interest Income	\$5
TOTAL	\$1,032,016
EXPENDITURES:	
Capitol Outlay	\$365,000
Operating and Maintenance	\$589,250
Administrative Support	\$5,000
TOTAL	\$959,250

NOW, THEREFORE, BE IT FURTHER RESOLVED BY THE BOARD OF DIRECTORS OF THE DDA to recommend to the Town Board the appropriation of the aforementioned budget funds in the amount of **Nine Hundred Fifty Nine Thousand, Two Hundred and Fifty Dollars (\$959,250)** for expenditure on conducting the business of the DDA and for its projects and programs in accordance with the Town Board-approved DDA Plan of Development.

PASSED AND ADOPTED at a regular meeting of the Board of Directors of the DDA this 20th day of November, 2019.

Dan Stauss, Chair

ATTEST:

Dean Koehler, Secretary/Treasurer

RESOLUTION 2019-DDA ____

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE WINDSOR,
COLORADO DOWNTOWN DEVELOPMENT AUTHORITY SUPPORTING
SUBMISSION OF AN APPLICATION BY THE TOWN OF WINDSOR FOR
ENERGY AND MINERAL ASSISTANCE GRANTS FROM THE COLORADO
DEPARTMENT OF LOCAL AFFAIRS FOR THE BACKLOTS ALLEY
IMPROVEMENT PROGRAM**

WHEREAS, on February 28, 2011, the Town Board of the Town of Windsor, Colorado (“Town Board”), adopted Ordinance No. 2011-1401, which established the Windsor Downtown Development Authority (“DDA”); and

WHEREAS, the DDA has been duly organized in accordance with the C.R.S. § 31-25-801, et seq.; and

WHEREAS, the Board of Directors of the DDA finds that improvements to public infrastructure serve to advance the overall mission of the DDA to create a prosperous, vibrant, energetic and clean town center; and

WHEREAS, the Board of Directors of the DDA has completed and approved a conceptual design for alley.

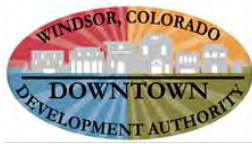
NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DDA, to support the Town in its application to obtain energy and mineral assistance grants from the Colorado Department of Local Affairs (“DOLA”) that, if provided, would be an additional source of funds for the Backlots Alley Improvement Project.

PASSED AND ADOPTED at a regular meeting of the Board of Directors of the DDA this 20th day of November, 2019.

Dan Stauss, Chair

ATTEST:

Dean Koehler, Secretary/Treasurer



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

Executive Director Report

Date: November 13, 2019
To: Downtown Development Authority Board of Directors
From: Matt Ashby, DDA Executive Director
Re: October - November Report

Meeting Summary:

The Backlot, Budget and Main Street were primary focuses this month. Extensive time was spent advancing the Backlot project, reviewing developer comments. The budgeting process continued with the annual work session with the Town Board. Staff from DOLA and the Colorado Main Street Program conducted a site visit this month and encouraged us to apply for Graduate status in 2020. The review was very positive. Matt attended the Main Street Summit, a required training for the program. We also are busy preparing for Small Business Saturday and the Elf Hunt. Additional time was spent wrapping up the DOLA grant for the Alley improvements.

The following meetings occurred between October 11 – November 13, including:

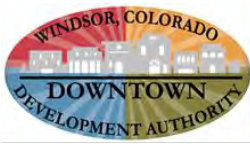
- DDA Board Meeting – October 16
- Meeting, Town Board Member – October 21
- Colorado Main Street Site Visit – October 21
- Town Board Budget Work Session – October 21
- Marketing Committee – October 24
- Business Visits – November 1
- Brunner/McCauley Meeting – November 1
- Main Street Summit (Required Training) – November 7-8
- Backlot Agreement Redline Review – November 8
- Business Visits – November 12
- Meeting, Town Board Member – November 12
- Alley Grant Meeting, DOLA – November 12

Billing Breakdown (As of 11/10/19):

General (YTD) - \$51,846 = 68% of Budgeted \$75,560 (with 88% of year completed)
Backlot (YTD) - \$30,537
Mill (YTD) - \$816
Brunner - \$2,253
DOLA Grant (Alley) - \$4,928

Anticipated Workload November-December:

- Budget 2020 Final
- Backlot Development Agreement Presentation
- 512 Demolition Bidding and Site Planning for Parking
- Wayfinding Plan – Completion
- Submit DOLA Grant



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

- Undergrounding Design

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 is in full swing with both the Tavern and Cacciatore welcoming visitors. Many businesses in the Downtown have commented that things have been very busy. The brewery was also announced. DDA staff have been reviewing the agreement documents to determine the next steps in beginning incentive payments to the developer.

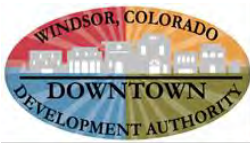
Backlot –

Brinkman: The current focus is on phase I – to include the 4th Street properties and the Public Works Block. A draft agreement was sent to Brinkman 10-11-19. The DDA/Town received Brinkman's comments November 1. DDA/Town reviewed on November 8 and provided comments back November 12. We are currently working to schedule a joint meeting with Brinkman to review and finalize the agreement.

512 Ash: The updated RFP has been reviewed by DDA legal. We received an estimate from Xcel to disconnect the overhead electric lines and gas. The total is approximately \$10,000. Staff will check to see if the electrical portion of the cost can be covered by the undergrounding fund. Once we have that information, we will look to issue the updates to the RFP. Staff have developed a site plan for the transitional parking area. We are exploring options for angled parking with the Town Planning staff.

Alley Design/DOLA Grant: The alley design was completed this month. The draft DOLA grant was presented to the regional director for feedback. We will be asking for up to \$1 million. A resolution supporting the application is on the DDA agenda, and the Town will be processing a similar resolution. The DDA will need to explore an IGA with the Town regarding the required cash-match. The deadline for submittal is December 2, 2019.

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



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

Brunner

A meeting was held with McCauley Construction to review additional information regarding the project. Town Staff helped to identify how large development projects typically structure assistance agreements. McCauley will be identifying the potential economic impact of their proposal on the DDA to help assess how tax increment might be able to address funding gaps in the project.

Parking / Crosswalk / Plantings

Parking Study – An RFP for the parking study has been drafted by the Town. DDA staff have reviewed and commented on the scope of work. The Project is anticipated to kick off in January.

Wayfinding Project

Several communications to the contractor have gone unanswered since our last meeting. We will look at regrouping and finding an alternate contractor to complete this project.

Business Engagement

Staff have been working on prep for the Elf Hunt. 28 businesses are confirmed. We are also updating the facebook video to push out and have drafted a press release to guide the Town Square media promotion of the event. Swag Bags will go out on 11/23 and 11/27.

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

A Business Spotlight video has been completed for INGA Fine Tailoring.

An EPA Targeted Brownfield Assessment Grant was submitted for 500 Main Street. We have not yet received a response.

Lodging/Tourism

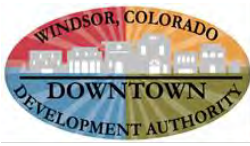
Need to identify a champion for this effort. DDA Staff to provide a positioning summary. Funding has been included in the 2020 budget for election expenses.

Branding

The Destination Brand stickers have been distributed in the District and the press release sent out. We received a call from Tara Gitt from BeLocal - a guide created exclusively for new homeowners. What makes BeLocal stand out is its content. All the stories are written from a local's perspective, essentially giving word of mouth testimonials on what to do around town and how to get involved in the community. If there's interest in following up, this might make a good Marketing Committee task.

Main Street

The annual Main Street Site Visit went well and the discussion was very positive. They encouraged us to apply for Graduate Designation in the program in 2020. A few things we need to work on is better tracking of our training... any relevant training the board completes that helps you perform the job of a board member can count. We just need to acknowledge it. Also,



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

our volunteer engagement should be a focus to help support our application. Staff have added this to our workplan to help track progress.

The Main Street NOW conference will be held May 18-20, 2020 in Dallas. Dan and Matt will be presenting on a session highlighting projects that have overcome adversity – focused on the Windsor Mill. A portion of our grant can offset travel expenses to this conference. If you are interested in joining, please let Matt know. For more info:

<https://www.mainstreet.org/howwecanhelp/mainstreetnow/now2020>

The Colorado Main Street Summit was held in Granby Nov 7-8. Matt attended and was able to identify several good leads on helpful ideas. First, Leadville has applied to a Colorado health organization for funding assistance with their Wayfinding Plan. Staff will follow up to find out more. Additional information was presented on the Creative District program, which could be something for Windsor to explore as well.

Action Checklist Review:

New Items –

- MA – Provide business listing periodically to the board to review and update. Quarterly. (We received communication regarding our website business listing and will be reviewing and updating.)
- MA – Circle back with the Town to take the lead on the Lodging Tax. (To Do)
- MA – Check on Platting Requirements for DDA Property. (To Do)
- 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, secondary options explored)
- MA – Revisit meter/service questions with Xcel. (To Do)
- MA – Pedestrian crossing feedback card. Include crosswalk info in next Newsletter.
- MA – Request restriping of spaces in front of 4th Street garage bays. (Request presented to owner.)
- MA – Add action item to next agenda authorizing closure of checking account. (Complete)

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)

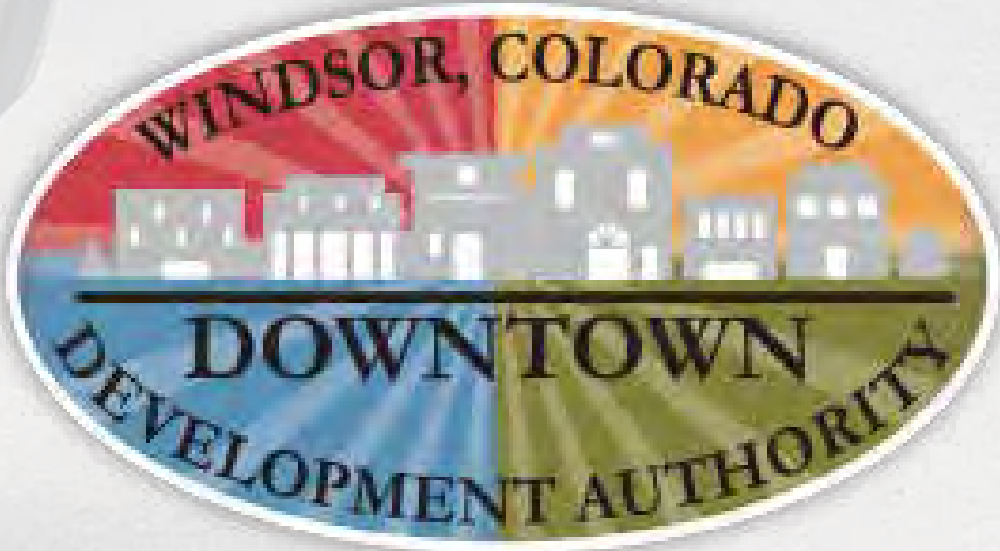


WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

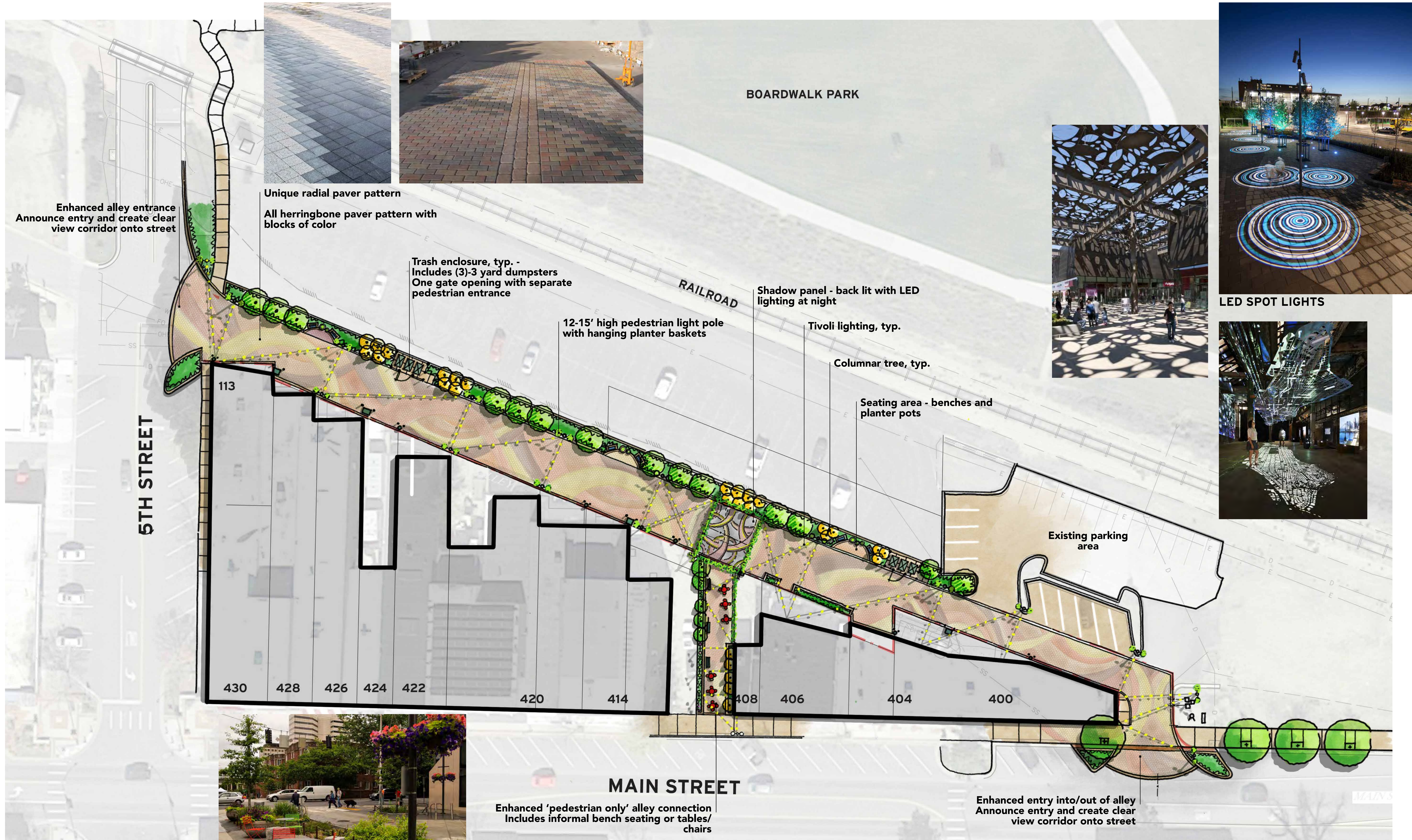
- Josh - Review the easement on the property and may issue a cease and desist letter for parking on the DDA's through lot. (To Do.)
- Josh – Provide a 1-page form contract in support of the parking program. (To Do.)
- Add key contacts to the block captain maps. (To Do with next assignment)

Downtown Windsor Alley Enhancement Project

DDA Board Meeting
Windsor, CO
October 2019



russe||+
mills





Windsor DDA Alley Enhancements

Estimate of Probable Costs - Alternative A

Plan Date: October 2019

Prepared by: Russell + Mills Studios

ITEM	UNIT	UNIT COST	QTY	EXTENDED COST	NOTES
CONSTRUCTION					
General Conditions	LS		1	\$72,279.00	5% of subtotal
Traffic Control	ALLOW	\$10,000.00	1	\$10,000.00	
Renting Parking Spots for Staging/ Employee Parking	ALLOW	\$5,000.00	1	\$5,000.00	
Erosion Control	ALLOW	\$3,000.00	1	\$3,000.00	
Construction Surveying	ALLOW	\$12,000.00	1	\$12,000.00	
CATEGORY TOTAL	CATEGORY SUBTOTAL			\$102,279.00	
DEMOLITION					
Remove Existing Concrete and Asphalt	S.F.	\$2.00	27,000	\$54,000.00	
Remove Curb and Gutter	L.F.	\$10.00	236	\$2,360.00	
Saw Cutting Pavement for Removal	L.F.	\$3.56	1,785	\$6,354.60	
Remove Existing Tree	EA.	\$1,000.00	1	\$1,000.00	
Protection of Existing Facilities/Structures	LS	\$3,000.00	1	\$3,000.00	
Excavation and Haul Material	C.Y.	\$125.30	350	\$43,855.00	
	CATEGORY SUBTOTAL			\$110,569.60	
UTILITIES					
Connect Irrigation to Water Main	LS	\$7,500.00	1	\$7,500.00	
Temporary Storm Drainage During Construction	L.S.	\$1,500.00	1	\$1,500.00	
	CATEGORY SUBTOTAL			\$9,000.00	
SITE LIGHTING AND ELECTRICAL					
Electrical Distribution	ALLOW	\$15,000.00	1	\$15,000.00	
Pedestrian Light	EA.	\$7,200.00	20	\$144,000.00	
Pedestrian Light Footing	EA.	\$1,750.00	20	\$35,000.00	
Tivoli Lights	L.F.	\$53.00	1255	\$66,505.46	
Tivoli Poles	EA.	\$5,200.00	1	\$5,200.00	
Light Attachment	EA.	\$450.00	9	\$4,050.00	
Lighting Control Center	LS	\$12,500.00	1	\$12,500.00	
Electrical Conduit	ALLOW	\$30,000.00	1	\$30,000.00	
	CATEGORY SUBTOTAL			\$312,255.46	
SITE WORK					
Recondition Subbase to 95%	SY	\$4.50	2,500	\$11,250.00	
6" Concrete Curb	L.F.	\$20.00	431	\$8,614.00	
12" Concrete Header	L.F.	\$23.00	1,903	\$43,768.08	
Curb and Gutter	L.F.	\$22.00	272	\$5,978.06	
Concrete Flatwork	S.F.	\$9.25	583	\$5,389.05	
Concrete Pavement Below Pavers	S.F.	\$6.75	19,659	\$132,700.58	
8" #4 Smooth Dowels	EA	\$7.50	950	\$7,125.00	
Unit Pavers on Concrete Base	S.F.	\$21.00	19,659	\$412,846.26	
Signage	ALLOW	\$3,000.00	1	\$3,000.00	Kiosk in connector alley
	CATEGORY SUBTOTAL			\$630,671.03	
FURNISHINGS AND ARCHITECTURE					
Hanging Basket - Pedestrian Light	EA.	\$800.00	40	\$32,000.00	
Planter Pots	EA.	\$1,300.00	7	\$9,100.00	
Trash Receptacle	EA.	\$1,250.00	6	\$7,500.00	
café seating	EA.	\$1,300.00	6	\$7,800.00	
Bench	EA.	\$1,300.00	9	\$11,700.00	
Bollard	EA.	\$750.00	20	\$15,000.00	
Trash and Recycling Enclosure Fencing	L.F.	\$350.00	75	\$26,250.00	
Trash and Recycling Enclosure Columns	EA.	\$1,865.00	12	\$22,380.00	
Trash and Recycling Enclosure Gates	EA.	\$8,500.00	2	\$17,000.00	
Shadow panel lighting element	ALLOW	\$65,000.00	1	\$65,000.00	
Spot Light Installation	ALLOW	\$1,500.00	8	\$12,000.00	
	CATEGORY SUBTOTAL			\$225,730.00	
PLANTING					
Landscaping Planting	ALLOW	\$5.00	4855	\$24,275.20	
	CATEGORY SUBTOTAL			\$24,275.20	
IRRIGATION					
Full System	L.S.	\$35,000.00	1	\$35,000.00	
	CATEGORY SUBTOTAL			\$35,000.00	
	Subtotal			\$1,449,780.29	
	Estimating Contingency		10.0%	\$144,978.03	
	Owner Contingency		10.0%	\$144,978.03	
	Total			\$1,739,736.35	



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

RE: Proposal for Coordination and Event Planning of Windsor's Chocolate Walk

Dear Matt,

In follow up to the original proposal we provided and as we discussed, I now have a better understanding of how the Downtown Development Authority wishes to proceed with the Chocolate Walk in Windsor on Friday, Feb 7th, 2020. With the significant reduction in vendors and entertainment options, I am pleased to present you with new proposal outlining my services, a reflective schedule, and the associated fees to help coordinate this event as outlined below.

Summary of Services:

- Provide liaison support to participating businesses
- Assist businesses coordinate their participation in this event.
- Develop and gather businesses information to include in flyers for marketing purposes
- Work with marketing company to produce flyers and banners
- Distribute flyers/posters to local businesses
- Feb 7th, 3pm-close – Distribute balloons and other material day of event

Schedule:

December 2019

- 1) Business participation list and products offered during event
- 2) Work with marketing company to produce flyers and banners

January 2020

- 1) Advertise or help organize the event on social media (Facebook)
- 2) Distribute flyers, posters to local businesses. Display banners
- 3) Finalize details with all participating businesses

February 2020

- 1) Feb 7th, 3pm-close Coordination / distribute balloons and material day of event

Planning and Coordination Fees:

38 hours

\$2500.00

- | | |
|---|----------|
| • Event Development (research, planning, develop) | 17 hours |
| • Marketing Development & oversight | 7 hours |
| • Distribute flyers, posters and banners | 3 hours |
| • Advertising/Social Media development | 5 hours |
| • Event Prep and Day of Coordination | 6 hours |

Services and Expenses not included:

- Cost of all Marketing Materials (flyers, posters, banners)
- Cost for Marketing Company Design Services
- Cost of any Advertising in Social Media
- Cost of Booth and Material at Winter Wonderland (if time permits)
- Eventfully Unique to operate booth at Winter Wonderland – \$450
- Insurance, bonds, permits, and other fees are not included

Payment Terms:

50% Initial payment prior to services; remaining services billed monthly, net 15 days.

Additional Services:

Should the DDA require additional services, Eventfully Unique will bill for those agreed upon services on a hourly rate and included in the monthly billings as noted herein.

Agreement:

Eventfully Unique can initiate the proposed services upon written Authorization to Proceed. Should you have any questions or comments after reviewing this proposal, I am available by phone or email and will get back with you at your earliest convenience. (720) 220-2291 amie@eventfullyunique.com

Respectfully,



Amie Ingram Eventfully Unique, LLC

Authorization to Proceed:

Name & Title:

Date:

Signature:

Representing: Windsor Downtown Development Authority

Campaign Summary



Tactics	Geo-Targeting	Cost Structure	Deliverable	Monthly Budget
Retro 102.5	Northern Colorado		30 (:30) commercials per week 1500 IMP Per Week On-Line Radio 2500 IMP Per Week Digital Display and Mobile Ad	\$1,000 a week for two weeks for a total of \$2,000
Advanced Audience Targeting + Retargeting	Demographic and Geographic		90 Day Campaign (37,736 Impressions a Month)	\$500 a Month for a total of \$1,500

Total

\$3,500

Week One of Radio will be the week leading up to Small Business Saturday to promote the Elf on the Shelf Event 11/25-11/30

Week Two of Radio will be the week leading up to The Chocolate Walk Dates tbd

90 Day Ignite Campaign for "Shop Downtown Windsor" Branding.