

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, OCTOBER 8, 2020
750 MAIN CONFERENCE ROOM
7:30 A.M.

PRESENT: Doug Simons Jr. (Chair), Cole Hanson, Dan Meyer, Libby Olson, Maria Rainsdon (via phone), Duncan Rowley, Anna Stout (via phone), Vance Wagner

ABSENT: Josh Niernberg (Vice-Chair)

STAFF: Brandon Stam, Dave Goe, Vonda Bauer, Rykel Menor

CITY STAFF: John Shaver (City Attorney)

CALL TO ORDER: Doug called the meeting to order at 7:36 a.m.

CONSENT AGENDA

APPROVAL OF MINUTES:

Meeting of September 10, 2020

Vance made a motion to approve the minutes of the September 10th, 2020 Business Improvement District meeting. Libby seconded the motion. The motion was approved.

BID BUDGET

Brandon presented the 2021 proposed BID budget and recapped the 2020 activities. Brandon explained that the BID is composed of approximately 600 commercial properties within the BID district. The BID is primarily funded through a special assessment and revenue received from vendor fees and sponsorships. The purpose of the BID is to provide marketing to Downtown businesses, promote Downtown, and produce special events.

2020 BID Highlights

- Market on Main had many challenges this year due to COVID-19 restrictions. The Market changed locations and was originally held at the Two Rivers Convention Center parking lot. In August, the Market moved to Main between 4th & 5th Streets. There was an increase in customers and the vendors indicated they liked the change. To minimize street closures, the new plaza space may be utilized for the Market in the future.
- The Downtown Car Show was a success even though the event was held at 50% capacity which allowed 80 cars to participate. The event was held at the Two Rivers Convention Center parking lot.
- The Art Festival was a three-day event which included First Friday, an artist expo on Saturday, and the virtual Grand Junction Film Festival was held on Sunday. The Art on the Corner Temporary Exhibit was canceled; however, last year's artists agreed to extend their contracts for an additional year.
- Downtown Grand Junction was awarded a grant from the Colorado Department of Transportation (CDOT) to expand outdoor dining spaces. There may be additional funding grant opportunities available to assist businesses.

2020 Amended BID Budget

The 2020 amended revenues were \$301,169 which includes license/permits, Arts Commission grant, sponsorships, vendor fees, special assessment, the DDA & City of Grand Junction contributions, and miscellaneous revenue. The 2020 amended expenses were \$299,940 which includes labor & benefits and non-personnel operating expenses.

Brandon explained due to the pandemic, sponsorship and fee revenues will not be what were originally projected. In addition, the actual revenue and expenses will not be accurate at this time since most events are produced in the fall or towards the end of the year. There will be some reduced costs for events including street closures, staffing, etc. The projection for 2020 is for the BID to break even.

2021 Proposed BID Revenues & Expenses

The 2021 projected revenues were \$311,964 which includes license/permits, Arts Commission grant, sponsorships, vendor fees, special assessment (includes an increase of 5%), the DDA & City of Grand Junction contributions, and miscellaneous revenue. The 2021 proposed expenses were \$308,237 which includes labor & benefits and non-personnel operating expenses.

Brandon explained that the long-term goal of the BID is to be self-sustaining. Once that is achieved, the DDA’s contribution of \$27,500 could be utilized for the Creative District and other programs. In addition, Downtown staff are exploring additional sponsorship opportunities to increase revenues.

BID Fund Balance Summary:

2017 actual	\$ 25,073
2018 actual	\$ 70,108
2019 actual	\$ 83,562
2020 projected	\$ 84,791
2021 projected	\$ 88,518

Brandon stated that the 2020 actual final amounts will be provided to the Board at the beginning of 2021.

2021 BID Goals

- Continue digital marketing partnerships including marketing co-op programs
- Wayfinding and Placemaking identified in the Plan of Development
- Continued education and awareness opportunities for Downtown businesses
- Pursue grant opportunities including Great Outdoors Colorado (GOCO) Active Artline and Levitt Concert Series

Dan made a motion to approve the proposed BID budget for 2021. Duncan seconded the motion. The motion was approved unanimously.

UPDATES

Rykel gave an update of Downtown events.

- Downtown Car Show - The car show was held at the Two Rivers Convention Center parking lot. The event was held at 50% capacity which allowed 80 cars to participate. Spectators were required to pre-register. Ticket sales were approximately 1,800. The event was a great success.

- Market on Main - The total number of SNAP dollars returned this year was lower than normal; however, it was still a significant amount. Reimbursements for the Snap and Double-Up dollars will be mailed to the farmers soon.
- Downtown Art Festival – The festival was a three-day event. Spectators were required to pre-register to assist with contact tracing. Four galleries participated in the First Friday event. There was an artist expo on Saturday and the virtual Grand Junction Film Festival was held on Sunday.
- Spooktacular has been canceled. Downtown Grand Junction will have a Halloween Mad Lib social media contest. Follow Downtown Grand Junction on Facebook and Instagram and tag your favorite Downtown businesses. Winners will receive a gift basket.
- The U.S. Capitol Christmas Tree is scheduled to stop in Downtown Grand Junction at the Two Rivers Convention Center courtyard on November 11, 2020.
- The Downtown Tree Lighting Event will be canceled this year; however, a Christmas tree will be set up at the Wells Fargo Plaza on approximately November 16th.
- The Parade of Lights will be canceled. Details are being finalized for a 12 days of Christmas celebration from December 1st through December 12th. Five or six floats will be parked Downtown each night for the community to view.
- At the beginning of November, the community will be notified of the cancellations of the Downtown Tree Lighting event and Parade of Lights.

OTHER BUSINESS

Base units, barrier fencing, and enclosures will be funded by the Downtown Development Authority, City of Grand Junction, and the Colorado Department of Transportation grant award funding to expand outdoor dining spaces. Five restaurants applied for the opportunity to expand their outdoor dining spaces. Designs for the parklets will be finalized soon. The fencing should be available soon. There also may be additional grant opportunities to purchase heaters, chairs, tents, bike racks, etc.

New Businesses

Foam and Folly Brewery, located at 303 S 2nd Street, is scheduled to open sometime this year.

The Glorious Fig, located at 209 ½ Colorado Avenue, has been opened as a cooking school and will be available for event space.

Aaron Young's project, located at 734 Main Street, is scheduled to open this year.

PUBLIC COMMENTS

None

ADJOURN:

There being no further business; Duncan made a motion to adjourn. Vance seconded the motion. The meeting adjourned at 8:08 a.m.