



Gateway to Grand Junction®

Service & Operating Plan 2024

INTRODUCTION

The Horizon Drive District (the “District”) is comprised of commercial properties within the general geographic areas of Horizon Drive between G Road and H Road. The District was formed in 2004 under Colorado Revised Statute 31-25-1201, which allows Business Improvement Districts to be formed within municipalities of Colorado, and to levy and collect ad valorem taxes on commercial property within the boundaries of the District. The City of Grand Junction oversees the District and appoints the Board of Directors.

As the “Gateway to Grand Junction”, the District is often the first and lasting impression people have of the City of Grand Junction. As such, City government also takes an active role and fiscal partnership in the maintenance and improvements to the District.

The Horizon Drive District is home to more than 200 businesses, including 68% of the City's lodging, and most recent studies reveal an overall economic impact of \$300 million annually. The District sees 7 million cars annually and connects the community and travelers to the Regional Airport, Downtown, Colorado Mesa University and points between.

The mission of the Horizon Drive District is to build community, enhance the beauty and advocate the economic vitality of the Horizon Drive District.

In 2023, the District paid its final debt obligation to the City of Grand Junction. It also partnered with the city of Grand Junction to complete a much needed crosswalk in front of the Clarion.

The District also began to hold events on Horizon Drive. With our limited budget and staff it has been the goal of the District to find other event driven groups to partner with. To this end we, in 2023, partnered with GVT, the Cesar Chavez Celebration, the GJCAC, Optimist International, Mesa County workforce, and the Geek Parties of the Grand Valley. Each with events we coordinated in bringing to the District.

In accordance with the Board's stated objectives, the District adopts the following general Service & Operating Plan for 2024:

2024 GOALS

2024 represents a very exciting time for the Horizon Drive District. Our budget is freed up in a way it has not been for 7 years. This has given us the opportunity to discuss new directions for our budget. The three items we are primarily focusing on in 2024 are: events, advertising, and grant opportunities (offered to our HD BID businesses). It is our hope to grow the activity on Horizon Drive, from keeping our guests here, to reminding the Grand Valley we are here and you should be too!

SERVICES AND IMPROVEMENTS OFFERED BY THE DISTRICT

- Plan for future growth and enhance the District with long range planning of improvements.
- Represent the District in decisions that may impact the area.
- The District is allowed to make and contemplate a broad range of public improvements including, but not limited to: streets, sidewalks, curbs, gutters, pedestrian malls, streetlights, drainage facilities, landscaping, decorative structures, statuaries, fountains, identification signs, traffic safety devices, bicycle paths, off street parking facilities, benches, restrooms, information booths, public meeting facilities, and all incidentals, including relocation of utility lines.

GOVERNANCE OF THE DISTRICT

- The Board of Directors is appointed by the Grand Junction City Council.
- The Board of Directors appoints management staff in accordance with District Bylaws.

POWERS OF THE DISTRICT

- The power to levy taxes against taxable commercial property.
- To consider and, if deemed necessary, provide services within the District including but not limited to:
 1. Management and planning
 2. Maintenance of improvements, by contract if necessary
 3. Promotion or marketing
 4. Organization, promotion and marketing of public events
 5. Activities in support of business recruitment, management and development
 6. Snow removal or refuse collection / recycling
 7. Design assistance
- To acquire, construct, finance, install and operate public improvements and to acquire and dispose of real and personal property.
- To have management, control and supervision of business affairs of the district.
- To construct and install improvements across or along any public street, alley or highway and to construct work across any stream or watercourse.
- To fix, and from time to time increase or decrease, rates, tolls, or charges for any services or improvements. Until paid, such charges become a lien on commercial property in the District, and such liens can be foreclosed like any other lien on real or personal commercial property.
- The power to sue and to be sued, to enter into contracts and incur indebtedness, to issue bonds subject to statutory authority.

2024 BUDGET

Please see the attached 2024 Budget (including actual from 2022, and actual through Aug 2023):

2023 Budget - Proposed

General Fund	2022	2023	2023	2024
	Actuals	Budget	Budget	Budget
		Current	End of Year	
FUND BALANCE - Beg. Year	274,000	318,552	318,552	369,749
ESTIMATED REVENUE				
BID's Mil Levy	244,389	208,152	225,398	232,160
Interest	45	3247	3380	3482
Pass-Through Grant Funds	29,618	1350	1350	0
TOTAL REVENUES	274,052	212,749	230,128	235,642
BUDGETED EXPENDITURES				
GENERAL Operating Expenses:				
Administration				
Financial	3,250	3,070	4,500	3,162
Audit	2,660	2,875	2,875	2,875
Insurance	2,703	2,912	2,912	2,999
Legal	6,213	1,482	1,482	1,526
Executive Director Search	10,400	0	0	0
Payroll	73,414	37,338	56,338	62,000
Payroll tax expense	6,124	3,177	4,732	6,200
Payroll Insurance	13,096	0	0	0
Permits/Fees/Training	0	80	80	2000
Operations				
Rent & other	13,683	5,833	8,733	8,995
Marketing & Comm.	3,010	2,437	3,000	29,000
DASH (through 2023) transportation cost (2024 on)	5,000	1,100	1,100	1,000
Ballot Issue	883	0	0	0
Maintenance/repair	2,298	1,735	2,500	2,500
TOTAL GENERAL Operating Expense:	142,734	62,039	88,252	122,258
DISTRICT Services:				
Horizon Drive Corridor				
Crosswalk LED lights @ Clarion	0	20,000	20,000	0
Art on Horizon	1,640	1,954	1,954	65,000
Public safety (absorbed into façade grant 2024 on)	2,378	0	2000	0
CDOT Grant Street Furniture Project	24,270	8,046	8,046	0
Events				5,000
Façade Grant				25,000
Lease Grant		5000	5000	10,000
TOTAL DISTRICT Services	28,288	30,000	32,000	105,000
CAPITAL Outlay:				
Debt Service	58,679	58,679	58,679	0
TOTAL CAPITAL Expense:	58,679	58,679	58,679	0
TOTAL EXPENSES	229,701	150,718	178,931	227,258
Net Income	44,351	62,031	51,197	8,384
FUND BALANCE - End Year	318,351	380,583	369,749	378,133
Reserve Balance (Years of General Operating Expense in Fund Balance - 1.03 MIN)	2.2	6.1	4.2	3.1

ADOPTED this 20 th day of September, 2023.

HORIZON DRIVE BUSINESS IMPROVEMENT DISTRICT

PRESIDENT

NAME: Cameron Reece

SIGNATURE: *Cameron Reece*

ATTEST: SECRETARY/TREASURER

NAME: Sharah Russel

SIGNATURE: *Sharah Russel*
[Sharah Russel \(Sep 21, 2023 11:00 MDT\)](#)