

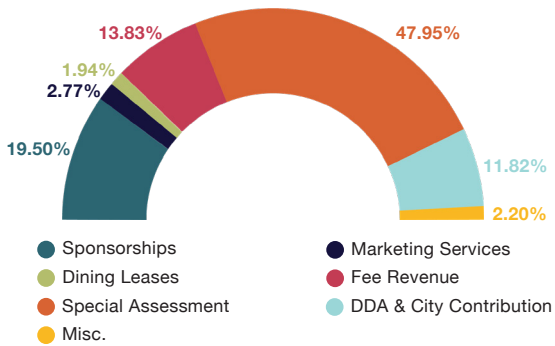
DOWNTOWN GRAND JUNCTION, COLORADO 2020-2021 REPORT

This report provides information and analysis related to the 2020-2021 growth and activity in Downtown Grand Junction. The activity and growth throughout the past year will provide the momentum we need as we roll into 2022.

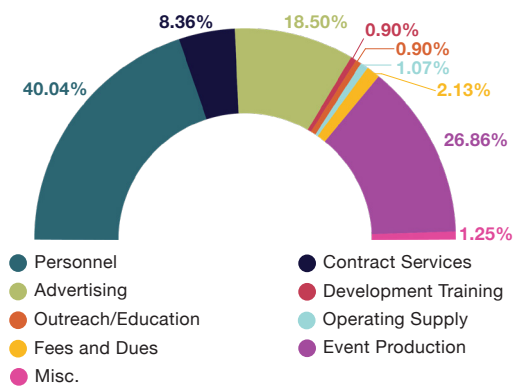
DOWNTOWN BUDGET

2021 AMENDED BID BUDGET

BID REVENUE (\$361,629)

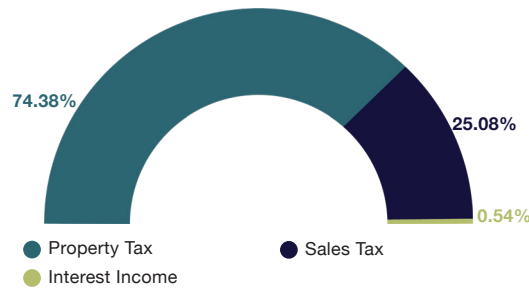


BID EXPENSES (\$335,108)

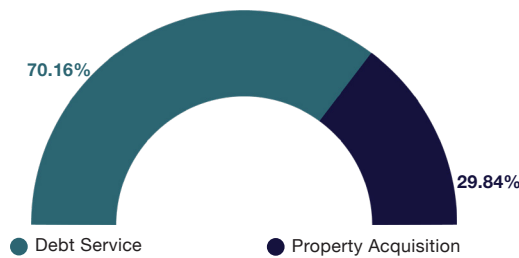


2021 FUND 611

DDA FUND 611 REVENUE (\$2,008,715)

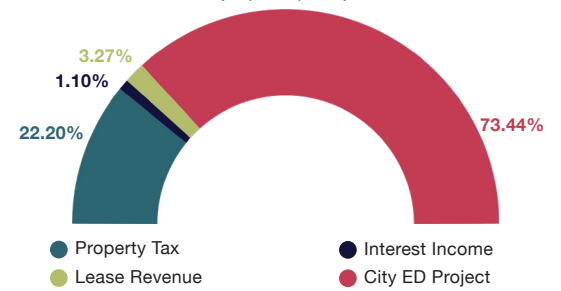


DDA FUND 611 EXPENSES (\$2,351,465)

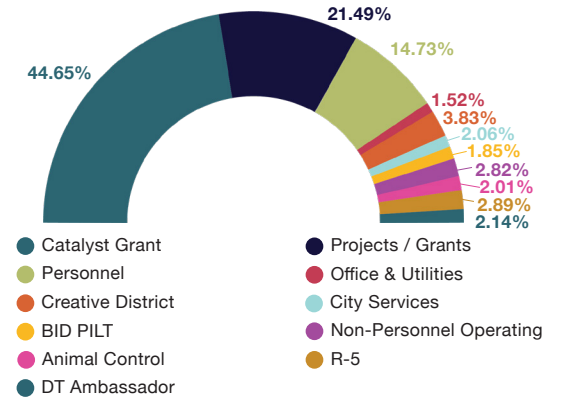


2021 FUND 103

DDA FUND 103 REVENUE (\$1,300,362)



DDA FUND 103 EXPENSES (\$1,484,229)



TAX INCREMENT FINANCING (TIF)

WHAT IS TIF AND WHAT IS IT USED FOR?

1

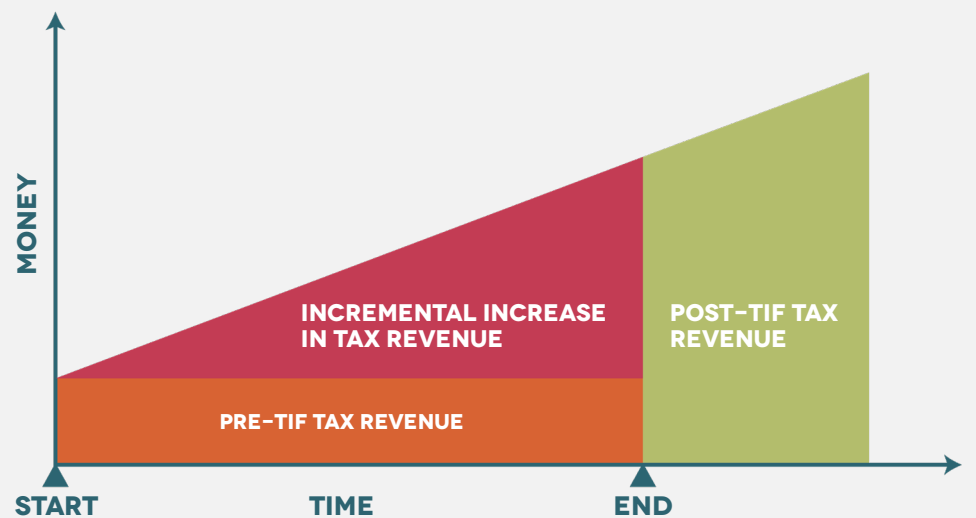
Serve as a market catalyst that can reduce risk of pioneering investments as well as provide public infrastructure updated.

2

Supplement market outcomes through a variety of ways such as improving final design and preserving the historic character.

3

Confront a market shortfall/failure by bridging a project financing gap.



SPONSORSHIPS & GRANTS

BID SPONSORSHIP DOLLARS RAISED

\$54,750

TOTAL EVENT SPONSORSHIPS

\$9,500

GJ CREATES SPONSORSHIPS
*AS OF OCTOBER 5

SPECIAL PROJECT DOLLARS

2020

\$197K WENT TO:

- FACADE GRANTS
- OUTDOOR DINING AREAS
- GJ CREATES WEBSITE

2021

\$286K WENT TO:

- 4TH & 5TH STREET FEASIBILITY
- SHIFT SPACE
- NEW DOWNTOWN GJ WEBSITE

DDA CATALYST GRANT DOLLARS

\$1.3M TOWARD ECONOMIC DEVELOPMENT

- THE EDDY-96 NEW HOUSING UNITS
- 230 S.5TH STREET ACQUISITION
- NETWORKS UNLIMITED HEADQUARTERS EXPANSION

DOWNTOWN MAINTENANCE



CITADEL SECURITY



ANIMAL CONTROL



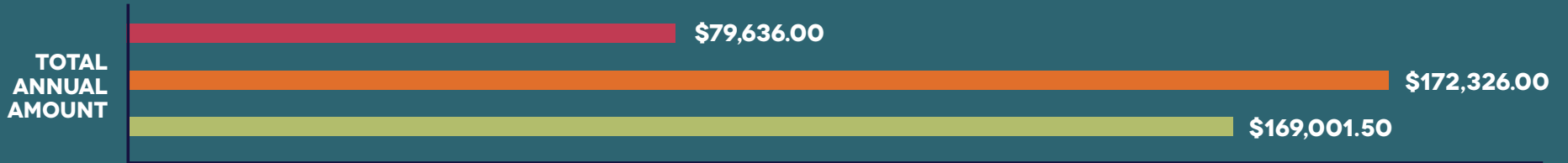
STREET CLEANING



GJ PARKS

GIFT CARD SUMMARY

2019 2020 2021



SOCIAL MEDIA GROWTH

facebook

*2021 COMPARED TO 2020

DOWNTOWN GJ

19,922 2%↑
102,001 14%↑

GJ CREATES

419
4,010

(PAGE CREATED JUNE 2020)

Instagram

*2021 COMPARED TO 2020

DOWNTOWN GJ

10,533 8%↑
19,654 14%↓

GJ CREATES

1,136
2,438

(PAGE CREATED JUNE 2020)

FOLLOW DOWNTOWN ON SOCIAL MEDIA

@downtowngj @downtowngj

CREATIVE DISTRICT

@gj_creates @gjcreates

DOWNTOWN EVENTS

Restaurant Week 300+ PASSPORTS 20 BUSINESSES

Market on Main 133 VENDORS 35+ LOCAL SHOWS
 2021 RETURN \$7,300 TO LOCAL FARMS

4th of July PARADE 30+ FLOATS 2021 RETURN

DOWNTOWN GRAND JUNCTION CAR SHOW 150+ VEHICLES 2021 RETURN

DOWNTOWN ART FESTIVAL 70+ LOCAL ARTISTS 17 AOTC SCULPTURES
 30+ FILMS SHOWN 2021 RETURN

TRICK OR TREAT SPOOK TACULAR 10K+ CANDY GIVEN OUT 2021 RETURN

Tree Lighting 2021 MASSIVE RETURN

PARADE OF LIGHTS 100+ LIGHTED FLOATS 2021 RETURN

DOWNTOWN AMBASSADOR PROGRAM

Ambassadors welcome visitors into our community on Fridays and Saturdays from 10:00am – 6:00pm, totaling 865 hours of involvement downtown. Ambassadors have assisted hundreds of downtown visitors from across the country.

150+ DIRECTIONS 125+ INFORMATION 240+ DOMESTIC VISITORS
 215+ CO VISITORS 130+ LOCAL VISITORS 75+ INTERNATIONAL

THESE VISITOR NUMBERS ARE VISITOR GROUPS, NOT INDIVIDUALS.