



# Welcome to **DOWNTOWN GRAND JUNCTION!**

The Downtown Grand Junction Partnership consists of two unique special districts, a Downtown Development Authority and a Business Improvement District. Both districts are represented by a nine-member Board of Directors composed of business owners, property owners, residents and employees within the district boundaries. The Downtown Partnership is also home to GJ Creates, a state certified creative district.

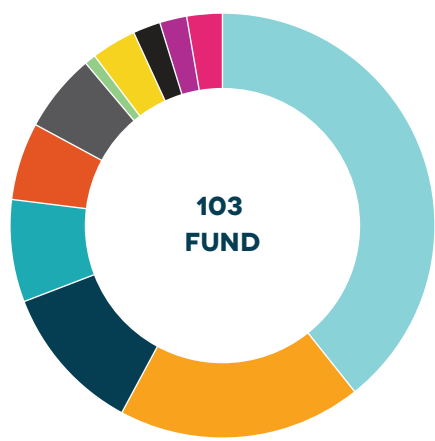
This report provides information and analysis related to the 2021-2022 growth and activity within our district.

### INVESTING IN DOWNTOWN SAFETY AND BEAUTIFICATION

- SAFETY ENHANCEMENTS
- PEDESTRIAN IMPROVEMENTS
- BEAUTIFICATION
- PLACEMAKING ACTIVATION

## DOWNTOWN FINANCIALS

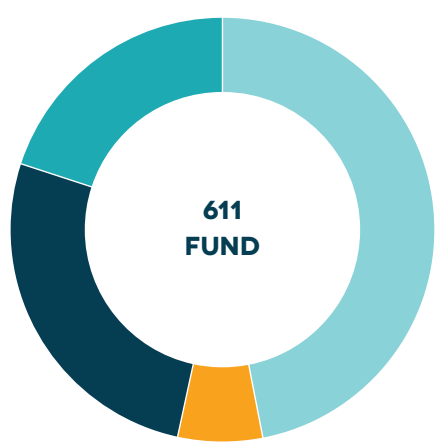
DOWNTOWN DEVELOPMENT AUTHORITY  
BUSINESS IMPROVEMENT DISTRICT



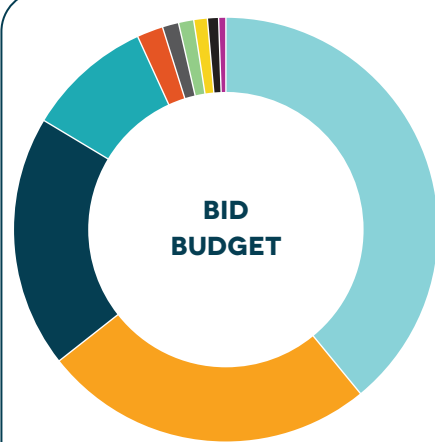
- CATALYST GRANT \$518,000
- PERSONNEL \$245,044
- PROJECTS/GRANTS \$150,000
- CONTRACT SERVICES \$102,500
- CREATIVE DISTRICT \$77,000
- OFFICE & UTILITIES \$78,855
- CHARGES/FEES \$11,600
- INTERFUND/LIABILITY CHARGE \$45,068
- BID CONTRIBUTION \$27,500
- NON-PERSONNEL OPERATING \$26,589
- DT AMBASSADOR \$35,775



- MISC PROJECTS/GRANTS/ETC \$18,397
- AVALON THEATRE FOUNDATION \$13,000
- ARTSPACE STUDY \$30,000
- DASH \$25,000
- WEBSITE REDESIGN \$9,450
- 4TH/5TH STREET STUDY \$8,053
- 230 S. 5TH STREET STUDIES/REPORTS \$8,750



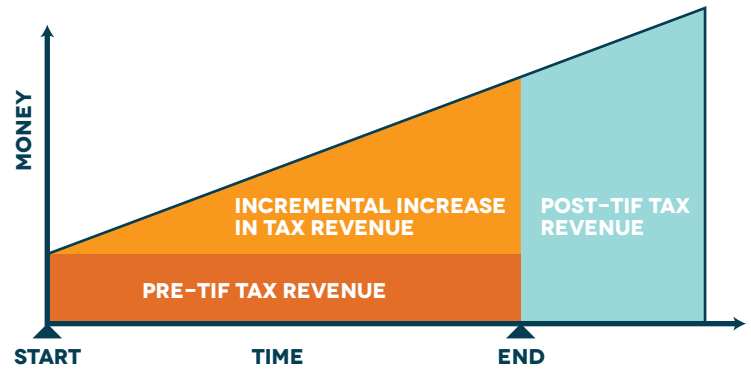
- PRINCIPAL/INTEREST \$1,651,275
- THE JUNCTION \$225,000
- DEBT SERVICE (LINE OF CREDIT) \$934,539
- 230 S. 5TH STREET \$702,289

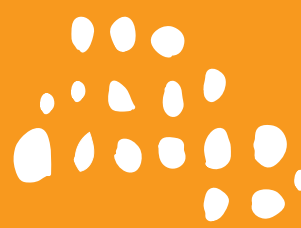


- PERSONNEL \$138,611
- EVENT PRODUCTION \$90,000
- ADVERTISING \$67,500
- CONTRACT SERVICES \$33,680
- CHARGES \$6,982
- MISC \$4,490
- PROFESSIONAL DEV/TRAINING \$4,000
- OPERATING SUPPLY \$3,600
- OUTREACH/EDUCATION \$3,000
- FEES AND DUES \$2,360

### 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 updates.
- 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.





# GIFT CARD SUMMARY

**2885**  
CARDS SOLD

**\$135,928**  
AMOUNT SOLD

**\$55,395**  
AMOUNT SOLD IN DECEMBER

Spend your cards! Gift card sales do not benefit businesses until the card is redeemed!



## DOWNTOWN PROJECT UPDATES

The Downtown Development Authority (DDA) focuses on supporting and facilitating economic development efforts to enhance the viability of Downtown through grants, capital investment and improvements to public amenities. 2022-23 Capital Projects include:

### GRAND AVENUE LOFTS

Located at 10th and Grand Avenue, The Lofts is a 78 unit apartment building in close proximity to Downtown and Colorado Mesa University that replaces a formerly blighted building and undeveloped lot.

### THE JUNCTION

The Junction Project located at the former City Market site at First and Rood will be home to a modern 256 unit market apartment building with amenities such as a pool, gym and community space.

### DOS RIOS TOWNHOMES

Dos Rios is a redevelopment corridor west of Las Colonias along the Riverfront. The first residential phase includes 56 townhomes that are currently under construction.

### 4TH AND 5TH STREET IMPROVEMENTS

In 2021-2022, the City/DDA completed the 4th-5th Street One-way to Two-way Feasibility study which included alternatives for both an enhanced one-way design as well as an enhanced two-way configuration. The proposed enhanced one-way design calls for narrowing of the existing through lanes, conversion of diagonal parking to parallel parking, creation of a parking separated bike lane and sidewalk widening to enhance the pedestrian experience with accommodation for landscaping, art, and outdoor dining.

### NEW DOWNTOWN RESTROOM FACILITY

The City and DDA have partnered on purchasing a state of the art restroom to replace the blighted facility at 5th Street. This self-cleaning restroom will also have adjoining space that can be used for activation by the Downtown Ambassador Program and require less maintenance time.

## DDA GRANT PROGRAMS

### FACADE IMPROVEMENT

Fund long-term improvements to exterior building facade.

### CATALYST PROGRAM

Facilitate improvements that align with the Plan of Development.

### ALLEYWAY ENHANCEMENT

Encourage alleyway activation and beautification by property owners.

### RESTAURANT CONVERSION/EXPANSION

Assist with code related costs to create or expand restaurant space.

### UPPER LEVEL ACTIVATION

Encourage utilization of upper levels by assisting with code related costs.

## DOWNTOWN EVENTS

Restaurant Week

**20**  
PARTICIPATING RESTAURANTS

RIDES & VIBES

**16,000+**  
WEEKEND VISITORS  
**629**  
REGISTERED RIDERS

4th of July PARADE

**32**  
FLOATS  
**7,000**  
PARADE VISITORS

Market on Main

**5,000**  
AVERAGE WEEKLY VISITORS  
**120**  
VENDORS

DOWNTOWN GRAND JUNCTION CAR SHOW

**8,700**  
VISITORS  
**110+**  
REGISTERED CARS

DOWNTOWN ART FESTIVAL

**7,200**  
SATURDAY VISITORS  
**65+**  
ARTISTS

TRICK OR TREAT SPOOK TACULAR

**5,300**  
TRICK-OR-TREATERS

Tree Lighting

**110**  
TREES DECORATED  
**5,700**  
VISITORS

PARADE OF LIGHTS

**27,800**  
VISITORS  
**100+**  
FLOATS

## DOWNTOWN AMBASSADOR PROGRAM

Ambassadors welcome visitors into our community on Thursdays – Saturdays from 9:30 a.m. – 6:30 p.m., tallying 1518 hours of involvement downtown. Ambassadors have assisted hundreds of downtown visitors from across the country.

**279,700**  
TOTAL VISITS

**95,000**  
LOCAL VISITORS

**27%**  
VISITORS ARE FAMILIES

**39**  
AVERAGE VISITOR AGE

**39**  
AVERAGE VISITOR AGE

Data provided by Placer.ai, May 1 - Oct 8, Thursdays - Saturdays

## FOLLOW DOWNTOWN AND GJ CREATES ON SOCIAL MEDIA

@DOWNTOWNGJ @GJ\_CREATES

@DOWNTOWNGJ @GJCREATES

## CONTACT US VISIT DOWNTOWNGJ.ORG

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