

2023 AND 2024 OPERATING PLAN AND
PROPOSED BUDGET

DOWNTOWN PARKER BUSINESS IMPROVEMENT DISTRICT

TOWN OF PARKER, COLORADO

Prepared by Progressive Urban Management Associates

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1. PURPOSE AND SCOPE OF THE BID

District Name: The Downtown Parker Business Improvement District

Requirements for this Operating Plan: The Business Improvement District Act, specifically Section 31-25-1211, C.R.S., requires that the Downtown Parker Business Improvement District (the “District”) file an operating plan and proposed budget with the Town Clerk no later than September 30 of each year. This is the operating plan and budget for the remainder of 2023 and for 2024 (the “Operating Plan”).

Under the statute, the Town is to annually approve an operating plan and proposed budget within 30 days of the submittal of all required information, but no later than December 5 of each year.

The District will operate and may carry out any activities permitted under the authorities and powers set forth in the Business Improvement District Act, Section 31-25-1201, et seq., Colorado Revised Statutes, as amended, as further described and limited by this Operating Plan.

What Must Be Included in the Operating Plan: Pursuant to the provisions of the Business Improvement District Act, this Operating Plan specifically identifies (1) the composition of the Board of Directors, (2) the services and improvements to be provided by the District, (3) the taxes, fees, and assessments to be imposed by the District, (4) the estimated principal amount of the bonds to be issued by the District, if any, and (5) such other information as the Town may require.

Purposes: The ongoing purposes of the District are to provide the services as set forth in this Operating Plan to support the commercial businesses within the District and to enhance the Town of Parker business community.

2. BID BOUNDARIES AND SERVICE AREA

BID Boundaries: The District’s boundaries and service area generally encompasses the commercial area east of Parker Road along Main Street, to Pine Drive. A map of the BID’s boundaries and service area, which are coterminous, is attached to this document.

Consistent with the District’s establishing ordinance, personal property is not included in the BID boundaries or service area.

3. ADMINISTRATION, OPERATIONS, AND SERVICES

Services: The BID’s recommended work program includes the activities and priorities outlined below, which were informed by interviews with businesses, property owners, and Downtown Business Alliance (DBA) members. The work program may be adjusted as outreach continues. The services include:

- *Special Events*
 - ✓ Organize and manage seasonal festivals and street fairs
 - ✓ Ongoing events programming
 - ✓ Maintenance services during and after events
- *Physical Improvements & Beautification*
 - ✓ Decorative lighting, banners, public art, and landscaping improvements
 - ✓ Street furniture, lighting, and pedestrian and bike amenities
 - ✓ Maintenance services, including potential snow removal
- *Marketing, Promotions, and Identity*

- ✓ Collaborative advertising and branding
- ✓ Marketing tools for the district, including website, social media, targeted promotions
- *Economic Development*
 - ✓ Business retention & recruitment
 - ✓ Small business support

Program Management Structure: The BID will deliver programs and services for the business community within the BID boundaries who pay into the BID through a mill levy. The BID will have its own board and work program, separate and apart from other business associations in the community. Implementation of the BID's annual work plan and expenditures will be governed by the BID's Board of Directors.

The BID may contract with the existing Downtown Business Alliance (DBA) to execute the work plan. It can also decide to hire staff and carry out the program directly.

BID Governance: The BID Board will consist of 5 members to allow for a diversity of property types, uses, and geography. To the extent practicable, the BID Board will be comprised as follows:

- 3 property owners
- 1 business tenant (non-property owners)
- 1 DBA member

Town Services: BID services will be designed to supplement existing Town services and will be in addition to Town services that are currently provided in Downtown Parker. BID services will not replace any existing Town services. The BID and the Town of Parker may enter into a Base Level of Services Agreement which outlines the frequency and type of services currently being provided within the BID boundaries in order to ensure those services are not diminished once the BID is formed.

BID Term: BIDs in Colorado may be perpetual. However, the Downtown Parker BID will have an initial ten-year term lasting through December 31, 2033. Prior to the end of the initial term, the BID Board shall hold a public hearing on the question of continuing the BID. If following the public hearing the BID Board desires to extend the term of the BID, in the BID Board's discretion, the BID Board shall adopt a resolution requesting the Town Council to extend the term of the BID by a length of time set forth in the resolution, and the term may be extended by resolution of the Town Council. If the BID is not extended beyond the initial term for any reason, it shall be dissolved consistent with the provisions of the Business Improvement District Act.

Addition of Properties to the BID: Additional property outside of the BID boundaries may be added to the BID only after a petition is signed by the property owner(s), filed with the Town of Parker, and approved by the Town Council after public notice and hearing pursuant to C.R.S. § 31-25-1220.

4. FINANCIAL PLAN AND BUDGET

Assessment Methodology: The BID may impose an annual ad valorem property tax mill levy of up to 8.0 mills on all real property in the BID's boundaries (personal property, tax-exempt and non-commercial properties, including residential properties, are exempt from the BID's mill levy). The BID's budget will be based upon the 8.0 mill levy on taxable commercial real property in the BID. For the duration of the BID term there shall be a maximum mill levy rate of 8.0. However, the dollar amount in BID revenue collected annually shall not be capped. Approximately \$114,000 in revenue is expected in Year 1 from the mill levy.

Other Revenues: Pursuant to statute, the BID may also obtain and utilize any other legally available funds such as funds through earned income, grants, and other sources including voluntary contributions from local governments and businesses.

The BID shall not be authorized to issue debt.

2023 and 2024 Operating Budget: See Exhibit D.

EXHIBIT A

List of Current Board Members

1. Tony Mango
2. Tony DeSimone
3. Bryan Zehnder
4. Omar Castillo
5. Denise Haack

EXHIBIT B
Proposed Budget 2023

The BID is to be formed in 2023, and will not have any revenues or expenditures in 2023.

2023 Revenues: \$0

2023 Expenditures: \$0

Proposed Budget 2024

Downtown Parker BID Budget: 2024 Expenditures	Cost
<i>Physical Improvements & Beautification</i>	
Install and maintain landscaping, public art, lighting, banners other physical improvements	\$ 25,000
Sub-Total	\$ 25,000
<i>Events & Promotions</i>	
Contract events coordination	\$ 25,000
Promotions and marketing	\$ 25,000
Sub-Total	\$ 50,000
<i>Economic Development and Business Support</i>	
Collective marketing and advertising	\$ 15,000
Merchandising, business assistance	\$ 10,000
Sub-Total	\$ 25,000
<i>Admin</i>	
District Management, Legal and Accounting	\$ 40,000
Reserve / Contingency	\$10,000
Sub-Total	\$ 50,000
Total	\$150,000

Revenue	Amount
Anticipated Mill Levy Revenue, 2024:	\$ 114,000
<i>Other Anticipated Revenues</i>	\$36,000
Total	\$150,000

EXHIBIT C

Legal Description of the Area within the Downtown Parker Business Improvement District Boundaries and Service Area

Owner Name	Street Address	Legal Description	Parcel No.
19420 MAIN LLC	19420 E MAINSTREET	LOT 1 PARKER GARAGE 0.22 AM/L	2233-221-18-001
20 MILE CENTRAL LLLP	19553 E MAINSTREET	LOT 2 BLK 1 PARKER CENTRAL AREA FLG 8 4TH AMD 0.908 AM/L	2233-221-03-019
20 MILE CENTRAL LLLP	19501 E MAINSTREET	LOT 1 BLK 1 PARKER CENTRAL AREA FLG 8 4TH AMD 0.387 AM/L	2233-221-03-018
ABDALLA I SULEIMAN	19550 E MAINSTREET	TR IN NE1/4 22-6-66 0.559 AM/L AKA PARCEL 3 TOWN OF PARKER 368-220	2233-221-00-032
ANDREW K CHANOS & MARILYN A CHANOS	19402 E MAINSTREET	TR IN SW1/4NE1/4 22-6-66 .534 AM/L TOWN OF PARKER (23261.04 SF)	2233-221-00-034
BONBECK PARKER LLC	11000 S PARKER RD 105	PT LOT 3 REPLAT OF PARKER CENTRAL AREA #5 0.954 AM/L	2233-221-06-008
BONBECK PARKER LLC	10970 S PARKER RD	MOST LOT 3 REPLAT OF PARKER CENTRAL AREA #5 7.715 AM/L	2233-221-06-007
CD PARKER LLC	No official address listed	PART TRACT IN W1/2NW1/4 23-6-66 24.173 AM/L RLTD\MTD R0619269 R0619271 & R0619276 (PT PINE CURVE PROPERTY)	2233-232-00-027
CD PARKER LLC	No official address listed	LOT 4 MAINSTREET & PINE MARKETPLACE 4TH AMD	2233-221-14-005
CD PARKER LLC	No official address listed	LOT 2B CIVIC CENTER 1 2ND AMD EXEMPTION	2233-221-15-004
CD PARKER LLC	No official address listed	LOT 2A CIVIC CENTER 1 2ND AMD EXEMPTION 1.418 AM/L	2233-221-15-003
CD PARKER LLC	19801 E MAINSTREET	LOT 1A1 PARKER CENTRAL AREA 1 AMD 2 0.911 AM/L	2233-221-20-001
CD PARKER LLC	19640 E MAINSTREET	LOT 1B MAINSTREET CENTER 1ST AMD 0.344 AM/L	2233-221-19-004
CD PARKER LLC	No official address listed	PART TRACT IN W1/2NW1/4 23-6-66 AKA PT UNBUILT ROW IN ROWLEY DOWNS 0.46 AM/L RLTD\MTD R0619269 R0619271 & R0619274 (PT PINE CURVE PROPERTY)	2233-232-00-029
FIRST NATIONAL BANK OF PARKER	10900 S PARKER RD	LOT 1 BLK 1 PARKER CENTRAL AREA #5 REPLAT 0.9158 AM/L	2233-221-06-001
H & A EDUCATIONAL ENTERPRISES LLC	10750 VICTORIAN DR	LOT 4 PARKER CENTRAL AREA 8 1ST AMD REPLAT OF LOT 3 1.00 AM/L	2233-221-03-006
JERRY R COOPER & BETTY L COOPER LIVING TRUST	19600 E MAINSTREET	LOT 1 PARKER MAINSTREET STUDIO 1 0.52 AM/L	2233-221-21-001
MCDONALDS USA LLC	10950 S PARKER RD	LOT 2 BLK 1 PARKER CENTRAL AREA #5 REPLAT 0.701 AM/L	2233-221-06-002

Owner Name	Street Address	Legal Description	Parcel No.
MOUNTAIN ELK RIDGE LLC, and CAIS FUTURES LLC	19751 E MAINSTREET	LOT 3 BLK 1 PARKER CENTRAL AREA FLG 8 4TH AMD 3.996 AM/L	2233-221-03-020
MOUNTAIN ELK RIDGE LLC, and CAIS FUTURES LLC	No official address listed	TR IN NE1/4 22-6-66. 0.072 AM/L TOWN OF PARKER	2233-221-00-011
PARKER ACQUISITION LLC	No official address listed	TRACT A-1 PARKER TOWN CENTER FIRST AMENDMENT EXEMPTION 3.055 AM/L	2233-221-07-010
PARKER MAINSTREET EXCHANGE LLC	19590 E MAINSTREET 110	2 TRACTS IN NE1/4 22-6-66 0.693 AM/L TOWN OF PARKER	2233-221-22-001
THOM COOK & ASSOCIATES LLC	19690 E MAINSTREET	LOT 2 MAINSTREET CENTER 0.226 AM/L	2233-221-19-002

Note: the above property information was accessed through the Douglas County Assessor's office online portal and is current as of May 15, 2023.

EXHIBIT D

Map of the Area within the Downtown Parker Business Improvement District Boundaries and Service Area

