

**Durango Business Improvement District Monthly Board of Directors Meeting**

***IN PERSON at 850 ½ Main Ave Suite 2***

**February 13, 2024**

**8:30 to 10 am**

**Durango Business Improvement District Board Meeting Agenda**

1. Call to Order – James Allred
2. Roll Call – Tim Walsworth
3. Guests/Public Comment – James Allred
4. Declare Conflicts of Interest – James Allred
5. New Business/Old Business – James Allred
6. Approval of Minutes
  - 6.1. Approval of January 8, 2024 Special Meeting Minutes – James Allred
  - 6.2. Approval of January 11, 2024 Regular Meeting Minutes – James Allred
  - 6.3. Approval of January 24, 2024 Retreat Minutes – James Allred
7. City of Durango Presentation – Multimodal Manager Devin King
8. Board and Staff Reports
  - 8.1. Board Chair Report – James Allred
  - 8.2. Treasurer Report – Geoff Overington
    - 8.2.1. December 2023 Financial Statements
  - 8.3. Marketing, Communications and Events Report – Tanya Clegg
  - 8.4. Visitor Information and Beautification Report – Tanya Clegg and Tim Walsworth
  - 8.5. Executive Director Report – Tim Walsworth
9. Adjournment

Future meeting dates and topics:

- March 12 – BID staff 2024 performance goals, 2023 Annual Report, Spring Rewards Program
- April 9 – tbd
- May 14 – tbd

**Durango Business Improvement District (BID)**  
**Board of Directors Special Meeting Minutes**  
**Virtual Meeting on Zoom**  
**January 8, 2024**  
**4:30 pm**

**Call to order**

James called the meeting to order at 4:31 pm.

**Roll Call**

- Answering the roll call were James Allred, Carly Thomson, Ashley Gonnella and Geoff Overington. Monica Broderick was absent.
- Staff attending were: Executive Director Tim Walsworth and Director of Marketing and Communications Tanya Clegg
- One guest was present for the zoom meeting, J. Foster.

**Guests/Public Comment**

No public comment was provided.

**Conflict of Interest**

No conflicts were noted.

**Certification of BID Mill Levy**

Tim presented to the board one item for voting, the annual certification of BID's mill levy. The deadline to certify the 2023 mill levy to the La Plata County Commissioners has been extended this year to January 10, 2024.

Tim stated that the assessed valuation for 2023 is \$143,162,470, which is an increase of over \$18 million from 2022. BID's mill levy of 2.0 mills will generate approximately \$282,000 in net revenues to BID in 2024. BID will also receive tax collections on personal property in the amount of approximately \$20,000. The County Treasurer fee is about \$7,000. This results in \$296,000 in revenues to BID in 2024.

James made the following motion: For the purpose of meeting all general operating expenses of BID during the 2024 budget year, there is hereby levied a tax of 2 mills upon each dollar of the total valuation for assessment of all taxable property within the BID for the tax year 2023.

Carly seconded the motion, and it passed with all in favor (4 – 0).

The meeting was adjourned at 4:37 pm.

**Durango Business Improvement District (BID)**

**Board of Directors Meeting Minutes**

**BID Office - 850 ½ Main Ave, Suite 2**

**January 11, 2024**

**8:30 am**

**Call to order**

Ashley called the meeting to order at 8:36 am.

**Roll Call**

- Answering the roll call were Ashley Gonnella, Carly Thomson and Monica Broderick. Geoff Overington arrived at 8:45 am. James Allred was absent.
- Staff attending were: Executive Director Tim Walsworth and Director of Marketing and Communications Tanya Clegg
- No guests attended.

**Conflict of Interest**

No conflicts were noted.

**New Business/Old Business**

Due to a board member needing to leave early, the agenda will be re-ordered to move the Executive Director report earlier in the meeting as that report contained several voting items.

**Minutes**

Carly moved to approve the December 12, 2023 meeting minutes. Monica seconded the motion and it passed with all in favor (3 – 0).

**Executive Director Report**

Tim reported on 9 City of Durango public meetings that he monitored since the board last met in December. He discussed two meetings in detail – The Design Review Board (DRB) meeting on December 13 and the Financial Advisory Board (FAB) meeting on January 4.

The DRB meeting considered revised plans for the new Downtown Fire Station. The original plans that were approved were too costly to build, so DFPD presented a slightly scaled down version of the new fire station that removed the administrative offices. Removing those offices allows for more pull-through bays. The plans also reference the Camino underpass and the approximate location where it will emerge on this property.

The FAB received a presentation from City of Durango staff on the 2024 Multimodal Master Plan. The plan includes a new process for prioritizing projects, and three projects are of special interest to BID.

1. Camino del Rio – underpass at 12<sup>th</sup> Street, improvements at 9<sup>th</sup> Street, and improvements at 11<sup>th</sup> Street.
2. Downtown's Next Step
3. Mid-Town Connectivity project

Tim then read three resolutions for the board to discuss on vote on at the meeting.

The first is a resolution designating the location for posting BID's 2024 board meeting notices. Notices are required to be posted at least 24 hours in advance of each meeting but BID attempts to post notice seven days in advance. The locations for posting for 2024 will be on BID's website; on the bulletin board outside BID's office at 850 ½ Main Ave Suite 2 in Durango, CO; and on the City of Durango website when time allows. Geoff moved to approve the resolution designating locations for posting BID's 2024 board meeting notices as read. Carly seconded the motion and it passed with all in favor (4 – 0).

The second resolution designated the locations for BID board meetings in 2024 as the BID office, 850 ½ Main Ave. Suite 2 in Durango, CO, unless otherwise noted. Any meeting not held at the BID office will be held within the District boundaries. Ashley moved to approve the resolution designating locations for BID's board meetings. Monica seconded the motion and it passed with all in favor (4 – 0).

The third resolution provided the BID board meeting dates for 2024. All meetings are to be held on the second Tuesday of each month from 8:30 to 10 am at BID's office, but special and emergency meetings can be called during the year. The 2024 meeting dates are: January 11, February 13, March 12, April 9, May 14, June 11, July 9, August 13, September 10, October 8, November 12 and December 10. Ashley moved to approve the resolution for BID's 2024 board meeting dates as read. Monica seconded the motion and it passed with all in favor (4 – 0).

Tim asked Geoff and Carly to report on the Southwest Colorado Economic Forum held earlier this week at Fort Lewis College. Overall, the presenters were optimistic for the state's economy and for the economy of the Western Slope. One of the presenters was FLC professor Dr. Peach. Tim will attempt to meet with Dr. Peach soon to discuss City of Durango sales tax collections data.

Tim discussed a draft of the City's Destination Management Master Plan, which will soon be presented to City Council for formal adoption. There are several recommendations and tactics in the DMMP that are relevant to BID:

- Attracting shoulder season and mid-week business – ties to BID's concept for a conference center and performing arts venue.
- Connections between the river and Downtown – ties to BID's support of the Camino underpass
- Recommends Visit Durango become involved in Downtown's Next Step – BID has been the only local economic development organization discussing this concept.
- Recommends Visit Durango become involved in the City's Parking Management Plan – BID has been the only local economic development organization discussing this plan and how it is implemented.
- Recommends development of a venue that can hold conferences and other activities – ties to BID's concept for a conference center and performing arts venue.

Carly departed the meeting at 9:25 am.

## **Board Chair Report**

Tim gave this report in James' absence. BID will need to elect new board officers at the February board meeting, as the current officer's terms end at the end of January. Ashley is slated to be the chair, but her first three-year term ends in May. Ashley said she would not be able to apply for a second three-year term, which creates a need for a board chair, vice chair and secretary/treasurer. Since James is term limited, this means the three officer positions need to be held by Geoff, Monica and Carly.

The board will need to work on recruiting two people to apply to replace Ashley and James.

The board discussed the annual retreat to be held on Wednesday January 24 from 10 am to 2 pm, location to be determined but will be somewhere in the BID. Topics to be discussed include:

- Value propositions for different BID business types – retail, restaurant, personal and professional service
- North Main District promotion in 2024
- New business engagement

## **Treasurer's Report – November 2023 financial statements**

Geoff discussed the November financial statements. From the balance sheet, net income is down compared to last year. There is one more expected expense related to BID's election that will be paid for from the reserves, election fund. Once this has been completed, all the funds remaining in the election fund can be moved to the special projects fund.

From the profit and loss statement, total income is 94% of year-to-date budget. This is primarily due to mill levy receipts continuing to be less than budgeted due to the impact of Colorado Senate Bill 238. Total expenses are 102% of year-to-date budget. Year-to-date net income was budgeted to be \$30,000, and actual is just under \$2,900. A detailed explanation of mill levy receipts and event expenses and income was provided.

Ashley moved to approve the November 2023 financial statements. Monica seconded the motion and it passed with all in favor (3 – 0).

## **Marketing, Communications and Events Report**

### Marketing

Tanya is beginning work on the 2023 annual report, as well as a quarterly communication to every person who received a reward in all of BID's rewards programs. Tanya is also working on sponsor recruitment for this year's Rewards Programs.

### Communications

The next BID Coffee & Conversation meeting is on Friday January 12, and will include a presentation from County Commissioner Marsha Porter-Norton and the Durango Discovery Map. Tanya is working on a template for a quarterly communication to BID businesses, customized for the various business types: Retail, food and beverage, personal services, professional services, accommodations, attractions.

## Events

Dates for BID's four annual events are:

- San Juan Brewfest – Friday August 23 and Saturday August 24
- Downtown Balloon Glow – Friday October 18 and Saturday October 19
- Downtown Children's Halloween – Thursday October 31
- Singing with Santa – Friday November 29

## **Visitor Information and Beautification Report**

The door count for the Durango Welcome Center was 26,000 through November, with a daily average of 94 people per day. Visit Durango is seeking a new manager for the Welcome Center. This position will be titled Finance and Operations Manager so will include more than just managing the DWC. Visit Durango reports that they will be moving their offices to the 2<sup>nd</sup> floor of the building at 900 Main Ave.

Tanya provided year-end statistics for the Ambassador Program, which produced nearly 11,400 positive interactions with people visiting Downtown. Over 16,000 referrals were provided. Tanya is creating detailed plans for the 2024 program.

She is also working on updates to the business directory for the 2024 map and directory signage and brochure.

A request for the board to provide funding for continued tree replacements in Downtown was tabled until next month. BID will work with Local Frist, Visit Durango, Chamber of Commerce and the City to improve Downtown's look and feel during the 2024 holidays.

The meeting was adjourned at 10:05 am

**Durango Business Improvement District (BID)**  
**Board of Directors Retreat Minutes**  
**Zia Cantina – 2977 Main Ave. Suite C, Upstairs**  
**January 24, 2024**  
**10 am**

**Call to order**

James called the retreat to order at 10:10 am.

**Roll Call**

- Answering the roll call were James Allred, Carly Thomson, Geoff Overington and Monica Broderick. Ashley Gonnella was absent.
- Staff attending were: Executive Director Tim Walsworth and Director of Marketing and Communications Tanya Clegg
- Guests were Tim Robertson from Brown’s Shoe Fit and Brown’s Sports Shoe, Kristen Edwards and Matthew French-Holt from Art Supply House, and Carol Clark from Union Social House.

BID board members and staff introduced themselves to the guests, and the guests introduced themselves to the board. Tim then began a discussion on BID’s value proposition to various business types that BID serves.

**BID’s Value Proposition**

Tim provided BID board members with a chart that included BID’s primary services, and the staff’s thoughts on if those services were valuable to the business sectors that BID serves. The BID businesses in attendance were asked for their own opinions on how valuable BID’s services are to their business. A summary of that feedback is included below.

<b>BID Service</b>	<b>Comments</b>
BCC meeting	meeting is too early for businesses open late hold the meeting less frequently – skip July and December create a dialogue
Durango Welcome Center	Needs to be open later Restrooms are important, extend hours to later in the day Are the Transit Center restrooms open to public and what are hours?
North Main District	Arrange for hotels to tour North Main District businesses so they can refer guests Revisit branding – back to Uptown? Revamp NorthMainDistrict.org website to only focus on North Main District
Short Term Rentals	There are a lot of STR’s in North Main neighborhoods, how to reach guests
Business Promotion	Is there a welcome to Durango packet for new residents? If so how does BID get in it?
Advocacy	Parking meters Downtown are too hard to use

#### Other ideas:

- Keep offering opportunities to Town Plaza businesses
- Share occupancy rates and advance booking info. For example, when is Spring Break for Texas? When are the big events that will bring tourists to town?
- Learn from other Downtowns – Lawrence, KS and Shenandoah, IA (Snow Dough program)
- Monitor how and where people walk when they get off the Train. How do we keep them in Downtown instead of walking across tracks to parking lot? Move Ambassadors to College and Main?
- Parking – business loading and unloading but getting tickets. Can BID make a generic Downtown Business magnet for personal vehicles uses for work?
- How can small manufacturers like EsoTerra Ciderworks be involved in events like Durango Wine Experience and San Juan Brewfest? How can local artists be more involved with Autumn Arts Festival?
- North Main District – a regular event like the summer concerts at Buckley Park, and more and safer crossings of North Main
- Shared google calendar – for higher level events. A public calendar that others can accept via a sharing system.

#### North Main District

Tim asked the board to brainstorm other ideas and promotions for the North Main District. Currently, the main support BID provides is to the Animas City Night Bazaar. ACNB is a great event held three or four times monthly over the summer, but it impacts only a few businesses along North Main.

- Is there a way to put banners across Main?
- How can BID create a temporary crosswalk for ACNB?
- Can BID host a meeting for North Main District hotel key staff (a concierge crawl) to help hotel employees better understand what other North Main District businesses offer so that they make better referrals to their guests?
- What if BID offered a matching grant program for North Main District businesses to augment marketing campaigns?
- Can BID's social media focus posts on North Main businesses?
- Interstitial ad on DurangoHerald.com

#### New Businesses

- When a new business locates in the BID, ask them “who can we introduce you to?” and “what’s a gap in your world right now?” Tell them to “make BID be your first phone call for anything that you need.”
- BID is a link between businesses and the City of Durango, and can use our advocacy services to help new businesses
- Don’t forget to remind existing businesses of all the services BID’s provides (new quarterly piece coming in 2024, customized to the sectors of businesses BID represents. Also ask regularly if existing businesses have a new contact person for BID communications.
- Create a 5 minute or shorter speech for what BID offers.



**Vision**

Max of 5-year vision

Consider working with Susan Lander

Create strategic goals to achieve 5-year vision

Camino Underpass and Downtown's Next Step – invite Devin King to a BID board meeting soon. For DNS, BID board will be asked to revisit BID's stance on this project.

The retreat was adjourned at 1:59 pm

**Board Chair Report – James Allred  
February 13, 2024 BID Board Meeting**

**BID Board Officers**

BID board officer terms are February through January. In February, a new slate will need to be elected.

Slate of officers (February 2024 to January 2025)

Chair – ???

Incoming Chair - ???

Treasurer/Secretary - ???

**BID Board Members**

Two new members will need to be recruited.

**BID GRID 2024-2025**

<b>Name/Term Ends May 31, year</b>	<b>3 of 5 Residents of the City</b>	<b>2 of 5 Retail Sales Tax License</b>	<b>2 of 5 BID Property Owner or Lessee</b>
Geoff Overington 2025	X		X
Monica Broderick 2025	X	X	X
Carly Thompson 2026		X	X
???			
???			

**Downtown’s Next Step**

Discussion of the presentation given earlier in the meeting about this project

## **BID Board Treasurer Report for February 13, 2024 Meeting December 2023 Year-End Financial Statements**

### **Balance Sheet**

- Total assets are 9% less, or \$23,000, than December 2022. This is primarily due to:
  - \$15,500 less in BID's operating account at TBK Bank
  - \$3,800 less in BID's reserves election fund at Bank of Colorado
  - \$3,500 less in BID's reserves special projects fund at Bank of Colorado
- Total liabilities are 31% more than one year ago (\$1,160 this year vs \$881 one year ago)
- Net Income is 279% less than December 2022. BID experienced a negative net income at year end 2023 of -\$23,000 (see Profit and Loss Statement section below)
- Total equity is 9% less than one year ago.
- Reserves account balances
  - Operating - \$45,000, held at 1<sup>st</sup> Southwest Bank in a CD; same as one year ago.
  - Election - \$19,975, held at Bank of Colorado in a savings account; \$3,800 less than one year ago.
  - Special Projects - \$31,439, held at Bank of Colorado in a savings account; \$3,500 less than last year
  - Interest on CD at 1<sup>st</sup> Southwest Bank- \$1,252
  - Interest on Bank of Colorado account - \$60
  - TOTAL - \$97,727. Reserves total one year ago was \$103,927. Decrease of 6%.

### **Profit and Loss Statement**

#### Income

- 98% of year-to-date budget
  - Mill levy - 94% of year-to-date budget *\*see next page*
  - Events - 220% of year-to-date budget *\*see next page*
  - Rewards Program - 103% of year-to-date budget
  - Ambassador Program - 100% of year-to-date budget
  - Other income – 88% of year-to-date budget

#### Expenses

- 103% of year-to-date budget
  - Personnel and Related – 99% of year-to-date budget
  - Administration and Operations – 105% of year-to-date budget
  - Events – 223% of year-to-date budget *\*see next page*
  - Marketing and Communications – 95% of year-to-date budget
  - Visitor Information and Beautification – 102% of year-to-date budget

#### Other Expenses from Reserves

- \$3,813.00 has been paid to BID's attorney for 2023 election services.
- \$958.39 has been paid for tree replacements in Downtown
- \$2,500.00 has been paid to Downtown Colorado Inc for 25% of host city fee for 2024 conference
- Total = \$7,271.39

#### Final Net Income

- Year-to-date budget is \$120 and actual is -\$23,013.72, which is a difference of \$22,893.72. *\*see next page*

### **Mill levy receipts**

Colorado Senate Bill 238 was passed in 2022 and has been impacting BID's primary revenue source. In an effort to ease the burden of rapidly increasing property values, the state legislature enacted a two-year law that reduced a commercial property owner's property value by \$30,000. This reduction is why BID's mill levy receipts are under budget for the year.

### **Events, income and expenses**

See the chart below for BID's budgeted and actual income, expenses and net for all 2023 events

<b>Event</b>	<b>Income Budget</b>	<b>Income Actual</b>	<b>Expense Budget</b>	<b>Expense Actual</b>	<b>Net Budget</b>	<b>Net Actual</b>
San Juan Brewfest	\$7,000	\$7,000	\$1,000	\$1,582	\$6,000	\$5,418
Downtown Balloon Glow	\$0	\$0	\$1,000	\$899	-\$1,000	-\$899
Children's Halloween	\$0	\$3,500	\$1,000	\$4,634	-\$1,000	-\$1,134
Singing With Santa	\$3,000	\$11,500	\$7,000	\$15,130	-\$4,000	-\$3,630
<b>TOTAL</b>	<b>\$10,000</b>	<b>\$22,000</b>	<b>\$10,000</b>	<b>22,245</b>	<b>\$0</b>	<b>-\$245</b>

### **Net Income**

BID's 2023 year-end net income is much lower than budgeted. Below is an explanation for how this has occurred.

- Total income - \$5,000 under budget due to decrease in mill levy receipts
- Total expenses - \$10,700 over budget primarily due to event expenses
- Unbudgeted expenses - \$7,300 paid for from reserves
- Total - \$23,000

## Durango Business Improvement District Balance Sheet Prev Year Comparison

01/27/24

As of December 31, 2023

Accrual Basis

	Dec 31, 23	Dec 31, 22	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1000 · TBK Bank	124,697.18	140,209.36	-15,512.18	-11.1%
1009 · Petty Cash	100.00	200.00	-100.00	-50.0%
1010 · Bank of CO-Reserves Acct.				
1012 · Election Reserves	19,975.00	23,788.00	-3,813.00	-16.0%
1013 · Special Projects Reserves	31,439.12	34,897.51	-3,458.39	-9.9%
1010 · Bank of CO-Reserves Acct. - Other	59.89	30.63	29.26	95.5%
<b>Total 1010 · Bank of CO-Reserves Acct.</b>	<b>51,474.01</b>	<b>58,716.14</b>	<b>-7,242.13</b>	<b>-12.3%</b>
<b>Total Checking/Savings</b>	<b>176,271.19</b>	<b>199,125.50</b>	<b>-22,854.31</b>	<b>-11.5%</b>
<b>Other Current Assets</b>				
1250 · First SW Bank CD				
1251 · CD Operating Reserves	45,000.00	45,000.00	0.00	0.0%
1250 · First SW Bank CD - Other	1,252.51	211.26	1,041.25	492.9%
<b>Total 1250 · First SW Bank CD</b>	<b>46,252.51</b>	<b>45,211.26</b>	<b>1,041.25</b>	<b>2.3%</b>
<b>Total Other Current Assets</b>	<b>46,252.51</b>	<b>45,211.26</b>	<b>1,041.25</b>	<b>2.3%</b>
<b>Total Current Assets</b>	<b>222,523.70</b>	<b>244,336.76</b>	<b>-21,813.06</b>	<b>-8.9%</b>
<b>Fixed Assets</b>				
1200 · Capital Equipment	6,456.40	6,456.40	0.00	0.0%
1201 · Accumulated Depreciation	-6,456.38	-5,534.04	-922.34	-16.7%
<b>Total Fixed Assets</b>	<b>0.02</b>	<b>922.36</b>	<b>-922.34</b>	<b>-100.0%</b>
<b>Other Assets</b>				
1700 · Deposits Held	500.00	500.00	0.00	0.0%
<b>Total Other Assets</b>	<b>500.00</b>	<b>500.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>TOTAL ASSETS</b>	<b>223,023.72</b>	<b>245,759.12</b>	<b>-22,735.40</b>	<b>-9.3%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 · Accounts Payable	1,102.70	881.27	221.43	25.1%
<b>Total Accounts Payable</b>	<b>1,102.70</b>	<b>881.27</b>	<b>221.43</b>	<b>25.1%</b>
<b>Other Current Liabilities</b>				
2140 · CO Secure Savin	56.89	0.00	56.89	100.0%
<b>Total Other Current Liabilities</b>	<b>56.89</b>	<b>0.00</b>	<b>56.89</b>	<b>100.0%</b>
<b>Total Current Liabilities</b>	<b>1,159.59</b>	<b>881.27</b>	<b>278.32</b>	<b>31.6%</b>
<b>Total Liabilities</b>	<b>1,159.59</b>	<b>881.27</b>	<b>278.32</b>	<b>31.6%</b>
<b>Equity</b>				
3100 · Retained Earnings	244,877.85	232,084.48	12,793.37	5.5%
Net Income	-23,013.72	12,793.37	-35,807.09	-279.9%
<b>Total Equity</b>	<b>221,864.13</b>	<b>244,877.85</b>	<b>-23,013.72</b>	<b>-9.4%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>223,023.72</b>	<b>245,759.12</b>	<b>-22,735.40</b>	<b>-9.3%</b>

## Durango Business Improvement District Profit & Loss Budget Performance

December 2023

	Dec Actual	Dec Budget	YE Actual	YE Budget	% Annual Budget
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
4000 · Mill-Levy Income	2,990.79	5,720.00	268,086.35	286,000.00	93.7%
4050 · Event Income					
4051 · San Juan Brewfest	0.00	0.00	7,000.00	7,000.00	100.0%
4054 · Singing with Santa	5,000.00	0.00	11,500.00	3,000.00	383.3%
4059 · Children's Halloween Income	2,000.00	0.00	3,500.00	0.00	
Total 4050 · Event Income	7,000.00	0.00	22,000.00	10,000.00	220.0%
4058 · Rewards Program Income	7,500.00	0.00	15,500.00	15,000.00	103.3%
4075 · Make It Count Donations	390.12		390.12		
4080 · Ambassador Program Income	0.00	0.00	5,000.00	5,000.00	100.0%
4099 · Other Income	164.30	125.00	1,318.37	1,500.00	87.9%
<b>Total Income</b>	<b>18,045.21</b>	<b>5,845.00</b>	<b>312,294.84</b>	<b>317,500.00</b>	<b>98.4%</b>
<b>Expense</b>					
<b>701 · PERSONNEL &amp; RELATED</b>					
701.1 · Exec Director Payroll	7,083.34	7,083.37	85,000.08	85,000.00	100.0%
701.2 · Exec Director Wellness Benefit	603.76	603.75	7,245.12	7,245.00	100.0%
701.3 · Dir of Mkt and Comm Payroll	4,875.00	4,875.00	58,500.00	58,500.00	100.0%
701.4 · DMKT Welness Benefit	603.76	603.75	7,245.12	7,245.00	100.0%
701.5 · Payroll Taxes	1,078.39	1,000.00	14,347.68	13,000.00	110.4%
701.6 · Bookkeeper	260.00	250.00	2,936.00	3,000.00	97.9%
701.7 · Communications Consultant	587.30	583.33	4,312.40	7,000.00	61.6%
<b>Total 701 · PERSONNEL &amp; RELATED</b>	<b>15,091.55</b>	<b>14,999.20</b>	<b>179,586.40</b>	<b>180,990.00</b>	<b>99.2%</b>
<b>702/3 · ADMINISTRATION &amp; OPERATIONS</b>					
702.1 · Payroll Dept & Bank Fees	237.06	0.00	2,885.98	2,500.00	115.4%
702.2 · Parking Passes	50.00	50.00	936.00	906.00	103.3%
702.3 · Professional Development	0.00	0.00	1,912.54	1,000.00	191.3%
702.5 · Meeting Expense	40.00	125.00	458.35	500.00	91.7%
702.6 · Rent Office	633.41	633.49	7,619.37	7,601.00	100.2%
702.7 · Storage Unit	165.00	165.00	1,980.00	1,980.00	100.0%
702.8 · Cell Phone Pmts \$50 PT/\$100 FT	249.80	200.00	2,755.69	2,500.00	110.2%
702.9 · Recycling Utility	13.97	14.33	167.64	168.00	99.8%
703.1 · Computer Hardware/Software	74.65	62.48	3,013.18	1,930.00	156.1%
703.2 · Insurance	0.00	0.00	5,218.00	5,000.00	104.4%
703.3 · Dues & Subscriptions	0.00	0.00	4,754.00	5,950.00	79.9%
703.4 · Office Supplies	113.31	250.00	2,987.44	3,000.00	99.6%
703.6 · Cleaning & Janitorial	0.00	0.00	1,260.00	1,200.00	105.0%
<b>Total 702/3 · ADMINISTRATION &amp; OPERATIONS</b>	<b>1,577.20</b>	<b>1,500.30</b>	<b>35,948.19</b>	<b>34,235.00</b>	<b>105.0%</b>
<b>704 · EVENTS.</b>					
704.3 · Children's Halloween	530.00	0.00	4,633.51	1,000.00	463.4%
704.4 · Singing with Santa	3,092.50	1,000.00	15,130.23	7,000.00	216.1%

## Durango Business Improvement District Profit & Loss Budget Performance

December 2023

	<b>Dec Actual</b>	<b>Dec Budget</b>	<b>YE Actual</b>	<b>YE Budget</b>	<b>% Annual Budget</b>
704.6 · Downtown Balloon Glow	0.00	0.00	898.85	1,000.00	89.9%
704.7 · San Juan Brewfest	0.00	0.00	1,582.80	1,000.00	158.3%
<b>Total 704 · EVENTS.</b>	<b>3,622.50</b>	<b>1,000.00</b>	<b>22,245.39</b>	<b>10,000.00</b>	<b>222.5%</b>
<b>705/6 · MARKETING &amp; COMMUNICATIONS</b>					
705.3 · Website Development	200.00	150.00	2,093.48	2,800.00	74.8%
705.5 · Graphic Design	0.00	0.00	1,918.75	2,500.00	76.8%
705.73 · Make It Count Donations	400.00		400.00		
705.8 · Internet Advertising	0.00	0.00	419.92	500.00	84.0%
706.1 · North Main Advertising	0.00	0.00	2,500.00	6,000.00	41.7%
706.3 · Marketing Other	0.00	0.00	5,279.34	5,400.00	97.8%
706.4 · Directory Signs	0.00	0.00	4,731.02	7,000.00	67.6%
706.7 · Rewards Program	17,118.30	16,000.00	34,268.45	30,000.00	114.2%
<b>Total 705/6 · MARKETING &amp; COMMUNICATIONS</b>	<b>17,718.30</b>	<b>16,150.00</b>	<b>51,610.96</b>	<b>54,200.00</b>	<b>95.2%</b>
<b>707 · VISITOR INFO &amp; BEAUTIFICATION</b>					
707.1 · Ambassador Program	867.21	100.00	24,990.85	24,000.00	104.1%
707.51 · Depreciation (Gum Machine)	922.34	922.00	922.34	922.00	100.0%
707.6 · Downtown & N Main Clean Day	0.00	0.00	200.00	500.00	40.0%
707.7 · DWC Rent & Other	1,044.42	1,044.38	12,533.04	12,533.00	100.0%
<b>Total 707 · VISITOR INFO &amp; BEAUTIFICATION</b>	<b>2,833.97</b>	<b>2,066.38</b>	<b>38,646.23</b>	<b>37,955.00</b>	<b>101.8%</b>
<b>Total Expense</b>	<b>40,843.52</b>	<b>35,715.88</b>	<b>328,037.17</b>	<b>317,380.00</b>	<b>103.4%</b>
<b>Net Ordinary Income</b>	<b>-22,798.31</b>	<b>-29,870.88</b>	<b>-15,742.33</b>	<b>120.00</b>	<b>-13118.6%</b>
<b>Other Income/Expense</b>					
<b>Other Expense</b>					
9100 · Non-Budgeted fm Reserves	2,500.00	0.00	7,271.39	0.00	
<b>Total Other Expense</b>	<b>2,500.00</b>	<b>0.00</b>	<b>7,271.39</b>	<b>0.00</b>	
<b>Net Other Income</b>	<b>-2,500.00</b>	<b>0.00</b>	<b>-7,271.39</b>	<b>0.00</b>	
<b>Net Income</b>	<b>-25,298.31</b>	<b>-29,870.88</b>	<b>-23,013.72</b>	<b>120.00</b>	<b>-19178.1%</b>

## **Marketing, Communications and Events Report – Tanya Clegg February 13, 2024 BID Board Meeting**

### **MARKETING**

Tanya has created a draft of the 2023 annual report.

Tanya has created a template and calendar for a quarterly communication to every person who received a reward gift card in BID's Rewards Programs. These are people who have shown that they shop local, and when they submitted their receipts they agreed to receive quarterly communications from BID.

Tanya will lead the sponsor recruitment for BID's 2024 Rewards Programs. That will start with a fulfillment report for 2023, and then will include an ask for support again in 2024.

### **COMMUNICATIONS**

*BID Coffee & Conversation Meeting* – held on Friday February 9, 2024. Topics discussed included a list of key 2024 dates for BID businesses and a preview of some of BID's 2024 programs and services.

A template for a quarterly communication to BID businesses has been prepared. Communications will be customized to each of the following BID business types:

1. Retail
2. Restaurants
3. Personal Services
4. Professional Services
5. Attractions
6. Accommodations

Staff is also working on a quarterly networking and information sharing meeting by business sector.

### **EVENTS**

Dates for BID events in 2024 are:

- San Juan Brewfest – Friday August 23 and Saturday August 24
- Downtown Balloon Glow – Friday October 18 and Saturday October 19
- Downtown Children's Halloween – Thursday October 31
- Singing With Santa – Friday November 29

Sponsorships for Halloween and SWS to be secured in February and March.

BID attempted to host a new Snowdown event, The Glowdown at Snowdown, on Saturday February 3. This was going to be a smaller version of the Downtown Balloon Glow, but unfortunately it was cancelled due to high winds.



**Visitor Information and Beautification Report – Tanya Clegg and Tim Walsworth  
February 13, 2024 BID Board Meeting**

**VISITOR INFORMATION**

Durango Welcome Center (DWC)

Door count through December – 28,293 people through the doors, average of 78 per day.

<b>Month</b>	<b>Avg Per Day</b>
Jan-23	34
Feb-23	39
Mar-23	43
Apr-23	47
May-23	55
Jun-23	124
Jul-23	136
Aug-23	94
Sep-23	75
Oct-23	114
Nov-23	80
Dec-23	87
<b>YTD</b>	<b>78</b>

*Note - The total number of people who have entered the DWC in 2023 is much less than the counts provided in past years. The number provided for all of 2022 was 91,000 and for 2021 was 123,000. It appears that the counts in past years were overstated due to not having a very good door counter.*

New manager – Visit Durango is interviewing for a new manager for the DWC. They have created a new position titled Finance and Operations Manager that will provide management for the DWC, along with other duties.

Visit Durango moving staff offices in March from the DWC to the second floor of the building that formerly housed Irish Embassy and now houses Durango Treasures and Durango Winery. The space on the 2<sup>nd</sup> floor of the DWC is available to be leased.

In January, Tanya completed several maintenance projects in BID’s center display window at the DWC.

Ambassador Program

Tanya has commitments from five Ambassadors from 2023 to return in 2024. The recruitment process will occur in March and April.

BID map and business directory

The two signs in Downtown, approximately 15 signs in the North Main District at sheltered Trolley stops, and the printed brochure are updated annually in April so that the new pieces are ready by Memorial Day weekend. In February, Tanya will start the process of reviewing and updating all listings in BID’s online business directory, which are used to populate the signs and brochures.

## **BEAUTIFICATION**

### Tree replacements

A fund was created by the BID board in 2019 to pay the business portion of fees for new tree plantings. The City splits the cost for a new tree with the business where the tree is located. This fund started with \$2,500 and it is now nearly entirely depleted with under \$200 remaining. The fund was used to plant 17 new trees in Downtown and in the North Main District.

### ***Does the board want to add money to this fund?***

### 2024 Downtown Clean Day planning

Staff will meet with the Chamber soon to discuss the annual Downtown Clean Day event, which is always held on the Friday of Memorial Day weekend.

### Cleaning downtown sidewalks

Tim still needs to find a home for BID's gum removal machine and plans to ask the City if they would take on this role. If they cannot, he will then approach private companies. Tim also plans to obtain pricing for power washing sidewalks in Downtown, most likely focusing on Main Ave. from College to 12<sup>th</sup> Street two times per year – before and after summer.

### 2024 summer flower barrels

In February, Tanya will contact the City to plan for this summer's flower barrel program. She will ask if more flower barrels can be obtained as there are more businesses who want flowers than the number of barrels.

**Executive Director Report – Tim Walsworth  
February 13, 2024 BID Board Meeting**

**PUBLIC MEETINGS**

Since the BID board's last meeting on January 11, Tim monitored 9 City meetings:

**1/9/24 City Council Special Meeting**

- Certify mill levy

**1/16/24 City Council Regular Meeting**

- Community Development and Engineering moving into former Big Picture High School building

**1/18/24 Durango – La Plata County Airport Commission**

Activity Report:

- Enplanements – up 10.6% for month of December, up 18.4% for the year
- Deplanements – up 13.3% for the month of December, up 17.0% for the year
- Outbound seat capacity – up 9.7% for the month of December, up 18.8% for the year

**1/23/24 City Council and La Plata County Commissioners Joint Study Session**

- Update on Durango Public Library District Formation
- Update on La Posta Road, Three Springs and Durango Crossing
- Update on Adventure Inn Acquisition

**1/30/24 Creative Economy Commission**

- 2023 Lodgers Tax Arts and Culture grant provided \$525,000 in funding to 41 projects
- 2024 budget = \$539,000
  - Carryover from 2203 projects = \$22,000
  - Durango Creative District = \$110,000
  - Business Consulting = \$7,000
  - Round 1 Grants = \$200,000
  - Round 2 Grants = \$200,000

**2/1/24 Financial Advisory Board**

- Staff requested additional \$75,000 for Mid-Town Connectivity project to complete additional traffic studies

**2/1/24 Financial Advisory Board Study Session**

Staff presentation on the 2019 streets and stormwater projects tax

**2/6/24 City Council Study Session**

- Community Development Department 2023 Report
  - Residential units in pipeline – 1,458
- Transportation Department 2023 Report
  - 23% rider increase in 2023 (425,000 riders)
  - Free fare summer program (will offer again in 2024)
  - Adopted parking management plan
  - Free parking pilot program (will offer again in 2024)

- In 2024, explore pay by cell and update wayfinding signage

### **2/6/24 City Council Regular Meeting**

- County Roads 250 and 251 to be annexed into City of Durango
- Durango Crossings – public/private partnership to develop market rate and workforce housing on Florida Road just past 250. 149 residential units (condos, townhomes and apartments). Property needs to be annexed into the City, then the development plans need to be approved.
- Appointments to Community Development Commission (this replaces Planning Commission and Design Review Board)
  - Sarah Pritchard, Until May 31, 2027
  - David Eppich, Until May 31, 2027
  - Christopher Scott, Until May 31, 2027
  - Alma Evans, Until May 31, 2026
  - Carolyn Hunter, Until May 31, 2026
  - Weylin Ryan, Until May 31, 2025
  - Jenny Johnston, Until May 31, 2025

### **SALES TAX DATA**

Tim met with City of Durango Finance staff to discuss sales tax reporting, which is valuable for BID in business recruitment, in helping existing businesses benchmark their sales against their industry, and in analyzing BID's programs and promotions.

### **DCI CONFERENCE**

Tim continues to work with the City of Durango and Visit Durango on planning for the DCI Conference coming to Durango April 2 to 5, 2024. Tim is helping to secure venues, plan various parts of the conference, and will serve on panel discussions during the conference.

### **2024 SNOWDOWN**

Tim serves on the Snowdown board of directors, with duties primarily completed on his personal time. Snowdown does benefit businesses in the BID with increased traffic and sales during a slow time of the year. Tim shared information with BID businesses on parade closures. He also tried to host a new event, a ballon glow, but the event was cancelled at the last minute due to high winds. Tim also worked with BID business Magpie's Newsstand to coordinate Snowdown merchandise sales.

### **DURANGO CHAMBER OF COMMERCE DURANGO ROCKS AWARDS SELECTION COMMITTEE**

Tim served on this committee that helped the Chamber choose the winners of this year's Durango Rocks awards.

### **KIWANIS CLUB PRESENTATION**

Tim made a presentation to the local Kiwanis Club at their meeting on January 25. His presentation included a BID 101, a 2023 recap, and discussed three strategic items BID is working on in 2024 – Downtown's Next Step, Camino underpass, and parking in Downtown.

### **LIQUOR STORE ADVOCACY**

Tim was approached by the owner of Wagon Wheel Liquor Store to consider local and statewide advocacy for liquor store owners. The recent change in state laws that allows grocery stores to sell wine, after they received the ability to sell beer, has dramatically impacted sales at locally owned liquor stores in the range of 20% to 30% decrease. These stores are concerned that grocery stores will go after spirits next, and asked BID to help explore an advocacy effort against that. Tim contacted the Durango Chamber of Commerce and a meeting was held with BID, the Chamber and five local liquor store owners to start to explore ideas.

### **STEER COMMITTEE**

Tim was asked to participate in the STEER committee, which stands for Stakeholder Taskforce for Evaluation and Endorsement of Revenue-streams. The La Plata County Economic Development Alliance has recently focused on the Durango area's housing concerns. One of the Alliance's tactics has been to re-activate the Regional Housing Alliance, who in turn created the STEER committee. This committee meet every 4-6 weeks to discuss possible opportunities and considerations for a public funding source. The committee will weigh in on potential sources, timelines, how funds would be administered, uses of the funds etc. It is expected that the STEER committee will meet for 12-15 months with a larger time commitment in the first quarter of 2024. The proposed time of day for the first meeting of committee members does not fit well with Tim's schedule due to delivering and picking up his son from school.