

EAGLE DOWNTOWN PARTNERSHIP SUMMIT

November 3, 2021

5:30-7:30PM

Eagle Town Hall

BOARD MEETING 5:00-5:30 PM

- Welcome & Role Call
- Minutes Approval
- Prep for Summit

AGENDA 5:30-7:30 PM

Welcome + Overview (10 min)

Brandy Reitter, Town of Eagle

Kat Conner, Chair of the Eagle Downtown Development Authority

- *Goals for the Summit*
- *Highlight Eagle's focus on downtown*
- *What is a Downtown Development Authority*
- *DDA Accomplishments in 2021*
- *Eagle DDA Priority Areas*

Eagle Downtown Partnership Survey Responses (30 min)

Kat Correll, Downtown Colorado, Inc.

- *Objectives for 2021-2023*
- *Review project details and overlap with partners*
- *Discussion of top three partnership areas*

Six Priority Areas Open House Discussions (30 min)

One table is designated for each priority area with

- List of DDA projects identified for 2021-2023 in that area
- Table moderator who works in that area and is prepared to collect notes and present a picture of how groups might partner
- Each participant picks their top two priorities and goes to that table for 15 minute intervals to share what they are working on.

Priority Area Report Out (25 min)

Table Moderators present a 5 minute report about the partnership opportunities in their area.

DDA Board of Directors Question and Answer (20 min)

Kat Conner, Chair of the Eagle DDA

The DDA Board of Directors explore partnerships for the future.

Closing and Next Steps

Kat Correll, Downtown Colorado, Inc.

Eagle Downtown Partnership Summit
Wednesday, November 3, 2021| 5:30-7:30 PM
Talking Points

The Eagle DDA has identified 6 priority areas which coincide with the downtown vision and plan. The 6 priority areas were then used to create a list of projects for each area and narrowed down to 15 projects of focus for the near future. The list of 15 projects were then shared with local partners to gauge collaboration interest, areas that are already being addressed and need support, and to gather additional information.

WELCOME + OVERVIEW (10 min)

KAt Correll

Greetings -

Who am I?

Why am I here?

What is a Downtown Development Authority (DDA)

- Entity made up of downtown property owners with specific goal and emphasis of the downtown
- Assist in shaping what downtown growth and change looks like through downtown plan, and tools DDA has available
- Tax Increment Finance (TIF) Entity - financing mechanism that further supports downtown efforts and can play a role throughout new development

What are some other DDAs?

Brandy Reitter, Town of Eagle

- Welcome Partners and Friends of Downtown Eagle.
- The Town has been pleased to support the community-led efforts around a vibrant downtown, with the Colorado Challenge Program, the Downtown Assessment, and our support for the creation and management of the Downtown Development Authority (DDA).
- The Town values public-private partnership, and the DDA is the embodiment of our commitment, public and private, to having a vibrant heart of the community in the downtown.
- I have been impressed with the speed and focus of the DDA Board in creating organizational documents and a downtown plan of development. And I have no doubt that we as a town, and you as our private partners, will find working with the DDA to be both rewarding and inspiring.
- The DDA Board Leadership is a key part of making this happen, and I am happy to introduce the DDA Board Chair, Kat Conner, a real downtown Champion for Eagle.

Kat Conner, Chair of the Eagle Downtown Development Authority

- Welcome to our DDA Board and Partners. And thank you Brandy for both your words and your actions in supporting Eagle's Downtown.

- The DDA has been a labor of love, starting from a challenge to turn our struggles into opportunity. The formation of the Downtown Alliance and the efforts to create this DDA, have laid a groundwork built on the efforts of our public and private partners working for the Town of Eagle for many, many years.
- Leading the DDA Board has given me great respect for all of our Board members, the perspectives they share, the time they dedicate and their focus on making and keeping downtown Eagle a great place.
- **DDA Accomplishments in 2021** : Rules of Procedure, DDA Plan of Development Adoption, DDA Work plan development, Debt Authorization on Ballot
- The DDA's initiative to connect and work in partnership with all of you, is an important part of the DDA role. The DDA Board has identified priority areas that we feel are important for the future of our Downtown.

Eagle DDA Priority Areas

- Business Community Support
- Regulatory Environment
- Communications
- Experience Economy
- Access + Mobility
- Creative Placemaking

Goals for the Summit:

- As the DDA Board determined our priorities, it is important the DDA Board gets to know the partners working on our priority areas and understand how we can support your work. But also sharing ideas about projects that SHOULD be planned for furthering our priority area.
- Thank you to all of you who responded to our survey.

Survey Response Elaboration

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- Next steps for collaboration
- What additional tools/resources needed for successful collaboration
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EAGLE DDA PARTNER SUMMIT
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Table Moderator Talking Points

PURPOSE OF THE ROUND TABLE

Have everyone introduce themselves

“Welcome and as you may have heard in the DDA overview, our Eagle DDA is here to create public/private partnerships. Understanding the work you are doing is important, since the DDA is in the beginning stages and eventually the DDA will have resources, and rather than reinvent the wheel we would like to support the projects you are already working on. Today is just an informal time for you to share your mission, vision and see how we might be able to collaborate with you, because we could be your public partner.”

REVIEW OF PRIORITY AREAS *(fyi- optional)*

“The DDA has identified six total priority areas that the DDA has identified which include:

- Business Community Support
- Regulatory Environment
- Communications
- Experience Economy
- Access & Mobility
- Creative Placemaking

the projects they have outlined for 2021 include these areas:

- Business Community Support
- Regulatory Environment
- Communications

Did anyone here complete the survey?

Collect names of anyone who has not completed the survey

“In reference to the priority area we are discussing, we will be brainstorming projects, partners, proposed timeline, and needs/costs.”

INSTRUCTIONS

Please collect all ideas and notes, and be prepared to share back with the group.

Business Community Support

Consider opportunities to enhance access to services and capital for business, collect data, and identify and catalyze underutilized assets. Identify and provide critical infrastructure and support to promote and develop successful business needs.

- Identify, connect with, and reach out with potential partners, funding sources for future projects and events in the Downtown District.
- Work with catalyst site owners on how to use sites for uses that fit with the community's vision of Eagle. Set up meetings, visioning sessions for what the community and the owners would like to see.

PROJECTS	PARTNERS	PROPOSED TIMEFRAME	NEEDS/COSTS
Inventory catalyst sites to understand future uses and proposed entrepreneurial activities. .	Property owners, business owners, neighbors	On going	Each project should establish a proposed budget.

Regulatory Environment

Streamlining solutions and minimizing barriers to build trust and investment from business and property owners. Aligning regulation and incentives to encourage public-private partnerships for investment in the community vision through infill, redevelopment, and re-use of existing buildings.

- Streamline development review process to support incremental change in downtown and for projects with DDA support.
- Create guidelines for DDA involvement in land-use code update and Downtown Development Standards Consider a zoning review to allow for more flexible, market-friendly commercial and housing options.
- Inventory catalyst sites in Eagle. Identity short-term and long-term uses that fit with the community vision of Eagle.

PROJECTS	PARTNERS	PROPOSED TIMEFRAME	NEEDS/COSTS
Create Guidelines for DDA involvement in land-use code update	city, property owners	On going	

Communications

Imparting or exchanging of information or news with an image building and informational component that includes arts, culture, and recreation. Downtown brand identity is the combined messaging transmitted via content, diverse platforms, logos, style and visuals.

- Maintain a Downtown Eagle presence online, social media, and link to partner sites and platforms.
- Develop a clear identity messaging to help locals and potential businesses understand what Eagle is looking for.

PROJECTS	PARTNERS	PROPOSED TIMEFRAME	NEEDS/COSTS
Develop DDA website	consultant		

Experience Economy

Encourage the realization of emotion and entrepreneurial opportunity through interactive activities, events, and maker's components. Enhance a person's time spent in a place with a unique and memorable experience.

- Prioritize experiences that all members of the community can participate in.
- Support local organizations who look to program and activate downtown spaces with passive and active engagement.
- Highlight the gathering places where you connect with people or activities that will deliver a unique experience.
- Develop Experience Eagle materials that invite locals to showcase Eagle Experiences and sort them by type: Entertainment (Concerts, Shows), Educational (Mountain Bike Repair, Geology), Esthetic (Health + Wellness), Escapist (Murder on Main).

PROJECTS	PARTNERS	PROPOSED TIMEFRAME	NEEDS/COSTS
Experience Eagle Material & Campaign	Property owners, business owners, Eagle DBA, Eagle Arts	On going	

Access + Mobility

Assess the experience and accessibility of getting to and around downtown as a local or visitor. Focuses on multi-modal infrastructure and access in and around the downtown including parking, gateways, walkability, rideability, wayfinding + signage, etc.

- Develop comprehensive parking solutions for development and commercial use
- Support downtown-focused wayfinding, in coordination with town wide efforts, including the town's wayfinding plans for 2022
- Identify outside funding to guide prioritization of future mobility projects. This includes improving the areas for pedestrian, bicycle and public spaces/facilities along Hwy 6.

PROJECTS	PARTNERS	PROPOSED TIMEFRAME	NEEDS/COSTS
Downtown-focused wayfinding	Consultant, property owners, business owners		

Creative Placemaking

Establish a sense of place through the strategic integration of art, the environment, design, recreation, and cultural activities. Engage locals to produce authentic and distinctive planning and development programming programs directed at local love of place. Create a connection to the community's sense of identity through visible symbols, messaging, and activities.

- Schedule and engage in efforts to crowdsource temporary examples of bike and pedestrian infrastructure at priority intersections missing connections, opportunities. Show case long-term solutions with short term efforts.

PROJECTS	PARTNERS	PROPOSED TIMEFRAME	NEEDS/COSTS
Temporary examples of bike and pedestrian infrastructure	Property owners, business owners		Minimal