



Town of Johnstown

TOWN COUNCIL AGENDA COMMUNICATIONS

AGENDA DATE: November 20, 2023

SUBJECT: Community Agreement between the Town of Johnstown and Downtown Colorado Inc.

ACTION PROPOSED: Consider a Community Agreement between the Town of Johnstown and Downtown Colorado Inc.

ATTACHMENTS: 1. Community Agreement

PRESENTED BY: Sarah Crosthwaite, Economic Development Manager

AGENDA ITEM DESCRIPTION:

Enclosed for your review and consideration is a Community Agreement between the Town of Johnstown and Downtown Colorado Inc. (DCI). DCI is a Colorado based nonprofit membership association that supports downtowns, business improvement districts (BIDs), downtown development authorities (DDA), urban renewal authorities (URAs), rural communities, local governments, and businesses who focus on the success of downtowns.

For reference the Town joined as a member of DCI in September 2023 after several months of engaging with their staff to learn about potential improvement districts for the downtown corridor. Town Staff determined at the time that DCI offered extensive benefits and access to resources related to downtown development and redevelopment and joined as an official member.

DCI notified the Town in September that they were putting together a ‘2024 Challenge Program’ with several communities across the state. Program acceptance was competitive and after several rounds of meetings with DCI staff, the Town was invited to officially participate in the program. The Community Agreement outlines the scope of work for DCI and the Town. The goal of the program will be to put together an actionable plan on how to redevelop existing downtown properties that may pose environmental issues (i.e., brownfield sites). DCI will provide the following in their scope of work:

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- Six months of training and guided project development
- Eight educational sessions with in-demand speakers
- Access to one-on-one support and regular peer meetings
- Data Tracking to measure and demonstrate growth and Community Capacity
- Building
- Connecting and establishing networks with regional and peer communities
- Brainstorming and support with same-stage peers
- Inventorying funding and resource opportunities
- Promotion of Challenge Communities to key resource providers
- Property Pitch and Action Plan

If Council decides to approve the agreement, the Town will commit to the following:

- Work with municipal staff and local groups to engage and promote participation and build community capacity.
- Provide access to community documents and pertinent information, as well as other needed background information, if needed and where possible.
- Attend all educational webinars and commit to participating in surveys, completing deliverables assigned, and consulting with DCI throughout the process.
- Three or more Community members attend the IN THE GAME Vibrant Downtown Event, April 2-5, 2024, in Durango.
- Budget to cover costs to maintain a DCI VIP Membership, and registration for three community members to attend the Challenge Program Workshop at DCI's IN THE GAME event, April 2-5, 2024.
- Complete the Downtown Vitality and Capacity Check before and at the end of the process, as well as be available for occasional reporting after the challenge program.
- Maintain an active VIP Membership with DCI for twelve (12) months during and after program participation.

Town staff is excited to have been offered the opportunity to participate in this competitive program and develop an actionable plan on future redevelopment of the corridor which will serve as a catalyst in sustaining a vibrant and prosperous downtown.

LEGAL ADVICE:

The Town Attorney has reviewed the Community Agreement.

FINANCIAL ADVICE:

N/A

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RECOMMENDED ACTION: Staff supports approval of the Community Agreement between the Town of Johnstown and Downtown Colorado Inc.

SUGGESTED MOTIONS:

For Approval: I move to approve the Community Agreement between the Town of Johnstown and Downtown Colorado Inc.

For Denial: I move to deny the Community Agreement between the Town of Johnstown and Downtown Colorado Inc.

Reviewed and Approved for Presentation,



Town Manager