

To: DDA Board
From: Cindy Krieg
Date: April 10, 2025
Agenda Item: DDA Plan – Initial Discussion / Goal Setting



REQUEST:

The Board is asked to consider and discuss the DDA goals so that planning can begin for the creation of the DDA Plan. The Plan should align with the overarching goals of the DDA, as well as the Minturn Community Plan and Strategic Plan.

INTRODUCTION / ANALYSIS:

The Minturn Downtown Development Authority was established in December 2024, following an election in November. The Board has now been established, and the next steps including adopting the DDA Bylaws (for how the DDA will operate) and the DDA Plan, which should include the components noted below.

A Downtown Development Authority (DDA) Plan of Development should include a vision for the downtown area, key development goals, and strategies for achieving them. It should also outline how the DDA will work with the community, identify funding sources, and establish performance metrics to measure the plan's success.

Key elements of a DDA Plan of Development:

- **Vision and Goals:**

The plan should articulate a clear vision for the downtown area, outlining what it hopes to become and what values it will uphold. Specific goals related to economic development, aesthetics, pedestrian flow, safety, and community engagement should be included.

- **Development Strategies:**

The plan should outline specific strategies for achieving the outlined goals, including strategies for attracting businesses, improving infrastructure, promoting tourism, and enhancing the overall downtown experience.

- **Community Engagement:**

The plan should describe how the DDA will involve the community in the planning process, gathering input from residents, businesses, and other stakeholders.

- **Funding and Financing:**

The plan should detail how the DDA will be funded and what sources of funding will be used to implement the plan, including tax increment financing (TIF) and other potential funding mechanisms.

- **Performance Metrics:**

The plan should establish clear metrics to measure the success of the DDA's work and the progress of the plan.

- **Partnerships:**

The plan should identify potential partners, both public and private, who can contribute to the DDA's mission.

- **Implementation Timeline:**

The plan should outline a timeline for implementing the various projects and initiatives outlined in the plan.

COMMUNITY INPUT: Ongoing

COMMUNITY PLAN AND STRATEGIC PLAN ALIGNMENT:

- The DDA Plan should support all proprieties identified in the 2025-27 Strategic Plan, and the 2023 updated Community Plan.

RECOMMENDED ACTION:

- Begin goal setting and plan development, so that the DDA Plan can be officially adopted later this year.

ATTACHMENTS:

- Supporting documents (community feedback) from the DDA Open Houses
- 2025 – 2027 Minturn Strategic Plan
- The Minturn Community Plan will be accessible during the meeting, but was not included in the packet due to document size