From "Brown, Reegan <BrownR@bouldercolorado.gov>" <BrownR@bouldercolorado.gov>
Subject **Downtown Development Authority efforts**
To Nicole Rajpal <nicole.rajpal@bvsd.org>
Cc Rob Anderson <rob.anderson@bvsd.org>, "Woulf, Mark" <WoulfM@bouldercolorado.gov>, Brad Segal <brad@pumaworldhq.com>
Date July 28, 2026 9:51:38 AM MDT

Hi Nicole,

Great speaking with you, too. Thank you both again for meeting with us.

Attached are the slides we were referring to which include an overview of the proposal and some data that speaks to why we are pursuing this. I'm also attaching the updated financial projections, most relevant to BVSD will be the third and fourth tabs in the Excel spreadsheet which show various growth scenarios for property taxes (1% more conservative and 2.5% more aggressive).

Let us know if you have any questions in the meantime. We will keep you all updated on council's decision.

Thank you!
Reegan

From: Nicole Rajpal <nicole.rajpal@bvsd.org>
Sent: Tuesday, July 28, 2026 6:59 AM
To: Brown, Reegan <BrownR@bouldercolorado.gov>
Cc: Rob Anderson <rob.anderson@bvsd.org>; Woulf, Mark <WoulfM@bouldercolorado.gov>; Brad Segal <brad@pumaworldhq.com>
Subject: Re: Downtown Development Authority efforts

Hi All,

It was great to speak with you yesterday. Please share the slide deck that you referenced, along with any updated financial information.

Also, let us know if Council takes action on 8/6 so we can determine if/when our board will need to take a position - as a reminder our first meeting of the academic year is 8/11.

Best,
Nicole Rajpal

Sent from Nicole's iPhone

> On Jul 27, 2026, at 3:18 PM, Brown, Reegan <BrownR@bouldercolorado.gov> wrote:
>
> Map attached!
>
> ---
>
> **From:** Brown, Reegan <BrownR@bouldercolorado.gov>
> **Sent:** Thursday, July 16, 2026 12:05 PM
> **To:** Rob Anderson <rob.anderson@bvsd.org>; Laura Shafer <laura.shafer@bvsd.org>
> **Cc:** nicole.rajpal@bvsd.org; Woulf, Mark <WoulfM@bouldercolorado.gov>; Rivera-Vandermyde, Nuria <Rivera-VandermydeN@bouldercolorado.gov>; Brad Segal <brad@pumaworldhq.com>
> **Subject:** RE: Downtown Development Authority efforts
>
> Hi Rob,
>
> Thank you for circling back. Do any of the times below work for you and your team? Happy to meet in-person or virtually, whatever is easiest. Feel free to propose alternative slots in the following weeks if those don't work.
>
> 1. Tues 7/21 2-3pm
> 2. Thus 7/23 12-1pm
> 3. Mon 7/27 3-4pm
>
> Best,
> Reegan
>
> ---
>
> **From:** Rob Anderson <rob.anderson@bvsd.org>
> **Sent:** Thursday, July 16, 2026 10:19 AM
> **To:** Brown, Reegan <BrownR@bouldercolorado.gov>; Laura Shafer <laura.shafer@bvsd.org>
> **Cc:** nicole.rajpal@bvsd.org; Woulf, Mark <WoulfM@bouldercolorado.gov>; Rivera-Vandermyde, Nuria <Rivera-VandermydeN@bouldercolorado.gov>; Brad Segal <brad@pumaworldhq.com>
> **Subject:** Re: Downtown Development Authority efforts
>
> **External Sender Notice** This email was sent by an external sender.
> Good Morning Reegan,
>
> Checking back in after returning from vacation. Do you have any time over the next few weeks to connect?

Rob

On Thu, Jun 25, 2026 at 8:49 AM Rob Anderson <rob.anderson@bvsd.org> wrote:

> Hi Reegan,
>
> Thanks for circling back. I will connect with Nicole and find a time for us to meet. Summer is a challenging time for coordinating schedules. Thanks.
>
> Rob
>
> On Wed, Jun 24, 2026 at 2:07 PM Brown, Reegan <BrownR@bouldercolorado.gov> wrote:
>
> > Hi Nicole and Rob,
> >
> > I wanted to follow up regarding the city's ongoing exploration of a Downtown Development Authority (DDA). We would still welcome the opportunity to connect with you and your team to share information, answer questions, and hear any perspectives BVSD may have as this work continues.
> >
> > I've attached the draft Plan of Development, which would serve as the broad investment framework for the DDA should voters ultimately approve its formation. I'm also reattaching the assumptions and impacts to BVSD. These assumptions anticipate that any BVSD revenue connected to bonds would not be captured by TIF, plus a majority of TIF (i.e. 56%) is anticipated to be collected in the later years of the DDA (i.e. after Year 20). Most importantly, the projections are predicated on the assumption that the DDA will be able to help turn downtown's fortunes around, reversing nearly 20% erosion in the property tax base since 2020.
> >
> > I also wanted to note that Boulder High is located within the proposed DDA boundaries. This could create opportunities for the school and surrounding area to benefit from future public investments made by the DDA, particularly those related to infrastructure, public spaces, accessibility, and overall district vitality.
> >
> > We recognize that BVSD has many competing priorities, but we would appreciate the opportunity to maintain an open line of communication as this effort moves forward. If a meeting would be helpful, I am happy to work around your schedules. Alternatively, if there is another member of your team who would be more appropriate for these discussions, please let me know and I would be glad to connect with them directly.
> >
> > Best,
> > Reegan
> >
> > ---
> >
> > **From:** Brown, Reegan
> > **Sent:** Thursday, June 11, 2026 11:32 AM
> > **To:** nicole.rajpal@bvsd.org; Rob Anderson <rob.anderson@bvsd.org>
> > **Cc:** Woulf, Mark <WoulfM@bouldercolorado.gov>; Rivera-Vandermyde, Nuria <Rivera-VandermydeN@bouldercolorado.gov>; Brad Segal <brad@pumaworldhq.com>
> > **Subject:** RE: Downtown Development Authority efforts
> >
> > Hi Nicole and Rob,
> >
> > I wanted to follow up on Nuria's email below regarding the city's ongoing exploration of a DDA for Boulder. I would love to set up time to connect with you to share more information, answer questions, and hear your thoughts as this work continues.
> >
> > We have the following availability over the coming weeks:
> > **Wednesday, July 8th, between 2-5pm**
> > **Thursday, July 16th, between 9am-1pm**
> > **Monday, July 20th, between 9-11am**
> > **Thursday, July 23rd, between 1-5pm**
> >
> > Please let me know if any of these times work for you and your team, and I'll send a calendar invite. I'm thinking we can meet at our city offices for about an hour.
> >
> > Thank you, and looking forward to connecting.
> >
> > Best,
> > Reegan
> >
> > **Reegan Brown**
> > **Economic Development Strategy Manager**
> > <image001.png>
> > C: (720) 660-9334
> > BrownR@bouldercolorado.gov
> > Office of Cultural and Economic Development
> > 1777 Broadway | Boulder, CO 80302
> > BoulderColorado.gov
> >
> > ---
> >
> > **From:** Rivera-Vandermyde, Nuria <Rivera-VandermydeN@bouldercolorado.gov>
> > **Sent:** Wednesday, May 27, 2026 7:15 PM
> > **To:** nicole.rajpal@bvsd.org; Rob Anderson <rob.anderson@bvsd.org>
> > **Cc:** Woulf, Mark <WoulfM@bouldercolorado.gov>; Brown, Reegan <BrownR@bouldercolorado.gov>
> > **Subject:** Downtown Development Authority efforts
> >
> > Nicole and Rob -

I wanted to reach out personally to make sure you were aware of the city's ongoing planning efforts related to a potential Downtown Development Authority (DDA) for the downtown area. We are expecting to receive City Council policy direction on Thursday, May 28, and are inviting your input as we continue to plan for a potential November ballot issue. We've attached a memo prepared by our consultant team, Progressive Urban Management Associates (PUMA), with additional information specific to your organization.

The city has been working with PUMA and a group of community stakeholders to explore whether a DDA could help support long-term economic vitality, reinvestment, and infrastructure improvements in the downtown area. A strong and vibrant downtown is important to the long-term economic health of the entire community, including our partner agencies, and the intent of this effort is to explore strategies that can help stabilize and strengthen the area's economic base over time. At this stage, we are evaluating a potential ballot measure for the November 2026 election and are focused on early information sharing and coordination with our partner taxing entities.

We recognize the importance of keeping our community partners informed throughout this process and would welcome the opportunity to meet with you over the coming months, alongside the PUMA team, to answer questions, share additional detail, and hear your thoughts as the planning work continues.

Nuria Rivera-Vandermyde

City Manager

(pronouns: she/her/ella) What's This?

<image002.png>

O: 303-441-3090

riveravandermyden@bouldercolorado.gov

City Manager's Office

1777 Broadway | Boulder, CO 80302

BoulderColorado.gov

The City of Boulder acknowledges the city is on the ancestral homelands and unceded territory of Indigenous Peoples who have traversed, lived in and stewarded lands in the Boulder Valley since time immemorial. Those Indigenous Nations include the: Di De'i (Apache), Hinono'eiteen (Arapaho), Tsétsêhéstâhese (Cheyenne), Nʉmʉnʉʉ (Comanche), Caiugu (Kiowa), Čariks i Čariks (Pawnee), Sosonih (Shoshone), O c'eti S'akowin (Sioux) and Núuchiu (Ute).

We honor and respect the people of these Nations and their ancestors. We also recognize that Indigenous knowledge, oral histories, and languages handed down through generations have shaped profound cultural sustained and celebrated to this day.

The City of Boulder recognizes that those now living and working on these ancestral lands have a responsibility to acknowledge and address the past. We must not only acknowledge our past but work to build a more just future. We are committed to taking action beyond these words. We pledge to use this land acknowledgment to help inspire education and reflection and initiate meaningful action to help support Indigenous Nations, communities and organizations.

READ THE FULL STAFF LAND ACKNOWLEDGMENT: https://bit.ly/staff-acknowledgment

--

Rob Anderson

Superintendent
6500 East Arapahoe Rd., Boulder CO
720-561-5114
rob.anderson@bvsd.org

--

Rob Anderson

Superintendent
6500 East Arapahoe Rd., Boulder CO
720-561-5114
rob.anderson@bvsd.org

<Boulder DDA Study Area_06.18.26.jpg>

Attachments:

- Copy of Boulder DDA Updated TIF Projections_07.07.26.xlsx
- DDA Presentation for BVSD Jul27.26.pptx

CITY OF BOULDER

Downtown Development Authority

Boulder Valley School District

July 2026

What Is a DDA?

A quasi-public authority focused on economic vitality for a defined downtown district.

Key facts

- District stakeholders vote on formation and funding
- Governed by a local board of district property and business owners, appointed by City Council
- Initial 30-year lifespan, extendable in 20-year increments
- Enables tax increment financing (TIF)
- No eminent domain, no blight requirement

What a DDA can fund

- Catalytic redevelopment & site readiness
- Major public infrastructure & streetscape
- Signature public spaces & civic investments
- Business support & events
- Enhanced maintenance & safety
- Mobility & parking management

Why Is Boulder Pursuing This Now?

Slowing revenues

The tax dollars that fund downtown improvements aren't growing the way they used to. District sales tax revenue and property valuations remain below 2019 levels in real terms.

Empty storefronts

More vacant spaces downtown and on University Hill need help getting filled and activated.

Aging tools

Boulder's existing downtown districts — CAGID and UHGID — were created in 1970 mainly for parking, not broader reinvestment.

Community expectations

Residents want great public spaces, easy ways to get around, and a downtown that feels alive.

Impact on Boulder General Fund

City of Boulder
2019-2025 Inflation-Adjusted Revenue

Property Tax Revenue	**General Fund**	**+10%**
	CAGID (Downtown)	**-9%**
	UHGID (The Hill)	**-4%**
	CAGID - Property Values	**-19%**
Sales Tax Revenue	**General Fund**	**-1%**
	CAGID (Downtown)	**-10%**
	UHGID (The Hill)	**+5%**
	UHGID (through 2024)	**-19%**



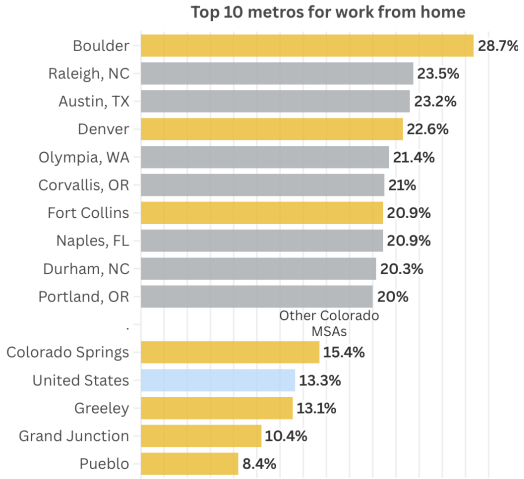
Structural Change in the Economy with No Quick Solution

Top 10+ Work from home growthin Colorado...
By Tamara at The Colorado Sun on 4 Jun 2026

How working from home has grown in Colorado, US

In 2024, three Colorado metros — Boulder, Denver and Fort Collins — ranked in the top 10 of nearly 400 U.S. metro areas for the highest rates of working from home. (See the complete list here.) Colorado Springs is also above the U.S. average. ➔ **View larger**

2024 2019

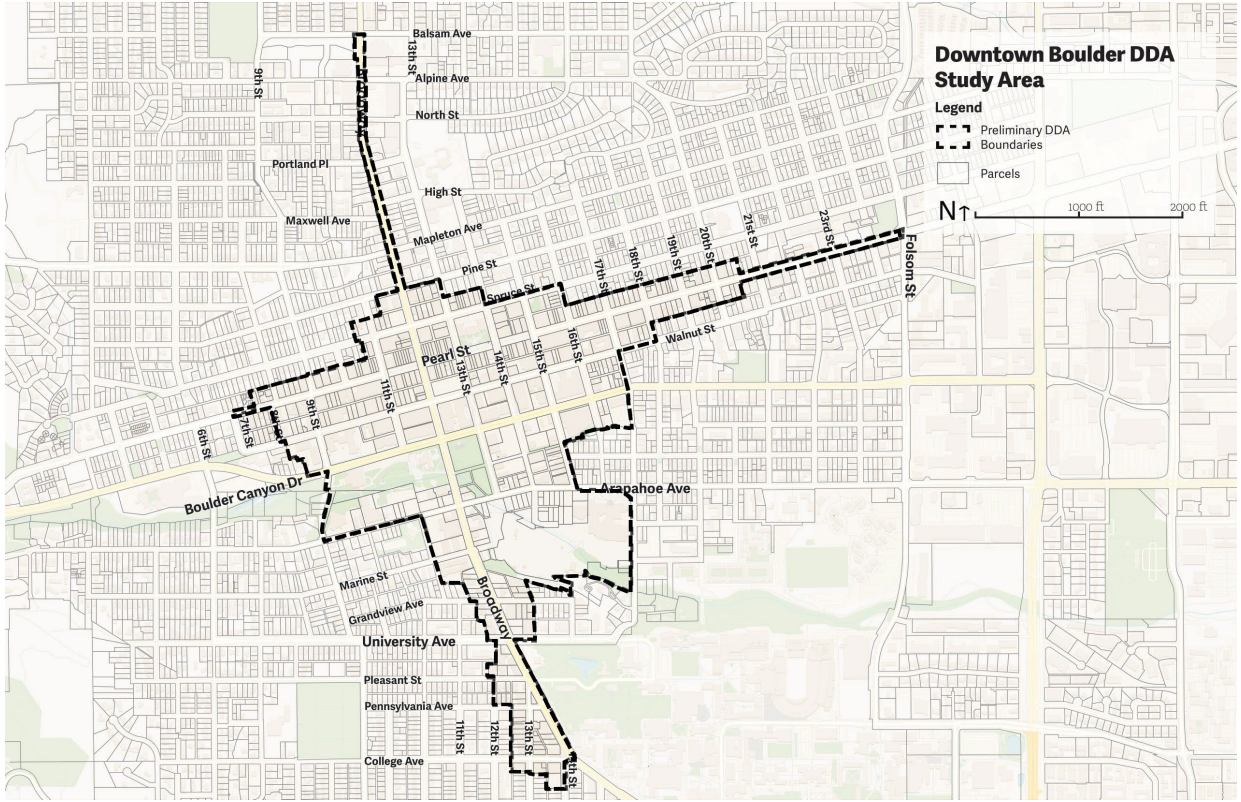


Source: US Census American Community Survey 2024 , 2019

THE COLORADO SUN

TEMPLATE CREDITS
Line, bar and pie charts by **Flourish team**

Where Would the DDA Be?



What Would It Do?

The **Plan of Development** organizes long-standing community priorities into five reinvestment categories:

Catalyze redevelopment at strategic sites	Feasibility work, partnerships, and TIF participation — e.g., the 14th Street Lot and East Bookend sites
Strengthen commercial corridors & small business	Storefront grants, tenant assistance, vacancy activation on Pearl, the Hill, and Broadway
Grow mixed-use development & amenities	Housing partnerships, childcare, grocery, and neighborhood retail
Partner on signature public spaces	Pearl Street Mall reinvestment, Civic Area Phase II, alley activation
Invest in a connected, accessible district	Pedestrian & bicycle infrastructure, wayfinding, lighting & safety, parking management and mobility coordination

How Would It Be Funded?

01

Growth funding (TIF)

As property and sales tax revenues in the district grow above a base year, that new growth funds reinvestment — without raising tax rates.

02

Property tax (mill levy)

Projected at 3.674 mills — replacing today's parking-district levies, not adding to them. Roughly $1.8M/year for operations, voted on by the district.

03

Existing parking system

The off-street parking system already pays for itself. Its revenues stay dedicated to parking operations, maintenance, and capital reinvestment.

Together: steady operating funding from day one, with bigger investments funded by growth over time.

The Letter of Intent

The city's expectations for the DDA relationship, the roadmap for the binding IGA, and where transportation alignment is put in writing.

The DDA's management and strategic direction of parking assets **must be consistent with the City of Boulder's adopted plans, policies, and values governing transportation and mobility.**

Anchored to adopted city plans

- Parking decisions guided by AMPS, the Transportation Master Plan, the Boulder Valley Comprehensive Plan, and the SER framework — named in the LOI
- TDM programs continue, such as the Employee EcoPass, funded by off-street parking revenues

City oversight remains

- Standing coordination with Transportation & Mobility
- Advance notice of material changes to off-street supply, access, or pricing — with city discretion to approve or deny
- Rates set through the DDA's annual budget, subject to City Council review and approval

Updated TIF Projections

Property Tax TIF Projections

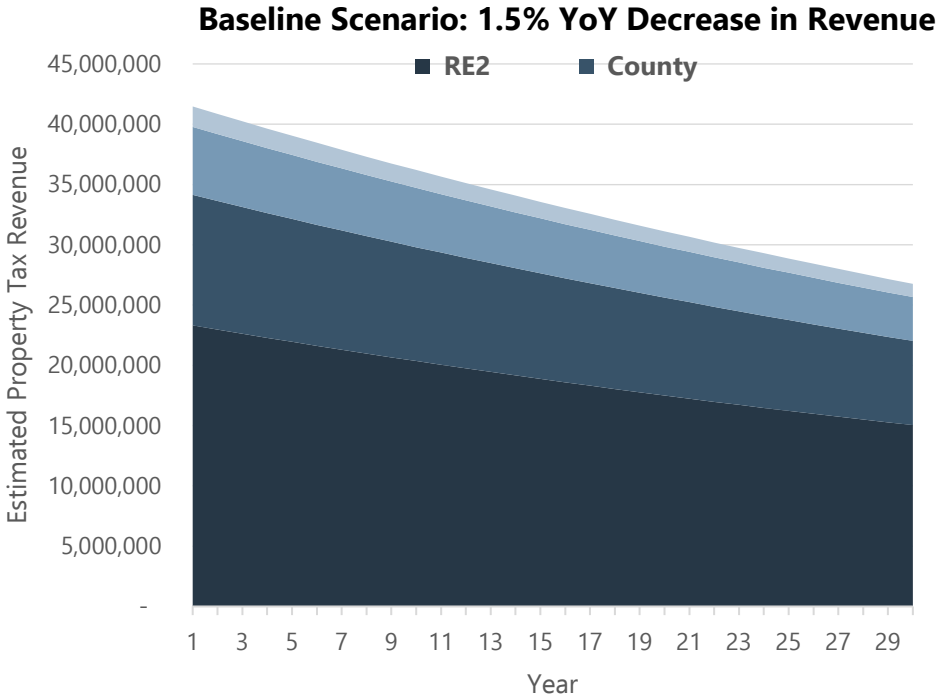
Assumptions

Final DDA boundaries;

Baseline assumes continuation of post-pandemic value erosion @ (-1.5%);

DDA projection remains conservative @ + 1.0%

No DDA: Downtown Property Tax Revenue 30-Year Estimate

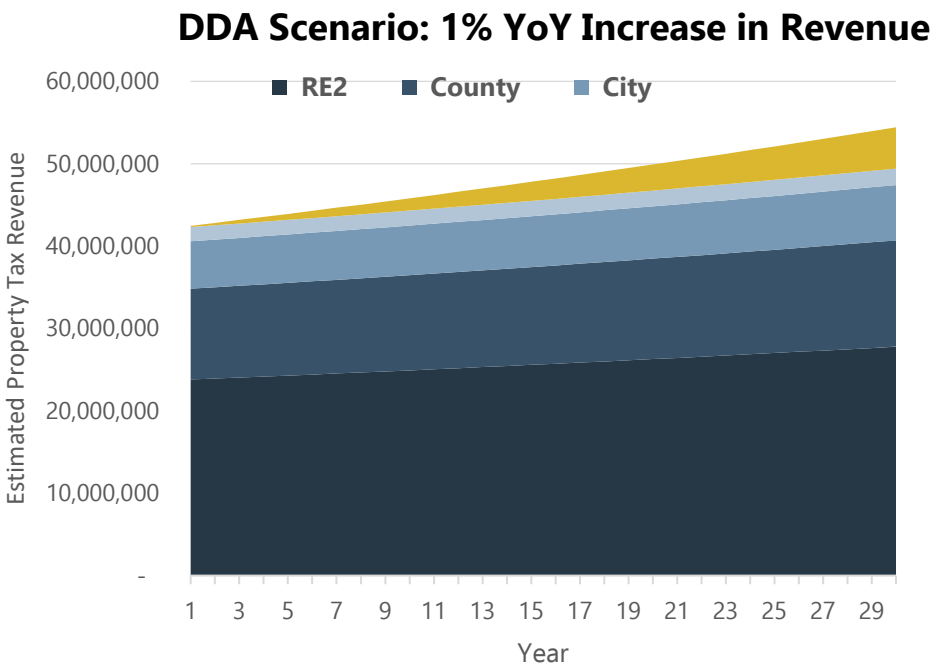


Estimated Total DDA Area Property Tax Revenue*

Year	RE2	County	City	Library	DDA TIF**
1	23,320,00	10,820,000	5,640,000	1,695,000	0
5	21,950,000	10,185,000	5,310,000	1,595,000	0
10	20,355,000	9,445,000	4,920,000	1,480,000	0
15	18,870,000	8,760,000	4,565,000	1,370,000	0
20	17,500,000	8,120,000	4,230,000	1,270,000	0
25	16,225,000	7,530,000	3,925,000	1,180,000	0
30	15,045,000	6,980,000	3,640,000	1,095,000	0
Total	**566,740,000**	**227,980,000**	**118,790,000**	**41,175,000**	**0**

**Includes revenue from all taxing entity mill levies (general fund + special funds)*
***DDA TIF only includes revenue from general funds*

With DDA: Downtown Property Tax Revenue 30-Year Estimate



Estimated Total DDA Area Property Tax Revenue*

Year	RE2	County	City	Library	DDA TIF**
1	23,795,000	11,040,000	5,755,000	1,730,000	145,000
5	24,280,000	11,265,000	5,870,000	1,765,000	735,000
10	24,915,000	11,560,000	6,025,000	1,810,000	1,500,000
15	25,580,000	11,870,000	6,185,000	1,860,000	2,315,000
20	26,280,000	12,195,000	6,355,000	1,910,000	3,165,000
25	27,020,000	12,535,000	6,535,000	1,965,000	4,060,000
30	27,795,000	12,895,000	6,720,000	2,020,000	5,000,000
Total	**771,010,000**	**357,760,000**	**186,420,000**	**56,015,000**	**73,750,000**

**Includes revenue from all taxing entity mill levies (general fund + special funds)*
***DDA TIF only includes revenue from general funds*

Sales Tax TIF Projections

Assumptions

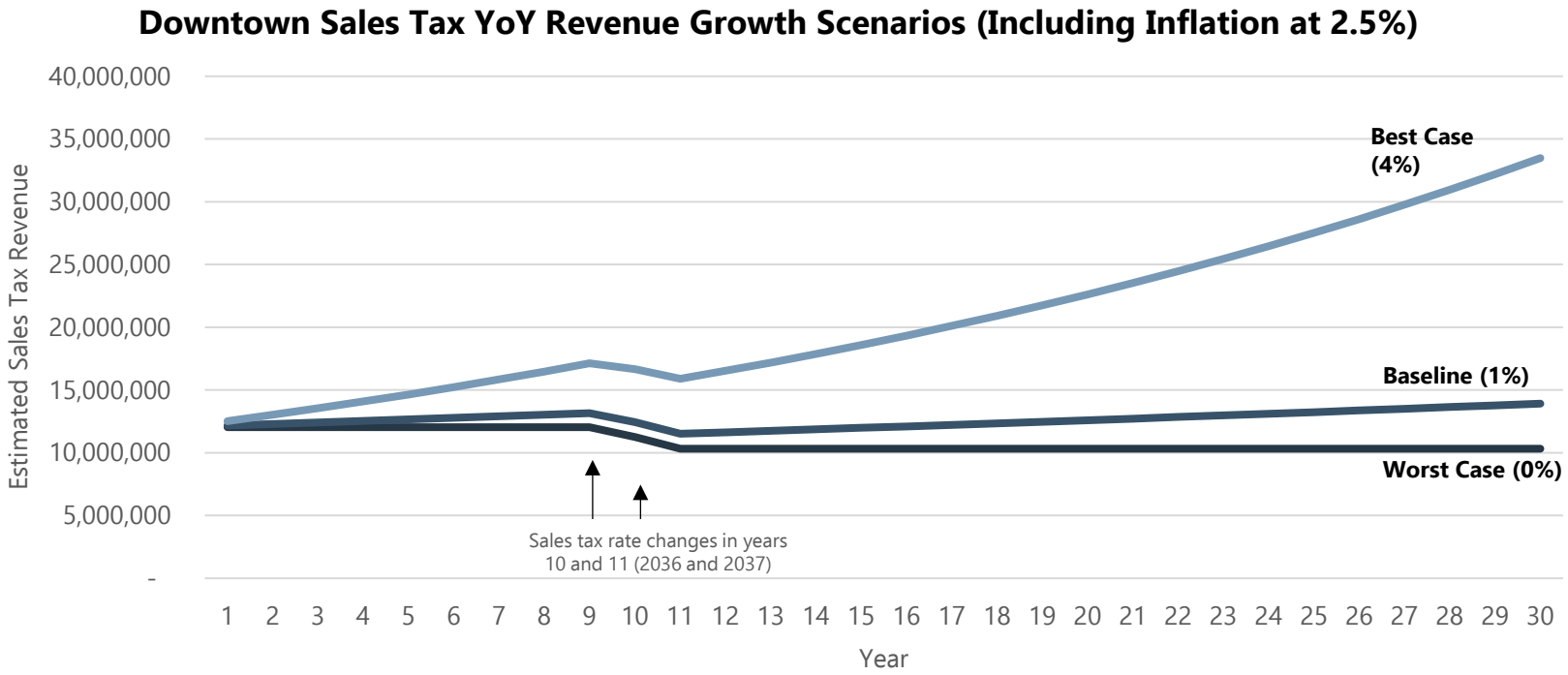
Final DDA boundaries using CAGID/UHGID base data;

Inflation added to projections @ +2.5%;

Baseline assumes continuation of post-pandemic sales erosion @ (-1.5%);

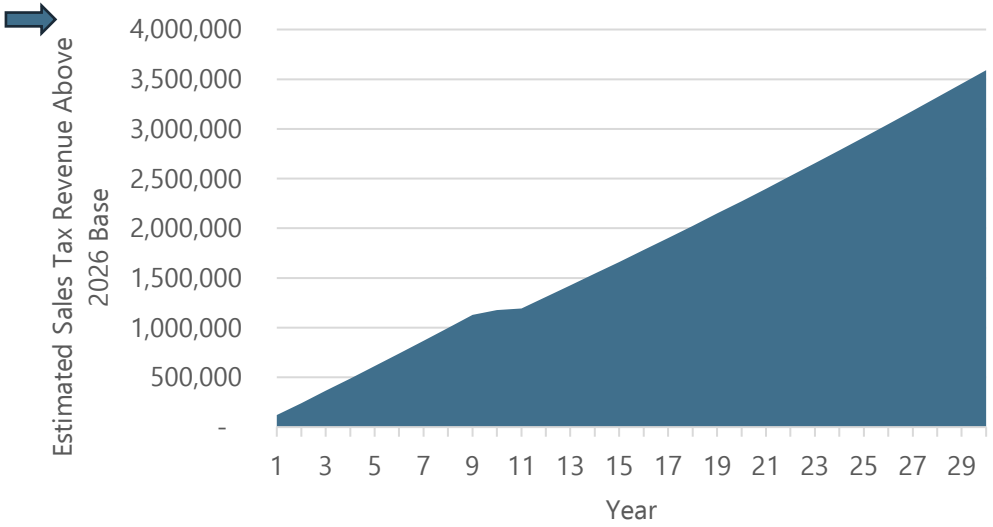
DDA projection remains conservative @ +1.5%

Downtown Sales Tax Revenue 30-Year Estimate



No DDA: Downtown Sales TIF Revenue 30-Year Estimate

Existing Scenario:
1% YoY Increase in City Sales Tax Revenue Above 2026 Base
(2.5% inflation minus 1.5% erosion)

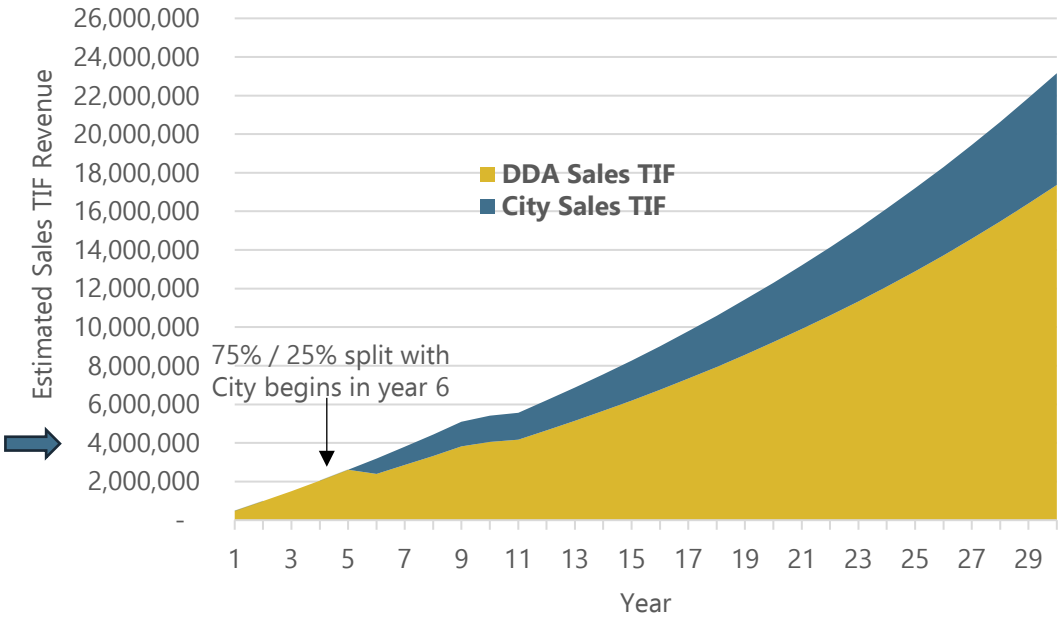


Estimated Sales TIF Revenue Beyond 2026 Base

Year	City	DDA
1	120,000	0
5	615,000	0
10	1,180,000	0
15	1,660,000	0
20	2,275,000	0
25	2,915,000	0
30	3,590,000	0
Total	**53,875,000**	**0**

With DDA: Downtown Sales TIF Revenue 30-Year Estimate

DDA Scenario:
4% YoY Increase in Sales TIF Revenue
(2.5% inflation plus 1.5% real growth)



Estimated Sales TIF Revenue Beyond 2026

Year	Base City	DDA
1	0	480,000
5	0	2,610,000
10	1,350,000	4,055,000
15	2,065,000	6,200,000
20	3,075,000	9,220,000
25	4,300,000	12,900,000
30	5,790,000	17,370,000
Total	**72,175,000**	**225,000,000**

Election Overview

DDA Elections

- City (and city contractors) **cannot** advocate for or against ballot issue
- We **can** produce factual information, give factual/neutral advice, attend meetings, and provide other logistical support
- Successful DDA campaigns have organized community leadership
  - ✓ Planning/coordinating committee
  - ✓ Organizing volunteers
  - ✓ Door-knocking campaigns
  - ✓ Information sessions
  - ✓ Mailers/flyers

Voting in a DDA

- Defined by State of Colorado DDA statute and TABOR (Taxpayer Bill of Rights)
- People who are **registered to vote** in Colorado who **own property, lease property,** or are **residents** within the proposed district boundary of the DDA.
- Registered voter **residents** automatically receive a ballot.
- **Entities** (businesses, property owner LLCs, etc.) must submit a form designating a registered voter to vote on their behalf and request a ballot.
- Consultant/City team creating ballot request forms, voter designation forms, and election/DDA FAQ package

The Ballot & What Happens Next

Q1 **Create the DDA**

Officially forms the district

Q2 **Property tax**

Replaces today's parking-district levies

Q3 **Growth funding (TIF)**

Reinvests future tax growth

November 2026 ballot — voted on by qualified electors inside the district: property owners, residents, and business owners/operators.





Q&A

Learn more: BoulderDDA.com