

AGENDA

Board of Directors General Meeting

Littleton Downtown Development Authority

Wednesday, August 20, 2025 at 4:00pm

Arapahoe Community College, Conference Room (M1950)

5900 S Santa Fe Drive, Littleton, CO 80120

ZOOM: <https://zoom.us/j/3088672782?pwd=K0FPUIINIV0J2eEpTdm01aGQzNXhDUT09>

Agenda

1. 4:00 PM Call to Order and Roll Call
2. 4:03 PM Public Comment
3. 4:06 PM Consideration of Draft Minutes *
 - a. Minutes of the Regular Board meeting of July 16, 2025
4. 4:08 PM Conflict of Interest Disclosures
5. 4:10 PM Presentations
 - a. South Metro Fire - Jim Albee, *Board Chair*
6. 4:30 PM Financials - Thuy Dam and Curtis Bourgouin, CLA
 - a. June 30, 2025 Unaudited Financial Statements *
 - i. Motion to accept June 30, 2025 unaudited financial statements.
 - b. Cash Position, Revenue Schedules, and Disbursements *
 - i. Motion to accept the monthly reports and approve the disbursements.
 - c. 2025 Mid-year budget review *
7. 5:00 PM Old Business
 - a. Discuss 2026 draft budget and operating plan *
 - b. Committee Updates

- i. Public Art Committee - Bryan Marrow and Krista Falkenstine
- 8. 5:45 PM New Business - N/A
- 9. 5:45 PM LDDA Director Update
- 10. 5:50 PM Board Member's Additional Input
- 11. 5:55 PM City of Littleton Update
- 12. 6:00 PM Adjournment
- 13. Calendar: Upcoming Meetings
 - a. Sept 17: LDDA Board Meeting, 4:00-6:00pm, ACC Conference Room M1950

Public Notice

The public is invited to attend all regular meetings or study sessions of the Littleton Downtown Development Authority. Please call 303-868-4006 at least 48 hours prior to the meeting if you believe you will need special assistance or any reasonable accommodation in order to attend, or participate in, any such meeting.

**** Denotes corresponding packet item for reference, see littletondda.org/about-downtown-littleton/board-meetings to download board meeting packet***

MINUTES

Board of Directors Meeting Minutes

Littleton Downtown Development Authority

Wednesday, July 16th, 2025 at 3:30pm

Arapahoe Community College, Conference Room (M1950)

5900 S Santa Fe Drive, Littleton, CO 80120

Minutes

*This was an extended meeting held from 3:30-6:30pm

1. Call to Order and Roll Call

The meeting was called to order at 3:32pm

Roll Call

Members Present: 9

Chair Ruth Graham, First Vice Chair Rob Stieg, Secretary Krista Falkenstine, Treasurer Cheryl Calhoun, Members Catharina Hughey, John Matthews, Bryan Morrow, Eric Hyatt, Tom Barenberg

Members Absent: 1

Council Member Patrick Driscoll

**Council Member Driscoll is a non-voting member unless needed to break a tie*

Staff:

Jenny Starkey, Executive Director; Danni Westblade, Administrative Assistant, Lisa Mayers, Legal Counsel; Troy Bernberg, Financial Advisor

Guests:

Kathleen Osher, Deputy City Manager
Corporal Luke Bishard, Littleton PD

Tiffany Norton, Owner of Juniperseed Mercantile & President of Littleton Merchants Association

2. Public Comment

Amber Hammon, business owner, Kate's Wine Bar: Amber asked what was the best way for merchants to provide feedback to the DDA, the city, and other entities that produce events downtown. An event put on by a third party called the Denver Bazaar provided Kate's with their slowest Saturday to date. Merchants have to consider whether or not to stay open for events like The Criterium and Longer Tables Littleton and often the cost to stay open is more than the sales.

Pam Chadbourne, resident: Pam complimented the LDDA website and the blog post that highlighted local boutiques. She noted that the quarterly crime reports at these meetings are valuable. Pam reminded the DDA to keep public, long term impacts in mind when it comes to events and made a plea for better lighting downtown.

3. Consideration of Minutes

The meeting minutes for June 18, 2025 were considered. A motion for approval was made by First Vice Chair Rob Stieg and seconded by Secretary Krista Falkenstine. The approval of meeting minutes, as presented, passed unanimously.

4. Conflict of Interest Disclosures

None

5. Presentations

- a. [Downtown Littleton Quarterly Crime and Safety Report](#) - Corporal Luke Bishard, Littleton PD *

Corporal Bishard compared last quarter's report to this quarter's report and noted that so many factors play into each category that it's hard to determine what exactly contributed to the overall statistical changes. Alarm calls are down significantly because snow sets off alarms more often in the winter. Disturbances are up because college kids are home for the summer. Regarding events, it's rare to see more occurrences during events because there is often such a high number of police presence at these events. Traffic offences are down by a count of 14 because someone new was hired to handle these calls.

Corporal Bishard shared that the Police Chief tracks significant issues and changes in numbers and will assign officers to those situations. The police department also has a public heat map that residents can pull up to see areas of concentration and will look into what he can share when he returns next quarter. In the last three months, there hasn't been any significant changes in crime reports or occurrences in the LDDA district that has raised concern.

The board wondered if there were any plans to address traffic at the intersection between Church/Bowles/Santa Fe where the majority of car-related traffic accidents in Littleton appear to take place. Corporal Bishard will connect with the traffic unit and see if there are any statistics or perspectives that can be shared with the LDDA board. The board wants to be at the right table having the right conversations about this important intersection where many people enter Downtown Littleton.

Corporal Bishard also shared information about National Night Out which will take place on August 5 from 5-7pm. This is a time for police to build relationships with citizens. The DDA will share information in an upcoming e-newsletter.

6. Monthly Operating Statement, Cash Position, Revenue Schedules, and Disbursements *

The DDA is at 98% for property tax income collection and so this report is reflective of a mostly final revenue report. CLA will help project where the DDA is and how to manage the next six months when they return in August.

- a. Motion to accept the monthly reports and approve the disbursements. The monthly financials through June 13, 2025 were considered. A motion for approval was made by Secretary Krista Falkenstine and seconded by Member Eric Hyatt. The approval and ratification of monthly financials, as presented, passed unanimously.

7. Old Business

- a. Committee Updates
 - i. Block Party Recap and Review - Block Party Committee
Jenny Starkey presented and noted that three other Block Party Committee members that represent the Littleton Merchants Association (LMA) were present: Tiffany Norton (LMA President), Shannon Scott,

and Carlie Scott. Tiffany will also present this recap and review to the LMA board. The Block Party saw 14,000 attendees, 65 volunteers, 64 vendors, and 28 sponsors. Every block had entertainment and activation and some businesses even took the initiative to activate their properties. Two important notes for next year: having a \$250 sponsorship level made sponsorship accessible; wristbands sales were about \$5,000 but were a huge sticking point for attendees, volunteers, and vendors and will probably not be sold next year. Total Income was \$106K and total expenses were \$94K.

The majority of the budget was spent on Programming/Talent and Vendor/Exhibitor. The DDA did not make back the initial investment of \$35K with net income of about \$11K which will be divided between the LDDA and the LMA according to the initial contribution percentages. Next year, the DDA will need to factor in the cost of the band and the stage that was donated this year by the city as well as how to best capture merchant data and quantify how volume was driven to Downtown Littleton with this event.

The DDA didn't have an advertising budget besides creating a brand but was successful with marketing and outreach because of great partnerships that were far reaching. The DDA created a custom Block Party webpage, newsletter, and poster and utilized social media, local media, community calendar submissions, and influencer partnerships. The Block Party also had two media features on CBS and Fox31. Staff will send an email to the board with I love Littleton videos captured during the event as well as the two media features.

Some reports were pulled through the payment devices used at the event which showed an hourly report and highest ticket sales between 6-7pm. Grande Station had the highest vendor sales, as well as a banner sales night in their restaurants and this is evidence to show other restaurants should be participating in a meaningful way.

Surveys were sent to attendees, volunteers, vendors, and downtown merchants. Highlights from attendees: 46% of survey respondents were from the 80120 zip code; 73% would absolutely attend next year; mixed age range across the board. Highlights from vendors: Loved the event, didn't love the ticketing system, and found some difficulties

with logistics and organization. Highlights from the volunteer surveys: everyone would volunteer again; most had high level experiences; ticketing and wristbands were areas of improvement; a pre-event volunteer meeting will be necessary next year. There were not enough responses from downtown merchants to gauge satisfaction.

Additional considerations based on a Block Party Committee meeting: continue partnership between LDDA and LMA; hire Greg Reinke for specific scope of paid work; money was left on the table (greater opportunity for sponsorship, additional grant funds, booth fees, drink sales, etc.); volunteers will make or break the event; consider time change; increase overall budget.

Next steps: LDDA will send sponsor reports, finalize and close out financials, secure a 2026 date in coordination with the LMA and the city and begin planning if approved to move forward.

The primary goals for this event were to make money and bring people downtown to boost awareness. The board asked if there were other ways to determine how it was successful when thinking about community engagement. For businesses that didn't participate, what are the barriers and what can we do to encourage this next year to show it will benefit them? Can we show the increase in people downtown on June 14th in comparison to a regular non-event Saturday in June?

Tiffany Norton shared that the LMA meets once a month for an hour with a goal of helping merchants brainstorm how to creatively be engaged in events like the Block Party and the Criterium and the change in attitude of the merchants is clear and is moving in the right direction. When asked what the LMA wants from the LDDA, it's important for the DDA to encourage people to shop at downtown businesses and when there are events, it's important to create activities that bring people back after the event is over. Suggestions were made to connect with organizations that have already had success with community events - like Western Welcome Week - as well as other festival producers to learn about their experience with tickets/wristbands, expansion to sidestreets, etc.

The board would like to continue the block party in 2026. There was consensus that tickets are not necessary and that vendors can be charged a higher rate without giving 10% back.

8. New Business

a. Appointment of 2025-26 LDDA Board Executive Committee

Annually at each July meeting, the board is to elect new officers. Officers can serve in three consecutive one-year terms and then must take a break. Jenny has reached out to gauge interest in those positions which are up for election and noted that it makes sense to avoid keeping all four current officers for three full years because then four new officers will have to be onboarded at the same time.

Ruth would like to continue her third and final term as Chair. A motion to reappoint Ruth Graham as Chair was made by Treasurer Cheryl Calhoun and seconded by Member John Matthews. The election of Board Chair Ruth Graham, as presented, passed unanimously.

Rob would like to continue his position as Vice Chair. A motion to reappoint Rob Stieg as Vice Chair of the LDDA was made by Chair Ruth Graham and seconded by Member Tom Barenberg. The election of Board Vice Chair Rob Stieg, as presented, passed unanimously.

Bryan is interested in serving in the Treasurer position. A motion to appoint Bryan Morrow as Treasurer of the LDDA board was made by Vice Chair Rob Stieg and seconded by Member Catharina Hughey. The election of Board Treasurer Bryan Morrow, as presented, passed unanimously.

Catharina is interested in serving in the Secretary position. A motion to appoint Catharina Hughey as Secretary was made by Member Eric Hyatt and seconded by Krista Falkenstine. The election of Board Secretary Catharina Hughey, as presented, passed unanimously.

a. 2025 Midyear Operating Plan Review *

Staff needs to move forward in drafting a budget, operating plan, and IGA for next month's board meeting. A mid-year progress update was also given. A deeper look at the budget will take place in August when CLA joins the DDA board meeting. Staff will start aligning the Annual Plan with the Plan of Development and it's important to consider the Plan of Development and how

to move initiatives forward. The DDA will also focus on how to make shifts to see an influx of revenue, continuing to be at the right tables, and how to make impactful change.

Key highlights on the mid-year progress report were presented which includes

- **Administration and Governance** - IGA extended, grants secured, systems strengthened, SOPs implemented.
- **Support for Projects and Downtown Development** - this is mostly on hold pending city direction of Project Downtown including a parking strategy but DDA has been working closely with the Economic Development and Community Development teams where there is consistent collaboration.
- **Cleaning and Maintenance** is on track with a strong partnership with CSG.
- **Small Business Support** shows mixed progress but has been strong due to collaboration, partnerships, and resource sharing (microgrants are currently paused).
- **Marketing and Community Engagement** is consistent and will continue to increase with holiday activations.

Looking forward to the remainder of 2025, Financial Advisor Troy Bernberg and Jenny have meetings set to identify areas of development and will present to the board to develop an actual plan. **Cleaning and Maintenance** and **Administration and Governance** will continue as is. **Marketing and Community Engagement** will ramp up with a Fall Community Networking Happy Hour and all holiday activations from last year (Sparkle & Stroll, holiday trees, carolers, and Santa). Besides any new sponsorships/holiday grants, income is pretty set for the rest of the year. In 2025, the DDA invested heavily in **Clean and Safe** and **Business Friendly and Vibrant**.

b. 2026 Annual Planning Board Discussion

Similar to the budget being broken into five program areas that follow the Plan of Development, the Annual Operating Plan will also be broken into the same five program (priority) areas. Jenny went through the DDA's Plan of Development and pulled out initiatives from each of the five programs that are near term and can be led by the DDA (don't require support from city/ACC/RTD/etc). The board had a discussion about these items and

priorities for 2026 so that staff and CLA can prepare a budget for City Council that lines up with the operating plan and an improved IGA.

Snow Removal: Member Tom Barenberg brought up the topic of snow removal and wondered if this could be either expanded beyond Main Street or cut from the budget altogether since it does not benefit the entire district. Most of the board agreed that snow removal on Main Street was important for accessibility and visitors with mobility issues and that it should not be cut.

Jenny did check in with CSG for a bid on what discounts could be offered to businesses in the district that don't currently receive snow removal. CSG is unsure the price would be competitive as they would have to staff up and change uniforms when operating on private versus public space in addition to deploying teams after the DDA boundaries are cleared. While some believe this is a benefit they are not receiving, other board members think it's important to communicate with the district why the current snow removal location benefits the district as a whole. There was a discussion of putting snow removal back out for a bid and clarified that this would require the entire program be put out to bid (cleaning, maintenance, and snow removal). The board felt it might be too soon to put this out to bid as it has been less than two years with CSG.

Landscaping & Flowers: This led to a similar topic of beautifying the district with landscaping and flowers and whether we can involve the expertise of Hudson Gardens (with a specific focus on entryways and medians, such as the island at Bowles and Santa Fe). As far as city involvement, the city's Grounds, Open Space & Natural Resources department is in charge of managing medians and entryways and tripled their flower budget this year but as the city is currently inside budget season and a new Grounds Manager is being hired, there is flexibility on how to deploy that for next year. There was a partnership with Denver Botanical Gardens for the island at Santa Fe and Bowles.

The board agreed that the LDDA should focus on beautifying and enhancing the gateways and flowers. The DDA will map out where those areas might be that will not be touched by Project Downtown or city/county owned. With a small budget, it will be important to research the resources and opportunities that exist and to learn about what nearby districts like Southglenn Mall and Aspen Grove are doing. Should the DDA put the flower program out to bid?

Does the LDDA need to enhance baseline services that the city currently provides via an updated IGA? These were questions considered by the board. CSG has put together a list of items in their clean/maintenance service area that could be enhanced and this will help the DDA draft the new IGA as well.

Downtown Map & Guide: The board would also like to look at printing a downtown map and guide that includes a mobile/app-friendly version that connects people with the DDA's website (QR codes and a realtor-friendly print-out were also suggested). This could be updated and re-printed every few months.

Development: Troy confirmed that the LDDA is in great shape for Year 3 when it comes to brand awareness, service/exposure, and credibility. Now is the time to start considering what the next 5-10 years look like and how to be proactive in generating TIF revenue. This takes a good deal of development and there needs to be a vacancy activation strategy. It's important for the DDA to understand what the city can offer, what the DDA can do to make it appealing for developers to come to downtown and how the DDA can promote particular development sites. The big picture is how to influence and generate income for the DDA.

The board agreed that a Real Estate Committee should be formed to include Troy as consultant lead, Vice Chair Rob Stieg, Members John Matthews, Eric Hyatt, and Tom Barenberg were designated to form the committee. As there are more than 2 board members on the committee, meetings will have to be posted ahead of time and open to the public. Troy will begin by mapping out strategy and structure and identifying available properties. One strategy may be to expand the district boundaries to include other potential adjacent properties.

Parking Study: The board believes this is important and there's a benefit to understanding where employees/visitors are parking, where the lots are, what signage looks like, and whether people can find lots. Is there a way to collect information we are currently lacking and have we talked to the Transportation and Mobility Commission?

Microgrants: The board agreed to roll funds for this year's microgrant program into holiday programming and was undecided on whether or not to

bring microgrants back in 2026. Catharina and Cheryl showed a high interest and would be interested in forming a committee.

The board asked how the DDA celebrates new businesses and anniversaries. The DDA currently highlights one business a month with a blog post. The board would like to see direct engagement and a focus on actual integration with a suggestion of sending welcome flowers. DDA staff will consider what other DDAs are doing.

2026 Areas of Focus Summary:

1. Landscaping and Flower Program
2. Consider Bega Park (this may have to be postponed as a study would be required)
3. Printed downtown map/guide with website connection
4. Parking Study
5. Leave clean and safe as is for 2026
6. Website redevelopment
7. Development strategy and explore vacancy activation

9. LDDA Director Update

The city is moving forward with the mountain design for the bridges, there is a question about color which Jenny will send to the board for feedback via email.

10. Board Member's Additional Input

None

11. City of Littleton Update

Kathleen shared that the bridge project will be presented to City Council on August 19. The LDDA Real estate Committee formation is timely as the city is currently going through a process for an economic impact study. There are some catalytic sites as part of that study and Littleton will also be launching a sub-area plan of Littleton Blvd in 2026.

On Sept 9, City Council will continue the ongoing debt conversation and be presented with information about the economic impact of Project Downtown. Council's budget workshop will take place September 13.

The ULI TAP report will come back this month and then they would like to be in front of Council to present that report in August and will also bring that report back to the

LDDA - they expect to share opportunities with the newly formed LDDA Real Estate Committee.

12. Adjournment
6:27pm

13. Calendar: Upcoming Meetings

- a. August 20: LDDA Board Meeting, 4:00-6:00pm, ACC Conference Room M1950

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DRAFT

LITTLETON DOWNTOWN DEVELOPMENT AUTHORITY

FINANCIAL STATEMENTS

JUNE 30, 2025

Littleton Downtown Development Authority
Balance Sheet - Governmental Funds
June 30, 2025

	General	Total
Assets		
Checking Account	\$ 71,311.43	\$ 71,311.43
Colotrust	212,695.09	212,695.09
Accounts Receivable	1,175.00	1,175.00
Receivable from County Treasurer	24,599.10	24,599.10
Receivable from City	28,984.18	28,984.18
Total Assets	\$ 338,764.80	\$ 338,764.80
 Liabilities		
Accounts Payable	\$ 13,466.53	\$ 13,466.53
Total Liabilities	13,466.53	13,466.53
 Fund Balances	325,298.27	325,298.27
 Liabilities and Fund Balances	\$ 338,764.80	\$ 338,764.80

See selected information and the summary of significant assumptions.

Littleton Downtown Development Authority
General Fund Statement of Revenues, Expenditures and Changes in
Fund Balances - Budget and Actual
For the Period Ending June 30, 2025

	<u>Annual Budget</u>	<u>Actual</u>	<u>Variance</u>
Revenues			
Property taxes	\$ 186,185.00	\$ 173,982.60	\$ 12,202.40
Specific ownership taxes	-	5,086.72	(5,086.72)
Interest Income	2,000.00	2,824.38	(824.38)
Sponsorships	15,000.00	21,285.00	(6,285.00)
Grants	50,000.00	25,875.00	24,125.00
Events income	-	76,829.39	(76,829.39)
Increment Revenue - Property Tax	164,439.00	152,212.09	12,226.91
Total Revenue	<u>417,624.00</u>	<u>458,095.18</u>	<u>(40,471.18)</u>
Expenditures			
Management & Administration			
Executive Director	96,000.00	57,680.00	38,320.00
Administrative Assistant	25,000.00	13,769.50	11,230.50
Legal	33,000.00	13,206.50	19,793.50
Accounting/Financial	35,000.00	24,731.84	10,268.16
County Treasurer's Fee	5,259.00	4,896.49	362.51
Subtotal - Management & Administration	<u>194,259.00</u>	<u>114,284.33</u>	<u>79,974.67</u>
Operations			
Miscellaneous	11,741.00	1,923.93	9,817.07
Insurance	2,500.00	3,656.00	(1,156.00)
Dues and Membership	2,000.00	605.94	1,394.06
Subtotal - Operations	<u>16,241.00</u>	<u>6,185.87</u>	<u>10,055.13</u>
Programs: Clean & Safe			
Downtown Core Cleaning Services	45,000.00	10,650.00	34,350.00
Snow removal	50,000.00	29,404.00	20,596.00
Subtotal - Programs: Clean & Safe	<u>95,000.00</u>	<u>40,054.00</u>	<u>54,946.00</u>
Projects: Business Friendly & Vibrant			
Marketing Communications	30,000.00	17,941.33	12,058.67
Printing/Mailing	7,500.00	-	7,500.00
Events	45,000.00	17,369.88	27,630.12
Events - Block Party	-	65,000.07	(65,000.07)
Digital Fees	5,000.00	2,676.27	2,323.73
Micro Grant Program	25,000.00	-	25,000.00
Signage	10,000.00	4,423.30	5,576.70
Subtotal - Projects: Business Friendly & Vibrant	<u>122,500.00</u>	<u>107,410.85</u>	<u>15,089.15</u>
Total Expenditures	<u>428,000.00</u>	<u>267,935.05</u>	<u>160,064.95</u>
Net Change in Fund Balances	(10,376.00)	190,160.13	(200,536.13)
Fund Balance - Beginning	72,716.00	135,138.14	(62,422.14)
Fund Balance - Ending	<u>\$ 62,340.00</u>	<u>\$ 325,298.27</u>	<u>\$ (262,958.27)</u>

See selected information and the summary of significant assumptions.

SUPPLEMENTARY INFORMATION

Littleton Downtown Development Authority
Schedule of Cash Position
June 30, 2025
Updated as of August 12, 2025

	General Fund
<u>Redstone Bank - Checking Account</u>	
Balance as of 6/30/25	\$ 71,311.43
Subsequent activities:	
07/01/25 Card Purchase: Google	(36.00)
07/02/25 Card Purchase: Shift Workplace	(169.33)
07/02/25 Bill.com Payables	(1,500.00)
07/03/25 Merch NSD Deposit	(2,731.36)
07/08/25 AR bill.com - Sponsorships	135.00
07/09/25 Card Purchase: Denver Beer CO	(100.00)
07/14/25 Telluray Foundation Deposit	10,000.00
07/16/25 Deposit	65.00
07/18/25 AR bill.com - Sponsorships	135.00
07/18/25 Bill.com Payables	(23,624.41)
07/21/25 Check #1139	(7,000.00)
07/22/25 Check #1137	(1,904.40)
07/30/25 Card Purchase: Mango Tree	(19.13)
07/30/24 Card Purchase: Born2Bake	(24.68)
07/31/25 Interest	50.34
07/31/25 Bank Fees	(2.25)
08/01/25 Card Purchase: Google	(36.00)
08/04/25 Card Purchase: Shift Workplace	(152.73)
08/05/25 Card Purchase: Mango Tree	(7.94)
08/07/25 Deposit	2,500.00
08/07/25 Card Purchase: The Alley	(97.36)
<i>Anticipated Activities:</i>	
<i>Anticipated Bill.com Payables</i>	<i>(24,164.50)</i>
<i>Anticipated transfer from ColoTrust</i>	<i>20,000.00</i>
<i>Anticipated balance</i>	<i>\$ 42,626.68</i>
<u>ColoTrust Account</u>	
Balance as of 6/30/25	\$ 212,695.09
Subsequent activities:	
07/10/25 June - TIF	24,599.10
07/10/25 June - Ptax	28,984.18
07/31/25 Interest	932.24
08/10/25 July - TIF	2,938.77
08/10/25 July - Ptax	4,381.03
<i>Anticipated Activities:</i>	
<i>Anticipated transfer to Redstone Bank</i>	<i>(20,000.00)</i>
<i>Anticipated balance</i>	<i>\$ 254,530.41</i>
<i>Total Anticipated Balance</i>	<i>\$ 297,157.09</i>

Yield as of 7/31/25

Redstone Bank - 1.00%
ColoTrust - 4.3719%

**Littleton Downtown Development Authority
Property Tax Reconciliation
2025**

	CURRENT YEAR										PRIOR YEAR		
	Property Taxes	Delinquent Taxes, Rebates and Abatements	Specific Ownership Taxes	Interest	Treasurer's Fees	Due To County	Net Amount Received by City	Net Amount Received by LDDA	% of Total Property Taxes Received		Total Cash Received	% of Total Property Taxes Received	
									Monthly	Y-T-D		Monthly	Y-T-D
Beg Balance													
January	\$ 11,576.24	\$ -	\$ 788.59	\$ -	\$ (173.64)	\$ -	\$ 12,191.19	\$ 12,191.19	6.22%	6.22%	-	0.00%	0.00%
February	29,316.77	-	855.64	-	(439.75)	-	29,732.66	29,732.66	15.75%	21.96%	-	0.00%	0.00%
March	11,933.68	-	925.51	13.61	(179.21)	-	12,693.59	12,693.59	6.41%	28.37%	-	0.00%	0.00%
April	48,112.14	-	925.53	0.16	(721.68)	-	48,316.15	48,316.15	25.84%	54.21%	-	0.00%	0.00%
May	44,465.79	-	797.83	80.38	(668.19)	-	44,675.81	44,675.81	23.88%	78.10%	-	0.00%	0.00%
June	28,577.98	-	793.62	41.88	(429.30)	-	28,984.18	28,984.18	15.35%	93.45%	-	0.00%	0.00%
July	3,483.51	-	851.59	99.68	(53.75)	-	4,381.03	4,381.03	1.87%	95.32%	-	0.00%	0.00%
August							-	-	0.00%	95.32%	-	0.00%	0.00%
September							-	-	0.00%	95.32%	-	0.00%	0.00%
October							-	-	0.00%	95.32%	-	0.00%	0.00%
November							-	-	0.00%	95.32%	-	0.00%	0.00%
December							-	-	0.00%	95.32%	-	0.00%	0.00%
	\$ 177,466.11	\$ -	\$ 5,938.31	\$ 235.71	\$ (2,665.52)	\$ -	\$ 180,974.61	\$ 180,974.61	95.32%	95.32%	\$ -	0.00%	0.00%

	Taxes Levied	% of Levied	Property Taxes Collected	% Collected to Amount Levied
Property Tax	0.16			
General Fund	\$ 186,185.00	100.00%	\$ 177,466.11	95.32%
	<u>\$ 186,185.00</u>	<u>100.00%</u>	<u>\$ 177,466.11</u>	<u>95.32%</u>
Specific Ownership Tax				
General Fund	\$ -	0.00%	\$ 5,938.31	0.00%
	<u>\$ -</u>	<u>0.00%</u>	<u>\$ 5,938.31</u>	<u>0.00%</u>
Treasurer's Fees				
General Fund	\$ 2,792.78	100.00%	\$ 2,665.52	95.44%
	<u>\$ 2,792.78</u>	<u>100.00%</u>	<u>\$ 2,665.52</u>	<u>95.44%</u>

See selected information and the summary of significant assumptions.

**Littleton Downtown Development Authority
Incremental Revenues
2025**

	Property Tax Increment	Interest Income	County Treasurer's Fee	Sales tax Increment	Due To County	Net Amount Received
Beg Balance					219.40	
January	\$ 10,140.45	\$ -	\$ (152.11)	\$ -	\$ (219.40)	\$ 9,768.94
February	25,733.06	-	(386.00)	-	-	25,347.06
March	10,471.05	11.86	(157.24)	-	-	10,325.67
April	43,311.08	0.16	(649.67)	-	-	42,661.57
May	37,602.20	70.78	(565.09)	-	-	37,107.89
June	24,954.25	19.46	(374.61)	-	-	24,599.10
July	2,921.24	62.28	(44.75)	-	-	2,938.77
August						-
September						-
October						-
November						-
December						-
	\$ 155,133.33	\$ 164.54	\$ (2,329.47)	\$ -	\$ -	\$ 152,749.00

See selected information and the summary of significant assumptions.

**Littleton Downtown Development Authority
Disbursements List (7/9/25 - 8/12/25)**

<u>Vendor</u>	<u>Invoice #</u>	<u>Date</u>	<u>Payment Description</u>	<u>Balance</u>
CliftonLarsonAllen LLP	L251487298	6/30/2025	Accounting	3,108.08
CSG2	25-355	7/22/2025	Core Cleaning	2,560.00
Spencer Fane LLP	1427103	7/31/2025	Legal	2,198.50
ki.co Marketing	CA6562E3-0028	8/1/2025	Marketing Coordination	400.00
CSG2	25-396	8/11/2025	Core Cleaning	2,560.00
			Invoice Total	24,164.50
<u>Card Purchases/Checks</u>				
Check #1139		7/21/2025	Fireworks final payment	7,000.00
Check #1137		7/22/2025	Food Vendor payment	1,904.40
Card Purchase: Mango Tree		7/30/2025	Coffee with city council district 1 candidate	19.13
Card Purchase: Born2Bake		7/30/2024	Meeting with LiftUp Littleton	24.68
Card Purchase: Google		8/1/2025	Monthly Google account	36.00
Card Purchase: Shift Workplace		8/4/2025	Monthly Workspace membership	152.73
Card Purchase: Mango Tree		8/5/2025	Coffee for planning day	7.94
Card Purchase: The Alley		8/7/2025	Downtown Development Meeting	97.36
			Card Purchase Total	9,242.24
Grand Total				33,406.74

See selected information and the summary of significant assumptions.

LITTLETON DOWNTOWN DEVELOPMENT AUTHORITY
SELECTED INFORMATION
FOR THE PERIOD ENDED JUNE 30, 2025

Notes to the Reader:

The financial statements of the Authority have been prepared in accordance with the criteria established by the Governmental Accounting Standards Boards (“GASB”), which is the source of authoritative accounting principles generally accepted in the United States of America (“GAAP”), as applied to governmental entities. The District’s financial statements are prepared using the modified accrual basis of accounting. The financial statements include the following departures from GAAP:

- Management’s discussion and analysis and substantially all disclosures required are omitted.
- The statement of revenues, expenditures and changes in fund balances – governmental funds has been omitted.

The financial forecasts present, to the best of management’s knowledge and belief, the District’s expected results of operations and cash flows for the forecast periods. Accordingly, the forecasts reflects its judgment as of August 21, 2024, the date these forecasts were prepared, of the expected conditions and its expected course of action. The assumptions disclosed herein are those that management believes are significant to the forecasts. There will usually be differences between the forecast and actual results, because events and circumstances frequently do not occur as expected, and those differences may be material.

The financial statements are developed by the Authority to comply with GAAP, although there may be departures from GAAP not identified. These statements are primarily intended for use in managing the District’s operations and may not be suitable for other purposes. Users should be aware of these limitations when utilizing the financial statements.

**LITTLETON DOWNTOWN DEVELOPMENT AUTHORITY
2025 BUDGET
SUMMARY OF SIGNIFICANT ASSUMPTIONS**

Services Provided

The Littleton Downtown Development Authority (LDDA) was approved by downtown voters in November 2022 following a year-long public process. Voters authorized the formation of the LDDA, approved a mill levy (up to 3 additional mills), and authorized utilization of TIF financing. Start-up funding for the LDDA came from undesignated City ARPA funds and will provide the LDDA with necessary funding through April 2024, when funding will become available through TIF and assessments. Additional federal, state and local grants may also be a funding opportunity for the LDDA. The LDDA is considered a component unit of the City of Littleton (City).

With City Council approval of the Downtown Plan of Development on May 16, 2023, the LDDA initiated its role as a vital advocate for the district, working to make downtown Littleton more beautiful, welcoming, well-connected, clean, safe, and business-friendly.

The LDDA has no employees and all administrative functions are contracted.

The LDDA prepares its budget on the modified accrual basis of accounting in accordance with the requirements of Colorado Revised Statutes C.R.S. 29-1-105 using its best estimates as of the date of the budget hearing. These estimates are based on expected conditions and its expected course of actions. The assumptions disclosed herein are those that the LDDA believes are significant to the budget. There will usually be differences between the budget and actual results, because events and circumstances frequently do not occur as expected, and those differences may be material.

Revenues

Property Taxes – City

Property taxes are levied by the City. The levy is based on assessed valuations determined by the County Assessor generally as of January 1 of each year. The levy is normally set by December 15 by certification to the County Commissioners to put the tax lien on the individual properties as of January 1 of the following year. The County Treasurer collects the determined taxes during the ensuing calendar year. The taxes are payable by April or, if in equal installments, at the taxpayer's election, in February and June. Delinquent taxpayers are notified in August and generally sales of the tax liens on delinquent properties are held in November or December. The County Treasurer remits the taxes collected monthly to the City. The City then distributes the collections, net of fees, to the LDDA.

The calculation of taxes levied is displayed on the Property Tax Summary page of the budget using the adopted mill levy imposed by the City.

Increment Revenue – Property Tax

The LDDA receives Tax Increment Financing (TIF) from the County Treasurer in excess of the amount produced by the levy of those bodies that levy property taxes against the Property Tax Base Amount in the TIF Authority.

**LITTLETON DOWNTOWN DEVELOPMENT AUTHORITY
2025 BUDGET
SUMMARY OF SIGNIFICANT ASSUMPTIONS**

Revenues (Continued)

Interest Income

Interest earned on the LDDA's available funds has been estimated based on historical interest earnings.

Expenditures

Management, Administration and Operations

Management, administrative and operational expenditures include costs necessary to maintain the viability such as insurance, dues and membership, County Treasurer's fee, contractual services with the executive director, administrative assistant, legal counsel, accountant, and financial advisor, and other administrative expenses of the LDDA.

Programs and Projects

Clean and Safe

Expenses related to creating a downtown that is clean and safe to improve visitor experience and attract more businesses.

Business Friendly and Vibrant

Expenses include marketing and communications, event support and sponsorship, creation of a business directory and map, signage planning, micro-grant program, and other holiday and seasonal marketing programs.

Debt and Leases

The LDDA has no outstanding debt.

The LDDA has no operating or capital leases.

**Littleton Downtown Development Authority
Midyear Budget Analysis**

	2025 Budget		Actual 6/30/25		2025 Estimated		Budget vs Estimated Variance
	Amount	%	Amount	%	Amount	%	
REVENUES							
Property Taxes	\$ 186,185	44.58%	\$ 173,983	37.98%	\$ 186,185	44.58%	\$ -
Increment Revenue - Property Tax	164,439	39.37%	152,212	33.23%	164,439	39.37%	-
Specific Ownership Taxes	-	0.00%	5,087	1.11%	10,174	2.44%	10,174
Grants	50,000	11.97%	25,875	5.65%	25,875	6.20%	(24,125)
Sponsorships	15,000	3.59%	21,285	4.65%	41,500	9.94%	26,500
Events Income	-	0.00%	76,829	16.77%	76,829	18.40%	76,829
Interest Income	2,000	0.48%	2,824	0.62%	5,600	1.34%	3,600
TOTAL REVENUES	417,624	100.00%	458,095	100.00%	510,602	122.26%	92,978
EXPENDITURES							
Management & Administration							
Executive Director	96,000		57,680		98,800		2,800
Administrative Assistant	25,000		13,770		27,088		2,088
Legal Services	33,000		13,207		25,000		(8,000)
Accounting/Financial Services	35,000		24,732		47,000		12,000
County Treasurer's Fees	5,259		4,896		5,259		-
Subtotal - Management & Administration	194,259	45.39%	114,285	42.65%	203,147	47.46%	8,888
Operations							
Supplies/Misc. Expense	11,741		1,924		5,000		(6,741)
Insurance	2,500		3,656		3,656		1,156
Dues and Membership	2,000		606		4,240		2,240
Subtotal - Operations	16,241	3.79%	6,186	2.31%	12,896	3.01%	(3,345)
Programs: Clean & Safe							
Cleaning Services	45,000		10,650		35,000		(10,000)
Snow Removal	50,000		29,404		50,000		-
Subtotal - Programs: Clean & Safe	95,000	22.20%	40,054	14.95%	85,000	19.86%	(10,000)
Projects: Business Friendly & Vibrant							
Marketing & Communications	30,000		17,941		43,589		13,589
Printing/Mailing	7,500		-		1,500		(6,000)
Events	10,000		17,370		63,677		53,677
Events - Block Party	35,000		65,000		65,000		30,000
Digital Fees	5,000		2,676		2,767		(2,233)
Micro Grant Program	25,000		-		-		(25,000)
Signage	10,000		4,423		-		(10,000)
Subtotal - Projects: Business Friendly & Vibrant	122,500	28.62%	107,410	40.09%	176,533	41.25%	54,033
TOTAL EXPENDITURES	428,000	100.00%	267,935	100.00%	477,576	111.58%	49,576
Net Change in Fund Balances	(10,376)		190,160		33,026		200,536
Fund Balance - Beginning	72,716		135,138		135,138		62,422
Fund Balance - Ending	\$ 62,340		\$ 325,298		\$ 168,164		\$ 262,958



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To:	Littleton Downtown Development Authority	Contact:	
Address:	2516 W Main St. Littleton, CO 80120	Phone:	
Project Name:	Littleton DDA Holiday Tree Installations 2025	Fax:	
Project Location:		Bid Number:	
		Bid Date:	

Item #	Item Description	Estimated Quantity	Unit	Unit Price
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Tree Installation In Tree Boxes Along Main Street

Installation Of (34) 6' Spruce, Colorado, Pine Trees & Deciduous Trees Along Main Street 1.00 EACH \$31,933.83

- (10) Deciduous, (12) Pines & (12) Blue Spruce
- Trees Will Be In Wooden Tree Boxes
- Does Not Include Removal

Total Price for above Tree Installation In Tree Boxes Along Main Street Items: \$31,933.83

Trees Side Streets

Installation Of (16) Trees Along Main Street Side Streets East And West 1.00 EACH \$12,637.24

- (4) Curtice St., (4) S Nevada Street, (4) Prince Street & (4) S Sycamore St.
- Pines & Spruce
- Trees Will Be In Wooden Tree Boxes
- Does Not Include Removal

Total Price for above Trees Side Streets Items: \$12,637.24

Trees Alamo

Installation Of (10) 6' Spruce Colorado & Pine Trees Trees Along Alamo 1.00 EACH \$7,898.28

- Trees Will Be In Wooden Tree Boxes
- Does Not Include Removal

Total Price for above Trees Alamo Items: \$7,898.28

Watering Of Trees

Water (60) Blue Spruce, Pines & Deciduous 1.00 EACH \$1,470.00

- Price Per Watering
- Temperature And Weather Conditions Will Determine Number Of Watering's.
- 1st Week Of Nov.-Last Week Of Jan (11) Weeks Estimate
- Total For Installations And Watering Not-To-Exceed \$50,000.00

Total Price for above Watering Of Trees Items: \$1,470.00

Tree Installations In Ground-Price Per Tree

Site Mobilization (Includes: Equipment/Material Delivery And Staging As Well As 1.00 EACH \$110.00
 Applicable Property Access Requirements)

Spruce, Colorado, Pine Trees & Deciduous 6' Containers 1.00 EACH \$285.00
 • Includes Tree Staking

Total Price for above Tree Installations In Ground-Price Per Tree Items: \$395.00

Notes:

• **GENERAL**

- DESIGNS BY SUNDOWN RECOMMENDS THAT A 10% CONTINGENCY IS PLANNED UPON BY THE HOMEOWNER FOR UNFORSEEN EVENTS WHICH OCCUR DURING THE INSTALLATION PROCESS.
- HOMEOWNER ACKNOWLEDGES THAT DESIGNS BY SUNDOWN CANNOT GUARANTEE THE DATE UPON WHICH COMMENCEMENT OF THE WORK SHALL BEGIN AND THAT ANY DATE GIVEN IS APPROXIMATE AND ONLY A TARGET DATE.
- CONSTRUCTION DELAYS DUE TO INCLEMENT WEATHER OR ANY OTHER CONDITION OUTSIDE THE CONTRACTOR'S CONTROL (FORCE MAJEURE EVENTS) MAY CAUSE ADDITIONAL PRICE INCREASES TO BE INCURRED.
- CONSULTATION WITH OTHER CONTRACTORS' PERFORMING WORK IS NOT INCLUDED IN THE PRICING UNDER THIS AGREEMENT AND SHALL BE BILLED AT \$100.00 PER HOUR UNLESS SAID CONTRACTOR HAS BEEN HIRED DIRECTLY BY DESIGNS BY SUNDOWN.
- HOMEOWNER AGREES THAT DESIGNS BY SUNDOWN MAY USE ANY PHOTOS TAKEN OF THE PROJECT FOR ADVERTISING OR PROMOTIONAL PURPOSES.
- ABOVE PRICE IS BASED ON CURRENT SCOPE OF WORK, IF PROJECT IS CHANGED PRICE WILL BE ADJUSTED
- DESIGNS BY SUNDOWN IS NOT RESPONSIBLE FOR LEAKAGE OR ANY DAMAGE TO HARDSCAPE OR SURROUNDING PROPERTY THAT MAY RESULT BECAUSE OF LEAKAGE OF ANNUAL POTS
- ASSUMES EXISTING, UNDERGROUND UTILITIES (INCLUDING PRIVATE LOCATES) WILL NOT NEGATIVELY IMPACT PROPOSED FLOW OF WORK/CONSTRUCTION SCHEDULE. A CHANGE ORDER WILL BE PRESENTED FOR ANY ADDITIONAL COSTS REQUIRED TO WORK AROUND, MAKE ADJUSTMENTS TO, AND/OR CHANGE NORMAL CONSTRUCTION METHODS WHEN WORKING WITH UTILITIES ON SITE.

• **PERMITS**

- ALL PERMIT AND ENGINEERING FEES AS WELL AS ANY ALL PERMIT AND ENGINEERING FEES AS WELL AS ANY ASSOCIATED EXPENSES ARE NOT INCLUDED AS PART OF THIS CONTRACT AND WILL BE INVOICED ON A COST PLUS BASIS.

• **GRADING AND DRAINAGE**

- WHEN DESIGNS BY SUNDOWN IS GIVEN APPROVAL BY THE HOMEOWNER TO START THE LANDSCAPING, DESIGNS BY SUNDOWN ASSUMES THE DEVELOPER AND/OR BUILDER HAS COMPLETED A PROPER GRADE AND DRAINAGE ON THE SITE AND AROUND THE FOUNDATION OF THE HOME.
- DESIGNS BY SUNDOWN WILL NOT TAKE RESPONSIBILITY FOR ANY SETTLING OR "SINK HOLES" THAT MAY OCCUR DUE TO IMPROPER COMPACTION WHEN BACKFILLING AROUND THE FOUNDATION.

• **WARRANTY**

- ALL PLANT MATERIAL, SPRINKLER SYSTEMS, LIGHTING SYSTEMS, AND ALL OTHER HARDSCAPES AND LANDSCAPE MATERIALS WILL HAVE A WARRANTY OF 1 YEAR.
- DESIGNS BY SUNDOWN DOES NOT WARRANTY SPRINKLER SYSTEM DEFECTS THAT ARE CAUSED DUE TO HOMEOWNER NEGLIGENCE OR IMPROPER WINTERIZATION. PLANT MATERIAL IS GUARANTEED FOR A PERIOD OF ONE YEAR OR ONE (1) TIME PLACEMENT, WHICHEVER MAY COME FIRST. PLANT MATERIAL IS NOT GUARANTEED AGAINST WINTER KILL, FLOOD, HAIL, ACTS OF GOD, OWNER NEGLIGENCE, VEHICULAR OR LAWN MOWER DAMAGE, STORM DAMAGE, THEFT OR ANIMAL DAMAGE (DOMESTIC OR WILDLIFE).
- ANY TREE WARRANTIES SHALL BE VOID UNLESS OWNER CONTRACTS WITH DESIGNS BY SUNDOWN ON A SEPARATE AGREEMENT OR WITHIN
- THIS AGREEMENT, TO PERFORM WATERING DURING THE WINTER MONTHS WHILE IRRIGATION SYSTEMS ARE NOT OPERATING.
- NOT WITHSTANDING THE FOREGOING, UNLESS ACCESS BY MACHINE IS AVAILABLE, WHICH ACCESS SHALL BE DETERMINED BY DESIGNS BY SUNDOWN. DECIDUOUS TREES IN EXCESS OF THREE INCH (3") CALIPER AND EVERGREEN TREE'S IN EXCESS OF NINE FEET (9') IN HEIGHT SHALL AT THE DISCRETION OF DESIGNS BY SUNDOWN BE WARRANTIED WITH REPLACEMENTS OF SMALLER TREES AND CREDITS FOR ANY PRICING DIFFERENCES.
- ANY AND ALL WARRANTIES ARE VOID IF ALL PAYMENTS ARE NOT MADE AS REQUIRED BY THIS AGREEMENT.
- THIS WARRANTY IS NOT ASSIGNABLE. DESIGNS BY SUNDOWN MAY ISSUE A NEW WARRANTY TO SUBSEQUENT OWNER AFTER A COMPLETE INSPECTION AND APPROVAL BY DESIGNS BY SUNDOWN AND PAYMENT OF INSPECTION FEE.

• **HARDSCAPE ALLOWANCES**

- ALL WALLS, PATIOS, STRUCTURES AND OTHER HARDSCAPE ITEMS ARE ALLOWANCES ONLY BASED ON GENERIC BUILDING STANDARDS AND MANUFACTURER RECOMMENDED INSTALLATION METHODS. CONSTRUCTION INSTALTION AND ASSOCIATED PRICING WILL BE ADJUSTED AFTER A REVIEW OF THE SOILS REPORT AND ANY ADDITIONAL ENGINEERING IS COMPLETED.

• CONDITIONS OF CONTRACT

Services. Mariani Enterprises, LLC dba Designs by Sundown ("Company") agrees to provide the services (the "Services") to the client ("Client") set forth in the applicable Proposal, Contract Specifications, Scope of Work, Quote or similar document (the "SOW"), subject to the terms set forth in these Conditions of Contract (these "Terms"). These Terms together with the Company's warranties, the SOW (including attachments/addendums) and/or any additional services as agreed to by the parties (the "Contract") constitute the entire agreement between the parties and supersedes all prior agreements and understandings as well as any competing terms on any Client form. In the event of a conflict among the foregoing documents, these Terms shall govern. Company's commencement of the Services shall constitute acceptance of the Contract and all terms contained therein.

Excluded Services. The Services exclude any services not provided for in the SOW or identified in the SOW as excluded services (collectively, the "Excluded Services"). However, to the extent that any of the Excluded Services are required (as determined by the Company) or requested, such Excluded Services shall be deemed Services and subject to these Terms.

Changes to Services. Should Client request changes to the Services or Company determines that the Services should be modified or substituted, Company shall submit a change order, which may include a change in the contract price. If changes to the Services result in a reduced contract price, Company may in its sole discretion either refund or issue a credit to Client for the difference, if necessary or applicable.

Company Warranties.

- Company's warranty for the applicable Services may be found on the applicable SOW and are incorporated herein by reference.
- Company's warranty is contingent on (i) Client being in compliance with all terms of the Contract at the time a claim is made and (ii) the claim being reported within the applicable warranty period. COMPANY MAKES NO OTHER REPRESENTATION OR WARRANTY OF ANY KIND WITH RESPECT TO THE SERVICES, WHETHER EXPRESS, IMPLIED OR STATUTORY, OTHER THAN THOSE EXPRESSLY PROVIDED FOR HEREIN, AND DISCLAIMS ALL IMPLIED WARRANTIES OF MERCHANTABILITY, HABITABILITY, FITNESS FOR A PARTICULAR PURPOSE AND QUALITY.
- Client's sole/exclusive remedy arising out of any warranty breach is limited to re-performance of the Services by the Company (as appropriately modified or substituted).
- Client acknowledges that products used by Company may contain substances that are harmful and may cause damage to certain plants, grass and driveway/walkway surfaces or injury/illness to living creatures. Client expressly waives any claims related to Company's use of such substances and Company shall not be liable for any actual or alleged damages arising out, caused by or related to such use.
- Client expressly waives any claims related to Company's presence on the property with respect to its performance of the Services, except in the case of Company's gross negligence or willful misconduct.

Billing and Payment. Invoices are due upon receipt and Client may not set-off any amounts owed. Late payments will accumulate interest at a rate of 1.5%/month. Client shall be responsible for any costs and expenses (including attorneys' fees) incurred by Company in collecting past-due amounts. Should Company at any time determine that Client is not creditworthy, it may modify the payment terms to secure the Services. Company may suspend performance due to Client's uncured breach hereunder or under any other contract between the parties.

• Client Warranties and Responsibilities.

- Client warrants that (i) it has authority to enter into this Contract and has control over the property and (ii) the Services will be maintained in accordance with the instructions provided by Company to Client.
- Client shall be responsible for (as applicable): (i) providing secure on-site storage as needed for equipment and materials, (ii) maintaining adequate electrical voltage and sources, (iii) maintaining an adequate water supply, (iv) paying for all permits, consents prior to the start of the Services, (v) all fees and costs associated with third-party subcontractors, consultants or experts necessary to perform the Services; (vi) providing Company reasonable access to the property. Client acknowledges and agrees that Company shall not be responsible for delays, costs and/or expenses incurred in connection with damages and/or repair to such items if such items were not conspicuously or incorrectly marked.
- Client shall indemnify, defend and hold harmless Company and its affiliates from and against any and all claims arising out of Client's breach of its warranties and responsibilities hereunder, for Client's breach of this Contract, any loss or damage to Company's property, equipment or material while stored on Client's property and/or injury to Company employees, subcontractors or agents while on Client's property.

Force Majeure. Company shall not be liable or responsible to Client for any failure or delay in performance if related to acts beyond Company's reasonable control, including: acts of God, flood, fires, severe weather conditions (including blizzard conditions), governmental actions, orders or laws, labor strikes, shortages, stoppages or slowdowns or other disturbances, epidemic, pandemic or similar infection, supply shortages or delays, shortage of transportation facilities or other similar events beyond the reasonable control of Company.

Limitation of Liability. IN NO EVENT SHALL COMPANY OR ITS SUBCONTRACTORS BE LIABLE TO CLIENT OR ANY THIRD-PARTY FOR ANY INDIRECT, INCIDENTAL, SPECIAL, PUNITIVE, EXEMPLARY OR CONSEQUENTIAL DAMAGES, LOSS OF OPPORTUNITY, REVENUE, PROFITS OR CAPITAL OR BUSINESS INTERRUPTION COSTS UNDER THIS CONTRACT EVEN IF IT HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES AND REGARDLESS OF THE THEORY ON WHICH SUCH DAMAGES ARE SOUGHT. IN NO EVENT SHALL THE TOTAL LIABILITY OF COMPANY EXCEED THE LESSER OF (I) THE TOTAL FEES PAID BY CLIENT HEREUNDER DURING THE 12 MONTHS IMMEDIATELY PRECEDING THE EVENT GIVING RISE TO THE LIABILITY AND (II) \$50,000.

Photography. Client acknowledges and consents to Company, at Company's sole cost and expense, photographing and/or Videotaping the property on which the Services were provided for use And reproduction in Company's training, promotional, commercial, advertising and marketing materials, including but not limited to display on its website, social media platforms, brochures and other printed and digital materials. Client further agrees that, in no event, shall Company be liable to Client for any fees, royalties, special credits, or other RENUMERATION OR compensation in connection with such use. Company will not disclose the location or Client's name or other personal information without obtaining Client's prior consent.

- **Governing Law; Venue.** This Contract shall be governed by the law of the state where the Services are being performed, notwithstanding such state's conflicts of law principles. All disputes arising under this Contract shall be brought before a single arbitrator of the American Arbitration Association ("AAA"), with the arbitration to be held within a 20 mile radius of where the project is located. The arbitrator shall be selected by application of the rules of the AAA. No party shall challenge the jurisdiction or venue provisions as provided herein.

Miscellaneous. No modification or waiver of any of the terms of this Contract shall be valid unless in writing and signed by the parties. The failure of a party to insist on compliance with any of the terms hereunder by the other party shall not be deemed a waiver of that or any other term, nor shall any waiver of any right be deemed a waiver of that right for all or any other times. Company may assign or subcontract this Contract or any portion thereof at any time without the consent of Client. Company's relationship to Client is that of an independent contractor and nothing herein shall create a partnership, agency, joint venture or employment relationship.

Payment Terms:

THIS QUOTE IS VALID FOR 30 DAYS

Designs by Sundown will invoice the work as completed. All additional work/repairs will be billed as time & materials. All invoices are due upon receipt and subject to Designs by Sundown Terms.

<p>ACCEPTED: The above prices, specifications and conditions are satisfactory and hereby accepted.</p> <p>Buyer: _____</p> <p>Signature: _____</p> <p>Date of Acceptance: _____</p>	<p>CONFIRMED: Mariani Enterprises LLC DBA Designs By Sundown</p> <p>Authorized Signature: _____</p> <p>Estimator: _____</p>
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2026 Littleton DDA Annual Operating Plan - DRAFT

I. Introduction

- **Purpose of the Plan**

This Annual Operating Plan establishes the LDDA's focus for 2026, aligning all activities, budgets, and agreements with the five priority areas of the adopted Plan of Development. The plan continues initiatives and plans from 2025 as well as introducing new initiatives.

- **Connection to the Plan of Development**

The POD serves as the guiding framework for all LDDA initiatives. For 2026, program areas are fully aligned with the POD's five priorities, ensuring the budget and operating plan directly reflect strategic goals.

- **Context from 2025**

- Strong investment in *Clean & Safe* and *Business-Friendly & Vibrant*.
- Progress made in Administration, Marketing/Engagement, and foundational partnerships.
- Several POD-aligned "low-hanging fruit" initiatives were identified for immediate action in 2026 without requiring long-term dependencies or large-scale partnerships.

II. Vision, Mission, and Values

- **Vision:** A vibrant and welcoming district built through collaborative efforts that preserves the district's unique character and feel and promotes economic growth.
- **Mission:** To steer the economic vitality of the district through collaborative efforts that cultivate a vibrant community where businesses thrive, residents are actively engaged, and visitors are eager to return.
- **Values:** Impact, Collaboration, Community, Legacy.

III. 2026 Priorities & Work Plan

The following sections are organized by the five POD priorities. Each includes Goals, Key 2026 Initiatives, and suggested performance measures.

1. Beautiful & Welcoming

Goal: Create an experience that is beautiful and welcoming for all who come downtown and encourage repeat visits.

2026 Initiatives:

- Enhance the City's flower program by focusing on seasonal beautification efforts in downtown gateways, medians, and high-visibility areas not impacted by Project Downtown.
- Begin public art installations and advance work of the Public Art Committee.
- Explore feasibility and design concepts for Bega Park (pending study).
- Continue holiday tree program to enhance Downtown during the holidays and support tree canopy growth throughout the area.

Performance Measures:

- Number and quality of beautification projects completed.
- Number of public art pieces installed.
- Number of trees planted within the District.

2. Well-Connected

Goal: Ensure downtown is well-connected so residents and regional visitors have easy access via all transportation modes.

2026 Initiatives:

- Enhance Little's Creek Trail connections and cleanliness with continued contracted cleaning and maintenance services.
- Design and distribute a printed Downtown map/guide (with QR code link to website) updated quarterly; explore mobile-friendly version.
- Build relationships with transportation partners to support access improvements.

Performance Measures:

- Number of guides distributed / QR code scans.
- Completion of trail enhancement / maintenance projects.

3. Improved Parking Experience

Goal: Provide improved parking options and educate the public on available choices.

2026 Initiatives:

- Conduct parking study (employees, visitors, lot inventory, signage assessment).
- Engage with Transportation & Mobility Commission to address City's strategic planning efforts regarding parking wayfinding and signage in Downtown.

Performance Measures:

- Parking study completion.
- Parking inventory and map launched on website.

4. Clean & Safe

Goal: Maintain a clean and safe downtown to improve visitor experience and attract investment.

2026 Initiatives:

- Continue cleaning and maintenance services with CSG at current levels.
- Continue snow removal services with CSG at current levels.
- Continue to conduct lighting audits throughout the downtown core.

Performance Measures:

- Monthly cleaning and maintenance service reports.
- Completed work requests and lighting improvements via Xcel Energy.

5. Business-Friendly & Vibrant

Goal: Support a thriving business environment and a dynamic downtown experience.

2026 Initiatives:

- Redevelop LDDA website for improved functionality and visitor/business resources.
- Support development strategy and Real Estate Committee work to explore revenue growth, district expansion, and site promotion.
- Develop a robust property owner database.
- Continue implementing consistent communications and marketing efforts throughout the year including e-newsletters, blogs, social media, holiday, and event support.
- Successfully host and co-produce the Block Party.

Performance Measures:

- Number of business support initiatives completed; number of business participation in initiatives.
- Launch a new website.
- Number of business and property owner meetings.
- Event attendance, revenue, and awareness.

IV. Administrative & Governance Functions

- Maintain effective governance, compliance, and reporting through the IGA and board oversight.

- Secure grants and sponsorships to supplement TIF revenue.
- Monitor legislative and city-level policy developments impacting downtown.

V. Implementation & Evaluation

- Quarterly reporting to the board on progress within each priority area.
- Mid-year operating plan review and adjustments.
- Year-end evaluation with measurable outcomes tied to the POD priorities.

DRAFT



Littleton

DOWNTOWN DEVELOPMENT AUTHORITY



Geocentric | 909 Rose Ave, Suite 400 | North Bethesda, MD 20852
Contact: Melanie Charlton | melanie.charlton@geocentric.com | (803)257-1401

What is Geocentric?

Through our unique Citylight Software, Geocentric enables Destinations and Districts to manage location based website content and publish high performing websites.

Geocentric LLC was established in September 2005 with the vision of enabling clients in economic development and destination marketing to self-publish and self-manage high-quality interactive content, especially geographic content, in their websites. Our easy-to-use Citylight® CMS Software puts clients in control of location-driven web directories, sophisticated event calendars, branded interactive maps, all in service of a complete destination district website.

While our primary motivation is the satisfaction of our clients, Geocentric is proud to have been recognized with numerous industry awards, including a Webby Award (Official Honoree) in the Mobile Category; "Best in Class" for Tourism Promotion at Northeastern Economic Developers Association Awards for Excellence in Literature and Promotions; an IAC Award for Best Regional Interactive Application; a Webby Award (Official Honoree) for Website; and a Web Award for Outstanding Achievement in Website Development.

The foundation of all our web projects is a subscription to Geocentric's award-winning Citylight® Content Management Software.



**Pageviews
/ Week**



**Active Destination
District Clients**



**Outstanding achievement in
website development**



**Best Regional
Interactive App - IAC**

The easy-to-use Citylight® interface is designed for non-technical users and provides efficient and productive use of the powerful, underlying SQL relational database. Using this interface, client staff will be empowered to directly update their website in real-time. Core features include:

- Website Structure via Pages & Sections
- Searchable "Directory" Listings
- Detailed Interactive Maps
- Events & Calendars
- News Releases
- Blog Posts & Merchant Spotlight Features
- Images (including Instagram Integration)
- Files (including PDFs & Microsoft docs).

In addition to our core work with 85+ Downtown Organizations, we've supported "special projects" for other organizations including the State of Maryland Office of Tourism, Marriott International, Feeding America, The Washington Nationals, JBG Smith, and the Marine Corps Marathon.

85+ Downtown District Clients

We are proud of the relationships we develop and maintain with all of our clients. You are welcome to contact these references to get their personal experiences about working with Geocentric.

Client: Melissa Buckminster
Contact: Director of Marketing & Communications
Phone: (415) 634-2251 Ext 405
Email: melissa@downtownsf.org
Website: downtownsf.org

Client: Downtown Nashville Partnership
Contact: Ms. Jeanette Barker, Vice President,
Strategic Development
Phone: (615) 743-3097
Email: jbarker@nashvilledowntown.com
Website: NashvilleDowntown.com

Client: Boulder Downtown Partnership
Contact: Terri Takata-Smith, Director of Marketing
Phone: (303) 449-3774
Email: terri@dbi.org
Website: BoulderDowntown.com

Client: Bethany Kennedy
Contact: Director, Strategic Marketing & Communications
Phone: (408) 826-9455
Email: bethany@downtowntempe.com
Website: downtowntempe.com

Client: Brian Carr
Contact: Director of Marketing & Communications
Phone: (404) 809-2123
Email: brian@midtownatl.com
Website: midtownatl.com

Every week, Citylight serves about 4 million Page Views on behalf of our clients -- helping people find places to eat, stores to shop, parking spots, art to see, and countless other ways to explore destination districts.

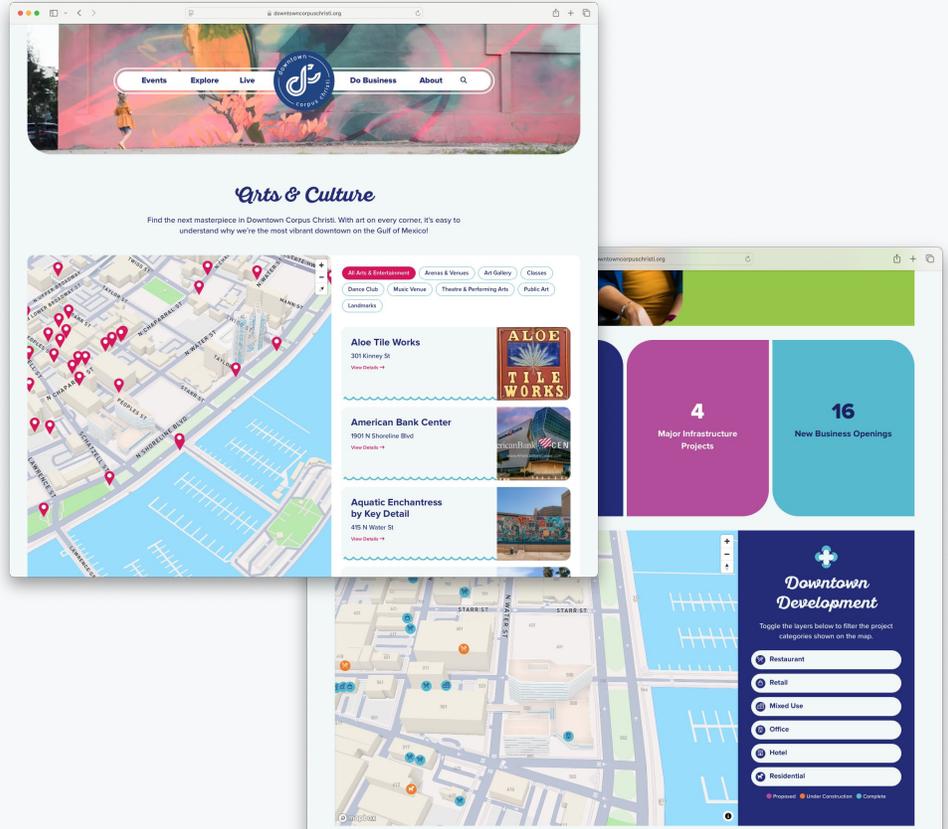
Additional clients include:

Bellevue Downtown Association
Charlotte Center City Partners
Cherry Creek North BID
Discover Belmar NJ
Downtown Atlanta Progress
Downtown Boise, Inc
Downtown Center BID (DTLA)
Downtown Nashville Partnership
Downtown Raleigh Alliance
Downtown Rochester MN
Downtown San Francisco BID
Downtown Tulsa BID
The Faneuil Hall Marketplace
Fort Collins DDA
Liberty Station San Diego
Little Italy San Diego
Midtown ATL
National Landing BID
River North Arts District - Denver

Directories

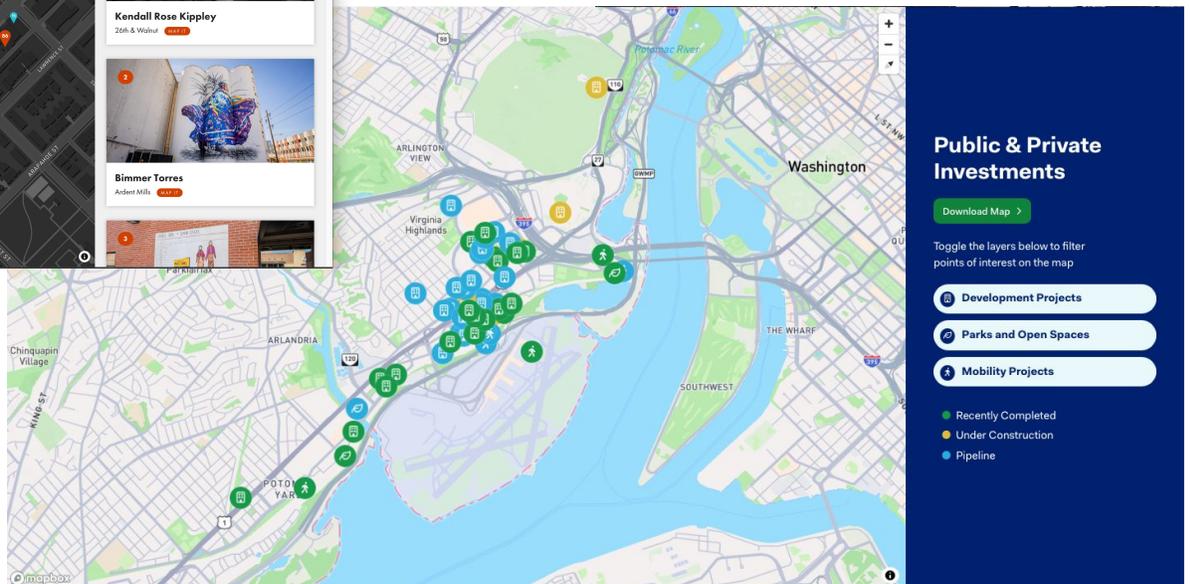
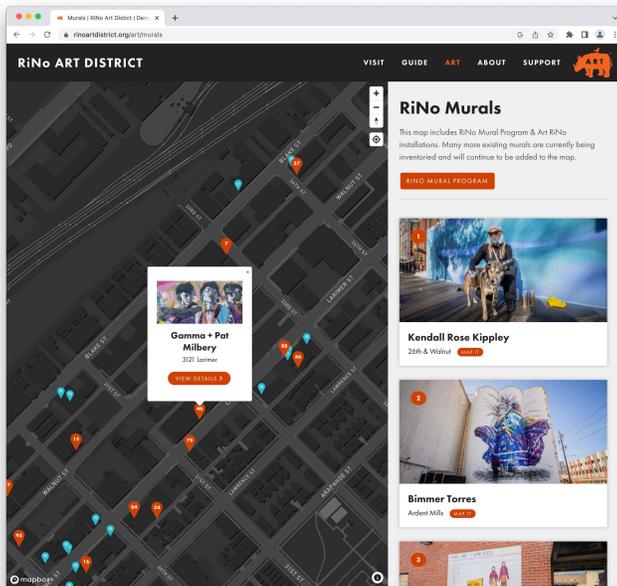
Provide a categorized and searchable directory that allows residents and visitors to discover local venues.

Useful for Business Listings, Development Tours, Space Available, History Guides, etc.



Interactive Maps

Display your attractions on our beautiful, fast, and interactive maps via mapbox.



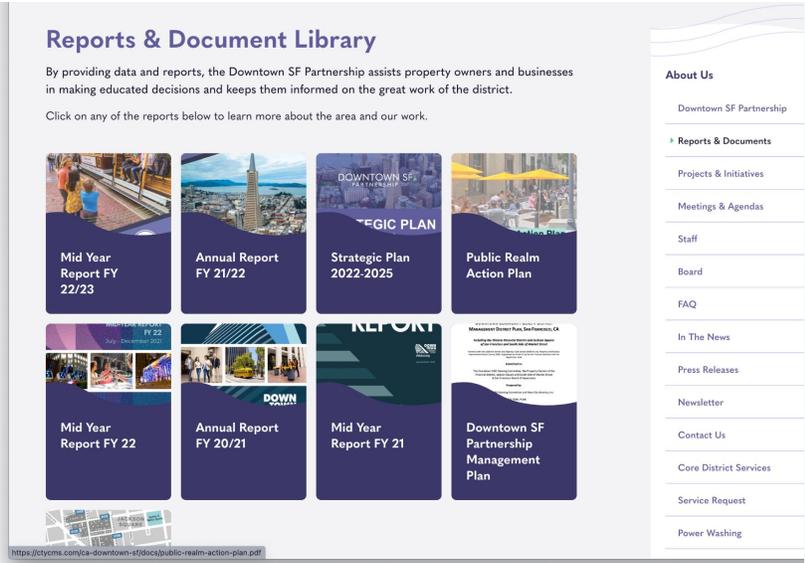
Documents & Reports

Citylight clients all have tailored "About" sections on their sites, and we often provide a unique approach to visualizing documents and reports, when there are key items to highlight. We also take a list approach when there are many files, so you will have options based on different use cases.

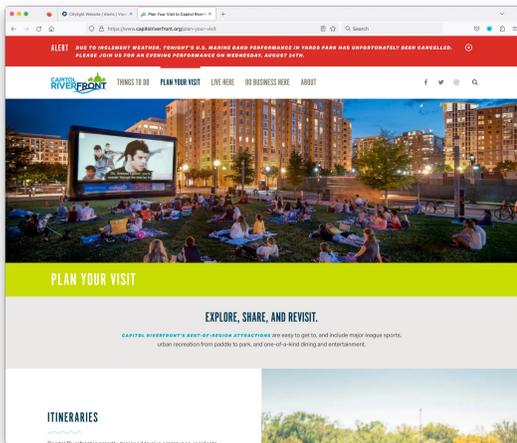
Reports & Document Library

By providing data and reports, the Downtown SF Partnership assists property owners and businesses in making educated decisions and keeps them informed on the great work of the district.

Click on any of the reports below to learn more about the area and our work.



- Mid Year Report FY 22/23
- Annual Report FY 21/22
- Strategic Plan 2022-2025
- Public Realm Action Plan
- Mid Year Report FY 22
- Annual Report FY 20/21
- Mid Year Report FY 21
- Downtown SF Partnership Management Plan

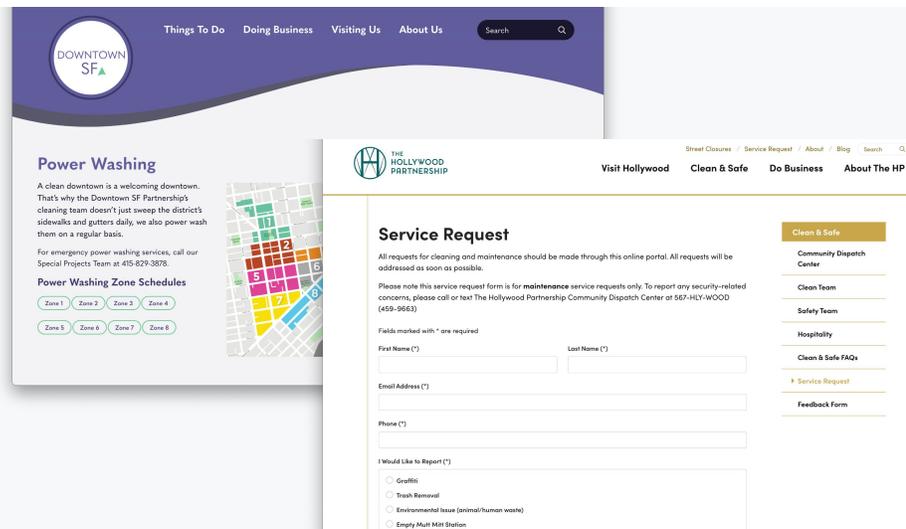


Alerts

Immediately publish sitewide alerts such as event cancellations or important emergency announcements.

Clean & Safe

Because funding for many Business Improvement Districts require Clean & Safe services, Geocentric include Maintenance Request Forms.



Power Washing

A clean downtown is a welcoming downtown. That's why the Downtown SF Partnership's cleaning team doesn't just sweep the district's sidewalks and gutters daily, we also power wash them on a regular basis.

For emergency power washing services, call our Special Projects Team at 415-829-3878.

Power Washing Zone Schedules

- Zone 1
- Zone 2
- Zone 3
- Zone 4
- Zone 5
- Zone 6
- Zone 7
- Zone 8

Service Request

All requests for cleaning and maintenance should be made through this online portal. All requests will be addressed as soon as possible.

Please note this service request form is for maintenance service requests only. To report any security-related concerns, please call or text The Hollywood Partnership Community Dispatch Center at 867-HLY-WOOD (459-9663).

Fields marked with * are required

First Name (*) Last Name (*)

Email Address (*)

Phone (*)

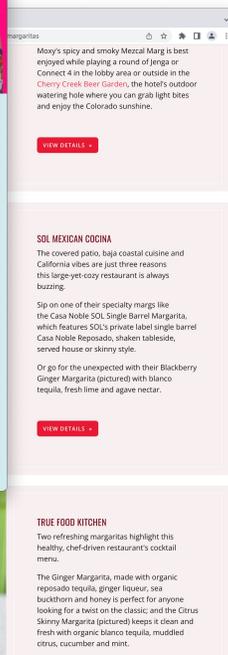
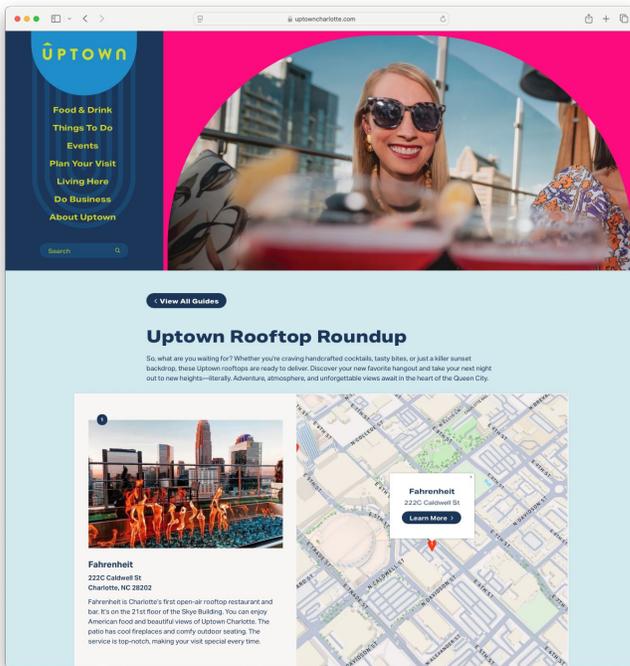
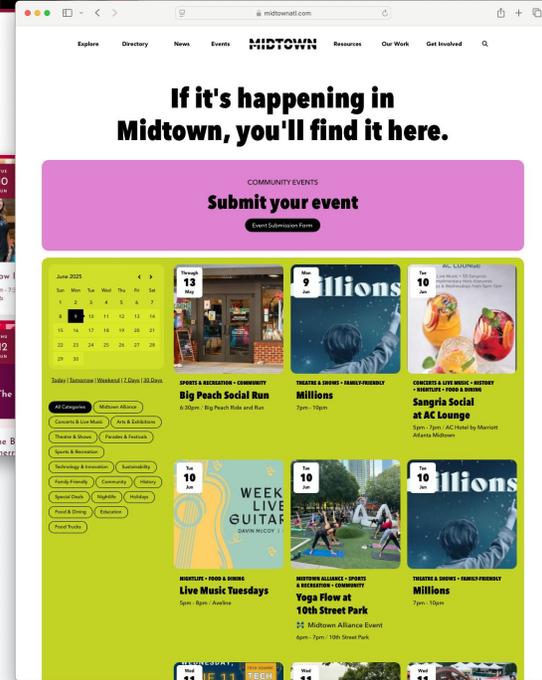
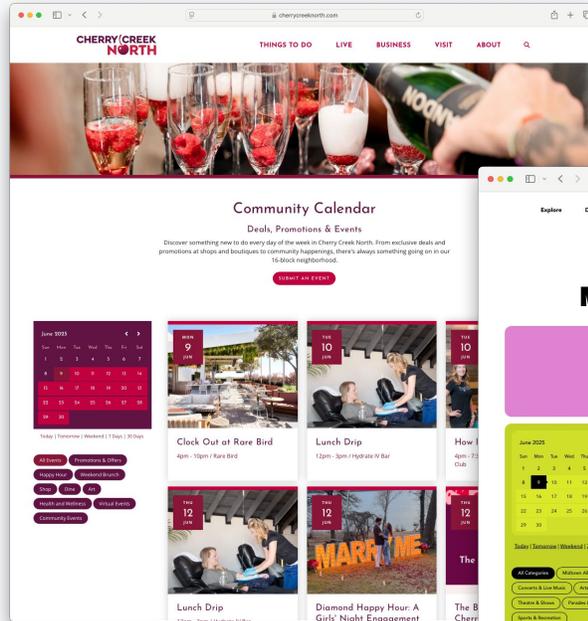
I would like to report (*)

- Graffiti
- Trash Removal
- Environmental Issue (Animal/Human Waste)
- Empty Multi-Meter Station

Event Calendars

Give visitors relevant and timely content with searchable events calendars that are always up to date.

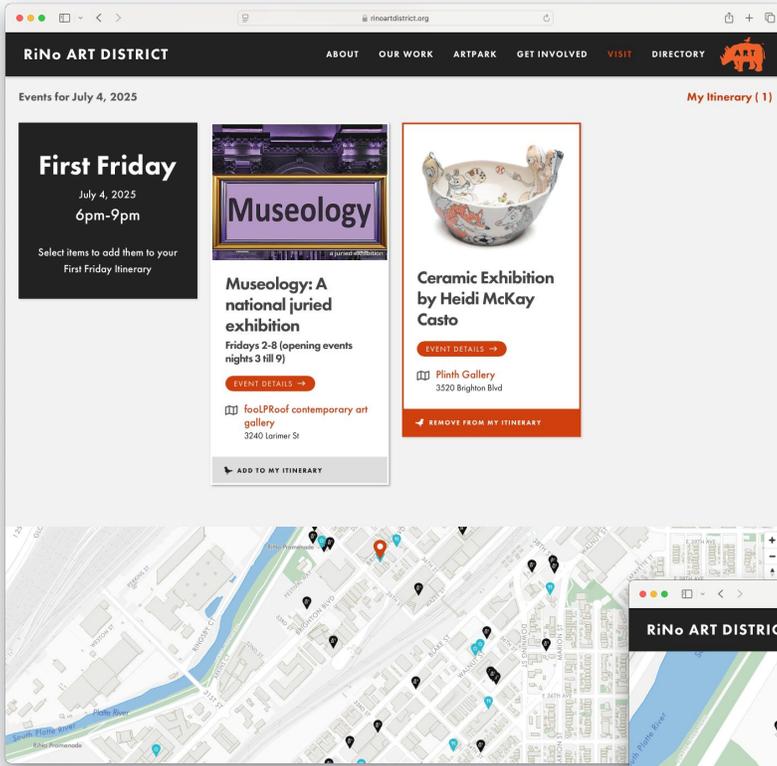
Community event submission form & review process included!



Guide Maps and Destination Content

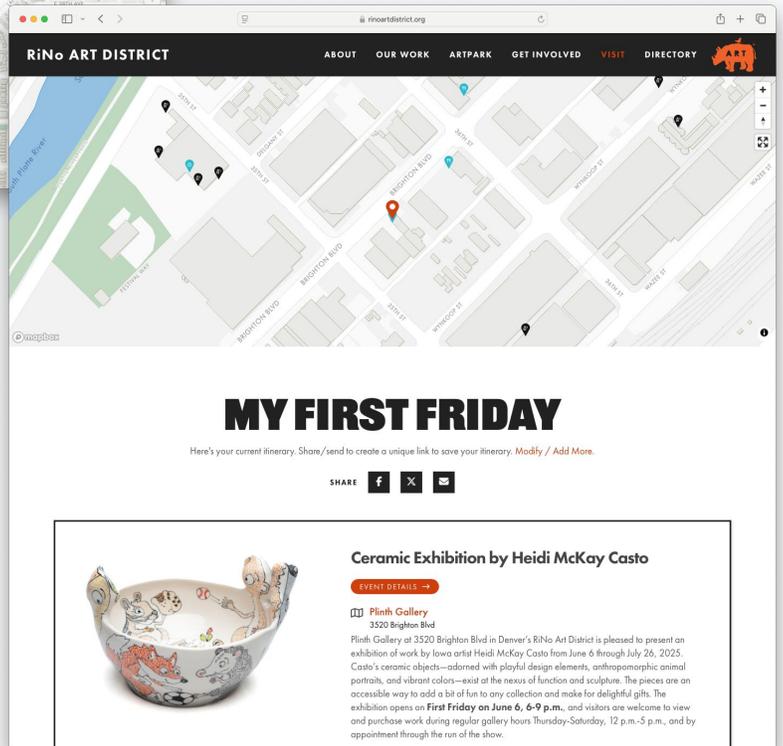
Tell the story of your destination with image driven blogs that connect to your merchant listings.

Offer curated experiences through hand craft narrative and map content via tours and itineraries.



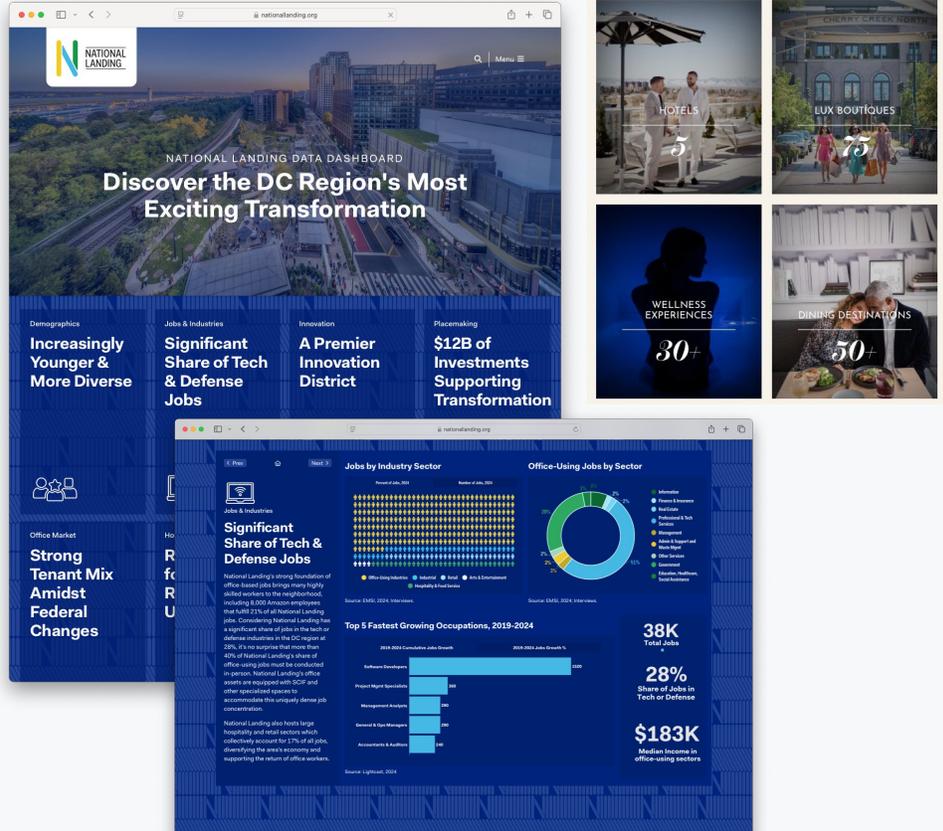
Itinerary builder

Curate your trip downtown with your favorite places and events, then share with your friends to get everyone aligned on the plan.



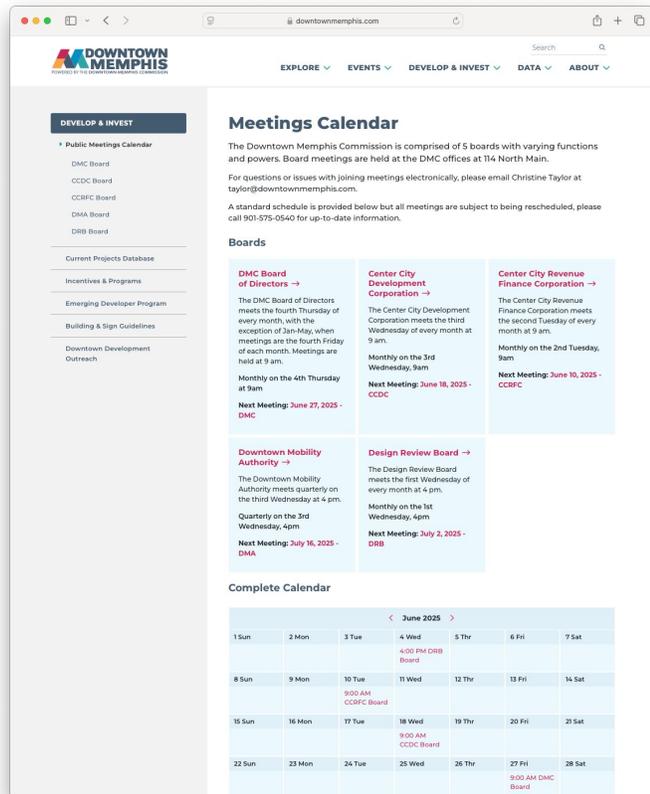
Data Visualization & Dashboards

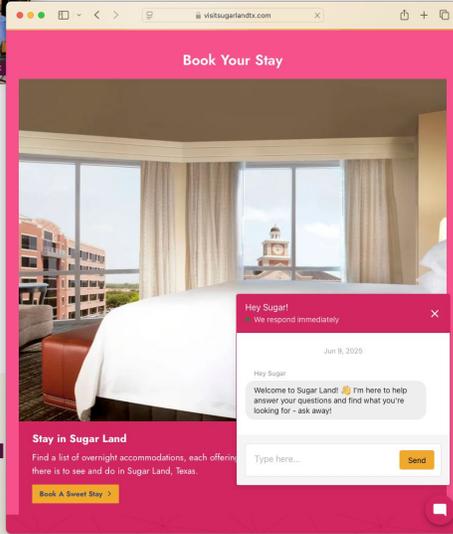
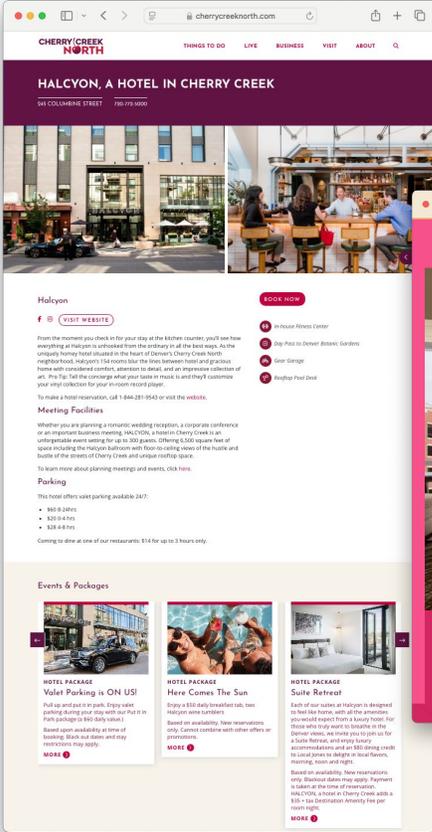
Powerful data visualizations to reinforce the impact you're making on your district's economy and development, made possible by Citylight & 3rd party graphs such as Infogram.



Boards, Meetings & Agendas

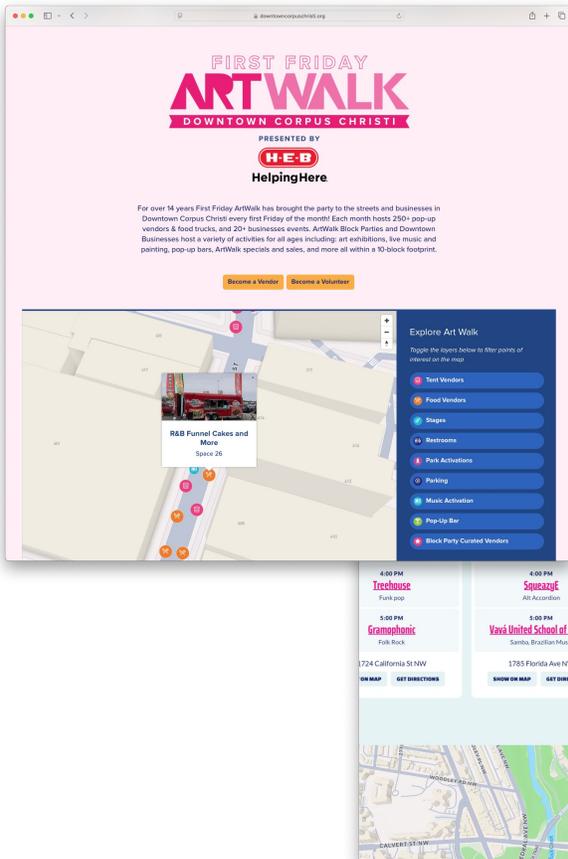
Meet requirements for publishing public agenda information through our board management system & calendar





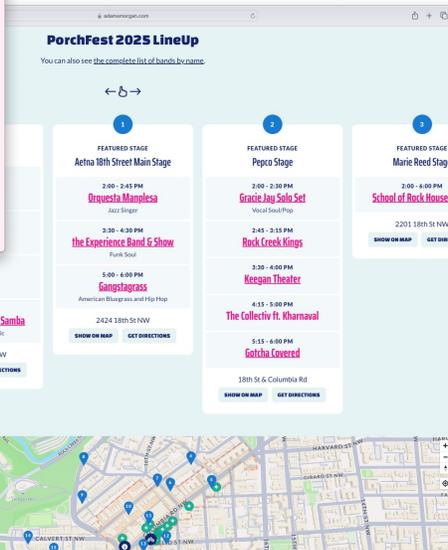
Hotel Booking & Chat bot

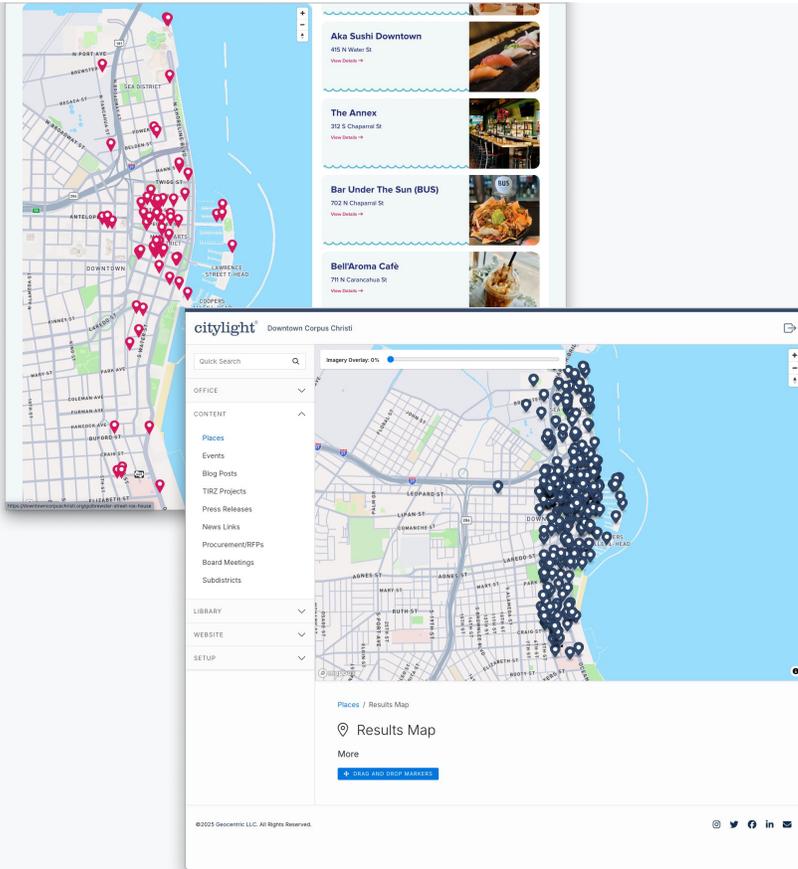
Self-service user features to reduce your support efforts and increase district revenue



Festivals & Arts

Access event lineups, specials, and manage vendors for artwalks, festivals, and more!





Citylight Places

Auto-generated directory listings to ensure you're fully and accurately featuring the businesses throughout your district

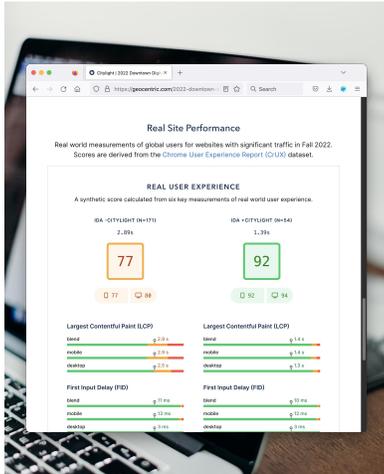
Parking Directories

Feature parking locations throughout your district.



High Performance

Citylight websites measurably outperform other CMS platforms in four key areas:



Site Speed

Citylight delivers super fast websites with a CDN backbone and auto-optimized images.



50% of users will leave if page does not load in under 3 seconds (Google), and Citylight CMS sites deliver an FCP time half that of other IDA Downtown Districts.



Mobile-First Rendering

Citylight templates prioritize the mobile viewer and renders "mobile first" with responsive, fluid results.

Destination District Website Traffic is 63% Mobile (Sep 2022 Downtown Digital Survey)



Search Engine Optimization

Citylight websites are built to "rank well" and "index well" in Search Engines like Google and Bing.

67% of Destination District Traffic is via Organic Search (Sep 2022 Downtown Digital Survey)



Accessibility

Citylight websites are built to meet WCAG 2.1 Level AA standards without third party widgets or plugins.

15% of the global population live with some form of disability. (2020 World Health Organization)

Additional Features

The following features are also included in Citylight, within our base pricing.

INTERACTIVE MAPS

Geocentric delivers high quality cartographics by using Mapbox/Maptiler as the underlying mapping engine. In our experience, we have found Mapbox to provide significant benefits over Google Maps. From project design and branding elements, Geocentric can customize these maps with fonts and colors to match the website. Using GIS data provided by the client or the client's government partners, we can include in the basemap geographic features such as the district boundary. *All Map Usage fees are included within your annual Citylight fee, so you'll never be surprised by unpredictable monthly map views fees as with Google Maps.*

"SENECA" SITE SEARCH

Seneca is a sophisticated spider-based search engine which presents search results that mimic Google results, providing a logical and familiar experience to your website users. All Citylight websites are "read" every night by our Search engine. Ranking takes into account signals such as semantic priority, Meta Keywords, and URL terms. The engine supports word stemming (bike / bikes / biking) and fuzzy matches (bike / bicycle). Finally, Citylight provides a report updated in real-time to show what terms are most often searched for, and what terms people are looking for that return zero results.

Our Team

The Geocentric team is small, but mighty! With decades of experience in both tech and mapping / destination industry, we can guide you to best practices in both arenas.



Jim Blakeslee

Geocentric President & Founder

Jim has personally overseen the development and launch of more than 70 Downtown District websites. He is a frequent speaker on topics of such as effective techniques for web mapping and destination marketing for urban districts. Most recently, he was asked to speak at the 2022 International Downtown Association Conference in Vancouver where he presented the results of a Digital Survey of 300+ Downtown District websites.

As former independent bookstore owner, Jim is passionate about the importance of small, local businesses as the foundation of any authentic place.



Mel Charlton

Geocentric Principal

Mel leads strategy and design services for Geocentric, ensuring frequent and open communication and aligned expectations with our wonderful clients.

Mel a leader in the DC design community, having led a design agency for over 11 years, served on AIGA-DC's Board of Directors as its Mentoring Chair, and founded the Unleaded Design Thinking Community of 800+

She holds Certifications as Scrum and Design Thinking Master, from MIT, and was recognized as a DC FemTech Powerful Woman Designer in 2016.



Katie Gosa

Geocentric Project Manager

An enthusiastic place management professional, Katie has spent the last 6 years working with downtown organizations, both business improvement district and membership based organizations. Her love for community building began while working in Arlington, TX, connecting the local college town and the creative arts community with opportunities for economic empowerment.

She is an International Downtown Association 2022 Emerging Leaders Fellow and part of Arlington's inaugural 40 under 40 class. She delights in equipping place professionals with tools and resources to meet the industry's rapidly changing needs.

Our Process



The purpose of this process is to provide a consistent methodology for delivering projects on-time and on-budget. We reduce project risk by taking things step by step with a clear set of tasks, deliverables, and milestones. Our goal is to communicate clearly and set mutual expectations for each phase.

- 1** DISCOVERY & BRAND
- 2** WEB DESIGN
- 3** DEVELOPMENT
- 4** PRODUCTION
- 5** QA & LAUNCH

Our Process

1 Discovery (3 weeks)

The discovery phase involves several steps to ensure that the new website will meet the needs of the organization and its target audience.

Pre-Kickoff Asset Gathering and Review

Prior to any meetings with client staff and stakeholders, Geocentric's team members will work to ensure that we are properly prepared to participate successfully in the project. Our team will work with your point of contact to collect and review all pertinent documentation, analytics, and collateral to ensure a strong understanding of the organization, brand, website, and audience segmentations.

CMS Setup and Legacy Sitemap

Geocentric will configure a fresh CMS installation to support the project, and will begin by populating a legacy sitemap. This allows us to document the initial sitemap, to understand what content will migrate, what content will be dropped, and what content will be new. Later, this sitemap will be used as a "crosswalk" to the new site to support SEO transition to the new site.

Kickoff Meeting

The project kickoff meeting serves to introduce critical team members to each other and cover several topics listed below. This meeting will be held in person in the district, so that Geocentric staff can accumulate first hand observations about the district and its features.

Onboarding

We will work with you to onboard all brand materials, organize data, and align on process for the duration of the project.

Our Process

2 Design (4 weeks)

Our initial design phase focuses on the application of the brand identity to the website design. At the same time, we consider the information architecture, sitemap and data taxonomy.

Initial Sitemap and Information Architecture

Downtown Santa Monica and Geocentric will work together to flesh out the complete sitemap for the new website, taking into considerations issues of navigation, audience, and functionality.

Content Plan

From the complete sitemap, we will prepare a content to plan to identify where all the content will be sourced from. This includes both narrative content as well as data driven content such as business directory and event calendar data.

Design Iteration

Based on the initial design directions, one primary direction will be selected by the client then refined through 2-3 rounds of iteration. This is a collaborative process where our team will edit designs live on the call for rapid iteration and clear communication.

Technical Review

While Citylight CMS provides significant functionality natively, there maybe also be external systems that require some integration. During the design phase we will identify and document those third party elements, for example Tableau and/or Mailchimp.

Brand Guide

Based on the final design, Geocentric will provide two brand guides; one client-facing PDF defining usage of colors, fonts, access to relevant asset files, and interactive styles; the other is a digital style guide in Figma to inform the development phase of the work. The Digital version also defines the variety of ways data types can be styled through the website and across different content types (such as cards, lists, image blocks, etc.).

Our Process

3

Development (2 weeks)

During development, we establish the devsite and move to coding live website pages.

Initial Devsite with Functional Prototypes

The devsite will be hosted on a hidden domain and always be accessible to the client. We begin by coding the global navigation and establishing the sitewide style rules for fonts, colors, icons, and patterns.

Content Collection

Now is the time to gather and source all content that will be needed to populate the new site. This includes collecting all images, files, and narrative content. In addition, we establish our connections to data driven sources and confirm we can pull all the content we will need to populate the site during the next phase.

Applied Design

Here design and development work together to extend the visual design in the context of key functional pages such as the Directory and Map, Event Calendar, Business Detail Page, and Blog Post. This involves initial presentation and iteration culminating in final design approval for the website.

Functional Prototypes

Geocentric will present prototypes of key functional pages which may still display sample or notional content. We will test integrations with third party features.

Final Design and Final Content

A key milestone in the project is the transition from design and development into the production phase. *Before entering production, we will need to have final approval on all design work as well as all content for the new website prepared and ready to upload.*

Our Process

4

Production (2 weeks)

During production, we upload content and finalize the complete devsite.

Content Loading and Migration

Geocentric will import and migrate all content provided by the client prior to the start of the production process.

Functional Integrations

During production, we will install and configure all integrations with third party tools, so that they are working, testable, and functional.

Complete Devsite

During production, Geocentric will complete the build out of all the website templates and pages into a complete working devsite. This devsite will display the design and branding work done before this phase, and contain all the content provided before this phase. The devsite will be available for client feedback and review throughout the production process.

DNS and Domain

At this point, we will confirm that we have the access we need to the domain and DNS settings in order to launch the site later. Working closely with the client, we may make changes to the DNS, such as migrating nameservers or reducing cache time, to prepare us for a smooth launch at a future date.

Onboarding and Training

Geocentric will provide a half day training to the client and their selected staff. This training typically lasts about 2-4 hours and is often broken into two parts: a general training for a broad selection of users, then a deeper dive for the staff that will use the CMS the most.

Our Process

5

QA & Launch (1 week)

It's time to make the new website live to the world.

Client Review

Prior to launch, Geocentric will ask the client to completely review the devsite in its entirety and confirm it meets their expectations for quality and completeness. Geocentric will remediate all issues identified to the clients satisfaction.

Devsite Audits

Prior to launch, Geocentric will complete several automated audits for Site Speed, Best Practices, Accessibility, and SEO. Geocentric will remediate all issues identified to meet our high performance standards.

Website Launch

Pop the champagne! At a mutually agreed time. Geocentric will make the necessary Domain and DNS changes to make the new site live to the world.

Google Analytics

Geocentric will install and configure Google Analytics (GA4) and/or Google Tag Manager, as well as any other Ad Trackers as might be requested by the client.

Technical SEO

Geocentric will install and configure Google Web Console and Bing Webmaster, linked to Citylight's live sitemap.xml feed. Geocentric will configure 301 redirects from the old sitemap to the new sitemap to carry users from old links to new pages in the interest of both usability and SEO.

4 Week Review

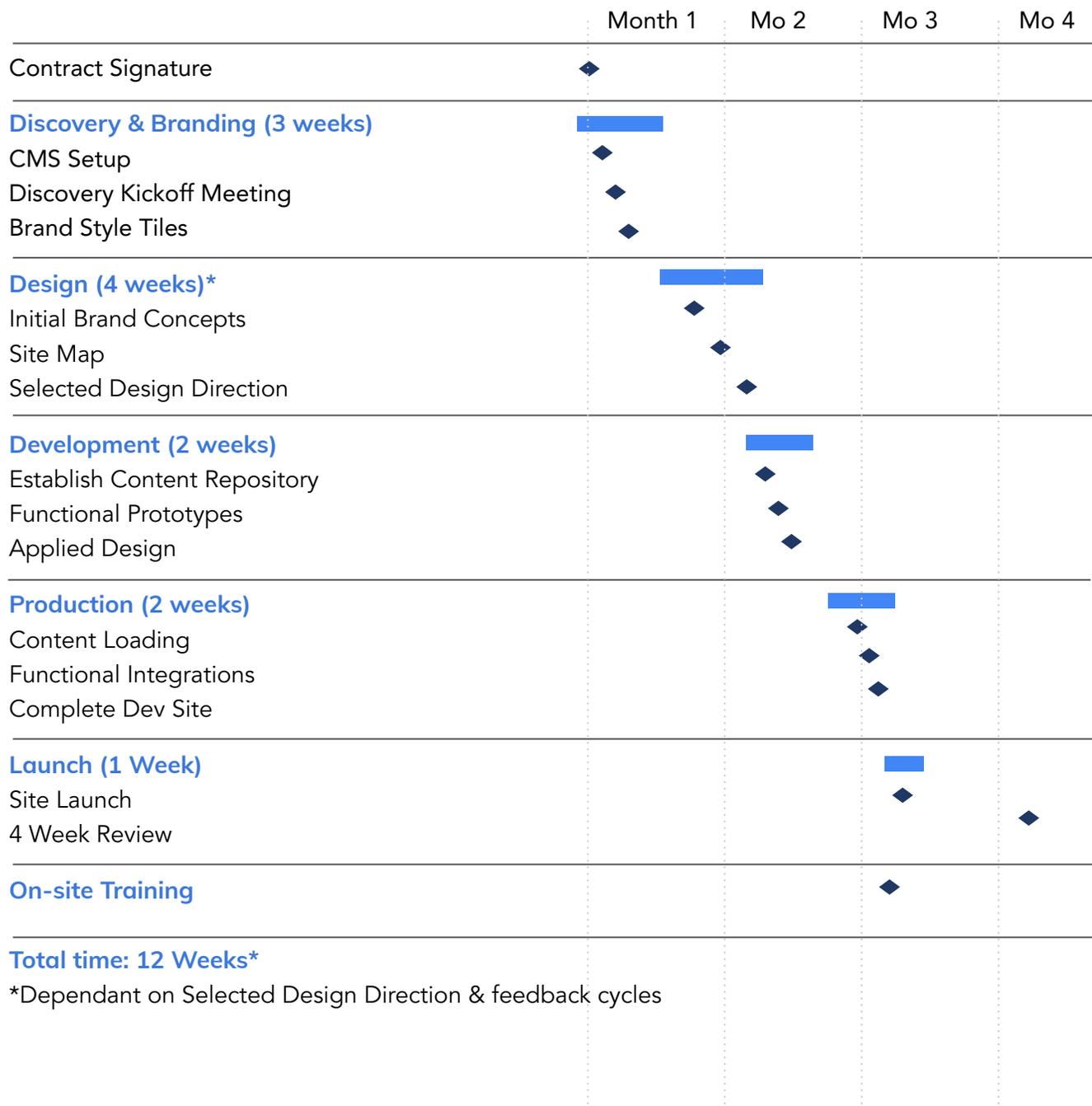
Four weeks after the site launch, we will meet to celebrate our success and review the project by comparing before and after benchmarks.

Timeline

Our typical process delivers a launched site in 8-12 weeks

***BRANDING DEPENDENCY**

As the website designs and much of production depend on brand approval, timelines will adjust as approvals are received. Our process does provide a lot of parallel path work, so we will continue progress where we can, should approvals get held up.



*Dependant on Selected Design Direction & feedback cycles

Budget



The scopes below give an estimate of the investments needed to complete the projects and needs we have identified. An official SOW and contract will follow once final selections have been made.

Services	Hours	Rate*	Budget
Kickoff & Onboarding <ul style="list-style-type: none"> Conduct Operational Kickoff Meeting & Discovery Workshop to align teams Design a site architecture to share information about both the destination and its organizations, including events, places, documents and reports, in an easily navigable flow 	12	\$200	\$2,400
Design & Content <ul style="list-style-type: none"> Work with client to organize, improve, and transition content from existing site into the newly redesigned website Design mobile-first pages based on standard citylight templates that enable users to easily find detailed information about events, activities, destinations, attractions, and points of interest to various target audiences Translate the provided brand identity into accessible web styles, applied to citylight's standard layouts and features 	60	\$200	\$12,000
Development <ul style="list-style-type: none"> Deliver a platform to display up-to-date news and information about businesses and events in the District, including maps, event calendar, and directory of businesses with strong search engine optimization Setup a user-friendly CMS for internal members to consistently monitor and update website once relaunched 	50	\$200	\$10,000
Training & Quality Control <ul style="list-style-type: none"> Provide training for internal team and conduct Quality Control to ensure a smooth and correct website launch 			included
Total Year 1 (including 365 days maintenance)			\$24,400

*Geocentric believes in equitable pay, maintaining consistent rates for all team members and our valued Local DBE and MWBE partners, fostering fairness and inclusivity.

Citylight Subscription Services

Citylight® is Geocentric's proprietary Web Software and Content Management System which is offered via Software as a Service (SaaS) Subscription. SaaS is a method of software delivery and licensing in which software is accessed online via a subscription, rather than bought and installed on individual computers. The Scope of Services includes:

Scope	Detail
Citylight® Web Software	Geocentric will maintain the availability of secure, web-based access to the Software to Client 24 hours a day, 7 days a week. Client will receive the rights to all Software upgrades and improvements released during the Term at no additional charge. All content held in the Software will remain the exclusive property of the Client and can be exported at any time.
Website Hosting & Monitoring	Geocentric will provide secure website and web application hosting. Geocentric will provide monitoring 24 hours a day, 7 days a week for website uptime, server uptime, and server services and also perform incremental daily backups and full weekly offsite backups of both the website code and data.
Citylight® Open API	Upon Client's request, Geocentric will enable third parties real-time access to Client data held in Citylight® via an Application Programming Interface (API) for any use designated by the Client, such as but not limited to digital kiosks, mobile apps, or third party products like Carat, Vibemap, or Vistency.
Website Analytics	Geocentric will setup and install Google Analytics and/or Google Tag Manager for the hosted website.
Search Engine Optimization	Geocentric will setup a Sitemap feed to Google Web Console (formerly Google Webmaster) for the purposes of search engine optimization using the Google Sitemaps Protocol.
Technical Support	Geocentric will provide technical support via both email and phone during regular US business hours to all personnel designated by the client.
Annual Fee	\$5,800 / year

Note that Citylight services do NOT include domain name registration or organizational email hosting.

Hollywood Partnership

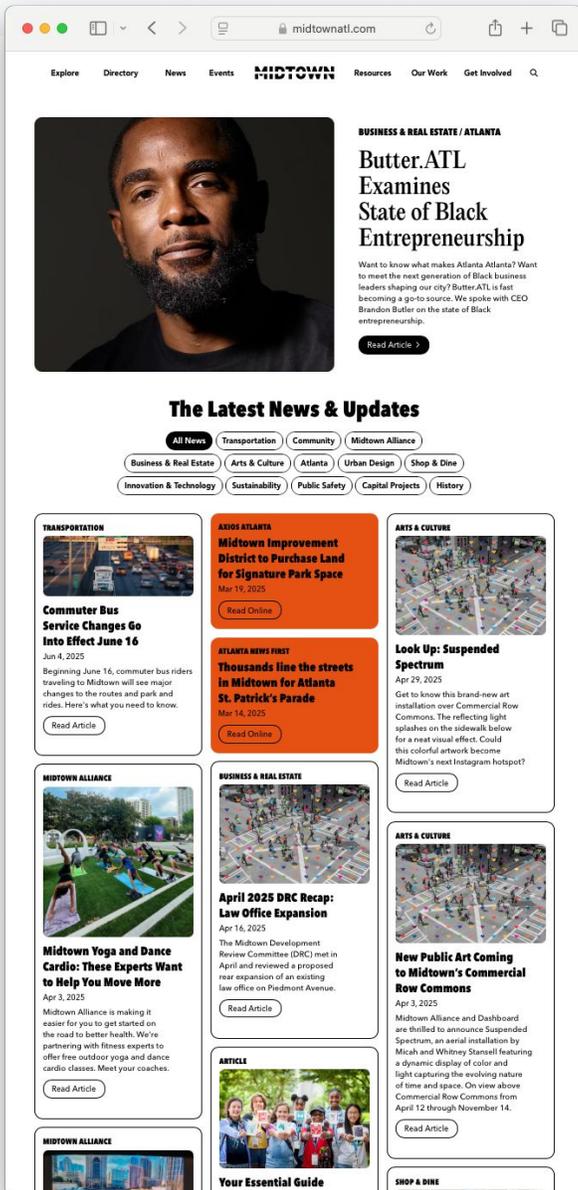
In 2020, Geocentric delivered web design and web development for the Hollywood Partnership.

Working from brand guide and materials provided by place marketing agency Streetsense (LA), Geocentric imagined and delivered a website design to extend the core brand into the digital space.

*Brand by StreetSense,
Web Design by Geocentric*

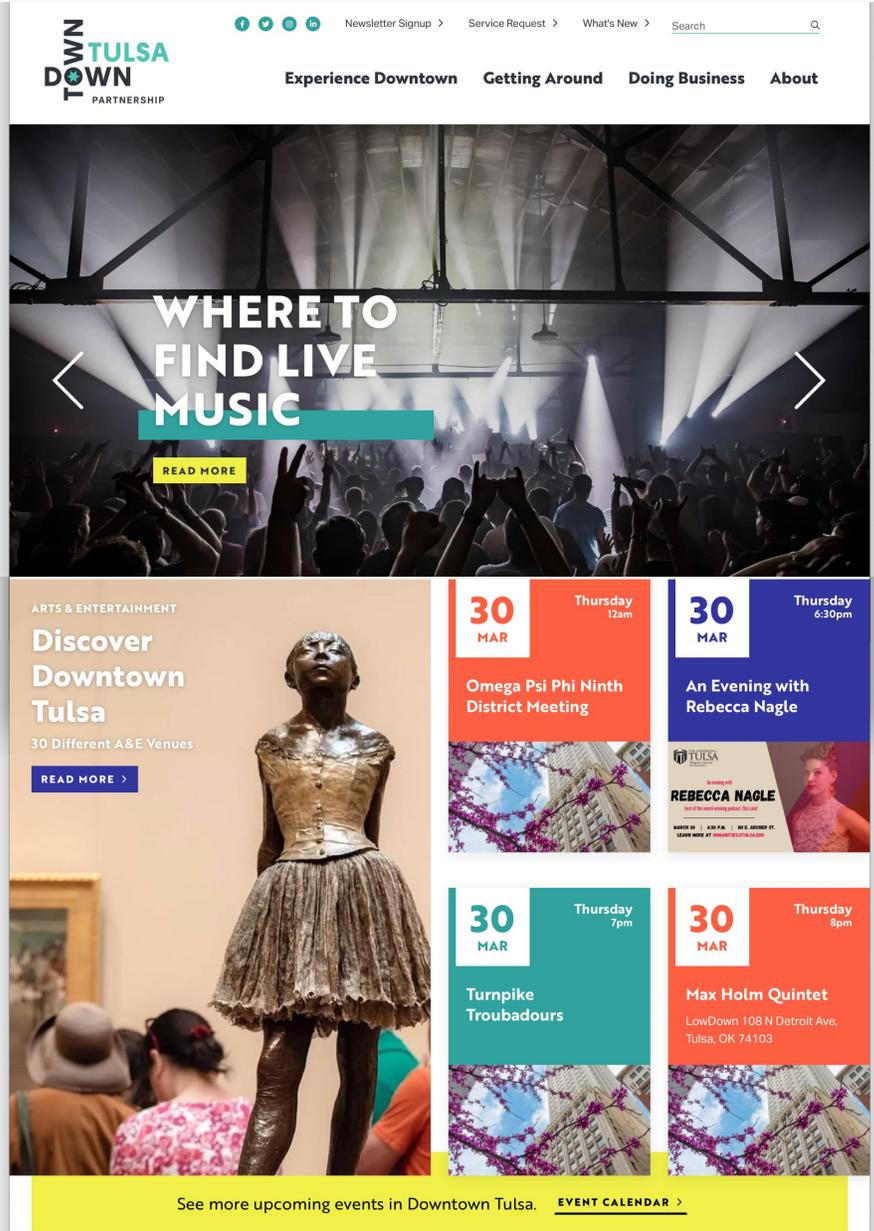
Midtown Atlanta

The vibrant, energetic design of this recently launched Citylight site embodies the energy of the city, and the growing investment in the district

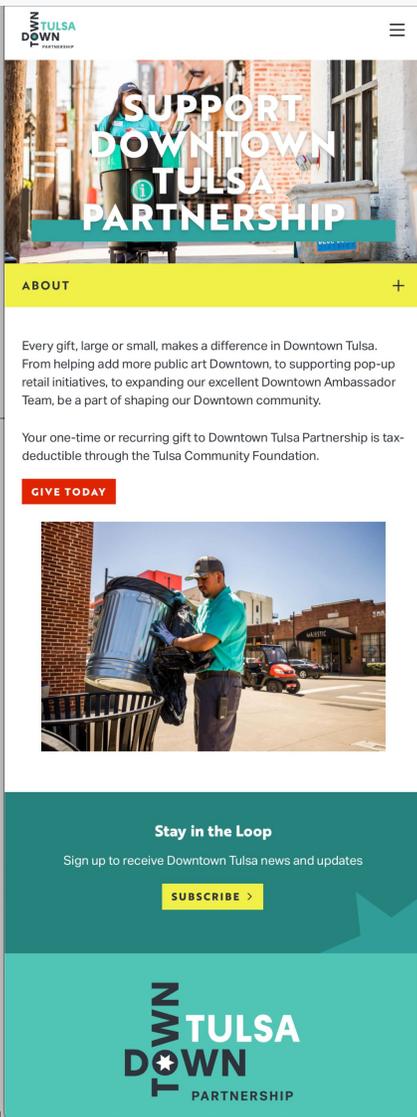


Downtown Tulsa Partnership

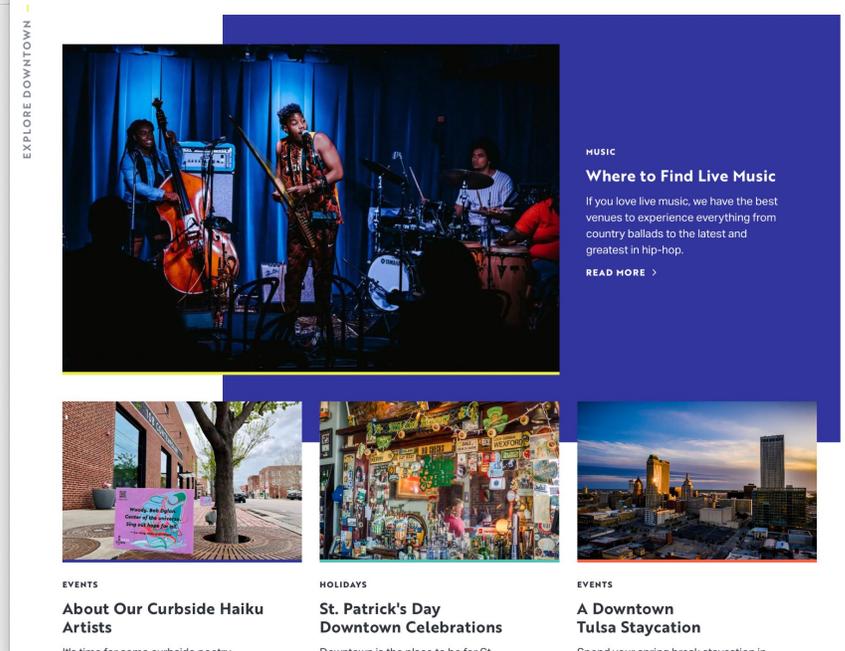
Tulsa enlisted the help of Geocentric to enable the community to support the Partnership through credit card donations directly through the same management system.



The screenshot shows the website's navigation bar with links for 'Experience Downtown', 'Getting Around', 'Doing Business', and 'About'. The main hero section features a large image of a live music performance with the text 'WHERE TO FIND LIVE MUSIC' and a 'READ MORE' button. Below this is a grid of event cards for March 30th, including 'Omega Psi Phi Ninth District Meeting', 'An Evening with Rebecca Nagle', 'Turnpike Troubadours', and 'Max Holm Quintet'. A central section titled 'Discover Downtown Tulsa' highlights '30 Different A&E Venues' with a 'READ MORE' button. At the bottom, a yellow banner says 'See more upcoming events in Downtown Tulsa. [EVENT CALENDAR >](#)'.



This screenshot shows a page titled 'SUPPORT DOWNTOWN TULSA PARTNERSHIP'. It includes an 'ABOUT' section with text: 'Every gift, large or small, makes a difference in Downtown Tulsa. From helping add more public art Downtown, to supporting pop-up retail initiatives, to expanding our excellent Downtown Ambassador Team, be a part of shaping our Downtown community.' Below this is a 'GIVE TODAY' button and a photo of a person in a green shirt handling a trash can. At the bottom, there is a 'Stay in the Loop' section with a 'SUBSCRIBE >' button and the 'DOWNTOWN TULSA PARTNERSHIP' logo.



This screenshot shows a page titled 'EXPLORE DOWNTOWN'. It features a large image of a live music band performing. To the right, there is a 'MUSIC' section with the heading 'Where to Find Live Music' and text: 'If you love live music, we have the best venues to experience everything from country ballads to the latest and greatest in hip-hop.' Below this is a 'READ MORE >' button. At the bottom, there are three smaller images with captions: 'About Our Curbside Haiku Artists', 'St. Patrick's Day Downtown Celebrations', and 'A Downtown Tulsa Staycation'.

SouthPark

Geocentric's team helped bring this new brand and District to life, while launching in under two months from kickoff.

Jumping off from a local design shop's logo design, we expanded it into a simple, lux & user-friendly digital experience. We included badges to call out local businesses and special categories for the popular shopping destinations around the district.

Ballpark General Improvement District
AUGUST 2025



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