

# Our Downtown, Our Way

*Empowering the Colfax Corridor through a  
Pro Downtown Development Authority (DDA) Effort*

## What is a DDA?

A Downtown Development Authority (DDA) is a local government group that helps revitalize areas by:

- Supporting local businesses
- Improving streets, public spaces, and safety
- Encouraging community events, art, and culture

The Colfax Corridor DDA is about creating a vibrant, sustainable, and community-led downtown.

## Why It Matters

**By Us, For Us** – The DDA gives residents, business owners, property owners, and nonprofits the power to shape our neighborhood.

“Our Downtown, Our Way” means we all have a voice: **Residents** – people living in the corridor, **Business Owners** – local shops and services, **Property Owners** – those with land or buildings here, **Nonprofits & Community Groups** – organizations serving our community

## Benefits

- **Stronger Local Economy** – support and grow local businesses, encourage new business growth
- **Better Streets & Public Spaces** – safer, more inviting areas
- **Cultural & Community Activities** – events, art, lights, and holidays
- **Safety Improvements** – more lighting, safer streets

## Get Involved

- Attend meetings and events
- Share information with neighbors and customers
- Vote by November 4th, 2025
- Encourage your community to participate

## Follow-up Questions & Actions

More Materials?

Support Signage?

Voting Help?

Business/Resident:

Contact Information: