

ENGLEWOOD



SPECIAL IMPROVEMENT
DISTRICT

www.englewoodsid.org

What is a Special Improvement District?



- A Special Improvement District (SID) is a private, not-for-profit organization established under state law.
- A SID is a mechanism through which downtown property owners provide funding for extended services aimed at the economic enhancement of the District.
- The need for such services has arisen as traditional U.S. cities have faced competition from shopping malls, out-of-town business/shopping centers and other new business districts.
- The experience of more than 1,000 existing SIDs throughout the United States has demonstrated the effectiveness of this mechanism in addressing the present economic and social challenges of urban development.

Purpose of the Englewood SID

To promote economic growth and employment within the downtown business district and to foster and encourage self-help programs to enhance the local business climate.



Goal of the Englewood SID



With the support of the City of Englewood and the Englewood Chamber of Commerce, the Englewood SID's goal is for business and property owners to enjoy:

- A safe, clean and secure downtown environment
- Increased visitor foot traffic in the central business district
- An enjoyable experience for all visitors to Downtown Englewood
- Increased property values and occupancy rates in downtown buildings
- Marketing programs coordinated with the Englewood Chamber of Commerce
- Larger downtown employee base—more customers
- Special events coordinated and managed with the Englewood Chamber of Commerce
- A consistent and positive image of downtown
- An stable organization in place to concentrate on long-term development, as well as on short-term goals.

Management of the Englewood SID



- The non-profit SID Corporation is managed by a seven-member Board of Trustees which meets at least six times a year.
- Six of the Trustees are property or business owners located within the SID boundaries who serve for three years. The seventh Board member is a city council member who serves for one-year terms according to state law.
- The SID Board presents an annual budget of approximately \$250,000 each spring for adoption by the City Council.
- The SID budget is funded by a property assessment that is collected by City Tax Collector in quarterly installments beginning with July 1 Fiscal Year

Englewood SID Board of Trustees



- Albert Krull, Chair
TREECO
- Matthew Cardona, Secretary
Cardona Cardona Salon
- Marcia Ochoa Dominguez
Buckley's Drustore &
Mardo's Gifts
- Linda Dunham
McDonald's
- Dennis Williams
Chick-fil-a
- Wayne Hamer
City Council Liason

Englewood SID Activities



- Downtown Maintenance
 - Steam clean sidewalks
 - Daily litter sweeping of sidewalks
 - Cleaning of 3 bus stops
- Landscaping
- Awning Beautification
- Free WiFi
- Electric Car Chargers in Garage
- Security Cameras
- Holiday Decorations
- Parking & Wayfinding Signage
- Downtown Marketing
- Capital Projects
- Support the Chamber of Commerce and City Downtown Special Events

Parking in Downtown Englewood

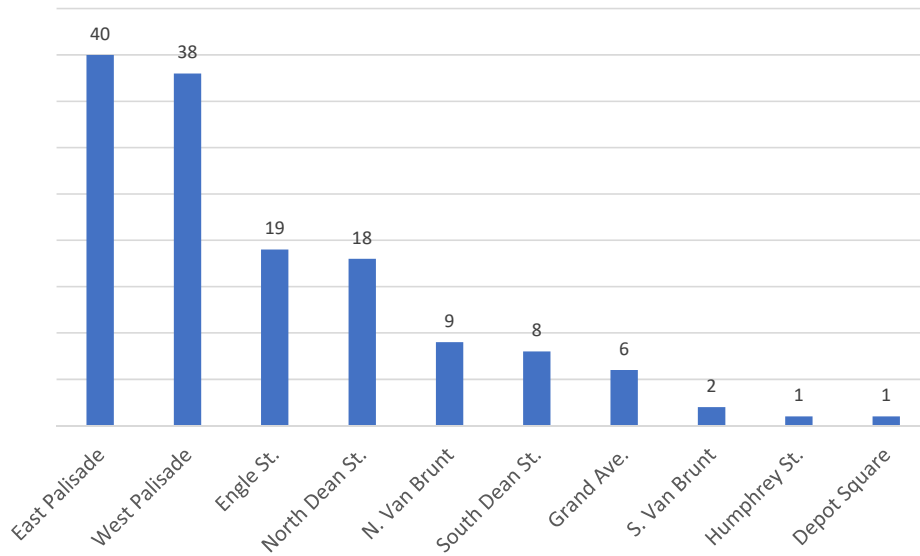


- The Englewood SID asked the Chamber of Commerce to conduct a comprehensive parking survey and analysis of parking patterns in downtown Englewood.
- The goal was to find ways to address the common complaint of insufficient parking.
- The results of the survey were surprising and encouraging.

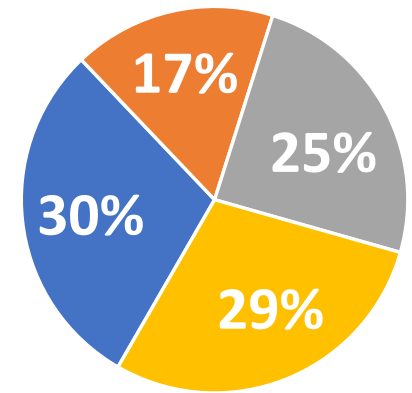
Parking in Downtown Englewood



SID Business Locations
(based on those merchants who responded)



Where Employees Park

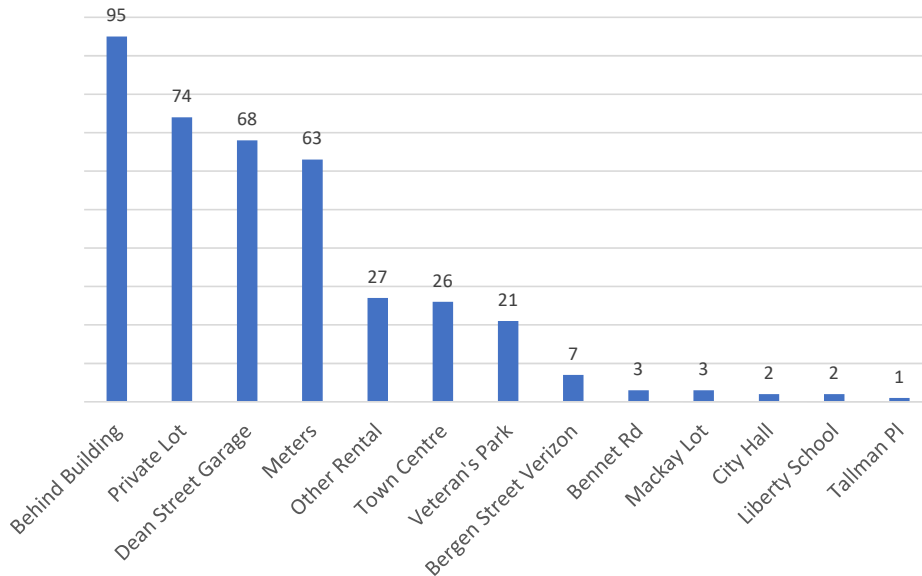


- On-Street Metered Parking
- Dean Street Garage
- Off-Street Parking Lots
- Designated Employee Parking Lot

Parking in Downtown Englewood



Parking Locations by Space Count
(some merchants did not indicate location)



- Close to 150 businesses responded.
- Over 1,000 full-time and part-time employees were included.
- 392 reported using cars to drive to work alone or with other passengers.
- 63 reported regularly using on-street meters for parking during the workday.
- Englewood has over 1,400 available parking spaces including on-street meters, off-street lots, and the long-term garage.

Parking in Downtown Englewood



- Based on the survey responses and analysis, **there is enough parking** in Englewood without having to build another garage or add additional lots.
- Employers and business owners **must take responsibility for managing employees** who use on-street parking and feed the meters. You are letting your employees harm your business. Take action to direct them to the long-term garage and off-street lots.
- Employee and consumer **awareness of the long-term parking garage is low**. We were surprised at how many people did not know there was a garage or where it was located.
- The Englewood SID is in the midst of developing a clear and simple **directional signage system** throughout the SID boundaries to direct drivers to the more cost-effective and longer-term off-street parking locations and to improve the driving experience in downtown Englewood.

Marketing in Downtown Englewood



Downtown has historically relied on the one banner that hangs over Palisade Avenue and the red electronic signboard in front of City Hall.

In coordination with the City Manager's Office, the SID is currently costing out and planning the installation of five modern, multi-color, electronic marquees in three key locations to serve downtown Englewood's marketing needs.

- One 8'x3' Digital Panel on the SW corner of Demarest and North Dean on Veterans Park grass.
- Double-sided Digital Panels to replace the 9'4" x 3' Marquee in front of City Hall.
- Double-sided Digital Panels on the SE corner of the Liberty School lot to provide maximum visibility for drivers entering and exiting downtown in that area.





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