



# Cherry Creek General Improvement District (GID) Feasibility Study

May 2025

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peopleplaces



# Agenda

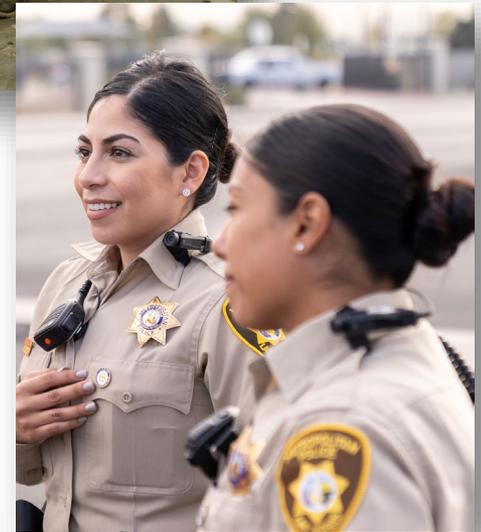
- What is a GID?
- How did we get here?
- What kinds of things can a GID do?
- What is is going to cost?
- How do decisions on GID funds get made?
- But shouldn't the city be doing this?
- Group discussion on the possibilities for a GID



# What is a General Improvement District (GID)?

# What is a General Improvement District

- In Colorado, enabled by state law (Colorado Revised Statutes Title 31, Article 25, Part 6)
- Quasi-governmental special district
- Special services are delivered in a defined area, funded by an assessment on both residential and commercial properties
- Stakeholders in that area establish the boundaries, priorities, budget, work plan and governance structure
- Can fund a diversity of things that serve the stakeholders and improve the area: Safety, Maintenance/Enhanced Cleaning, Infrastructure, Marketing, Placemaking, Transportation, and more...
- GID Funds managed by a board of those paying the assessments (NOT by the City!)



# Why would stakeholders tax themselves more for community services?

- **GIDs ONLY fund enhanced services – above and beyond what the City can and will provide.**
  - State law says a city cannot reduce standard services in an area where a GID is formed
  - There are investments the city cannot and will not make – GIDs fill that gap
- **GIDs establish a unified voice for the neighborhood.**
  - They turn many disparate voices into one voice representing needs and desires of a neighborhood strategically
  - They establish representative governance and structure while generating additional resources to directly invest in your community
- **GIDs put greater control of the district in the hands of stakeholders.**
  - Collectively stakeholders set the assessment, terms and how a GID will operate and spend its resources
- **Everybody pays their fair share in improving the area**
- **City partnerships are part of successful delivery of services**
  - GIDs successfully leverage additional resources and support from the City and other partners to meet the needs of the neighborhood.
  - GIDs can enter into Intergovernmental Agreements with other governmental agencies for services and to codify city commitments and partnerships

# General Improvement District Formation Process

- **STEP 1: Feasibility Study**

- Engagement, Engagement, Engagement!
- Data Analysis
- Pricing Projects
- Running assessment scenarios
- Putting together a framework for the GID and testing support



**YOU ARE HERE!**

- **STEP 2: Operating Plan, Petition, City Council Ordinance**

- Detailed work plan/business plan for GID operations, services, assessment, budget, governance, etc.
- Petition collection/submission to the city
- City Council Process – Committee, 1<sup>st</sup> Reading, 2<sup>nd</sup> Reading and Public Hearing, Ordinance Adoption

- **STEP 3: TABOR Election**

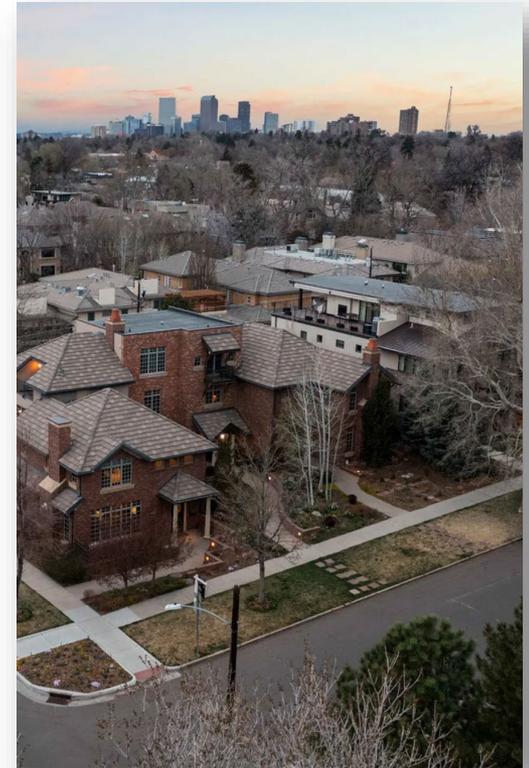
- Designation of electors and ballot request forms
- Special mail ballot election to GID electors



# How did we get here?

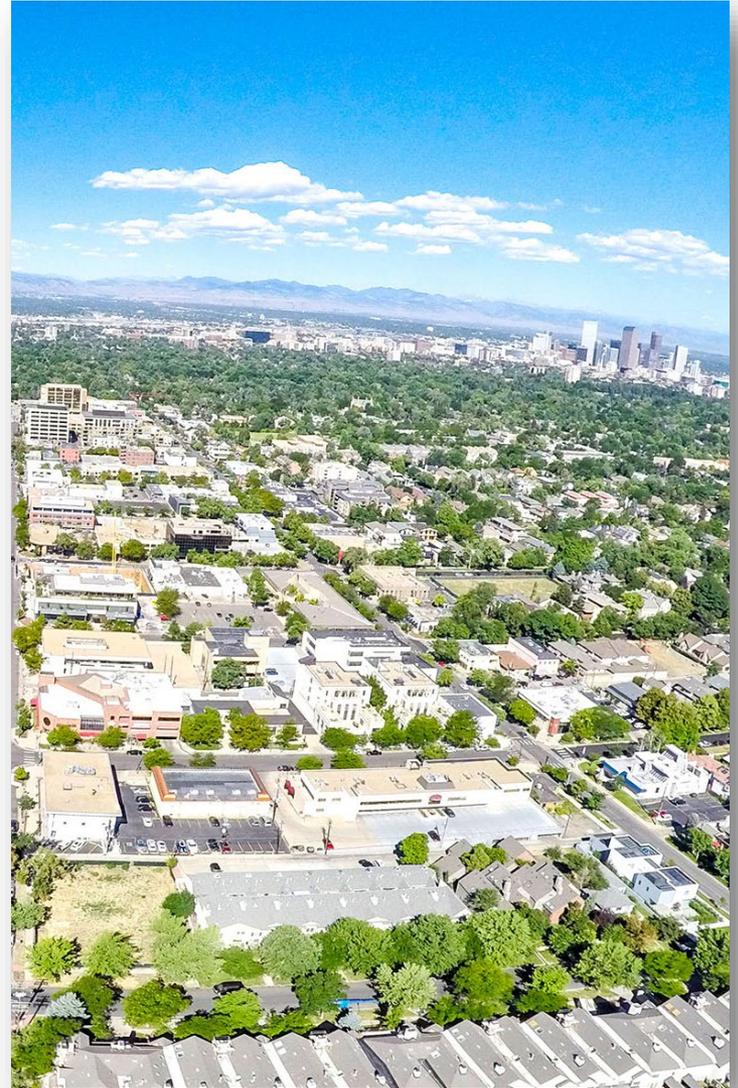
# LOTS of Planning...

- **Cherry Creek Area Plan (2012)** – The neighborhood-specific plan that guides land use and transportation planning efforts through 2030
- **Cherry Creek Area Greenway Implementation Plan (2018)** - provides a plan to improve access and enhancements to the Cherry Creek Trail
- **Denver Moves: Cherry Creek (2024)** – a strategy for the development of future transportation infrastructure to support the City’s mobility goals in the Cherry Creek Neighborhood and surrounding area
- **Cherry Creek Area Community Needs Survey (February/March 2024)** – Identify community needs and desires and identify priorities for funding; 1,027 responses collected
- **Cherry Creek Needs Assessment: Plan Support and Next Steps (May 2024)** – Recommendations to advance exploration of a dedicated funding stream based upon priorities extracted from all previous efforts



# ...And a desire for action!

- **A safer neighborhood...**
  - Improved lighting in residential areas (61%)
  - Security services beyond police (55%)
- **A more accessible neighborhood...**
  - Enhanced street crossings (52%)
  - Micro-transit (40%)
  - Additional creek pedestrian bridge (28%)
  - Bike paths (25%)
- **A beautiful neighborhood...**
  - Greenway improvements (42%)
  - Landscaping (33%)
  - Public art (30%)





This process is intended to explore  
the feasibility of a GID for the  
Cherry Creek statistical  
neighborhood...

Your input today shapes the  
direction that exploration will go.

# Cherry Creek Statistical Neighborhood

Cherry Creek North  
Neighborhood  
Association

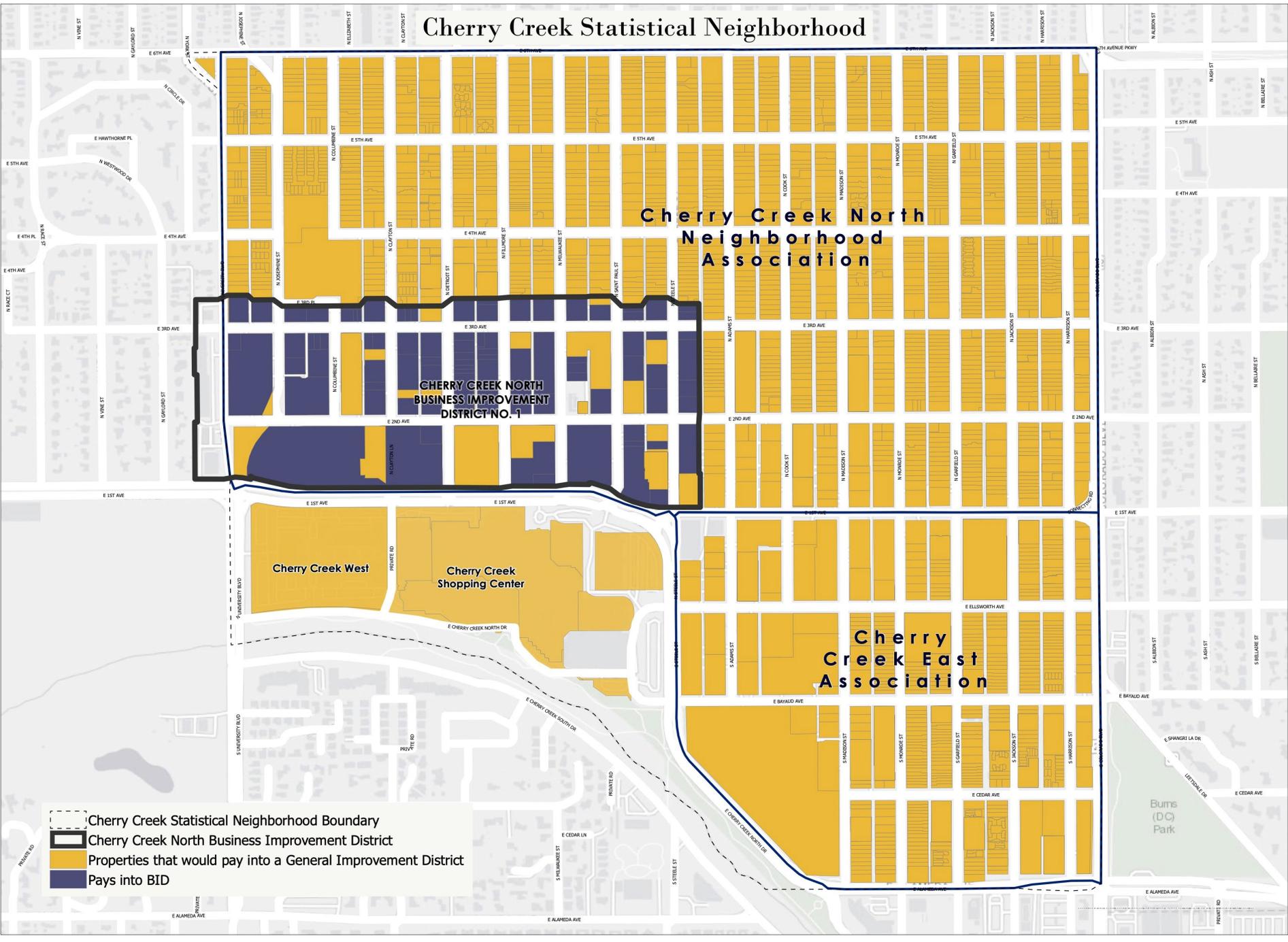
CHERRY CREEK NORTH  
BUSINESS IMPROVEMENT  
DISTRICT NO. 1

Cherry Creek West

Cherry Creek Shopping Center

Cherry  
Creek East  
Association

- Cherry Creek Statistical Neighborhood Boundary
- ▭ Cherry Creek North Business Improvement District
- Properties that would pay into a General Improvement District
- Pays into BID

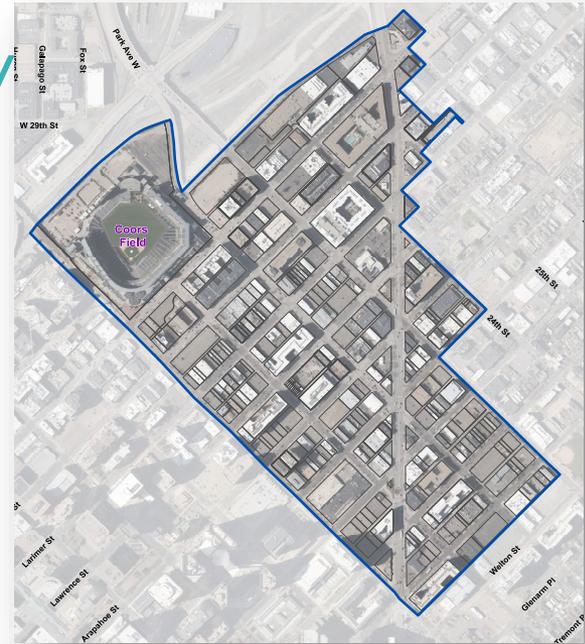




# What exactly can a GID do?

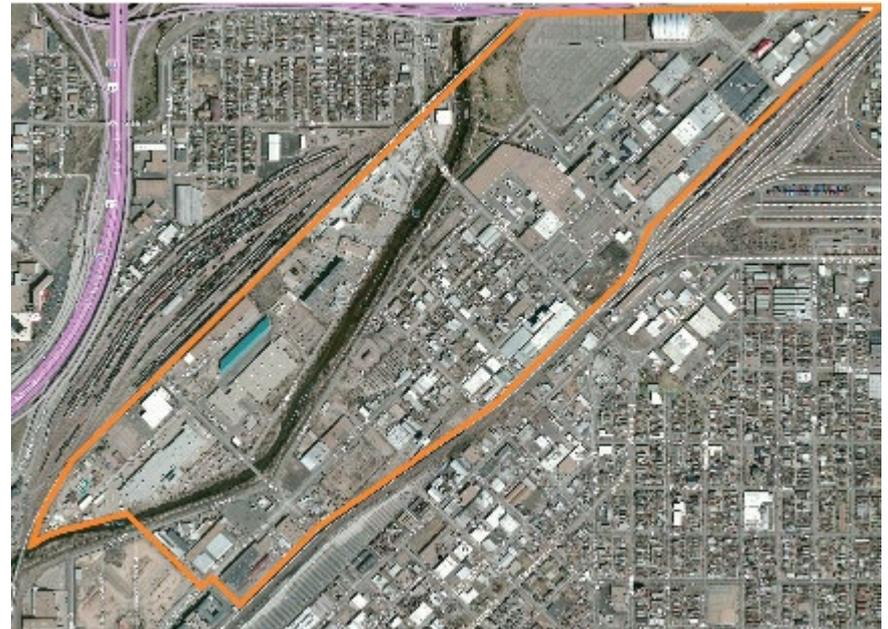
# Case Study: Ballpark Denver

- Formed November 2024
- Serves 3,200 residents, hundreds of businesses, 12 social service providers and Coors Field
- Budget:
  - \$1.3M via a 5 mill assessment on Assessed Value
  - Expected to generate an additional \$250K-500K in voluntary contributions
- What are funds spent on?
  - 1 FT executive director
  - 21 FT safety, homeless navigation and cleaning ambassadors
  - Beautification – trees, lighting, signage, public art
- 2 Intergovernmental Agreements (IGAs) with the City of Denver in place
  - Safety coordination IGA
  - Homeless navigation IGA



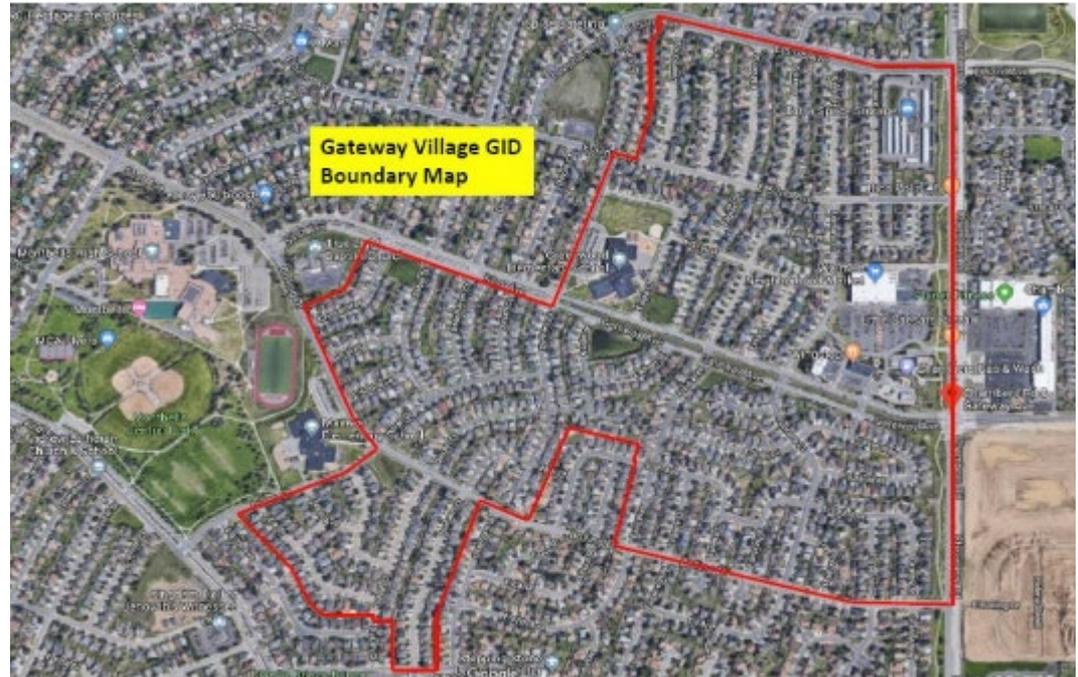
# Case Study: RiNo GID

- Formed November 2015
- Serves 2,500 residents, hundreds of businesses, major new developments
- Budget:
  - \$1.7M via a 4 mill assessment on Assessed Value
  - Special assessment on properties fronting Brighton Blvd to pay debt service on \$3M for street improvements (trees, lights, benches, etc.)
- What are funds spent on?
  - Debt service on Brighton Blvd
  - Cleaning, maintenance
  - Special projects – RiNo Park, RiNo riverfront promenade, street improvement projects, etc.
- Intergovernmental Agreements (IGA) with the City of Denver in place
  - Brighton Blvd construction and maintenance



# Case Study: Gateway Village

- Formed November 1995
- Serves ~2,000 residents
- Budget:
  - \$1.5M + debt service via a 10 mill assessment on Assessed Value
- What are funds spent on?
  - Maintenance and landscaping
  - Gateway signage
  - Roadway improvements
  - Lighting
  - Snow removal



# What else can GIDs do?





So... what would a GID cost?

# Cherry Creek GID Numbers (RESIDENTS)

**Total Assessed Value of the Neighborhood  
less Commercial Property in BID**

\$655,344,680  
(48% commercial, 52% residential)

**3 MILLS BUDGET**

**4 MILLS BUDGET**

**5 MILLS BUDGET**

\$1,966,034/year

\$2,621,379/year

\$3,276,723/year

**Home Actual  
Value**

**Home  
Assessed  
Value**  
*(\$55K value  
reduction from  
Actual x 6.7%)*

**Annual Cost**  
*(At 5 mills - .005 x  
Assessed Value)*

**Monthly Cost**  
*(At 5 mills - .005 x  
Assessed Value)*

**Daily Cost**  
*(At 5 mills - .005 x  
Assessed Value)*

\$750,000

\$46,565

\$232.83/yr

\$19.40/month

\$0.64/day

\$1,500,000

\$96,815

\$484.08/yr

\$40.34/month

\$1.33/day

\$3,000,000

\$197,315

\$986.58/yr

\$82.22/month

\$2.70/day

# Cherry Creek GID Numbers (COMMERCIAL)

**Total Assessed Value of the Neighborhood  
less Commercial Property in BID**

\$655,344,680  
(48% commercial, 52% residential)

## 3 MILLS BUDGET

\$1,966,034/year

## 4 MILLS BUDGET

\$2,621,379/year

## 5 MILLS BUDGET

\$3,276,723/year

**Commercial  
Building Value**

**Commercial  
Building  
Assessed  
Value**  
*(\$30K value  
reduction from  
Actual x 27.9%)*

**Annual Cost**  
*(At 5 mills - .005 x  
Assessed Value)*

**Monthly Cost**  
*(At 5 mills - .005 x  
Assessed Value)*

**Daily Cost**  
*(At 5 mills - .005 x  
Assessed Value)*

\$2,500,000

\$689,130

\$3,445.65

\$287.14

\$9.44

\$7,500,000

\$2,084,130

\$10,420.65

\$868.39

\$28.55

\$15,000,000

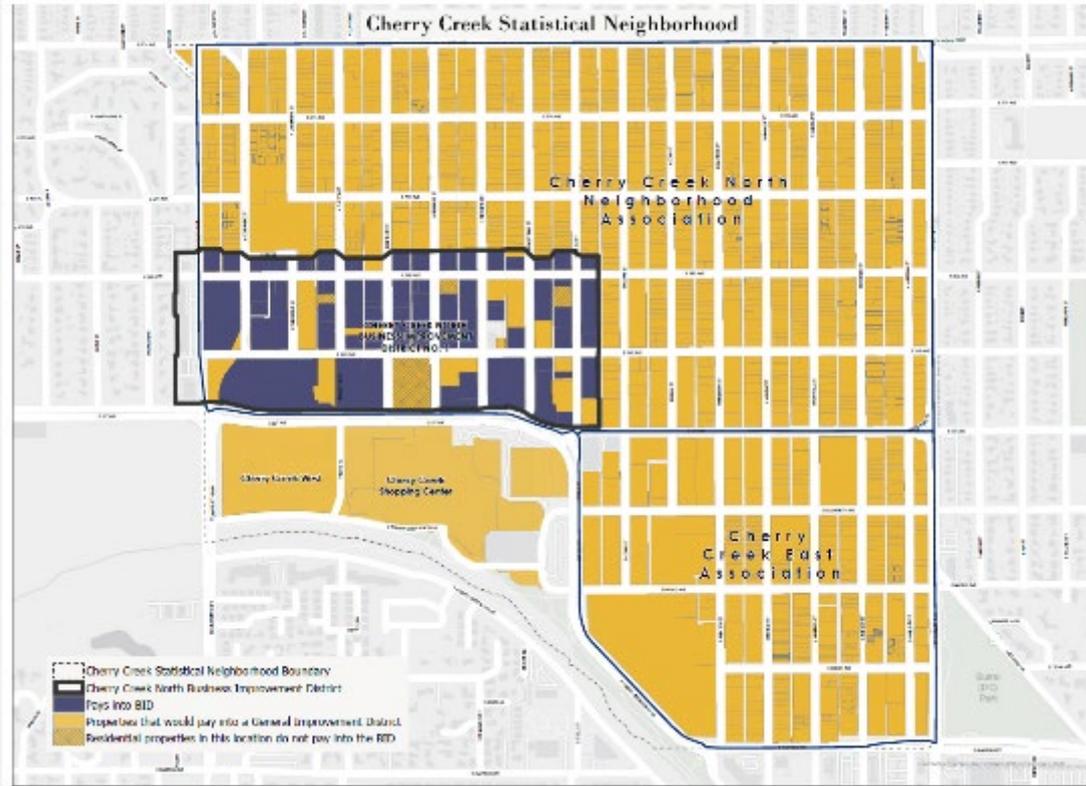
\$4,176,630

\$20,883.15

\$1,740.26

\$57.21

# It can get even more complex and nuanced...





# How do decisions on GID funds get made?

# Governance and decision making on GID funds...

## **Oversight and Decision Making - The GID Advisory Board**

- In Denver, GIDs are managed by an Advisory Board appointed by the mayor
- Within the GID formation plan, the initial board members are appointed and a governance structure is put in place with “codified” board seats:
  - E.g. 2 residents from CCE, 2 residents from CCN, 2 business owners, 2 commercial property owners, etc.
- The City also appoints 2 individuals to serve in a voting capacity on the board:
  - Typically the councilperson and the director of an agency who would be involved in your work
  - The city also identified ex-officio (non-voting) reps from other city agencies to attend your meetings
- Decisions get made by the board based upon the formation work plan and annual work plans filed. The City Council has no authority to unilaterally interfere with your efforts, but can intervene should the GID go “off the rails”

## **Service Delivery and Management – TBD by The GID Advisory Board**

- The GID Advisory Board determines how services get delivered...
- You can hire your own staff, outsource all your services to contractors, or enter into partnerships with other groups to deliver some or all of your services
- How you deliver services depends to a large degree on what you want to do!



But shouldn't the city be doing  
this...???

# The City vs. The District

## Basic vs. Enhanced Services

- The city provides basic services – police, fire, sidewalks, roadways, etc.
- Districts are the tools used to provide enhanced services...

## Every Corner of Denver (and most cities!) is Covered with Districts

- There are hundreds of districts across Denver – BIDs, GIDs, DDAs, URAs, Metro Districts, Special Improvement Districts, Local Maintenance Districts and more
- Where you see enhanced services in this city, it is more than likely that a special district is funding it!

## Leverage and Focused Investment

- Those areas that have special districts also generally benefit from the receipt of more investments and services from the city because the city and district can mutually leverage funds to meet needs, achieve collective goals and make their money go farther, faster.
- They also tend to achieve more, quicker, because they serve as a centralized voice representing thousands and can serve in a centralized role to establish priorities

# GID Exploration Timeline

Date	Action Item
January – July/August 2025	Complete the Feasibility Study
September 2025 – January 2026	Develop GID Operating Plan, Additional Engagement
January/February 2026	Finalize plan launch petition collection effort by end of Feb
February – April/May 2026	Petitioning
Summer 2026	City Council Hearings + Ordinance
September – November 2026 *Election Day Nov. 3	Call election, develop election questions prepare for voter outreach, hold election
January 2027	If approved, services begin

# Share your feedback!



If you are a resident, property owner, or business owner in Cherry Creek, **please share your feedback by June 15<sup>th</sup>** by scanning the QR code or visiting:  
**[Bit.ly/CCGIDSurvey](https://bit.ly/CCGIDSurvey)**

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Join us for a Zoom meeting on July 22<sup>nd</sup> at 5:30 P.M. to review the survey results and feasibility report by scanning the QR code or visiting:  
**[Bit.ly/CCGIDJuly25](https://bit.ly/CCGIDJuly25)**

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# QUESTIONS?

Website is: [denvergov.org/CCGID](https://denvergov.org/CCGID)

For questions, e-mail: [CCGID@denvergov.org](mailto:CCGID@denvergov.org)



Thank you.

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