UNIVERSITY HILL COMMERCIAL AREA MANAGEMENT COMMISSION
REGULAR MEETING – April 15, 2015
9 – 11 a.m.
Council Chambers, 1777 Broadway
AGENDA

1. Roll Call
2. Swearing In of New Commissioner – Lisa Nelson
3. Approval of the March 18, 2015 Meeting Minutes
4. Election of Officers
5. Police Update - Trujillo
6. Public Participation
7. Historic District Overview – Marcy Cameron
8. 2A Project Coordination Introduction – Jason Fell and Brian Wiltshire
9. Hill Boulder Update – Soifer
   - 2015 Events
   - Grenadier Creative Brief
10. UHNA Update – Nancy Blackwood
    - Spring Cleanup Day Update
11. Parking Services Update – Matthews
12. Matters from Commissioners
    - Motion on Grandview Site
13. Matters from Staff
    - Budget Update - Jobert
    - Hill Reinvestment Strategy Update – Wiebenson
      - o April 28 Council Study Session
      - o Year – Round Resident HCA Survey Results
    - Commission/Council Liaison List Assignments
    - Retreat – May 2015

Attachments
- Meeting Minutes
- Sales and Use Tax Revenue Reports – January 2015
- 2014 Year End Financials
- Police Stats
- Council/Commissioner Liaison List
- HCA Survey Results
- Grenadier Creative Brief

Upcoming Meetings:
May 26: City Council Study Session - HRS

Commissioner Terms:
Soifer 2019 (business owner)
Griffith 2015 (resident)
Rubino 2018 (business owner)
Raj 2016 (resident)
Liguori 2017 (business/property owner)

UHCAMC 2015 Priorities:
- Establish baseline/benchmarks for Hill Reinvestment Strategy
- Determine feasibility of Hill employee Eco Pass program
- Extend Hill Community Development Coordinator funding
- Pursue anchor tenant and public-private partnerships on UHGID sites
- Pursue short-term incentive program for building improvements
- Enhance communication and coordination with CU
- Integrate arts into planning for 'Event Street'
- Evaluate liquor restriction impacts
- Greater engagement with Hill Commercial Area Community

CITY OF BOULDER, COLORADO
BOARDS AND COMMISSIONS MEETING MINUTES

NAME OF BOARD/COMMISSION: **UNIVERSITY HILL COMMERCIAL AREA MANAGEMENT COMMISSION**

NAME/TELEPHONE OF PERSON PREPARING SUMMARY: **Ruth Weiss – 303-413-7318**
NAMES OF MEMBERS, STAFF, AND INVITED GUESTS PRESENT:
BOARD MEMBERS: **RAJ (absent), GRIFFITH, SOIFER, RUBINO (absent), LIGUORI**
STAFF: **WINTER, WIEBENSON, JOBERT, MATTHEWS, TRUJILLO**
GUESTS: **NANCY BLACKWOOD, MONIQUE COLE**

TYPE OF MEETING: **Regular** **March 18, 2015**

AGENDA ITEM 1 – Roll Call: Meeting called to order at 9:22 a.m.

AGENDA ITEM 2 – Approval of the February 11, 2015 Meeting Minutes (Action Item Below):

AGENDA ITEM 3 – Police Update: Trujillo said the Hill was busy for St. Patrick's Day from 3 - 6 pm and picked up into the night. The Commander was on call all night. Code Enforcement was out last night and today checking areas for red cups and trash complaints. Summons will be issued for some parties. Trujillo said that the Smoking Ban goes into effect tomorrow and the Police Department will be taking an educational approach with the public to the ban. Liguori questioned businesses and the Smoking Ban. Trujillo commented that bus stops are non smoking. Wiebenson said that the Stakeholder Update will be out tomorrow with the details of the ban.

AGENDA ITEM 4 – Public Participation: None

AGENDA ITEM 5 – Hill Boulder Update: Soifer said there are six events planned on this Hill. After the Hill cleanup day, there will be a Father's Day Cookout with outdoor cinema and multiple restaurants participating. There will be a gigantic Slip and Slide in July, May has a Hill by Southwest event; a block party is planned when students return in the fall; and the Light the Hill winter holiday event will return in November. The Hill Boulder coupon book should be completed in a month. Winter said there is a request for UHGID financial support and Herring will be assisting with street closures. Liguori questioned the steam cleaning of the Hill and Matthews replied it happens prior to CU graduation and again in the fall prior to Parents Weekend.

AGENDA ITEM 6 – UHNA Update: Nancy Blackwood, UHNA, said Fund a Flower/Plant a Pot event on 13th Street will be in partnership with the city and CU on April 18th. UHNA will be sponsoring two pots and raising funds to sponsor another four. An event flyer is also being prepared for distribution to recruit volunteers. March 31st is the Executive Committee Meeting to include some CU staff. The next UHNA meeting will be held at SPARK at the end of April. May 16th is another clean up day, focusing on the cemetery, and they are looking for volunteers. UHNA is looking to hold an event on the summer Solstice at the cemetery with box dinners and family friendly atmosphere. It will be a fund raiser.

AGENDA ITEM 7 – Parking Services Update: Matthews said approval has been given to start 2A projects.

AGENDA ITEM 8 – Matters from the Commissioners: Motion on Grandview site will be on April's agenda. Thank you to Griffith from commissioners and staff for her service on the UHCAMC commission. Winter acknowledged Hillary for her visionary ideas and input. Liguori suggested having a standard street closure traffic plan and Griffith offered that each time a closure occurs, the traffic plan company charges for changes including just date changes. Winter mentioned that Wiebenson could be helpful with events. Fencing and liquor at events was discussed. Soifer mentioned the transparency for Hill Boulder events funding, availability to acquire and parameters of events. Winter said CU would like to have the Homecoming parade downtown in 2015.

AGENDA ITEM 9 – Matters from the Staff: Winter said the Moratorium has passed, Boyers is moving forward with his proposal; looking at a historic district and working with Planning staff to verify if the Hill is eligible/qualifies; educational outreach to the community on the historic district criteria forthcoming; revenue and organizational structure was discussed for business districts.
Wiebenson reported she is drafting a memo regarding the State of Hill for the upcoming Council study session, which

includes establishing baseline conditions. There will be data measurement points and a survey. Winter mentioned the direction from city council. Wiebenson said policy recommendations and initiatives will be available at the next meeting. Soifer suggested the EcoPass initiative is encouraging and huge; rescinding the liquor ordinance with a hotel on the hill and the CU conference center should also be addressed. Winter suggested someone from licensing to attend the next UHCAMC meeting. Wiebenson continued with information on a possible façade improvement program, which could include a revolving loan fund to facilitate private investment on the hill. She invited the commissioners to raise any other issues they would like communicated to city council. Soifer suggested increased marketing and advertising on the Hill to generate additional revenue.

Wiebenson discussed the Ecopass feasibility study results, which showed that the Hill meets the criteria for a master contract with RTD. Parking and its demand both residential and commercial was discussed. Soifer questioned bike parking on the Hill.

City Council member liaison list was discussed by Winter. Liguori suggested waiting for new commissioners to make assignments. Retreat in May, election of officers in April. Winter said the budget season begins shortly for the city. Jobert mentioned that the city has changed financial systems and can bring the end of year budget to the next meeting. Jobert said that the marketing budget has not increased in years along with other line items that are non personnel.

Meeting adjourned at 11: 05 a.m.

ACTION ITEMS:

MOTION: **Liguori motioned to approve the February 11, 2015 meeting minutes. Soifer seconded. Motion passed 4 -0, with Griffith absent.**

FUTURE MEETINGS:

April 15, 2015	**Council Chambers**	**Regular Meeting**

APPROVED BY: UNIVERSITY HILL COMMERCIAL AREA MANAGEMENT COMMISSION

Attest:
Ruth Weiss, Secretary

Dakota Soifer, Vice Chair

City of Boulder
Sales & Use Tax Revenue Report
January, 2015

Issued March 27, 2015

This report provides information and analysis related to January 2015 sales and use tax collections. Results are for actual sales activity through the month of January, the tax on which is received by the city in the subsequent month. For clarification of any information in this report, please contact Cheryl Pattelli, Director of Finance, at (303) 441-3246 or pattellic@bouldercolorado.gov.

PLEASE NOTE: Pursuant to a vote in November of 2014, the sales and use tax rate changed on January 1, 2015 from 3.56% to 3.86%. The additional 0.30% tax was approved for a three year period and is earmarked for "Community Culture and Facilities." Actual dollars collected in the report may show as being higher in 2015 solely because of the tax rate increase. However, the percentage changes included in this report have been "normalized" to be able to compare the actual increase or decrease for this year compared to the same period in 2014 as if the rates were the same. This "normalized" percentage better reflects the underlying economic activity in the city and enables city staff to more readily determine if revenue targets are being met.

REVENUE COMPARISONS TO COMPARABLE PERIOD IN PRIOR YEAR

The report for January presents summary level sales and use tax collections. Historically, remittances in January and February have been somewhat erratic and do not provide sufficient information to extrapolate trends for taxable tax activity later in the year. A more detailed analysis will be included in the March 2015 report.

As reflected in Table 1, “normalized” Sales and Use Tax has increased from the comparable 2014 base by 3.67%. Due to timing issues this report contains two returns (different filing periods) for the month of January 2015from taxpayers who file thirteen periods instead of twelve. These filings affect the Food Stores category.

TABLE 1

ACTUAL SALES AND USE TAX REVENUE

TAX CATEGORY	% CHANGE IN REVENUE Increase/(Decrease)	% OF TOTAL
Sales Tax	6.50%	80.57%
Business/Consumer Use Tax	38.99%	11.06%
Construction Use Tax	(50.14%)	4.53%
Motor Vehicle Use Tax	1.93%	3.84%
Total Sales & Use Tax	**3.67%**	**100.00%**

DETAILED ANALYSIS OF MAJOR CATEGORIES

The following monthly information is provided to identify trends in the various categories. While this information is useful, it is important to remember that relatively small aberrations (like the timing of remittances by certain vendors) can make relatively large monthly variances. Particularly near the beginning of the year, limited months do not necessarily define a trend.

Retail Sales Tax – January retail sales tax revenue was up 6.50% from that received in 2014.

Jan
6.50%

Food Stores - Retail sales tax revenue for food stores was up 46.51% from that received in 2014. The increase is due to companies who file thirteen four-week periods instead of reporting monthly. Companies who file thirteen four-week periods do so because of reporting purposes. Each reporting period has the same number of days in the period. Since the city reports monthly, there will be one month out of the year where our report contains two filing periods.

Jan
46.51%

Sales at **Eating Places** are both an important revenue source (Eating Places comprise approximately 14.00% of sales/use tax) and are often an indicator of the health of the economy in the city. This discretionary category is often correlated with disposable income and consumer confidence. Total January retail tax at Eating Places is up by 4.82%.

Jan
4.82%

Apparel Store retail sales are down by 29.55%.

Jan
(29.55%)

General Retail is up by 1.97%.

Jan
1.97%

Public Utilities (primarily retail sales tax on natural gas and electricity) are down by 9.06% for the month of December. Tax on Public Utilities comprises approximately 6.00% of total sales and use tax revenue. Even as natural gas prices and rates increase, the direction for this category may be uncertain if conservation strategies are successful and businesses significantly cut their energy use. According to a 2006 study by the City of Boulder, commercial and industrial sector energy use makes up 83% of Boulder's energy use.

TOTAL MARIJUANA REVENUE

The latest revenue source for the City of Boulder is the sale of both medical and recreational marijuana. These sources represent 1.07% and 1.14% of the total sales/use tax collected respectively in 2014.

The sale of <u>medical</u> marijuana generates:

- 3.86% sales and use tax on product sales paid by the purchaser and/or costs of any construction materials, furniture, fixtures, or equipment paid by the business.

The sale of <u>recreational</u> marijuana generates:

- 7.36% sales tax on product sales paid by the purchaser (3.86% base and 3.50% additional).
- 7.36% use tax on the cost of any construction materials, furniture, fixtures, or equipment paid by the business (3.86% base and 3.50% additional).
- A 5.00% excise tax paid by the grow facility when shipping product to dispensaries and/or marijuana infused product facilities.
- A "share-back" of certain State of Colorado revenue. The State collects a 10.00% tax on recreational marijuana sales and "shares back" 15.00% of that 10.00% to each city where such revenue is generated.

A summary of all year-to-date 2015 marijuana related revenue follows:

Total January Marijuana Related Revenue			
Medical marijuana:			
3.86% Sales/Use Tax	$120,989		
Sub-total Medical marijuana revenue		$120,989	
Recreational marijuana			
3.86% Base Sales/Use Tax	69,221		
3.50% Additional Sales/Use Tax	62,766		
5.00% Excise Tax	72,202		
State Share-back	38,329		
Sub-total Recreational Marijuana revenue		242,518	
TOTAL MARIJUANA RELATED REVENUE			$363,507

While the City's base 3.86% sales/use tax is distributed to City funds based upon various past voter decisions, certain other revenue has been dedicated to cover incremental costs related to the sale and use of marijuana in the City of Boulder. Year-to-date collections for these dedicated revenue sources follow:

Total January "Incremental" Recreational Marijuana Related Revenue		
3.50% Additional Sales/Use Tax	$62,766	
5.00% Excise Tax	72,202	
State "Share-back"	38,329	
TOTAL "INCREMENTAL" RECREATIONAL MARIJUANA REVENUE		$173,297

Medical Marijuana Sales/Use Tax

Total January sales/use tax revenue collected in this category is up 26.96% from the same period in 2014. The percentage change by month is presented below.

Jan
26.96%

Recreational Marijuana Retail Sales Tax

The first remittances in 2014, related to sales of recreational marijuana, were received in the month of February. Significant retail establishments were not open until April of 2014. Therefore, increases for the first quarter of 2015 are not representative due to the non-existent or low comparative base.

Jan
na

Significant YTD increases / decreases by sales/use tax category are summarized in Table 3.

TABLE 3

2014 YTD RETAIL SALES TAX (% Change in Comparable YTD Collections)	
STRENGTHS:	WEAKNESSES:
▪ Food Stores up by 46.51% (January had two returns for each store by a 13 period filing taxpayer)	▪ Eating Places down by 4.53%
▪ Consumer Electronics up by 10.13%	▪ Apparel Stores down by 29.55%
▪ Computer Related Business up by 203.81%	▪ Home Furnishings down by 26.00%
▪ All Other up by 4.18%	▪ Transportation/Utilities down by 30.79%
▪ Medical Marijuana up by 26.96%	▪ Building Material Retail down by 56.68%
▪ Downtown up by 11.19%	▪ Twenty-Ninth St down by 27.47%
▪ N. 28th St Commercial up by 41.09%	▪ Table Mesa down by 8.09%
▪ University of Colorado up by 3.26%	▪ Boulder County down by 21.31%
▪ Basemar up by 14.50%	▪ Public Utilities down by 9.06%
▪ The Meadows up by 89.68%	
▪ All Other Boulder up by 16.54%	
▪ Metro Denver up by 27.46%	
▪ Gunbarrel Industrial up by 28.05%	
▪ Gunbarrel Commercial up by 21.07 %	
▪ Pearl Street Mall up by 32.05%	
▪ Boulder Industrial up by 25.34%	

2014 USE TAX (% Change in YTD Comparable Collections)	
STRENGTHS:	WEAKNESSES
▪ Motor Vehicle Use Tax up by 1.93%	▪ Construction Use Tax down by 50.14% (when adjusted to exclude dedicated Boulder Junction tax, down by 84.40%)
▪ Business Use Tax up by 38.99%	

BUSINESS USE TAX

YTD Business Use Tax is up by 38.99% in January. This tax category can be very volatile as it is associated primarily with the amount and timing of purchase of capital assets by businesses in the city and the amount and timing of audit revenue. 2014 YTD audit revenue was over $2 million.

MOTOR VEHICLE USE TAX

January Motor Vehicle Use Tax is up by a modest 1.93%. This tax category applies to the purchase of vehicles registered in the city. As individuals and businesses become more confident about jobs and the economy, they have replaced their vehicles and thus reduced the average age of their fleet. 2014 was a strong year for motor vehicle sales, but at some point the rate of increase will slow as the average age of the total vehicle fleet in the city declines and the comparative numbers from the prior year become more difficult to meet or exceed. Motor Vehicle Use Tax may have already reached that inflection point as both November and December 2013 results were negative (down 17.88% and 12.16% respectively when compared to the very strong sales in the comparative months of 2013).

ACCOMMODATION TAX

January Accommodation Tax revenue is down by 24.97% from the same period in 2014. The hotel industry in Boulder is in a state of flux. It is uncertain if/when new properties in the pipeline will open. Some upward adjustment in room and occupancy rates has occurred during the transition when the total number of rooms available in the City is down slightly. Some of the changes follow:

- America Best Value – closed March 2014 (to be converted to student housing)
- Golden Buff – closed October 2014 (to be redeveloped into two hotels)
- Boulder Outlook – proposed to close November 2014
- Hyatt Place Depot Square – broke ground, projected opening in early 2015
- Other Planned Properties – in concept or site review

ADMISSIONS TAX

Year-to-date 2014 Admission Tax revenue is up by 17.92% from the same period in 2014. Admissions Tax collections are dependent on the number of taxable productions and events held in the City and the level of attendance at such events.

TRASH TAX

January Trash Tax receipts are up by 68.65%. Trash Tax remittances are due on a quarterly basis. Occasionally, trash haulers remit outside that quarterly cycle, resulting in large variances such as those experienced in January.

REVIEW OF VARIOUS ECONOMIC DATA & PREDICTIONS FOR THE FUTURE

A March 12, 2015 analysis by Reuters finds that U.S. Retail Sales have been down in January and February of 2015:

> U.S. retail sales unexpectedly fell in February as harsh weather kept consumers from auto showrooms and shopping malls, tempering the outlook for first-quarter growth and a June interest rate increase by the Federal Reserve. Even accounting for the snowy and cold weather, which blanketed much of the country in late February, there is little doubt that consumer spending has slowed significantly after robust growth in the fourth quarter. The Commerce Department said on Thursday retail sales dropped 0.6 percent as receipts fell in almost all categories marking the third straight month of declines. Retail sales excluding automobiles, gasoline, building materials, and food services were flat after a downwardly revised 0.1 percent dip in January. February was the first time since 2012 that retail sales had dropped for three consecutive months.
>
> Economists are confident economic activity will accelerate in the second quarter of the year, as consumer spending gets a tailwind from the massive savings from the lower gasoline prices in late 2014 and early this year. Most believe consumers saved the bulk of the windfall from cheaper prices at the pump and expect the money to be spent starting in March as temperatures warm up. Prospects for a pick-up in spending were also brightened by a report from the Fed showing household net worth posted its biggest rise in a year... "Consumers may have throttled back spending, but they maintain the ability and means to spend," said Jack Kleinhenz, chief economist at the National Retail Federation.

According to economists speaking at the Boulder Economic Council's annual economic forecast event, as reported by BizWest on January 14, 2015, lagging sales tax may threaten Colorado's future budgets:

> Phyllis Resnick, lead economist at CSU's Colorado Futures Center, stated ... the rates of retail sales tax growth are starting to fall in Colorado for a variety of reasons. E-commerce has been cutting into retain sales tax collected locally for years as people shop online rather than in local stores. The United States as a whole is also becoming increasingly unmarried, with single people traditionally spending less on goods and services than married individuals. Resnick also said there's evidence mounting that as income inequality rises, the nation will see further decline in sales tax collections. When you concentrate income up high...you have fewer people buying those things that contribute to the tax base.
>
> Perhaps the greatest threat to sales tax revenues, though, is the fact that physical taxable goods are becoming a smaller share of consumption as more and more people hire for services like lawncare or other household services that don't bring in sales tax revenue. Especially among younger segments of the population, the trend is steering toward spending on experiences and services and away from goods. And things like smartphones have already replaced the need for several other devices that individuals used to buy. The shift away from purchasing goods will also be magnified by the aging population, as those 65 and older also tend not to spend a lot of money on goods but rather on experiences like travel. We're going to have to start to acknowledge the new way of consuming," Resnick said. "It's going to take a lot of work to start thinking about the ways we generate public revenues off a system of consumption that is changing quite rapidly.
>
> While Resnick was the self-proclaimed bearer of bad news, Rickard Wobbekind, executive director of the Business Research Division at the CU Boulder's School of Business, got to deliver more encouraging news. Colorado will continue to outperform the nation in employment and population growth, with home prices continuing to appreciate. On a more local level, Boulder, he told the crowd, continues to outperform not just the nation's but Colorado's strong recovery metrics.
>
> As Colorado is forming more households than it is producing new housing units, he said the state appears to be underbuilding, a sign that bodes well for the construction industry going forward. On the flip side, that bodes poorly for the increase in cost of housing. In Boulder, where the median price of a single family home was nearly $700,000 in 2014, housing prices will continue to stress not only first-time homebuyers' ability to break into the market but also things like the transportation system as the number of the city's in-commuters continues to climb.

Colorado business leaders bullish on 2015 according to a report published in BizWest on January 5, 2015:

> BOULDER – The confidence of Colorado business leaders has increased slightly entering the New Year according to the latest index released Monday by the University of Colorado Boulder's Leeds School of Business. The Leeds School releases the index each quarter, with expectations measuring positive at 50 or higher.

Entering the first quarter of 2015, the Leeds Business Confidence Index registered an overall mark of 60.8, up from 59.5 last quarter. Expectations were positive for all of the metrics measured, including national economy, state economy, industry profits, capital expenditures and hiring plans. The state's business leaders were most enthusiastic about the state's economy, with that metric coming in at 66.2, up from 63.9 last quarter. But optimism about the national economy also rose from 56.4 to 60. Their outlook on hiring also improved slightly, from 57.9 to 58.2.

The *Conference Board Consumer Confidence Index*, which had increased in January, declined in February:

The Conference Board *Consumer Confidence Index*®, which had increased in January, declined in February. The Index now stands at 96.4 (1985=100), down from 103.8 in January. The Present Situation Index decreased to 110.2 from 113.9, while the Expectations Index declined to 87.2 from 97.0 in January.

According to Lynn Franco, Director of Economic Indicators at The Conference Board: "After a large gain in January, consumer confidence retreated in February, but still remains at pre-recession levels (September 2007, Index, 99.5). Consumers' assessment of current conditions remained positive, but short-term expectations declined. While the number of consumers expecting conditions to deteriorate was virtually unchanged, fewer consumers expect conditions to improve, prompting a less upbeat outlook. Despite this month's decline, consumers remain confident that the economy will continue to expand at the current pace in the months ahead."

Consumers' optimism about the short-term outlook was considerably less positive in February. Those expecting business conditions to improve over the next six months decreased from 18.9 percent to 16.1 percent, while those expecting business conditions to worsen increased from 8.2 percent to 8.7 percent.

Consumers' outlook for the labor market was also less optimistic. Those anticipating more jobs in the months ahead decreased from 17.3 percent to 13.4 percent. However, those anticipating fewer jobs declined from 14.8 percent to 14.3 percent. The proportion of consumers expecting growth in their incomes declined from 19.5 percent to 15.1 percent. The proportion expecting a decrease rose from 10.8 percent to 12.0 percent.

Total Net Sales/Use Tax Receipts by Tax Category	JANUARY YTD Actual 2014	2015	% Change	% of Total
Sales Tax	5,965,991	6,889,039	6.50%	80.57%
Business Use Tax	627,592	945,770	38.99%	11.06%
Construction Sales/Use Tax	716,119	387,123	-50.14%	4.53%
Motor Vehicle Use Tax	297,302	328,566	1.93%	3.84%
Total Sales and Use Tax	**7,607,004**	**8,550,499**	3.67%	100.00%

Total Net Sales/Use Tax Receipts by Industry Type	JANUARY YTD Actual 2014	2015	%Change	% of Total
Food Stores	969,344	1,534,457	46.00%	17.95%
Eating Places	970,670	1,117,219	6.15%	13.07%
Apparel Stores	235,491	180,210	-29.42%	2.11%
Home Furnishings	226,130	183,883	-25.00%	2.15%
General Retail	1,365,326	1,565,911	5.78%	18.31%
Transportation/Utilities	738,921	547,532	-31.66%	6.40%
Automotive Trade	644,167	714,001	2.23%	8.35%
Building Material-Retail	266,429	126,294	-56.28%	1.48%
Construction Firms Sales/Use Tax	678,071	364,324	-50.45%	4.26%
Consumer Electronics	174,773	212,358	12.06%	2.48%
Computer Related Business Sector	456,125	865,571	75.02%	10.12%
Rec Marijuana	0	131,987	#DIV/0!	1.54%
Medical Marijuana	88,061	120,989	26.71%	1.41%
All Other	793,497	885,763	2.95%	10.36%
Total Sales and Use Tax	**7,607,004**	**8,550,499**	3.67%	100.00%

Total Net Sales/Use Tax Receipts by Geographic Area	JANUARY YTD Actual 2014	2015	% Change	% of Total
North Broadway	94,458	106,772	4.25%	1.25%
Downtown	491,529	523,911	-1.70%	6.13%
Downtown Extension	86,851	91,470	-2.87%	1.07%
UHGID (the "hill")	98,038	89,351	-15.94%	1.04%
East Downtown	59,874	48,461	-25.35%	0.57%
N. 28th St. Commercial	367,520	568,343	42.62%	6.65%
N. Broadway Annex	21,971	26,814	12.56%	0.31%
University of Colorado	195,802	218,568	2.95%	2.56%
Basemar	192,590	172,569	-17.36%	2.02%
BVRC-Boulder Valley Regional Center	1,623,665	1,842,669	4.67%	21.55%
29th Street	383,762	301,814	-27.47%	3.53%
Table Mesa	207,472	208,247	-7.43%	2.44%
The Meadows	63,724	131,074	89.70%	1.53%
All Other Boulder	463,299	555,062	10.50%	6.49%
Boulder County	72,796	58,197	-26.27%	0.68%
Metro Denver	163,819	224,659	26.48%	2.63%
Colorado All Other	16,169	17,951	2.39%	0.21%
Out of State	583,903	639,665	1.04%	7.48%
Airport	2,711	889	-69.76%	0.01%
Gunbarrel Industrial	420,849	734,602	60.99%	8.59%
Gunbarrel Commercial	88,905	113,896	18.15%	1.33%
Pearl Street Mall	166,573	236,168	30.76%	2.76%
Boulder Industrial	839,036	792,741	-12.86%	9.27%
Unlicensed Receipts	110,306	36,843	-69.20%	0.43%
County Clerk	297,302	328,566	1.93%	3.84%
Public Utilities	494,079	481,199	-10.18%	5.63%
Total Sales and Use Tax	**7,607,004**	**8,550,499**	3.67%	100.00%

Miscellaneous Tax Statistics	JANUARY YTD Actual 2014	2015	% Change in Taxable
Total Food Service Tax	43,412	44,115	1.62%
Accommodations Tax	311,593	233,783	-24.97%
Admissions Tax	43,529	51,329	17.92%
Trash Tax	5,138	8,665	68.65%
Disposable Bag Fee	932	43	-95.39%
Rec Marijuana Excise Tax	0	72,202	N/A

COMPARISON OF YEAR-TO-DATE ACTUAL REVENUE FOR THE YEAR 2015 TO COMPARABLE PERIOD IN 2014

USE TAX BY CATEGORY				SALES TAX BY CATEGORY		
JANUARY YTD Actual				JANUARY YTD Actual		
2014	2015	% Change	Standard Industrial Code	2014	2015	% Change
8,982	8,826	-9.37%	Food Stores	960,361	1,525,632	46.51%
10,997	26,547	122.64%	Eating Places	959,673	1,090,672	4.82%
993	1,097	1.89%	Apparel Stores	234,498	179,113	-29.55%
818	3,112	250.87%	Home Furnishings	225,312	180,772	-26.00%
60,700	123,482	87.62%	General Retail	1,304,626	1,442,429	1.97%
23,031	10,282	-58.83%	Transportation/Utilities	715,891	537,250	-30.79%
301,677	333,531	1.97%	Automotive Trade	342,491	380,470	2.46%
2,683	2,422	-16.74%	Building Material-Retail	263,746	123,872	-56.68%
657,088	346,771	-51.33%	Construction Sales/ Use Tax	20,983	17,553	-22.85%
974	4,830	357.35%	Consumer Electronics	173,799	207,528	10.13%
369,128	579,000	44.67%	Computer Related Business	86,996	286,572	203.81%
0	1,728	#DIV/0!	Rec Marijuana	0	130,259	N/A
1,068	1,236	6.76%	Medical Marijuana	86,993	119,753	26.96%
202,876	218,598	-0.62%	All Other	590,621	667,165	4.18%
1,641,014	**1,661,460**	-6.62%	**Total Sales and Use Tax**	**5,965,991**	**6,889,039**	6.50%

USE TAX BY CATEGORY				SALES TAX BY CATEGORY		
JANUARY YTD Actual				JANUARY YTD Actual		
2014	2015	% Change	Geographic Code	2014	2015	% Change
399	6,284	1352.53%	North Broadway	94,059	100,488	-1.47%
110,204	64,171	-46.30%	Downtown	381,325	459,741	11.19%
30,467	723	-97.81%	Downtown Extension	56,385	90,747	48.43%
14,620	119	-99.25%	UHGID (the "hill")	83,418	89,231	-1.35%
19,267	2,687	-87.14%	East Downtown	40,607	45,775	3.97%
2,366	9,716	278.74%	N. 28th St. Commercial	365,154	558,627	41.09%
-5,006	1,082	-119.93%	N. Broadway Annex	26,977	25,732	-12.03%
581	0	-100.00%	University of Colorado	195,221	218,568	3.26%
57,614	4,998	-92.00%	Basemar	134,975	167,570	14.50%
19,387	91,752	336.48%	BVRC	1,604,279	1,750,917	0.66%
3,755	2,968	-27.10%	29th Street	380,007	298,846	-27.47%
1,453	2,947	87.06%	Table Mesa	206,019	205,300	-8.09%
297	630	95.64%	The Meadows	63,427	130,444	89.68%
230,690	261,136	4.40%	All Other Boulder	232,609	293,926	16.54%
14,209	8,208	-46.72%	Boulder County	58,587	49,990	-21.31%
24,666	32,353	20.97%	Metro Denver	139,153	192,306	27.46%
387	2,033	384.49%	Colorado All Other	15,781	15,918	-6.97%
9,022	23,453	139.75%	Out of State	574,881	616,212	-1.14%
2,521	43	-98.43%	Airport	190	847	311.14%
351,603	638,457	67.47%	Gunbarrel Industrial	69,246	96,145	28.05%
2,435	384	-85.46%	Gunbarrel Commercial	86,470	113,512	21.07%
2,691	1,518	-47.97%	Pearl Street Mall	163,881	234,650	32.05%
383,122	173,137	-58.32%	Boulder Industrial	455,914	619,604	25.34%
57,285	543	-99.13%	Unlicensed Receipts	53,020	36,300	-36.86%
297,302	328,566	1.93%	County Clerk	0	0	N/A
9,675	3,554	-66.12%	Public Utilities	484,404	477,645	-9.06%
1,641,014	**1,661,460**	-6.62%	**Total Sales and Use Tax**	**5,965,991**	**6,889,039**	6.50%

TOTAL CITY SALES AND USE TAX COLLECTIONS

REVENUE CATEGORY	YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change in Taxable Sales
RETAIL SALES TAX	2008	5,197,400	5,105,109	6,005,946	5,331,447	5,488,450	6,572,335	5,508,796	6,258,640	6,620,535	5,382,779	5,255,155	7,443,455	70,170,045	0.04%
Rate3.41%	2009	4,919,570	4,659,632	5,850,038	5,077,648	5,131,444	6,428,343	5,206,770	5,790,533	6,093,314	5,170,325	4,735,769	7,814,230	66,877,613	-4.69%
	2010	4,576,034	5,386,190	6,196,697	5,320,225	5,470,595	6,895,283	5,522,076	5,943,315	6,855,385	5,652,938	5,240,211	8,414,157	71,473,106	6.87%
	2011	5,394,367	5,132,437	6,692,597	5,630,200	5,708,608	7,016,826	5,580,953	6,531,707	7,286,644	5,765,805	5,830,545	8,390,145	74,960,833	4.88%
	2012	5,363,541	5,129,096	6,754,740	5,599,150	5,988,770	7,304,270	5,551,489	7,062,958	7,502,227	6,188,194	5,693,025	9,604,529	77,741,989	3.71%
	2013	5,557,163	5,824,808	7,171,949	5,707,649	6,197,302	7,968,604	6,161,076	6,944,797	7,500,133	6,591,707	5,934,326	9,925,508	81,485,022	4.81%
Rate 3.56%	2014	5,965,991	6,438,048	7,706,036	6,619,759	6,990,628	8,303,288	7,020,977	7,893,039	8,584,506	7,452,664	7,031,634	9,966,741	89,973,310	5.76%
Rate 3.86%	**2015**	6,889,039												6,889,039	-92.94%
Change from prior year (Month)		6.50%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%		
Change from prior year (YTD)		6.50%	-48.78%	-68.41%	-76.23%	-81.16%	-84.88%	-87.05%	-88.84%	-90.30%	-91.29%	-92.06%	-92.94%		
CONSUMER USE TAX	2008	818,034	991,472	1,109,160	669,214	736,901	1,067,769	732,334	596,399	899,934	989,683	599,876	1,253,267	10,464,043	-6.63%
(includes Motor Vehicle)	2009	909,558	657,250	1,062,587	997,891	531,724	790,819	858,325	1,299,767	989,089	741,578	698,452	1,600,457	11,137,497	6.44%
Rate 3.41%	2010	687,502	778,796	913,223	701,931	662,382	945,800	620,328	633,593	909,315	752,143	618,493	1,366,131	9,589,636	-13.90%
	2011	1,247,135	650,595	1,034,670	727,395	850,561	1,166,185	958,724	771,357	1,044,032	703,092	903,665	1,410,793	11,468,205	19.59%
	2012	763,425	768,580	859,971	976,451	1,212,071	1,033,899	729,829	940,127	957,894	1,417,818	737,310	1,469,940	11,867,314	3.48%
	2013	1,132,015	762,369	979,120	866,143	911,993	963,938	835,063	768,003	1,338,726	1,121,736	807,130	1,522,486	12,008,722	1.19%
Rate 3.56%	2014	924,895	901,234	1,328,607	1,727,986	666,706	2,541,847	1,056,846	1,297,348	1,409,960	1,012,343	1,011,907	1,429,435	15,309,114	22.11%
Rate 3.86%	**2015**	1,274,337												1,274,337	-92.32%
Change from prior year (Month)		27.07%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%		
Change from prior year (YTD)		27.07%	-35.64%	-62.75%	-75.93%	-78.82%	-85.47%	-87.15%	-88.75%	-90.09%	-90.87%	-91.53%	-92.32%		
CONSTRUCTION USE TAX	2008	330,080	347,219	748,549	454,797	327,855	241,649	100,759	442,652	347,954	217,885	107,831	381,753	4,048,982	-13.02%
Rate3.41%	2009	944,905	111,907	425,028	776,511	279,761	995,132	721,209	676,301	235,485	223,169	591,970	1,467,798	7,449,176	83.98%
	2010	591,599	242,591	245,829	362,619	226,230	1,921,675	1,075,078	467,423	245,361	234,021	406,868	531,670	6,550,964	-12.06%
	2011	622,872	281,210	274,661	240,970	2,150,036	352,336	352,846	455,211	478,988	314,958	177,137	471,157	6,172,383	-5.78%
	2012	385,392	1,697,323	315,856	503,719	342,448	375,499	595,334	214,896	422,866	473,523	799,552	371,254	6,497,662	5.27%
	2013	732,539	941,380	298,613	577,351	366,959	728,141	845,123	1,182,131	1,196,147	876,749	622,491	1,511,632	9,879,257	52.04%
Rate 3.56%	2014	716,119	1,110,714	600,580	430,524	571,269	1,688,472	373,129	379,130	713,014	908,032	325,754	1,557,635	9,374,372	-9.11%
Rate 3.86%	**2015**	387,123												387,123	-96.19%
Change from prior year (Month)		-50.14%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%		
Change from prior year (YTD)		-50.14%	-80.46%	-85.29%	-87.51%	-89.59%	-93.02%	-93.50%	-93.92%	-94.58%	-95.23%	-95.43%	-96.19%		
TOTAL FOR MONTH & CHANGE FROM PREVIOUS YEAR (MONTH & YTD)															
Ratechg3.56%>3.41%	2008	6,345,513	6,443,800	7,863,654	6,455,459	6,553,206	7,881,753	6,341,889	7,297,691	7,868,423	6,590,347	5,962,862	9,078,475	84,683,070	
Rate3.41%	2009	6,774,033	5,428,789	7,337,653	6,852,049	5,942,929	8,214,294	6,786,304	7,766,601	7,317,887	6,135,072	6,026,191	10,882,485	85,464,286	0.92%
	2010	5,855,134	6,407,577	7,355,749	6,384,774	6,359,207	9,762,758	7,217,482	7,044,332	8,010,061	6,639,102	6,265,572	10,311,957	87,613,706	2.51%
	2011	7,264,374	6,064,242	8,001,928	6,598,565	8,709,205	8,535,347	6,892,523	7,758,275	8,809,664	6,783,855	6,911,348	10,272,096	92,601,421	5.69%
	2012	6,512,359	7,594,999	7,930,567	7,079,320	7,543,289	8,713,668	6,876,652	8,217,981	8,882,987	8,079,535	7,229,887	11,445,723	96,106,966	3.79%
	2013	7,421,717	7,528,557	8,449,682	7,151,142	7,476,254	9,660,683	7,841,262	8,894,931	10,035,006	8,590,192	7,363,947	12,959,626	103,373,001	7.56%
Rate 3.56%	2014	7,607,004	8,449,996	9,635,223	8,778,269	8,228,603	12,533,607	8,450,951	9,569,517	10,707,479	9,373,039	8,369,295	12,953,810	114,656,795	6.24%
Rate 3.86%	**2015**	8,550,499	0	0	0	0	0	0	0	0	0	0	0		-100.00%
% Change (month)		3.67%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%		
% Change (YTD)		3.67%	-50.89%	-69.31%	-77.12%	-81.53%	-85.72%	-87.62%	-89.23%	-90.61%	-91.55%	-92.25%	-93.12%		

MEMORANDUM

TO: UHCAMC Advisory Committee
Molly Winter - Executive Director

FROM: Donna Jobert, Financial Manager

SUBJECT: Preliminary 2014 Revenue and Expenses

DATE: March 20, 2015

Shown below is a summary of 2014 revenues and expenditures. The 2014 budget and 2013 actuals are shown for comparative purposes.

Overall revenues are 106.5% of total budget collected and are up $56,857 when compared with 2013.
Meter revenues for on-street meters are near budget to date. They are above last years revenue.
Meter revenue for the 14th St lot is over budget and $17,149 above last year at this same time.
Meter revenue for the Pleasant St lot is over budget and $1,959 above last year at this same time.
Permit revenue for the Pleasant Lot is above budget and above last year at the same time.
This is due to a permit rate increase in 2014.

Overall expenditures in 2014 equal 99.5% of budgeted expenses and up $22,425 compared with 2013.
The most significant variance is for parts/repair for the pay stations on the hill.
In addition, parking studies carried over from 2013 were expensed in 2014
Reductions and small increases in personnel cost are due to one less pay period in 2014.
Marketing/econ vitality expenses in 2014 include sponsorship of the 13/College Bcycle station, Hill Flea, Homecoming and Parking 101 educational ad in the CU student date book.
Cost allocation (amount UHGID pays the City GF for services) increased over 2013.
The revenue trends were better than previous years.
The overall net gain in the UHCAMC fund was $14,853. The expense allocation in 2014 was short of budget by $2,738

UHCAMC Revenues and Expenditures - 2014

Revenues	2014 Revenue Collected	2014 Approved Budget	% Collected	2013 Revenue Collected	2013-2014 $ Difference	2013-2014 % Difference
Taxes	$ 34,535	$ 30,190	114.4%	$ 29,927	$ 4,608	15.4%
Street Meters	428,420	425,000	100.8%	413,754	14,666	3.5%
Returned to GF	(3,420)			(13,754)	10,334	-75.1%
14th Street Lot	68,072	55,000	123.8%	50,923	17,149	33.7%
Pleasant Lot (permits)	43,171	39,034	110.6%	37,795	5,376	14.2%
Pleasant Lot (meters)	21,459	15,000	143.1%	19,500	1,959	10.0%
Tokens	0	500	0.0%	0	-	-
Meterhoods	16,638	6,500	256.0%	12,333	4,306	34.9%
Miscellaneous revenues	0	0	-	861	(861)	-100.0%
Interest	4,270	4,363	97.9%	4,950	(680)	-13.7%
TOTAL	**$ 613,145**	**$ 575,587**	**106.5%**	**$ 556,288**	**$ 56,857**	**10.2%**
	ok			ok		

Expenditures	2014 Expense	2014 Budget	% Expended	2013 Expense	2013-2014 $ Difference	2013-2014 % Difference
Parking Svcs Personnel	$ 158,170	$ 158,761	99.6%	$ 157,384	$ 786	0.5%
Parking Svcs Non-personnel	146,105	144,099	101.4%	134,885	11,220	8.3%
Pay Station Replacement Reserve	15,011	15,011	100.0%	15,011	-	-
Vac/Sick Liability Adjustment	7,001	2,323	301.4%	541	6,460	-
DUHMD Personnel	110,748	115,689	95.7%	113,697	(2,949)	-2.6%
DUHMD Non-personnel	29,773	28,582	104.2%	31,717	(1,944)	-6.1%
Studies	52,434	67,789	77.3%	45,943	6,491	14.1%
Economic Vitality - Mktg/Parking Studies	6,900	10,000	69.0%	6,375	525	8.2%
Eco-Pass Prog.	-	675	0.0%	-	-	-
Cost Allocation/Benefit fund	49,100	49,100	100.0%	47,264	1,836	3.9%
Capital Replacement Reserve	9,000	9,000	100.0%	9,000	-	-
Encumbered-studies	14,050	-				
TOTAL	**$ 598,292**	**$ 601,030**	**99.5%**	**$ 561,817**	**$ 22,425**	**4.0%**

Where UHCAMC revenue comes from:

Revenue		
Parking	$ 574,340	94%
Taxes	$ 34,535	6%
Interest	$ 4,270	1%
	$ 613,145	

UHGID Bifurcation

Revenue	**Total**	**UHGID**	**GF**
Taxes	34,535	34,535	
Street Meters	428,420		428,420
Returned to GF	(3,420)		(3,420)
14th Street Lot	68,072	68,072	
Pleasant Lot (permits)	43,171	43,171	
Pleasant Lot (meters)	21,459	21,459	
Tokens	-		
Meterhoods	16,638	2,828	13,810
Miscellaneous revenues	-	-	
Interest	4,270	1,196	3,075
	613,145	**171,261**	**441,885**
		28%	72%

How UHCAMC expenses break down:

Expenditures		
Parking/Streetscape	$ 328,286	55%
Admin	$ 214,006	36%
Cost Alloc	$ 49,100	8%
Mktg/sponsor	$ 6,900	1%
	$ 598,292	

Net gain in fund $ 14,853

Expenditures	**Total**	**UHGID**	**GF**
Parking Svcs Personnel - Maint 85/15	126,995	107,946	19,049
Parking Svcs Personnel - Meter 15/85	31,175	4,676	26,499
Parking Svcs Non-personnel-Maint	64,000	54,400	9,600
Parking Svcs Non-personnel- Meter	82,105	12,316	69,789
Pay Station Replacement Reserve 15/85	15,011	2,252	12,759
Vac/Sick Liability Adjustment 54/46	7,001	3,781	3,220
DUHMD Personnel 50/50	110,748	55,374	55,374
DUHMD Non-personnel 50/50	29,773	14,887	14,887
Studies 50/50	52,434	26,217	26,217
Economic Vitality - Mktg/Parking 50/50	6,900	3,450	3,450
Cost Allocation 54/46	49,100	26,514	22,586
Capital Replacement Reserve	9,000	9,000	
Encumbered for Studies	14,050	7,025	7,025
TOTAL	**598,292**	**327,836**	**270,456**
		55%	45%
Net +/-	14,853	(156,575)	171,429

HILL STATS MARCH 2015

MONTH	Assault			Auto Theft			Burglary			Crim. Mis.			Crim. Tress.			Domestic		
	2013	2014	2015	2013	2014	2015	2013	2014	2015	2013	2014	2015	2013	2014	2015	2013	2014	2015
January	1	3	0	1	3	0	9	9	7	13	13	13	10	10	4	4	3	0
February	3	1	3	0	1	1	12	12	6	15	8	21	8	4	8	2	3	5
March	3	1	3	1	1	0	19	4	9	22	11	11	6	10	7	3	4	1
April	2	1		0	1		15	8		17	17		8	6		3	4	
May	1	1		1	0		11	8		13	16		8	7		5	1	
June	0	4		1	1		7	10		12	10		3	6		2	3	
July	1	0		0	2		9	12		13	13		4	6		3	2	
August	4	5		3	0		22	21		21	14		5	9		1	5	
September	1	6		0	0		11	10		12	9		6	13		5	5	
October	3	3		1	2		9	9		21	32		11	9		2	5	
November	1			0	1		6	6		25	12		6	3		1	1	
December	0			1	1		16	12		6	9		10	2		5	0	

MONTH	DUI			Felony Menacing			Liq. Law			Harassment			Hill Noise			Narcotics		
	##	##	##	2013	2014	2015	2013	2014	2015	2013	2014	2015	2013	2014	2015	2013	2014	2015
January	7	1	2	0	1	0	17	8	7	3	2	0	19	16	7	3	3	0
February	4	6	4	2	0	1	10	9	7	2	2	3	13	9	8	0	4	3
March	10	4	10	2	0	2	22	21	18	1	3	1	19	15	11	3	5	2
April	6	7		2	0		13	10		4	5		14	14		3	6	
May	8	7		0	0		16	7		3	1		26	7		2	5	
June	3	0		0	3		2	3		4	3		11	6		3	0	
July	3	11		2	0		7	7		4	4		4	5		2	3	
August	8	6		2	2		15	23		0	4		36	24		1	4	
September	2	6		0	5		14	21		1	4		35	13		3	4	
October	7	9		0	2		19	21		2	1		16	5		0	6	
November	8	5		1	2		15			2	0		10	2		4	0	
December	6	4		0	0		4			2	0		6	1		1	2	

HILL STATS MARCH 2015

MONTH	Robbery			Sex Assault			Theft		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
January	17	8	7	0	1	1	15	7	9
February	10	9	7	2	0	0	16	20	13
March	22	21	18	1	0	2	18	15	14
April	13	10		2	3		24	20	
May	16	7		0	2		17	10	
June	2	3		1	1		15	10	
July	7	7		0	0		19	10	
August	15	23		1	0		23	20	
September	14	21		1	1		11	18	
October	19	21		1	0		15	24	
November	15			1	3		23	10	
December	4			0	0		10	14	

2015 City Council Members
Liaison List

Matt Appelbaum
Macon Cowles
Suzanne Jones
George Karakehian
Lisa Morzel
Tim Plass
Andrew Shoemaker
Sam Weaver
Mary Young

Q6 Which businesses in the Hill Commercial Area do you patronize most frequently?

Answered: 57 Skipped: 3

#	Responses	Date
1	Illegel Petes, The Corner, Buchanan's, Half Fast	3/29/2015 2:43 PM
2	corepower yoga	3/27/2015 8:22 AM
3	innesfree	3/26/2015 4:44 PM
4	Cafe Aion and The Sink	3/26/2015 1:26 PM
5	7-11, Sink, Salvaggio's, Aion, Buchanan's, Pete's	3/26/2015 12:09 PM
6	The Corner	3/26/2015 7:13 AM
7	Cafe Aion, Sink, Illegal Pete's, Five Guys	3/25/2015 7:04 PM
8	restaurants art store used to use PO a lot Inisfree	3/25/2015 3:06 PM
9	Aion	3/25/2015 1:42 PM
10	Café Aion post office in bookstore	3/25/2015 11:44 AM
11	bicycle shop	3/25/2015 11:28 AM
12	Aion, Starbucks, Illegal Pete's	3/25/2015 9:48 AM
13	Aion Cafe, No Name Bar, Starbucks, Buchanan's, Innesfree	3/25/2015 9:08 AM
14	Cafe Aeion, The Sink	3/25/2015 7:52 AM
15	Aion Meow Meow The optical center, the cafe onCollege and 13 the poetry bookstore	3/25/2015 4:48 AM
16	Innisfree, Brazil on the Hill, Taco Junky, Meinengers	3/25/2015 12:16 AM
17	Starbucks, the corner	3/24/2015 11:53 PM
18	Full Cycle, 7-11, Half-Fast Subs, Illegal Petes, The Corner, Hilltop Food Court	3/24/2015 10:36 PM
19	Aion, Corner, InnisFree, Sink	3/24/2015 10:06 PM
20	The Corner, Starbucks, Rose Hill, Cafe Aion, The sink, No name bar, Big Boss lady	3/24/2015 9:44 PM
21	The Fox and Innisfree Cafe	3/24/2015 2:54 PM
22	No name bar	3/24/2015 2:49 PM
23	Innisfree	3/24/2015 1:50 PM
24	innisfree	3/24/2015 1:33 PM
25	College Optical, Illegal Pete's, Rose Hill Liquor, Innisfree, Buchanan's, Full Cycle, Mac Shack, No-name bar, Dot's Diner	3/24/2015 1:03 PM
26	Corner, Silver and Gold, liquor store, Abos, Five Guys, Meow Meow	3/22/2015 10:51 AM
27	The Sink Meow Meow Starbucks Used to patronize Colorado Book Store and several other now closed businesses.	3/18/2015 12:27 PM
28	Meow meow, the sink	3/18/2015 10:53 AM
29	Innisfree Poetry Bookshop and Cafe	3/18/2015 10:23 AM
30	Cafe Aion, Sink, The Corner, Beat Cycle, The Fox	3/18/2015 8:59 AM

31	The Corner, Starbuck's, Cafe Aion, Illegal Pete's, The Fox, Dr. Holland (the optometrist), 7-11, Mee Too Noodle House...	3/18/2015 7:34 AM
32	The corner, Hana sushi, al's barber shop, starbucks	3/18/2015 7:08 AM
33	Used to go to Mamacita's and Sink	3/18/2015 4:19 AM
34	Coffee shops, Chase bank, cost cutters	3/17/2015 10:52 PM
35	Illegal petes	3/17/2015 10:14 PM
36	Five Guys, Illegal Petes, Cafe Aion, Sink	3/17/2015 9:50 PM
37	Starbucks 7-11 The Corner Project Pie Santiagos	3/17/2015 8:18 PM
38	Starbucks	3/17/2015 5:53 PM
39	The gas station, the bicycle shop and the post office.	3/17/2015 5:44 PM
40	Innisfree, Buchanans, Spark Boulder, Thai Avenue, Ghurkas, Starbucks, Cheba Hut, Illegal Petes, The Sink, Half Fast, Rush Bowls, The Corner, Cafe Aion, College Optical	3/17/2015 4:49 PM
41	Aion USPS	3/17/2015 4:35 PM
42	7-11, Starbucks, Menningers, cafe aion	3/17/2015 4:05 PM
43	Sink, project pie, the corner, 7-11, rush, starbucks, santiagos, taco junky, jimmy johns	3/17/2015 3:38 PM
44	optician, Aion,The point cafe, Miau, Chase	3/17/2015 3:29 PM
45	Illegal Pete's, Jimmy John's, Salvaggio's, 7-11	3/17/2015 3:21 PM
46	Starbucks	3/17/2015 3:03 PM
47	Cafe Aion, Inisfree,The Corner, Buchannans,Chase Bank	3/17/2015 2:40 PM
48	Innisfree	3/17/2015 2:34 PM
49	Boulder Bowls, The Corner, Al's Barber Shop, Boss Lady Pizza	3/17/2015 2:18 PM
50	Starbucks	3/17/2015 1:56 PM
51	Corner, Silver and Gold, College Optical, Abos, Illegal Petes, Cafe Aion, Liquor Store, No Name Bar, Meinigers	3/17/2015 1:56 PM
52	Cafe Aion, Innisfree, Boss Lady Pizza	3/17/2015 1:43 PM
53	Sushi restaurant, Starbucks, wine shop, Illegal Petes	3/17/2015 1:38 PM
54	Aion, Inisfree, Corner Restaurant	3/17/2015 1:38 PM
55	Full Cycle	3/17/2015 1:29 PM
56	Full Cycle, The Sink, Fox Theater, Rose Hill Wine, Cafe Aeon, Boss Lady Pizza	3/17/2015 1:26 PM
57	Cafe Aion, Innisfree, illegal Petes, the Corner, Ghurkas, Rush	3/17/2015 12:36 PM

Q7 If you do NOT currently patronize Hill Commercial Area businesses, why not?

Answered: 11 Skipped: 49

#	Responses	Date
1	way too college-y - aren't enough nice or even good, healthy restaurants.	3/26/2015 4:44 PM
2	Not enough retail or other restaurants that are not fast food types.	3/26/2015 1:26 PM
3	not much there except restaurants	3/25/2015 3:06 PM
4	In general, most of current businesses do not meet my needs.	3/25/2015 11:44 AM
5	Not my scene	3/24/2015 1:50 PM
6	I definitely avoid the area on Thursday through Saturday in the evenings. Because bros.	3/24/2015 1:03 PM
7	It provides few services that are of interest to me.	3/18/2015 10:23 AM
8	Too grubby. Poor choices of restaurants. We have young kids. Environment not welcoming to families.	3/18/2015 4:19 AM
9	too much trash, street people, yucky atmosphere, not a welcoming place.	3/17/2015 5:44 PM
10	Most are pretty grotty.	3/17/2015 3:03 PM
11	Tatoo Shops	3/17/2015 1:56 PM

Q9 Are there specific businesses that would bring you to the Hill Commercial Area more frequently? (if yes, provide names of businesses you would like to see locate here)

Answered: 37 Skipped: 23

#	Responses	Date
1	One of the Mountain/Southern/Under the Sun line of brew pubs, probably also go more if the Fox didn't attract people who look like they might rob you.	3/29/2015 2:43 PM
2	wells fargo healthy food restaurants - paleo, etc nice restaurants (high-end)	3/26/2015 4:44 PM
3	ice cream shoppe; healthy food sandwich shop;	3/26/2015 1:26 PM
4	Bring back Glacier Ice Cream. We use to walk to Glacier several times a week in summer.	3/26/2015 7:13 AM
5	I would be thrilled if there was another family friendly sit down restaurant. I also would love to see some sort of a market that had things you can pick up for dinner, pharmacy items, fresh flowers. I also would like there to be a good ice cream shop. We used to frequent Glacier.	3/25/2015 7:04 PM
6	PO Moes Bagel local ice-cream shop	3/25/2015 3:06 PM
7	Murphy's restaurant Ideal Market	3/25/2015 1:42 PM
8	post office, florist, drug store, better restaurant, clothing store	3/25/2015 11:44 AM
9	Snarfs, Fly Shop, a Dave Query restaurant, Pizzeria Locale, Drug Store/Pharmacy	3/25/2015 9:48 AM
10	The Mountain Sun/Southern Sun group--the Hill could have a Western Sun or Setting Sun . An artists' co-op like the Boulder Arts and Crafts Cooperative--maybe one that also offers some art classes or participates in creating street art to bring Hill residents together. Also small, innovative businesses that could capitalize on proximity to the University--e.g. offer student internships.	3/25/2015 9:08 AM
11	Mostly would patronze restaurants. A nice market would be a dream	3/25/2015 7:52 AM
12	Lundis, alfalfa The Med art cleaners a small drugstore Wells	3/25/2015 4:48 AM
13	Grocery Store/Market	3/24/2015 10:06 PM
14	Not sure we can be this picky...general categories listed in 8.	3/24/2015 9:44 PM
15	Clothing Store	3/24/2015 2:54 PM
16	No	3/24/2015 1:50 PM
17	A cost effective co-working space, reasonably priced groceries, a chill brew-pub like Mountain Sun, used outdoors gear like the Sports Recycler. A small urban hardware store would be great.	3/24/2015 1:03 PM
18	Brew pub, family-friendly restaurant, restaurant/bar with live music	3/22/2015 10:51 AM
19	Any of the upper scale retail I see on Pearl, a higher end resturant rather than fast food	3/18/2015 8:59 AM
20	Generally, and I rather detest using the word, more "upscale" type venues... at the moment the Hill is good for us more mature adults to go "slumming"...	3/18/2015 7:34 AM
21	Glacier ice cream Food that isn't burritos or pizza	3/18/2015 7:08 AM
22	Oskar Blues brew pub, mountain sun, chipotle,	3/18/2015 4:19 AM
23	Drug store, book store, hardware, arts and crafts workshop	3/17/2015 10:52 PM
24	family friendly businesses	3/17/2015 9:50 PM
25	Pharmacy	3/17/2015 8:18 PM

26	moderate dining, neither fast food or fine arts, gifts	3/17/2015 5:53 PM
27	A grocery store of any reasonable size. CU themed clothing store. A more upscale pub like the Tavern.	3/17/2015 4:49 PM
28	USPS,bookstore	3/17/2015 4:35 PM
29	Brunch place	3/17/2015 3:38 PM
30	A Fine Art Gallery. Wild Oats or whole Foods or Lundi's, Art Cleaners, A movie house,Norstrand.	3/17/2015 3:29 PM
31	Full service restaurants outlawed by the Ken Wilson rules, brew pubs. The Hill will continue to wither on the vine until this horribly wrongheaded prohibition is reversed.	3/17/2015 3:21 PM
32	Bakery or bagel store (we miss Moe's).	3/17/2015 3:03 PM
33	Pharmaca, Mikes Camera (annex)	3/17/2015 2:40 PM
34	Nicer restaurants with liquor license and rooftop dining	3/17/2015 1:59 PM
35	Family-friendly restaurants, video game arcade	3/17/2015 1:56 PM
36	Drug store, a nice atmospheric neighborhood pub like Conor O'Neills	3/17/2015 1:38 PM
37	Mountain Sun or another micro brewery; KTs BbQ, Moes, another higher end restaurant with eclectic vibe like Cfe Aion (not Mexocan)	3/17/2015 12:36 PM

Q10 Other than new businesses, what else would encourage you to visit the Hill Commercial Area more often? (name types of amenities, activities, etc.)

Answered: 42 Skipped: 18

#	Responses	Date
1	The area is small enough that a "square" layout might be best, with a kind of park in the middle. That would require a massive redesign but if there's space for it an open space (collaborate with the university?) would be ideal. There's a park nearby on 13th... maybe redevelop 13th to that park?	3/29/2015 2:43 PM
2	clean it up - not college kids smoking on corners and walking slowly across the streets as if they own them. if the retail spaces were full - frankly kind of depressing with all the vacant spaces and moving businesses	3/26/2015 4:44 PM
3	music festivals	3/26/2015 1:26 PM
4	Concerts, farmers market	3/26/2015 7:13 AM
5	We would be more inclined to go if it wasn't so dirty. It feels gritty and full of empty retail spaces.	3/25/2015 7:04 PM
6	green, pleasant places to stop for coffee or ice-cream or baked goods - think N Broadway, small kids' playspace ala Pearl St	3/25/2015 3:06 PM
7	Grocery specializing in locally grown vegetables and meats	3/25/2015 1:42 PM
8	cleaner and more attractive area, fewer sandwich shops and piercing/tattoo shops.	3/25/2015 11:44 AM
9	Arts festival, music festival.	3/25/2015 9:48 AM
10	I would love to see the Hill become a center for art and music activities. Art and music can bring people of all ages together. I would like the Hill to retain its quirky character but at present that quirkiness is skewed to appeal to younger University students--we need to draw older undergraduates, graduate students, faculty members and permanent Hill residents into the commercial district. I would like to see the Hill become a more intellectually stimulating environment.	3/25/2015 9:08 AM
11	Art Shows, good music (classical or jazz)	3/25/2015 4:48 AM
12	1) enforce snow removal more strictly for residences around neighborhood and/or higher fines for failing to shovel walks. It's very difficult to push a stroller over ice/snow and many times I've turned back home halfway to the Hill. 2) clean up broken glass, grafitti, trash, throw up off of sidewalk. Again, make the walk to The Hill more pleasant and I'll go there more often. 3) encourage restaurants to have high chairs. Currently I'm not aware of any restaurants on the hill that have any so it's not kid friendly for families to dine there. 4) enforce smoking ban. People are constantly smoking in front of businesses on the Hill. 5) Clean up the Hill neighborhoods! If you want us to walk down to the hill rather than jumping in the car and going to Pearl st for dinner, then make the walk pleasant. have code enforcement walk the blocks surrounding the hill and make sure the sidewalks aren't overgrown with shrubs, covered in ice, glass, or graffiti. And If that's too much policing for them then raise the fines on landlords for these offenses so they'll be more proactive about keeping the neighborhood nice. This is the only way you'll attract diversity to the neighborhood and to businesses.	3/24/2015 11:53 PM
13	Galleries, Businesses, Places for work meetings	3/24/2015 10:06 PM
14	I liked the holiday lighting event. I think the concerts were interesting last summer might pick a more blues and jazz, bluegrass or reggae type band that might appeal to all ages and families.	3/24/2015 9:44 PM
15	Loud outdoor concerts and festivals. Less police. Less complaining old folks.	3/24/2015 2:54 PM
16	Less greek life during the weekends and more young professionals living in the area	3/24/2015 2:49 PM
17	No cars. More cafes. More like the style of plazas in Europe and less sandwich shops. More community and less partying.	3/24/2015 1:50 PM
18	community gathering spaces, pedestrian mall like pearl street, crafting and homeopathic stores, small produce/grocery market.	3/24/2015 1:33 PM

19	We need a Community Center, like the Dairy Center on the Hill.	3/24/2015 1:30 PM
20	Pedestrianized 13th St., and more quiet, car-free public space generally, maybe with weekly programming (outdoor music on a pedestrianized 13th St? With beer, god forbid?) Better bike parking. Student (or other) housing co-ops to replace some of the Greek houses! Way more engaged and responsible and fun.	3/24/2015 1:03 PM
21	A parking facility will probably be essential to attracting the types of businesses that are friendly to adults and to families.	3/18/2015 10:23 AM
22	more parkin	3/18/2015 8:59 AM
23	Less glass on the sidewalks leading to the business district and more vigilance at night from the police with regard to public intoxication that leads to obnoxious behaviour-not generally from students, I might add.	3/18/2015 7:34 AM
24	Movie theater Anything child friendly Inexpensive nail salon	3/18/2015 7:08 AM
25	Keep more tidy. Clean up trash. Smoking ban similar to Pearl Street. More asthedically pleasing	3/18/2015 4:19 AM
26	No smoking policy, fewer panhandlers	3/17/2015 10:52 PM
27	less panhandling, less homelessness	3/17/2015 9:50 PM
28	Better parking.	3/17/2015 8:18 PM
29	I almost always come out for street events and concerts. String Cheese Incident was fantastic. More stuff like Creekfest and other holiday/street events. An Art walk?	3/17/2015 4:49 PM
30	Fewer Vape/head shops. I have young children and the Hill commercial district is not a child/family friendly environment with the mix of retail and behavior and language heard form and behavior of many of the CU students that hang out there.	3/17/2015 4:05 PM
31	Movies, theaters. We go to all concerts at CU. A French Group.	3/17/2015 3:29 PM
32	Cleanliness, less loitering homeless kids in summer smoking pot.	3/17/2015 3:03 PM
33	Sunny Outdoor plaza/gathering space.	3/17/2015 2:40 PM
34	higher standards of maintenance for the buildings	3/17/2015 2:34 PM
35	A pedestrian mall like on Pearl Street.	3/17/2015 2:18 PM
36	Summer daytime weekend concerts	3/17/2015 1:59 PM
37	Safe hangouts for teens	3/17/2015 1:56 PM
38	I have a toddler, so I am always looking for kid-friendly activities.	3/17/2015 1:43 PM
39	Dog tie ups outside businesses, like they have everywhere at Telluride - if Telluride can do this, I don't see why Boulder can't - it's nice not to have to leave your dog at home	3/17/2015 1:38 PM
40	parks, ie. Beach Park	3/17/2015 1:29 PM
41	13th should be a pedestrian mall from College to Pennsylvania. A parking garage at the current CU lot location would be nice too. Enter / Exit via Pennsylvania.	3/17/2015 1:26 PM
42	Good hair salon	3/17/2015 12:36 PM

University Hill Resident Commercial District Survey

March 2015

Hill Reinvestment Strategy
City of Boulder
Downtown University Hill Management/Parking Services

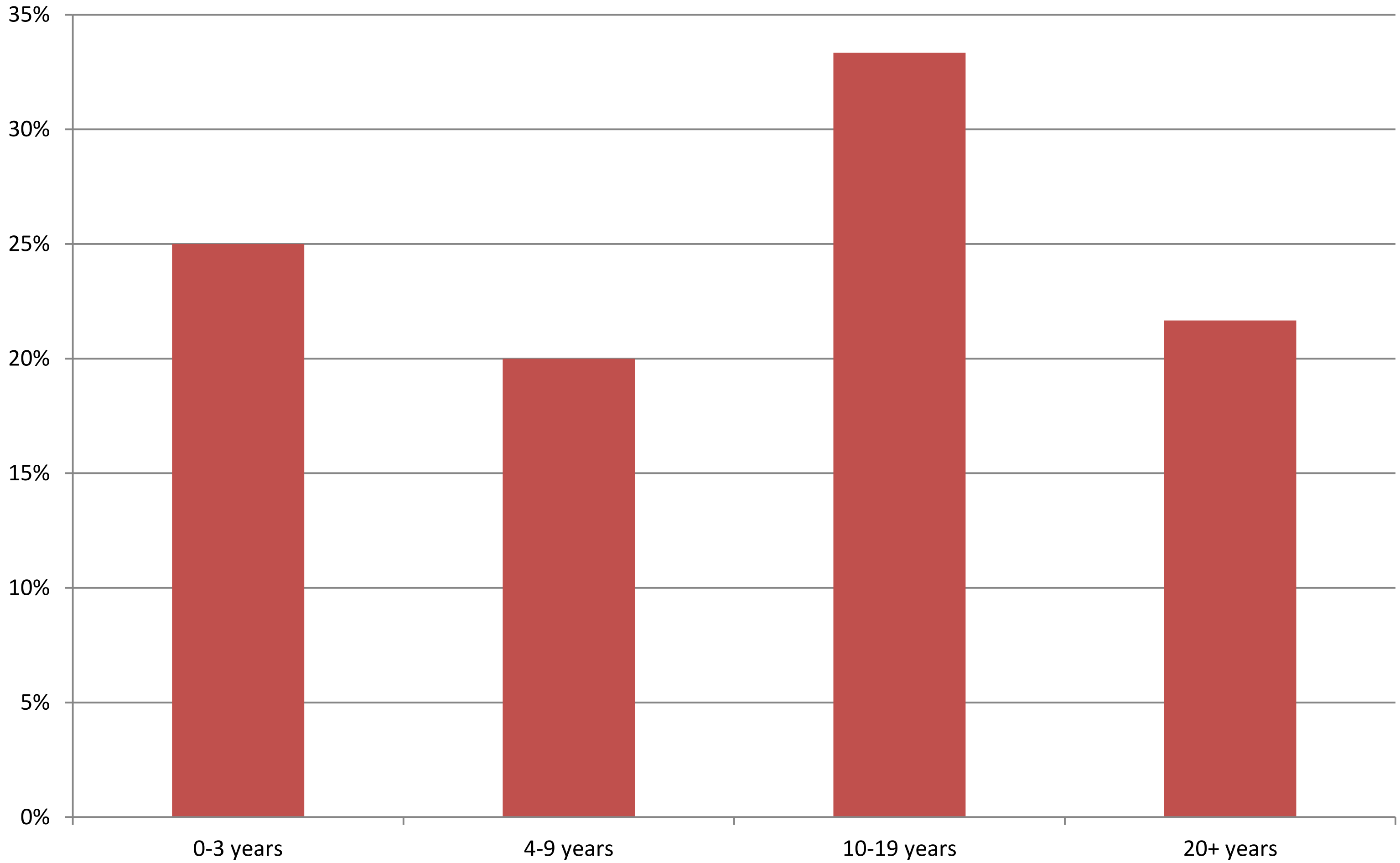
Overview

- City Council 2014-15 goal to <u>diversify</u> the businesses in the Hill Commercial Area (HCA) to achieve year-round vitality
- University Hill Commercial Area Commission (UHCAMC) 2015 priority to engage <u>year-round residents</u> of the Hill in HCA reinvestment
- Survey sent out mid-March 2015 to year-round residents asked: what <u>types of businesses</u> or <u>other improvements</u> would encourage more frequent visits to the HCA?

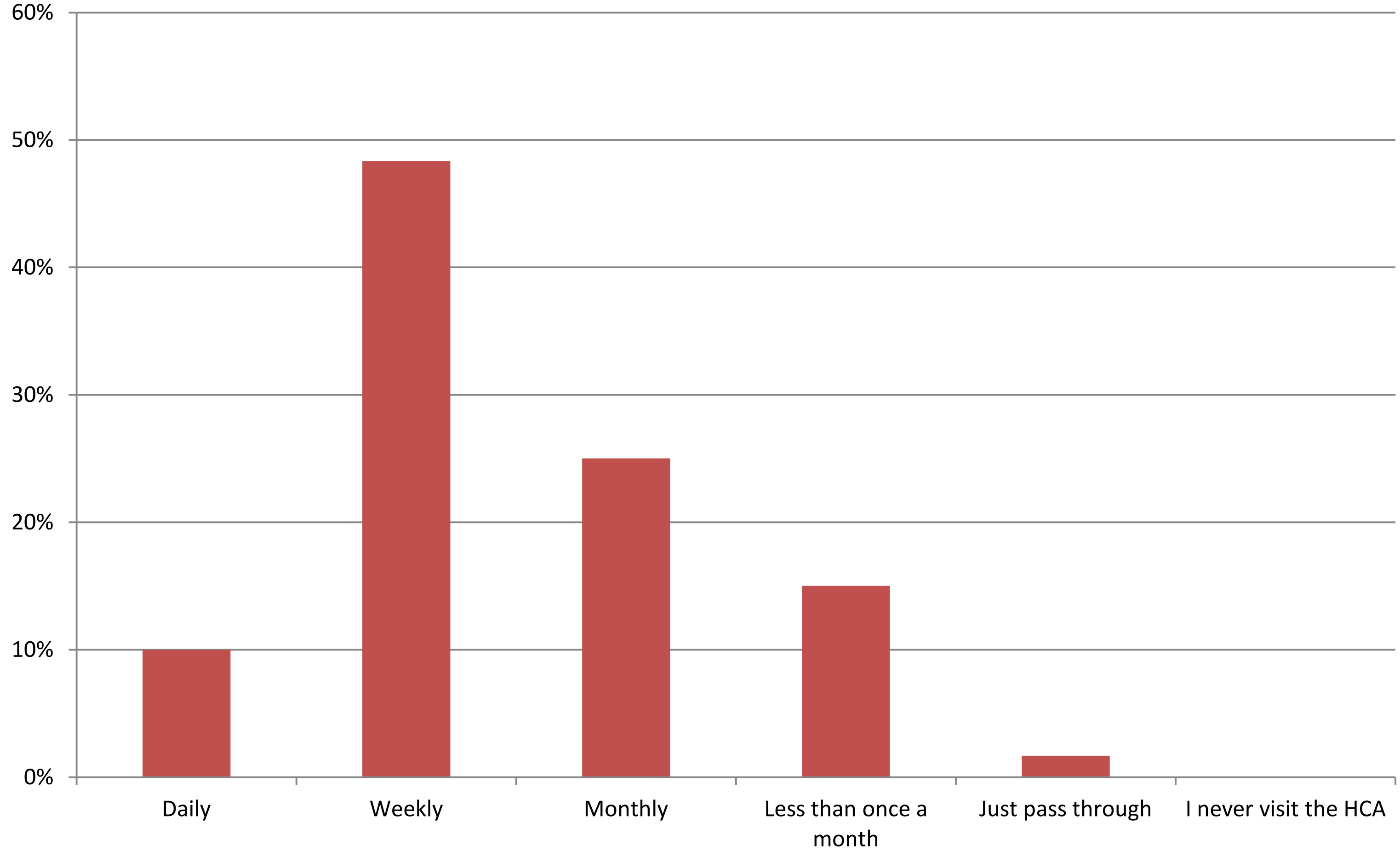
Survey Responses

- Survey posted to the University Hill Neighborhood Association listserv March 17
- Reminder sent out March 24
- 60 responses received by March 29 end date
- Respondents tended to live within a 10-minute walk of the HCA; typically visited once a week (more frequently in the summer); and came on foot.

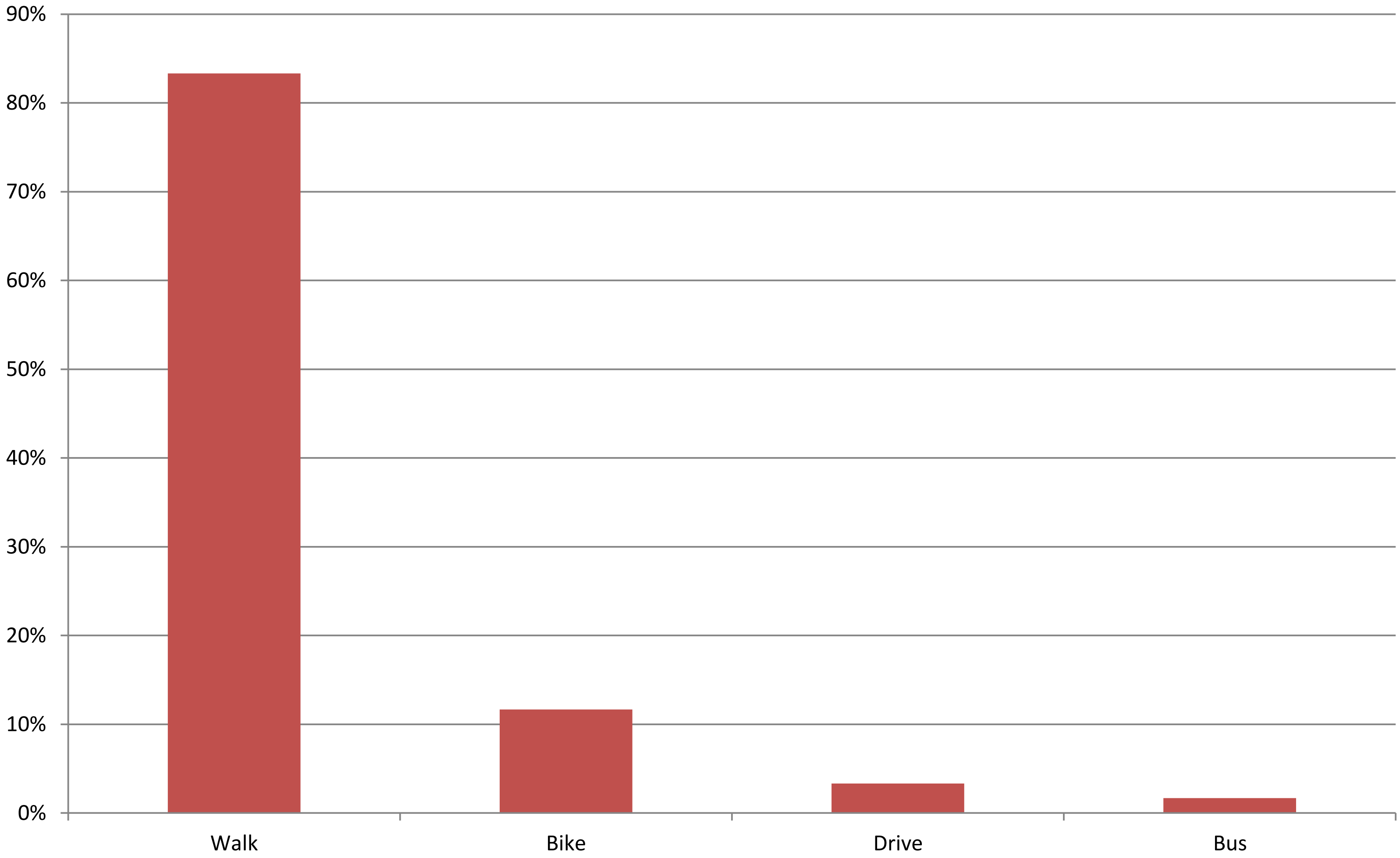
How long have you lived on the Hill?



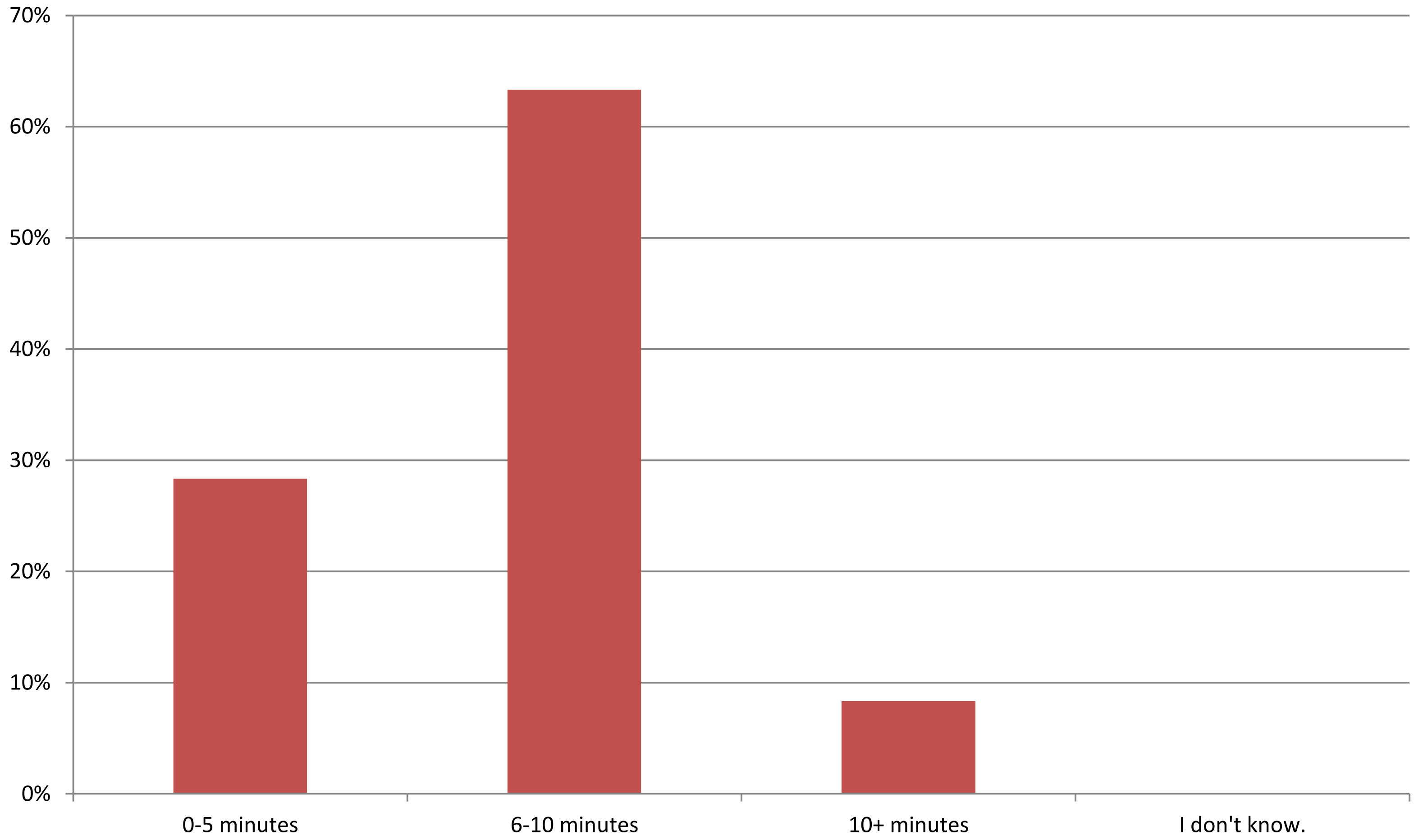
How often do you visit the Hill Commercial Area?



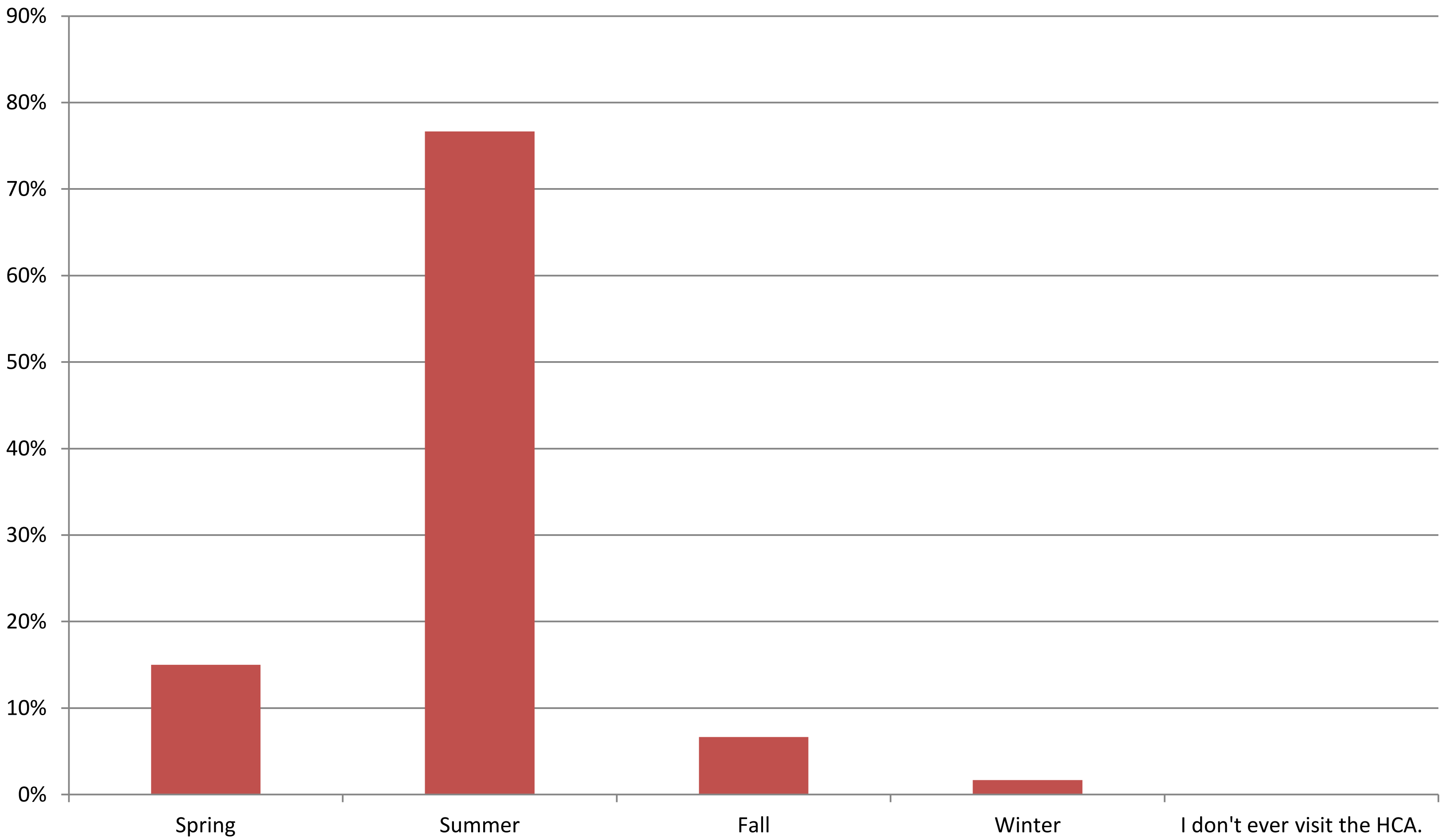
How do you typically get to the HCA?



How long would it take you to walk to the HCA from your home?



Is there a season you visit the HCA more frequently?



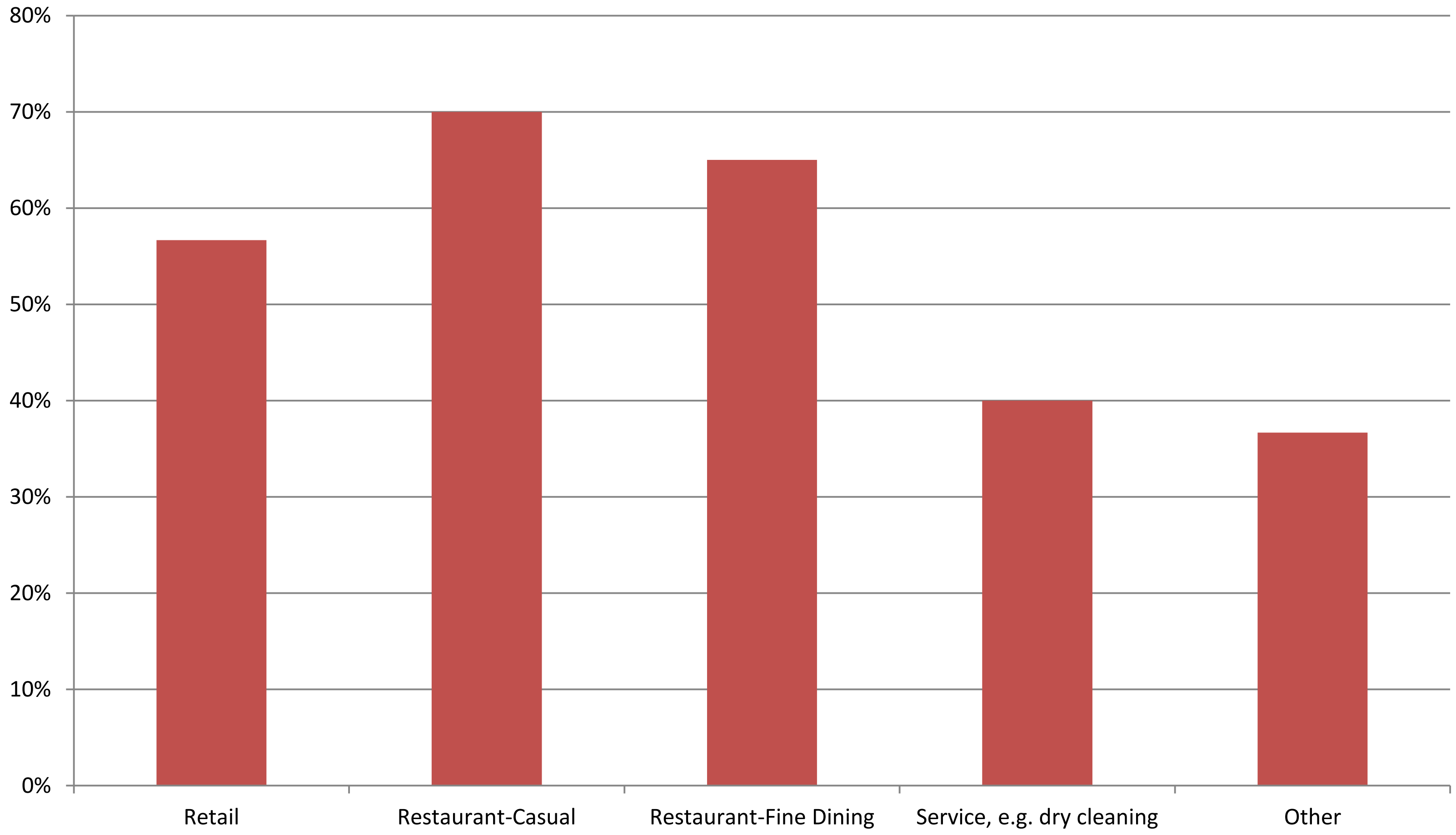
Which businesses in the HCA do you patronize most frequently?

- Top five specific <u>businesses</u>: Café Aion, Innisfree Poetry Bookstore, The Corner, Illegal Pete’s and Starbucks.
- Top five <u>types</u> of businesses: fast-casual restaurant; service business (doctor, salon, bank, etc.); retail; sit-down restaurant; coffee shop.
- Only <u>45 businesses</u> named out of the 92 total businesses in the HCA.

If you do <u>not</u> currently patronize HCA businesses, why not?

- “Not enough nice/healthy restaurants”
- “Current businesses do not meet my needs”
- “Not enough retail”
- “Too college-y; not my scene”
- “Too grubby; too many transients”
- “Not a good environment for kids; not welcoming to families.”
- “I don’t like the tattoo/head shops”

What <u>types</u> of businesses would bring you to the HCA more frequently?



Are there <u>specific businesses</u> that would bring you more often to the HCA?

- Top specific businesses named:
  1. Mountain Sun or Oskar Blues brewpub;
  2. Alfalfa’s, Whole Foods or Ideal grocery with deli;
  3. Pharmaca drugstore/post office;
  4. Glacier or other ice cream store;
  5. Moe’s Bagels or other bakery;
- Others named: Boulder Arts & Crafts Coop, Chipotle, KT’s BBQ, Mike’s Camera, Murphy’s, Snarfburger, Sports Recycler, The Med, Wells Fargo.

Other than new businesses, what would encourage more visits to the HCA?

1. “More music festivals/daytime summer concerts with blues, jazz or reggae”
2. “Open space/community gathering space”
3. “A cleaner environment/better maintained buildings”
4. “A pedestrianized 13th street, more like a European plaza with outdoor cafes”
5. “Parking garage”
6. “Arts festivals or an art walk”

Next Steps

- Summary of responses will be forwarded to UHCAMC for their discussion on April 15th
- Will be included in the packet for the May 26th Hill Reinvestment Study Session with Council
- Will be sent to HCA property owners to inform their tenant attraction efforts
- Will inform the City's goals for the 'catalyst' redevelopment sites at 14th/College and 12th/Pleasant

BRIEF

CLIENT	University Hill
ASSIGNMENT	Event Series
CONTACT	Jeff/Preston
DATE	4/6/15
JOB#	GRENA4013199

What's our mission?

To elevate University Hill's position in our minds and around town as a vital, welcoming, cultural focal point - a beacon for the best qualities of Boulder, and why we love to call this special place home.

What product, brand and market truths do we have at our disposal?

"The Hill" is one of the most unique and diverse neighborhoods in all of Boulder – with CU students and faculty, longtime residents with no CU affiliation, rental property landlords, and street-level business owners all coalescing to call The Hill "home." Nestled at the base of one of Colorado's most instantly recognizable mountain landscapes, the Flatirons have long been a sign of the fun and adventure that draw both residents and front-range day-trippers to Boulder. Not far from Chautauqua Park, it's common to see hikers, bikers and outdoor enthusiasts enjoying a post-excursion bite or beer at the restaurants and shops lining 13th St. - The Hill's main drag for activity and community.

The student influence on the neighborhood cannot be overstated, as the Hill neighborhood is situated smack in the middle of it all – the CU campus to the East, Greeklife fraternities and sororities, rental housing of every stripe, and the 13th St. commercial district, which some have compared to a "food court." In recent decades, there has been open tension among the Hill neighborhood's stakeholders (students, businesses, residents, and city leaders) as the area struggles with persistent issues of noise, trash, graffiti, and alcohol-fueled rowdiness.

But in the past few years, a new vision has emerged for the Hill commercial district. One that brings balance to the highly-concentrated student focus of the neighborhood today. A diverse, mixed-use neighborhood, that encourages businesses, young professionals and families, even young-at-heart seniors, to reconsider their perceptions of The Hill, and maybe even call it home. A Hill district that reflects the innovation, creativity, entrepreneurship that CU has always been a hub for; but without gentrification that would strip the neighborhood of its funky, free-spirited, Bohemian character.

Who do we need to engage, and what makes them tick?

1. Business owners on and around The Hill – Many of these entrepreneurs are CU grads with fond memories of The Hill area from their college days. They choose to operate their businesses here because of the energy and authenticity that is unique to the neighborhood. The Hill is their 'home' too – they're respectful of its past and hopeful for what it can mean to Boulder's future.

2. Hill neighborhood residents – Longtime homeowners for whom “The Hill” means the neighborhood of private homes further west (up the hill) of commercial district. Many are alumni who know the area well, and still enjoy taking their families to The Sink for pizza or grabbing a glass of wine with friends at Café Aion. A surprising number are young families. For them the raucous, unchecked party scene of 13th St. and the surrounding area is an ongoing source of frustration.
3. Student ambassador groups – CU student government, IFC/PanHel and other groups who acknowledge student abuses, and are taking an active role to mend fences and restore the community they share (albeit temporarily) with year-round stakeholders of The Hill.
4. Boulder and surrounding area residents – These people are familiar with the Boulder landscape and think of The Hill along with other destination areas of town such as Pearl St., North Boulder, and the 29th St. Mall. To many, The Hill is a gritty, low-brow alternative for certain occasions only - where you go to get your drink on and mingle with the townies and college kids.
5. Visitors to Boulder – Many people come to Boulder for the youthful energy of the area. These people are looking for adventure, excitement and a laid-back goodtime. The Hill has all of this to offer, but the current, “Party Hard!” perception might be a roadblock to getting them to visit and spend time here.

Who/what is our enemy? What’s the fight we want to pick?

We are fighting against the idea that the Hill can’t change, or move forward. It’s an ingrained idea that manifests itself in different ways. To many the Hill just is what it is: a problem child they’ve long written off as a dirty, neglected party zone where entitled college students overindulge and make bad decisions. Our fight is against that negativity, and the stasis/inertia that have kept University Hill from moving forward. Our challenge is to reposition the Hill as a Boulder neighborhood to bet on, one that’s on the move – steadily recapturing its vibrancy and vitality.

What’s the Brand Stand we want to take?

The Hill. Onward and Upward.

How will we know it’s real - internally and externally?

- Success of the new events series:
  - Turnout/participation/ticket sales
  - PR/Social/WOM buzz
  - Year-over-Year growth in attendance
- Appearance of The Hill
  - Fewer broken bottles, cig butts, trash, graffiti, etc.
  - Neighborhood stakeholders policing/tackling these things proactively, not because they’re asked/compelled to by fines, but because they believe in the vision of The Hill.
- Growing participation in the various Hill-related associations (residents, commercial district businesses, etc.)
- Increased foot traffic
  - More shoppers/diners
  - Fuller patios

    - Future event attendance
- Higher revenue at Hill district shops, parking revenue
- Fewer vacancies in the commercial district
- More diversity of street level retail (beyond the "food court")
- Less police involvement/fewer reports

What are the assignment deliverables and logistics?

- Develop and launch the 2015 University Hill summer events series:
    - Name for summer events series (includes 4 events)
    - Logo for summer events series
    - Names for 4 of the 5 events (the block party is not part of the summer events series but needs a name)
    - Poster to promote the new event series and the four (4) events taking place. This could be a template, unique executions or a combo
    - Print ad/postcard/check-insert – resized version of the poster
    - Gear: What's the t-shirt, cup, sticker, etc?

Schedule:

- Wed. 3/18 – Creative briefing
- Mon. 3/30 – R1 presentation
- Wed. 4/1 – R1 feedback provided
- Mon. 4/6 – R2 presentation
- Tues. 4/7 – R2 final feedback provided
- Wed. 4/8 – Final revisions/approvals
- Thurs. 4/9 – File prep.
- 4/10 – 4/17 – Production
- Sat. 4/18 – Kickoff Hillanthropy event & poster rollout