ACTIVATING DOWNTOWN
EAGLE, CO //

PROBLEM + PAST EFFORTS //

Problem
- Eagle is a hidden gem
- Off of I-70, no one knows to stop, and even if they do quiet and closed after 4pm and on weekends
- Low sales tax generation in business district
- Desire for a different mix of business uses in district
- Build on the foundation of past efforts and existing assets
- Business community has not had the resources to keep up with the reinvestments

Past Efforts
- Streetscape project
  - It was a top-down project and process
  - Supported by the public at the time but there was little turnover with the properties and did not generate the excitement folks thought it would
  - “If you build it they will come” didn’t work
- Extensive network of bike routes and trails
  - More miles of trails than Fruita
  - Over 100 miles of singletrack mountain biking.
- Eagle River Park
  - In April 2016, Eagle voters approved a .5% sales tax to fund the project
  - In-stream design and construction of the whitewater park, a new world class feature
  - Upland park design and construction on the north side of the river.
- District Design Standards
  - Finalized in 2017
  - Not activated with lack of renovation/construction in building storefronts
BACKSTORY + OPPORTUNITY //

Kat Conner is a resident and business owner in Eagle, a mother and an entrepreneur. She moved to Eagle moved for a job, but she was looking for a sense of community. She was looking for an educated and open-minded neighbors. She wants more businesses that she can ride her bike to, and bring her whole family along. She likes to window shop, but there’s nowhere to do so along Broadway. She likes to eat out and get treats for both her kids and her pets, but it’s difficult in downtown Eagle. She likes to walk around and walk her dogs, and she wants Eagle to be a thriving downtown filled with bustling activity and things she can do with her family.

Opportunity
- Unveil downtown Broadway as the hidden gem it is.
- Have a lot of things in place, including a funky and authentic historic downtown. Once people come down, they really see what a great place it is.
- Residents and business owners want to do something in their town instead of going to another town
- People move here for the community, and they want the Broadway core to be the gathering space of the community, a shared space, where friends meetup and they can share a meal with their family. Broadway is the gateway to Eagle, and it’s where Eagle can come together to be a community.
- This area has so much character, and a local business owner (Kat Conner) been working hard and gaining traction to engage the community and activate the space through Friday ArtWalks. Each time, the event grows and grows. The local arts and culture scene does not have a home in the county except in the town of Eagle.
- Eagle is a special place, it’s authentic and has that sense of connection and place. It’s a real small town, and it’s why families and people move here.

APPROACH //

What - A coordinated approach among business and property owners to further activate downtown, bringing programming and new business uses to the district for residents.
- Who - A group of stakeholders including business owners, property owners, the Eagle Chamber, and the Town of Eagle
- How - 5 steps
  - Step 1 - Town and Chamber partnership
  - Step 2 - Engage the property and business owners
  - Robust Survey of Business Goals/ Needs
  - Connect and coordinate existing owners/ users
  - Build rapport within the community
- Step 3 - Demonstrate immediate results - Summer 2019
  - Build trust in the town and prove that this partnership can improve businesses and profits
  - Immediate projects identified around families, outdoors, art + culture. In the brainstorming session, many were projects that were already being worked on; the emphasize the value that these activities are producing for businesses and residents.
  - Rally around a current investment - aspire to activate the investment the town and community have already created (River Park)
- Step 4 - Assemble a 501(c)(?) to provide initial org structure and facilitate funding
  - Use events to build momentum and solicit small donations for more events/activation
  - Website launch with updates
- Step 5 - Move towards sustainable funding and organizing entity for the district
- Why - quality of life for residents, sustainable businesses, increase sales tax revenues for the town

NEXT STEPS //

There are many ongoing efforts that make this the perfect time to make a move, to jump into the water. The town kicked off their comprehensive planning effort last year. This work ties into the comprehensive plan and will inform our broader economic development strategy. We will focus on tactical implementation and temporary uses to realize opportunities and action, program our downtown to be more family friendly and celebrate our artistic and recreational activities. These plans will lay the foundation for our Community Assessment taking place in the Summer/Fall 2019. We have an engaged and committed Chamber, Town Board and local community. Kat has demonstrated through her efforts that the community wants to be involved, and we have more supporters than naysayers. The Town has committed to revitalizing Broadway and providing resources to assist the process. We have to take action before we miss this opportunity, and we are committed to making this work!
COLORADO CHALLENGE PROGRAM OVERVIEW //

The Colorado Challenge Accelerator Program is a unique team building accelerator focused on establishing a plan of work and proposal that engages public, private, and non-profit partners to address a significant community challenge over the course of twelve months. The Colorado Challenge works to transform the community’s challenge into an opportunity, to establish a proposal, financing approach, and team of community partners ready to implement. The program includes five phases of planning and development that will help our Colorado communities establish a plan for community-wide initiatives to foster sustainable community and economic development including public, private, and non-profit partners moving forward as a business-friendly destination for entrepreneurs and community initiatives.

Downtown Colorado, Inc. will continue working with Colorado Challenge Communities around the followings areas to drive progress in turning the Trinidad Challenge into an Opportunity.

• Financing Approach: Developing and presenting the proposal to a funders network for feedback and guidance. In the process, the participating communities are connected with supporting resources and networks to help them get the job done.
• Program Continuation: Coaching and referrals through the project financing and implementation phases.

We invite all partners to continue working in this challenge as we move into deeper exploration and implementation phases.