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REVITALIZING DOWNTOWN JOHNSTOWN

The Town of Johnstown is considering a **Downtown Development Authority** (DDA) to help realize the vision set forth in the approved Downtown Master Plan.

What is a **Downtown Development Authority** (DDA)?

A Downtown Development Authority (DDA) is a **quasi-governmental entity that provides organization and financing to enhance downtowns**. DDAs build partnerships with businesses, property owners, and local governments to fund and manage area improvements, events, beautification efforts, and support small businesses.

A DDA is governed by a board of 5 to 11 Council-appointed members who live, own property, or operate a business in the DDA boundary; one seat must be held by a Town Council member.

The DDA will operate transparently and follow state law. The DDA Board will make decisions by following a Plan of Development, which will be based on the recently approved Downtown Master Plan.

The **Downtown Master Plan** is a comprehensive roadmap for ensuring Downtown becomes a hub of activity, growth, and opportunity for generations to come by:

- Cultivating a dynamic, walkable, interconnected downtown offering a diverse range of amenities and services
- Attracting businesses and supporting local entrepreneurs
- Creating a cohesive vision for land use, infrastructure, and community engagement
- Fostering a healthy and resilient local economy

How is the DDA funded?

The DDA will use **Tax Increment Financing** (TIF)—a common tool used nationwide.

- As property and sales tax revenue in the district grows over time, a portion of the increase in revenue is captured and reinvested within the DDA boundary.
- **TIF does not increase anyone's taxes.**

Will the DDA create new taxes?

No. The DDA does not raise or impose new taxes on residents, businesses, or property owners. **It uses future tax revenue growth to reinvest in the area—the more the area prospers, the more it can invest.**

PROPOSED DDA BOUNDARY



What are the next steps?

On February 2, 2026 the Johnstown Town Council approved an ordinance placing measures related to forming a DDA on the April 7, 2026 mail ballot election. **This election will be open to stakeholders within the boundary of the DDA**, not the entire Town of Johnstown.

Who can vote?

You are eligible to vote if you are a **registered Colorado voter** and you:

- **Live** within the proposed DDA boundary; or
- **Own real property** within the boundary (as an individual or entity); or
- **Lease real property** within the boundary (as an individual or entity).

Questions about voting? Contact Meghan Martinez, Town Clerk, at mmartinez@johnstownco.gov

LEARN MORE



To learn more about the Downtown Master Plan and sign up for updates, please visit JohnstownCO.gov/Downtown

Or contact Sarah Crosthwaite, Economic Development Director, at scrosthwaite@johnstownco.gov

VOTING IN THE JOHNSTOWN DDA ELECTION

On February 2, 2026, the Johnstown Town Council approved an ordinance placing measures related to a Downtown Development Authority (DDA) on an April 7, 2026 mail ballot election. Now, it is up to eligible voters to vote on whether or not to form the DDA and authorize it to use tax increment financing through a TABOR election per Colorado statute. Follow these instructions to determine if you are eligible to vote in the election and how to receive a ballot.

Basic Eligibility

You are eligible to vote if you are a **registered Colorado voter** and you:

- **Live** within the proposed DDA boundary; or
- **Own real property** within the boundary (as an individual or entity); or
- **Lease real property** within the boundary (as an individual or entity).

ELECTION MANAGEMENT & CONTACT

Meghan Martinez, Town Clerk

📞 970-587-4664

✉️ mmartinez@johnstownco.gov

📍 450 S Parish Ave
Johnstown, CO 80534

Step 1: Determine Eligibility & Request a Form

Live within the DDA?

I live and am registered to vote at an address within the DDA.

- Your DDA ballot will be mailed to you automatically.
- No additional action is required.

Own property within the DDA?

I own real property within the DDA **in my own name.**

I own a business or am a partial owner of a corporation that owns real property in the DDA.

➤ **Fill out a REQUEST FOR MAIL BALLOT / DESIGNATION OF ELECTOR Form.**

Lease property within the DDA?

I lease real property within the DDA **in my own name.**

I own a business or am a partial owner of a corporation that leases real property in the DDA.

➤ **Fill out a REQUEST FOR MAIL BALLOT / DESIGNATION OF ELECTOR Form.**

 Download **REQUEST FOR MAIL BALLOT / DESIGNATION OF ELECTOR** Form

Fill out the form to request a ballot in your own name or identify a person to vote on behalf of the entity. Only one person can be designated by each entity, and each voter can only cast one vote in this election. Multiple entities cannot designate the same person. Return completed form to Meghan Martinez, Town Clerk, by email (as shown above) or hand deliver to 450 S. Parish Ave., Johnstown, CO 80534.

Important Dates

- **Ballots will be mailed starting March 16, 2026.** Electors are strongly encouraged to submit their forms before this date.
- Submit your completed Ballot Request/Self-Affirmation Form or Designation of Elector Form to the Town Clerk by **March 23, 2026**, in order to receive a ballot by mail.
- After March 23, 2026 you can get a ballot by contacting the Town Clerk in person at Town Hall until 7pm on **Election Day, April 7, 2026.**

Step 2: Vote Your Ballot

Mail your ballot:

- The last recommended day to mail your ballot is **March 31, 2026.** Late ballots will not be accepted. Postmarks do not count.

Drop off your ballot:

- After March 31, 2026, ballots should be dropped off at Town Hall.
- **Ballots must be received by 7pm on Election Day, April 7, 2026.**

DDA ELIGIBLE VOTER SCENARIOS

Scenario 1: Registered voter who lives and owns property within the DDA boundary .

- *Example:* Maria owns and lives in a duplex within the DDA boundary. She is an active registered voter at the address of her duplex, which she owns in her name.
- *Action:* Maria will automatically be mailed a ballot.
- *Eligibility:* Maria qualifies to vote as both a resident and property owner, but may only vote once.

Scenario 2: Residential renter (lessee) within the DDA boundary who is registered to vote at the same address.

- *Example:* Charles lives in a duplex that he rents and is registered to vote at the same address.
- *Action:* Charles will automatically receive a ballot.
- *Eligibility:* Charles qualifies to vote as both a resident and a lessee, but may only vote once.

Scenario 3: Residential renter (lessee) within the DDA boundary who is registered to vote at a different address.

- *Example:* Maria rents the other half of her duplex to Kevin. Kevin lives there but is registered to vote at a different address in Colorado outside the DDA boundary.
- *Action:* Kevin will not automatically receive a ballot. He must submit a Request for Mail Ballot Form.
- *Eligibility:* Kevin qualifies to vote as a lessee and may only vote once.

Scenario 4: Commercial lessee within the DDA boundary via an entity.

- *Example:* Natalie leases a storefront for her business, which is registered as a corporation. The corporation signed the lease. Natalie is registered to vote in Colorado.
- *Action:* Natalie will not automatically receive a ballot. She must submit a Designation of Elector Form for her corporation, designating herself or another Colorado registered voter.
- *Eligibility:* Natalie's corporation qualifies to vote as a lessee. One vote is allowed per entity.

Scenario 5: Owner of multiple properties in the DDA boundary via multiple entities, and also a resident.

- *Example:* Phil owns four commercial properties through four different LLCs. He also lives and is registered to vote at a home within the DDA boundary.
- *Action:*
 - Phil will automatically receive a ballot as a registered voter/resident.
 - He may also submit four Designation of Elector Forms, one for each LLC, to authorize someone else to vote on behalf of each entity.
- *Eligibility:* Phil may only vote once for himself. If he votes as a resident, others must be designated to vote for the LLCs. Each LLC must have a different designated voter.

Scenario 6: Individual property owner in the DDA boundary who lives elsewhere.

- *Example:* Javier owns a house in the DDA boundary in his own name but lives outside the boundary.
- *Action:* As a registered Colorado voter, Javier will automatically be mailed a ballot to the property's mailing address within the DDA.
- *Eligibility:* Javier is eligible to vote as a property owner.

Scenario 7: Owner of multiple properties in the DDA boundary via a single entity who lives elsewhere.

- *Example:* Harry owns several properties in the DDA boundary through a single corporation. He lives outside the DDA boundary.
- *Action:* Harry must submit one Designation of Elector Form for the corporation.
- *Eligibility:* Even though there are multiple properties, the entity only gets one vote. Harry may designate himself or another registered Colorado voter to vote on the corporation's behalf.

THE BALLOT MEASURE EXPLAINED

The two Johnstown Downtown Development Authority (DDA) ballot measures are listed below, preceded by a brief explanation for each.

1. If approved by the eligible voters, **the first ballot question organizes a Downtown Development Authority** to exercise all of the powers provided for under the applicable state statute including the implementation of a Plan of Development (the Downtown Master Plan) within a specific geographic area.

Town of Johnstown Ballot Question 2B Organization of a Downtown Development Authority

SHALL THE JOHNSTOWN DOWNTOWN DEVELOPMENT AUTHORITY (THE "AUTHORITY") BE ORGANIZED IN THE TOWN OF JOHNSTOWN, COLORADO (THE "TOWN") PURSUANT TO PART 8 OF ARTICLE 25 OF TITLE 31, COLORADO REVISED STATUTES, TO EXERCISE ALL POWERS AUTHORIZED THEREIN AND ANY APPROVED PLAN OF DEVELOPMENT, FOR THE FOLLOWING PURPOSES, INCLUDING WITHOUT LIMITATION: TO FACILITATE ECONOMIC DEVELOPMENT AND REDEVELOPMENT OF PROPERTIES AND INFRASTRUCTURE WITHIN THE TOWN'S CENTRAL BUSINESS DISTRICT; TO FACILITATE SMALL BUSINESS SUPPORT, SPECIAL EVENTS, AND OTHER DISTRICT IMPROVEMENTS IN ALIGNMENT WITH THE TOWN'S COMPREHENSIVE PLAN; TO ASSIST THE TOWN WITH THE IMPLEMENTATION OF DISTRICT IMPROVEMENTS AND IN THE OVERALL PLANNING TO RESTORE OR PROVIDE FOR THE CONTINUANCE OF THE HEALTH OF SUCH DISTRICT; AND TO HALT OR PREVENT THE GROWTH OF BLIGHTED AREAS WITHIN SUCH DISTRICT, WITHIN THE BOUNDARIES OF THE PROPOSED JOHNSTOWN DOWNTOWN DEVELOPMENT AUTHORITY AREA AS SUCH BOUNDARIES ARE DESCRIBED AND SHOWN IN ORDINANCE NO. 2026- , ADOPTED BY THE TOWN COUNCIL OF THE TOWN OF JOHNSTOWN, COLORADO, ON JANUARY __, 2026?

2. If approved by the eligible voters, **the second ballot question authorizes the DDA's collection, retention, and expenditure of all legally-authorized revenues**, including but not limited to, Tax Increment Financing, and exempts the DDA from the revenue, expenditure, and other limitations set forth in TABOR and other applicable state law. Tax Increment Financing is not a new tax and does not raise existing taxes—it uses future tax revenue growth to reinvest in the area. The more the area prospers, the more it can invest.

Town of Johnstown Ballot Issue 2C Authorize Downtown Development Authority to Collect, Retain and Expend Revenues

WITHOUT INCREASING ANY LOCAL TAX RATE OR IMPOSING ANY NEW TAX, SHALL THE JOHNSTOWN DOWNTOWN DEVELOPMENT AUTHORITY (THE "AUTHORITY"), OR THE TOWN OF JOHNSTOWN (THE "TOWN") ON BEHALF OF AND FOR USE BY THE AUTHORITY, AND AS A VOTER-APPROVED REVENUE CHANGE, BE AUTHORIZED TO COLLECT, RETAIN, AND EXPEND THE FULL AMOUNT OF REVENUES RECEIVED BY THE AUTHORITY OR BY THE TOWN ON BEHALF OF AND FOR USE BY THE AUTHORITY IN 2026 AND EACH YEAR THEREAFTER, INCLUDING, WITHOUT LIMITATION, TAX REVENUES, FEES, RATES, TOLLS, CHARGES, GRANTS, RENTS, LOANS, CONTRIBUTIONS, AND ANY OTHER REVENUES, WITHOUT REGARD TO ANY EXPENDITURE, REVENUE-RAISING, OR OTHER LIMITATION INCLUDING THOSE CONTAINED WITHIN ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION, THE LIMITS IMPOSED ON INCREASES IN PROPERTY TAXATION BY SECTION 29-1-301, C.R.S., SECTION 29-1-1702, C.R.S., OR ANY OTHER LAW WHICH PURPORTS TO LIMIT THE AUTHORITY'S OR TOWN'S REVENUES OR EXPENDITURES AS IT CURRENTLY EXISTS OR AS IT MAY BE AMENDED IN THE FUTURE, AND WITHOUT LIMITING IN ANY YEAR THE AMOUNT OF OTHER REVENUES THAT MAY BE COLLECTED, RETAINED, AND EXPENDED BY THE AUTHORITY AND THE TOWN ON BEHALF OF THE AUTHORITY?

DDA FREQUENTLY ASKED QUESTIONS

Q. Why does Johnstown need a Downtown Development Authority?

A. The Town of Johnstown is considering a Downtown Development Authority (DDA) to help realize the vision set forth in the approved Downtown Johnstown Master Plan. A DDA is a quasi-governmental entity that provides organization, staffing, and financing to enhance downtowns. DDAs build partnerships with businesses, property owners, and local governments to fund and manage area improvements, events, beautification efforts, and support small businesses.

Q. What happens if a DDA is not approved by eligible voters?

A. If a DDA is not approved, there will be no special district or entity focused on Downtown Johnstown. Future desired improvements, programs, and events in Downtown would require Town approval, management, and/or funding via annual appropriations. There will be no dedicated source of funding for Downtown improvements, programs, or events.

Q: Doesn't Downtown Johnstown already have a DDA?

A: While the acronyms are similar, the Johnstown Downtown Development Association (JDDA) and a Downtown Development Authority (DDA) are very different. The JDDA is a volunteer-led nonprofit that raises money through donations and sponsorships to support local businesses, organize community events, and promote Downtown. In contrast, a DDA is a quasi-governmental organization governed by State law that can only be created through a special election. A DDA can work on the same things the JDDA does, but is subject to more public oversight and has the ability to access tax increment financing to support Downtown improvements. Tax increment financing does not raise taxes.

Q: What will happen to the JDDA and its programs if a DDA is created?

A: The new DDA will take over the responsibilities of the JDDA, including organizing annual events such as Cinco de Mayo, Fall Fest, Trick or Treat Street, and Johnstown Jingle. The JDDA supports this transition, since creating a DDA will bring more funding and professional staffing to continue the work and successes already achieved to date by an all-volunteer organization in Downtown.

Q. Have voters elsewhere in Colorado approved the formation of DDAs?

A. DDA's are a common form of local government across our state. Voters in many Colorado communities have created DDA's, including Windsor, Eaton, Loveland, Greeley, Fort Collins, Lafayette, and Longmont.

Q. How was the DDA boundary decided?

A. With input from the Downtown Johnstown Working Group, which is comprised of Downtown residents, business owners, and JDDA members, and Town consultants, it was decided that the DDA boundary would encompass the existing blocks of Historic Downtown Johnstown (Parish Avenue), as well as land near the current downtown core area. A DDA can grow by adjacent property owners petitioning to join.

DDA FREQUENTLY ASKED QUESTIONS, CONT.

Q. How much will passing a DDA cost residents, property owners, and tenants?

A. Voter approval of forming a DDA will cost voters nothing. The DDA will be funded through Tax Increment Financing (TIF) which is not a new tax. As the district's property and sales tax revenue increases in the future, the increase in revenue is captured by the DDA to be reinvested within the DDA boundary. TIF will not create any additional taxes or fees levied on property owners or goods sold in the district.

Q: Will the DDA create new taxes?

A: No. The DDA does not raise or impose new taxes on residents, businesses, or property owners. It uses future tax revenue growth to reinvest in the area—the more the area prospers, the more it can invest.

Q. How will DDA board members be selected?

A. If the DDA ballot questions pass, the Town Council will initiate a process for appointing DDA board members, similar to how the Town appoints members to other Town boards. State Statute requires that the DDA board have no fewer than five members and no more than eleven members. Members must live, own property, or a business within the DDA boundary, and one member of Town Council is required to be on the DDA board.

Q: What guides a DDA's work?

A: Colorado law requires every DDA to follow a "Plan of Development." For Johnstown, this will be based on the Downtown Master Plan. The plan was created by working with residents, businesses, local organizations, property owners, and the Town to capture community goals and priorities. More information can be found at JohnstownCO.gov/Downtown.

If voters approve the DDA, the Town Council will formally approve the Plan of Development and start the 30-year Tax Increment Financing (TIF) period (called the "TIF clock") that captures future tax revenue growth.

DDA Board meetings are open to the public and the DDA must obey open records laws.

Q. Can the DDA condemn property?

A. No. A DDA does not have power to condemn property or exercise eminent domain.