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REGULAR MEETING AGENDA
Downtown Development Authority Board of Directors
Town Hall Council Chambers | 450 S. Parish Avenue, Johnstown CO
August 4, 2026, at 4:00 PM

Call To Order and Roll Call

Public Comment

Members of the audience are invited to speak at the meeting. Public Comment is limited to 3 minutes per speaker. When several people wish to speak on the same position on a given item, they are requested to select a spokesperson to state that position.

Approval of Meeting Minutes

Executive Director Comments

Agenda Items

1. Approving the Plan of Development
2. DDA Bank Account

Informational/Discussion Items

3. Discussion regarding the draft outline of the Intergovernmental Agreement (IGA) between the Town of Johnstown and Johnstown Downtown Development Authority
4. Discussion regarding status of applications received for the Executive Director Position and next steps.
5. Discussion regarding transfer of Town funds for FY26.
6. Discussion regarding opening a PO Box.

Committee Comments

Board Member Comments

Executive Session

Adjourn

Upcoming Meetings & Events Calendar

7. DDA Regular Board Meeting - September 1, 2026 – 4:00 p.m. at Town Hall 450 S. Parish Avenue Johnstown Co 80534

Public Notice

The public is invited to attend all regular meetings or study sessions of the Johnstown Downtown Development Authority. Please call 970-578-9612 at least 48 hours prior to the meeting if you believe you will need special assistance or any reasonable accommodation in order to attend, or participate in, any such meeting.

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REGULAR MEETING
Downtown Development Authority Board of Directors
Town Hall Council Chambers | 450 S. Parish Avenue, Johnstown CO
July 7, 2026, at 4:00 PM

MINUTES

CALL TO ORDER AND ROLL CALL

At 4:01 PM, Economic Development Director Sarah Crosthwaite called the meeting to order.

Roll Call: Sarah Crosthwaite (Interim Director), Board Member Morris, Board Member Sobeskie, Board Member Schlagel, Vice Chair Earwood, Board Member Grosboll, Board Member Little, Board Member Waugh.

Absent: None

PUBLIC COMMENT

No public comment was offered.

AGENDA ITEMS

A. Election of DDA Board Chair

Ms. Crosthwaite asked for interest in the position of Chair. Board Member Morris inquired if Ms. Crosthwaite would serve as Chair if no one opted in. Ms. Crosthwaite stated that based on the proposed DDA Bylaws, only board members could hold an officer position on the board. Board Member Sobeskie expressed interest in serving as Chair for future meetings.

Motion by Board Member Schlagel and seconded by Board Member Earwood to appoint Board Member Sobeskie as Chair. Upon vote, motion passed unanimously.

B. Adoption of Resolution 2026-01: Johnstown Downtown Development Authority Bylaws

Ms. Crosthwaite presented Resolution 2026-01 for the adoption of the DDA Bylaws.

Motion by Board Member Morris and seconded by Board Member Earwood to adopt the bylaws as presented. Upon vote, motion passed unanimously.

C. Election of DDA Board Officers

Election of Vice Chair: Motion to appoint Board Member Earwood as Vice Chair was made by Board Member Morris and seconded by Board Member Grosboll. Upon vote, motion passed unanimously.

Election of Treasurer: Ms. Crosthwaite asked for a treasurer nomination. Motion by Vice Chair Earwood and seconded by Board Member Morris to appoint Board Member Little as Treasurer. Upon vote, motion passed unanimously.

D. Appointment of Interim Executive Director

Ms. Crosthwaite explained the role of the Executive Director.

Motion by Board Member Grosboll and seconded by Board Member Schlagel to appoint Sarah Crosthwaite as Interim Executive Director. Upon vote, motion passed unanimously.

E. Adoption of Resolution 2026-02: Designating the Public Places for Posting Notices

Interim Director Crosthwaite presented Resolution 2026-02 regarding public meeting notice postings.

Motion by Board Member Grosboll and seconded by Board Member Morris to adopt the resolution with an amendment to specify the posting location as the Senior Center. Upon vote, motion passed unanimously.

F. Adoption of Resolution 2026-03: Appointing an Official Custodian of Records; Adopting a Policy Under the Colorado Open Records Act; and Adopting the Colorado Special District Records Retention Schedule

Interim Director Crosthwaite presented Resolution 2026-03.

Motion by Board Member Morris and seconded by Vice Chair Earwood to adopt the resolution. Upon vote, motion passed unanimously.

G. Motion regarding Job Description for an Executive Director

Interim Director Crosthwaite led a discussion regarding the position description. Board Member Schlagel inquired about using the Town's benefit package. A deliberation occurred regarding retirement contributions, with the Board ultimately agreeing on a 5% retirement match and approving the listed salary. Board Member Waugh suggested adding a description regarding event management and the role's relation to the community.

Motion by Board Member Waugh and seconded by Vice Chair Earwood to approve the description with the additions. Upon vote, motion passed unanimously.

INFORMATIONAL/DISCUSSION ITEMS

A. Bob's Rule of Order

This item was received as information.

B. Discussion regarding Johnstown Downtown Development Association (JDDA)

The Board discussed the transition from the Johnstown Downtown Development Association (JDDA) to the new DDA. It was noted that a new email address would be needed for the DDA to avoid liability associated with the old JDDA email. The Board agreed to create a separate new email. Interim Director Crosthwaite explained the importance of keeping the JDDA as a subset 501(c)(6) organization for event sponsorship purposes and noted that the JDDA board would dissolve by September. Inquiries were made regarding the continuation of "JDDA Connect" events and the job application process, which Interim Director Crosthwaite addressed. The Board also expressed a desire for their own domain for emails.

COMMITTEE COMMENTS

No committee comments were offered.

BOARD MEMBER COMMENTS

Board Member Morris: Expressed thanks to the Board.

Board Member Schlagel: Inquired about the timeline for the Intergovernmental Agreement (IGA), which Interim Director Crosthwaite confirmed would occur once the Town sets a date.

Treasurer Little: Expressed appreciation for the guidance provided and excitement about being a part of the DDA.

Board Member Waugh: Expressed excitement for the future and the joy of people participating in the greater good of Johnstown.

ADJOURNMENT

There being no further business for the Downtown Development Authority, Interim Director Crosthwaite adjourned the meeting at 4:48 PM.

Approved by the Downtown Development Authority Board:

Melissa Sobeskie, Board Chair

Attest:

Sarah Crosthwaite, Interim Executive Director

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JOHNSTOWN DOWNTOWN
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2026 Plan of Development

Johnstown Downtown Development Authority

Johnstown COLORADO

ACKNOWLEDGEMENTS

Town Council

Mayor Michael Duncan
Mayor Pro Tem Chad Young
Councilmember Damien Berg
Councilmember Jesse Molinar Jr.
Councilmember Dee Anne Menzies
Councilmember Dianne Morris
Councilmember Nick Bashford

Town Staff

Matt LeCerf, Town Manager
Sarah Crosthwaite, Economic Development Director

Johnstown Downtown Development Association (JDDA)

Sarah Grosboll, President
Austin Foss, Vice President
Larry Williams, Treasurer
Tami Kramer, Secretary
Justin Tuttle, Officer
Alex Eckles, Officer
Ken Mickelson, Officer

DDA Working Group

Billie Delancey
Austin Foss
Tami Kramer
Ken Mickelson
Veronica Schlagel
Justin Tuttle
Brianna Waugh
Larry Williams

Downtown Businesses & Residents

Thank you to all small businesses, property owners, residents, and non-profits who participated in roundtables, project events, or otherwise gave your time to inform this plan.

Plan Prepared By:

Progressive Urban Management Associates:
Brad Segal
Naomi Lacewell
Ethan Greene

Spencer Fane
Tom George
Courtney Linney

Public Alignment Communication
Bryan-David López Blakely
Jess McCaa

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Table of Contents

Plan Summary

Overview

This document is the official **Plan of Development** for the **Johnstown Downtown Development Authority (DDA)**, a document required by the State of Colorado for a DDA to operate. The plan is based on the **Johnstown Downtown Master Plan (2025)** and serves as a long-term guide for how downtown Johnstown can grow, improve, and thrive over the next **10 to 20 years.** Long-term plans like this are important because they help ensure that short-term decisions—like fixing sidewalks or hosting events—support a bigger, shared vision for the community.

The plan contains four chapters: **Chapter 1** explains the planning process that led to creating the DDA and the plan's relationship to the Johnstown Downtown Master Plan and other Town plans. **Chapter 2** lays out a menu of actions and strategies for the DDA to pursue. **Chapter 3** outlines how the DDA is organized and funded, and **Chapter 4** offers implementation guidance for achieving plan goals over time.

Why This Matters to the Community

This plan is about investing back into downtown Johnstown, guided by community values and priorities. It provides a clear roadmap to:

- Strengthen local businesses and enhance downtown activity
- Create welcoming, safe streets and public spaces
- Celebrate Johnstown's history and character
- Prepare for thoughtful growth

What Is a Downtown Development Authority (DDA)?

A **downtown development authority** is a special, locally governed organization that helps communities enhance their downtowns through projects such as infrastructure (i.e. sidewalks, lighting, and parking), business support, beautification, events, and attracting new investment.

DDAs are used by many Colorado towns to reinvest in their downtowns in a thoughtful and organized way. A DDA is governed by a **local board** made up of 5-11 downtown property owners, business owners, and residents, plus one Town Council member.

A DDA's main funding tool is Tax Increment Financing (TIF). **TIF does not raise taxes or fees and is not a new tax.** Rather, it allows a portion of future **growth in tax revenue** from sales and property values within the DDA to be reinvested in downtown improvements and programs. Meanwhile, taxing entities like the school district and the county continue receiving the same tax revenue they do today, adjusted regularly for inflation and natural appreciation.

In short: **the more successful downtown becomes, the more resources the DDA has to reinvest locally and work on community goals and priorities.**

How Did This Plan Come Together?

This plan builds on years of community planning and input into the Downtown Master Plan. Throughout 2025, the Town and project team gathered feedback on the feasibility of a special district to fund and implement the goals in the Downtown Master Plan. Community open houses, a working group of downtown residents and business owners, workshops with Town Council, and expert analysis all led to the recommendation of forming a DDA.

Key considerations from community input included: **(1) ensuring funding and organizational capacity** to achieve the Master Plan vision (including large projects), **(2) avoiding new taxes** or other costs, and **(3) facilitating a smooth transition from the existing all-volunteer JDDA** (Johnstown Downtown Development *Association*) to a new district that could continue its popular events and programs with stable funding and professional, paid staff.

Key Goals of the Plan

1. Thriving businesses

Strategies include:

- Supporting locally owned shops, restaurants, and services
- Encouraging entrepreneurs, artists, and makers
- Attracting customers downtown through marketing and promotions

2. More activity and events

The plan aims to make downtown active beyond the workday by:

- Continuing beloved events like Cinco de Mayo, Fall Fest, and Johnstown Jingle

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- Adding more evening and weekend activities
- Supporting farmers markets, live music, and pop-up events

3. A beautiful, safe, and well-maintained downtown

Strategies include:

- Improving building facades, adding murals, and installing public art
- Enhancing landscaping, trees, lighting, and seating
- Providing extra cleaning, snow removal, and maintenance

4. Better infrastructure and public spaces

Downtown should be easy and enjoyable to navigate. Strategies include:

- Adding sidewalks and improving ADA access
- Creating safer crossings and calmer streets
- Improving parking and wayfinding

5. Preservation and thoughtful development

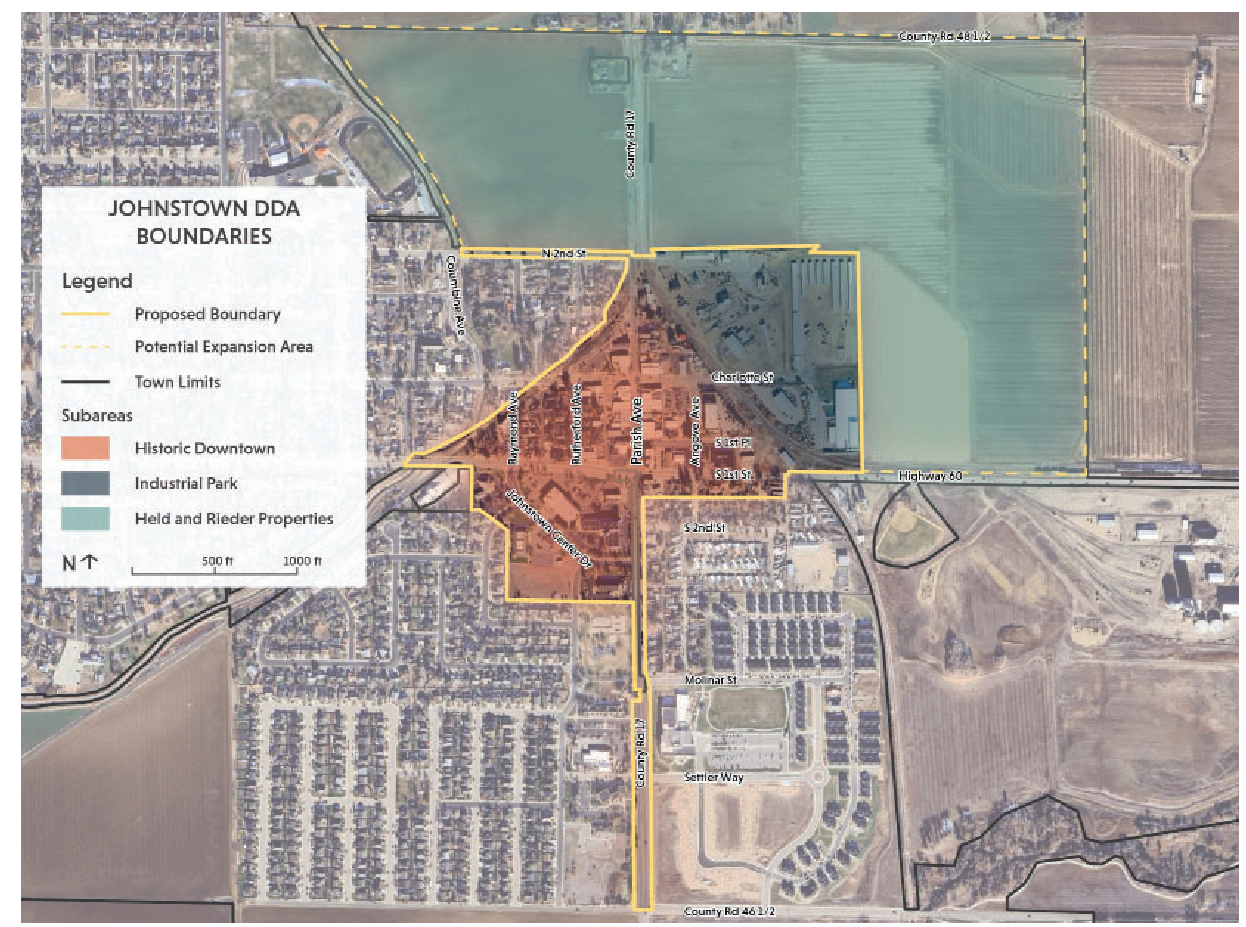
Ensuring growth respects and enhances Johnstown's character is central to the plan. Strategies include:

- Preserving historic buildings and celebrating local history
- Encouraging new mixed-use development that fits downtown's look and feel
- Preparing for future development on the Rieder and Held properties

Priorities and Implementation

The DDA Board of Directors, after completing the administrative steps necessary to begin operating (including Town Council approving this Plan of Development), will work to create a **near term action plan** based on community priorities. Below is an overview of the top priorities outlined in the implementation chapter (**Chapter 4**):

- Taking on responsibilities from the JDDA (Johnstown Downtown Development *Association*), particularly continuing signature events
- Completing sidewalk and other streetscape infrastructure throughout downtown
- Offering more evening activation (entertainment and retail open hours)
- Attracting new retail offerings downtown
- Managing parking
- Preparing for eventual development of Rieder and Held properties



Map of the Johnstown Downtown Development Authority Boundaries

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Chapter 01
Plan Background

PLAN BACKGROUND

Overview

This is the official Plan of Development for the Johnstown Downtown Development Authority (DDA)—a document required by the state of Colorado in order for a DDA to operate. This plan builds on the Downtown Master Plan and other downtown plans to provide high-level guidance for DDA decisions over the next 10 to 20 years. Long-term plans are important because they help ensure short-term actions build towards bigger goals. This promotes consistency, accountability, and meaningful progress over time towards the community's desired future.

This plan is meant to:

- Define the mission, vision, and goals of the DDA.
- Describe how the DDA will be organized, including its ability to collect Tax Increment Financing (TIF).
- Offer a menu of strategies and actions based on the Downtown Master Plan and other recent planning efforts for downtown.
- Provide guidance on implementation and prioritization of near-, mid-, and long-term actions.

What is a DDA?

Downtown development authorities (DDAs) are quasi-public agencies established to organize and finance projects and initiatives that enhance the vitality and appeal of downtown areas. DDAs support downtown improvement projects, foster small business growth, and attract investment to create a vibrant and thriving downtown corridor. By facilitating partnerships among businesses, property owners, local government, and community groups, DDAs create self-sustaining organizations designed to champion downtowns for the long term.

The creation and funding of a DDA requires approval by property owners, business owners, residents, and tenants within a proposed DDA boundary. Governance is provided by a Board of Directors comprising these constituents as well as a representative from Town Council. DDAs operate under Colorado Revised Statute 31-25-801, which outlines their powers, responsibilities, and oversight.

How the Plan Will be Used

As the DDA Board of Directors makes decisions, it will look to this plan to ensure it is working towards the community's priorities and vision. Below are a few specific examples of how the plan can be used:

1. Each year, the DDA will draw from the strategies and priorities in this document as it creates its annual budget and work plan.
2. The DDA can use this plan to track, evaluate, and report on progress towards community goals.
3. The DDA can write additional strategic plans and studies that focus on specific goals.
4. The DDA Board can adopt rules and bylaws based on guidance in the plan.
5. This plan can be shared with other organizations and entities working in the area to advocate for actions that align with the community's vision.

This plan is meant to be evaluated and updated every 5-10 years to make sure it stays relevant and aligned with community goals and current conditions.

Project Background

This plan and the proposed Johnstown DDA are a result of the Downtown Improvement District Study initiated by the Town of Johnstown in summer 2025. The goal of the project was to identify—and help create—the appropriate special improvement district to help fund and implement the vision of the recently adopted Downtown Master Plan. The project used the multi-phase process outlined below.

- **Phase 1: Evaluate district options.** The project team assessed the attributes of a business improvement district (BID), downtown development authority (DDA), urban renewal authority (URA), and metro district. This phase included researching past plans, conducting mapping and land use analysis, touring comparable districts in nearby communities, and speaking with downtown stakeholders including residents, business owners, property owners, Town staff, and Town elected officials (see "Outreach and Engagement" section on following pages for more detail). Phase 1 concluded with the recommendation to form a downtown development authority.
- **Phase 2: Refine the best option.** During this phase, the project team drafted the Plan of Development and prepared the legal steps necessary to form the DDA. Phase 2 concluded with Town Council approving an ordinance placing DDA formation questions on a special April 7, 2026 mail ballot election.
- **Phase 3: District formation process**. Phase 3 began when Council approved the election ordinance and concluded with the April 7, 2026 vote approving the DDA. Downtown advocates led the formation campaign while the Town provided educational and voter information.
- **Phase 4: District start-up**. Phase 4 encompassed the administrative process to set up the DDA, such as forming the first Board of Directors, finalizing and adopting the Plan of Development, hiring staff, and other administrative and legal procedures.

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Planning Context

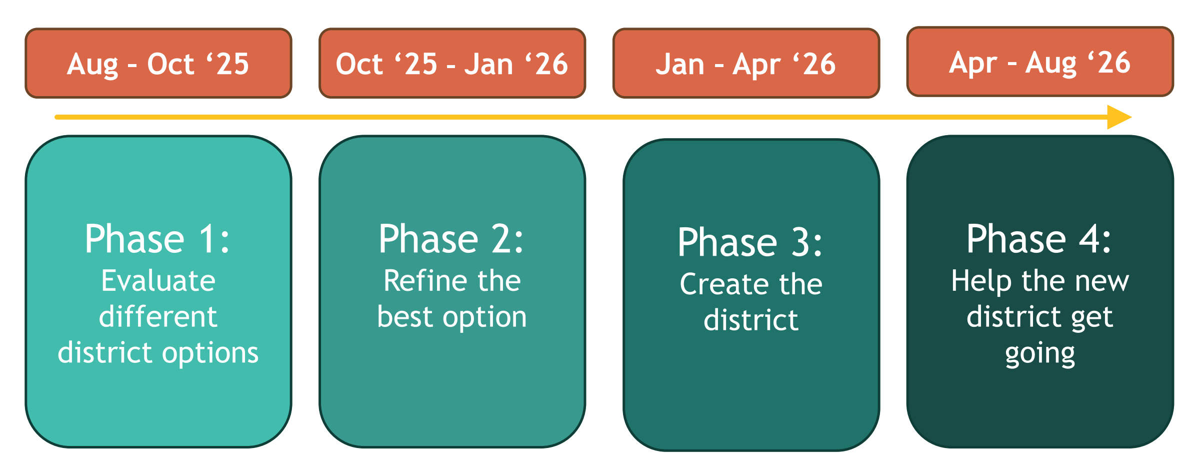
This plan compiles vision, goals, and recommendations from several recent planning efforts that focus on downtown Johnstown, summarized below. By gathering all relevant planning direction in one place, this document provides a "one-stop-shop" for the DDA and other decision-makers seeking guidance on downtown.

Comprehensive Plan (2021)

The Johnstown Comprehensive Plan provides direction to revitalize and maintain a "vibrant historic downtown" with thriving local businesses as the heart of the community, while expanding the extents of downtown as development and redevelopment occurs. It envisions a well-connected downtown with an active streetscape and a mix of uses and amenities that address community needs such as enhanced streetscape, curbside management, year-round activation and entertainment options, and inviting places to gather (p. 43). The plan directs the Town to work with downtown businesses, property owners, and residents to develop a strategy and design approach that includes public improvements, encourages private investment, supports historic preservation, and favors home occupation businesses where appropriate (p. 45).

Downtown Johnstown Branding Guide and Action Plan (2023)

The Downtown Branding project resulted in two documents: (1) an overview of the analysis and extensive community engagement that led to the creation of the brand, and (2) an Action Plan that includes goals and economic development strategies to support the community vision for downtown. These recommendations are guided by the Brand Promise, which calls for revitalization that is resilient, reflects community values of generosity and connection, and that honors the old while embracing the new. The "Local Grows Here" tagline is a call to action to redevelop and reinvest in the historic downtown in ways that support locally-grown values, businesses, and experiences through a commitment to encouraging local entrepreneurship and community-building (p. 15).



Project Timeline

Downtown Master Plan (2025)

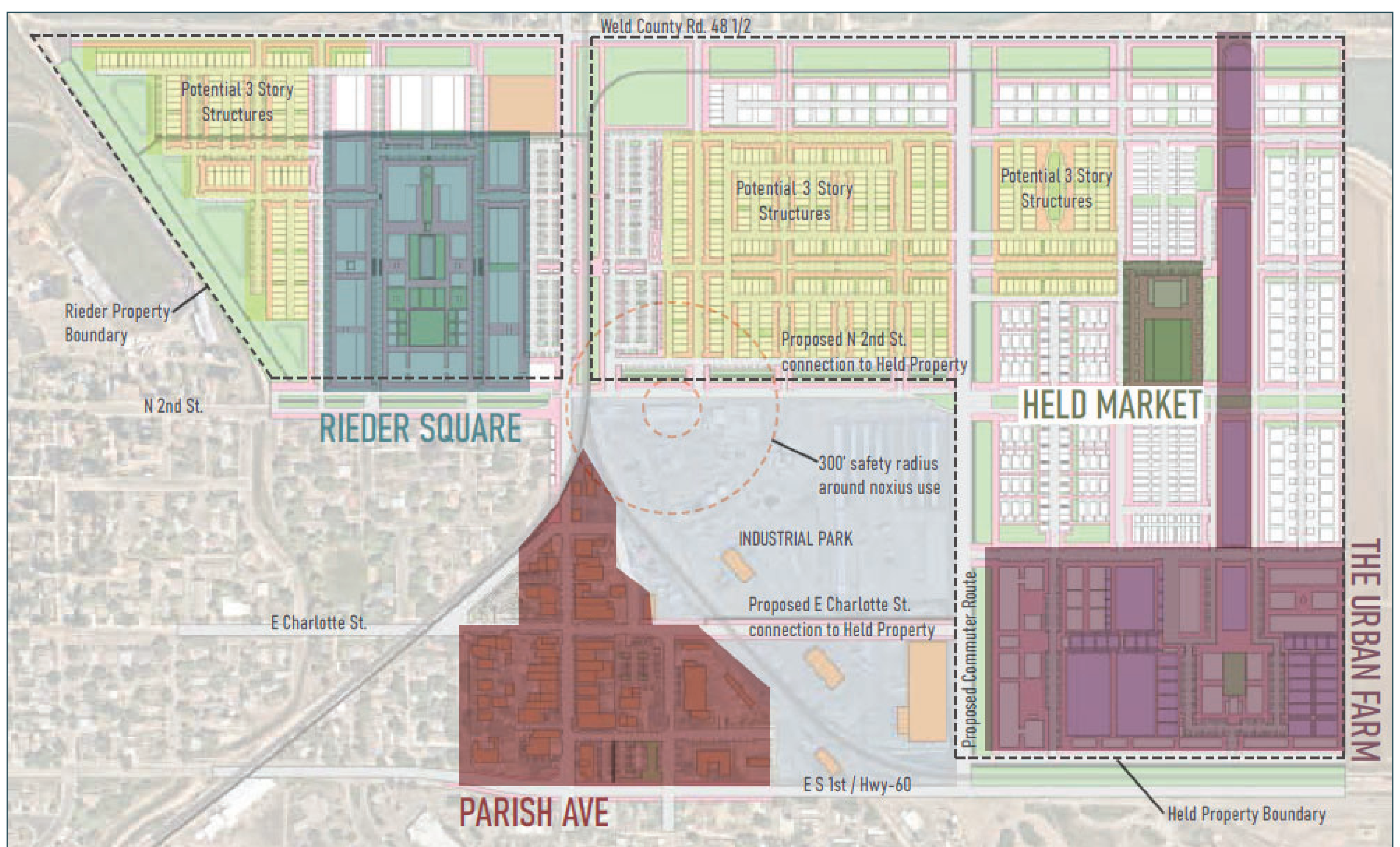
The Downtown Master Plan weaves together a vision for desired amenities in several downtown districts: Historic Downtown, the adjacent Industrial Park, and future development in the Rieder and Held properties. The community priorities for the districts are the guiding principles for the DDA subareas discussed in Chapter 3 of this Plan of Development.

Existing Districts:

- **Parish Avenue (Historic Downtown):** Parish Avenue is the historic heart of the Town. The community vision for this area outlined in the Downtown Master Plan includes: preserving the historic character, enhancing and beautifying the street, attracting new businesses, offering more events and activation, slowing traffic, improving pedestrian and ADA accessibility, and improving parking options. Community priorities are, in order: (1) repair and expand sidewalks, (2) build trails, (3) enhance building facades, (4) add outdoor eating spaces, (5) replace safety bollards, (6) update outdoor seating, (7) upgrade and add more planter boxes, and (8) update street lights and add more lighting.
- **Industrial Park:** The Industrial Park comprises several industrial users directly adjacent to downtown. The community vision includes priorities mentioned above plus extending the downtown street grid via E Charlotte St to connect Historic Downtown to the Held property; buffering industrial uses (sound, odor, and health risks); enhanced landscaping and signage; and eventual redevelopment. Future uses suggested in the Downtown Master Plan include arts and entertainment, light industrial, maker spaces, and office.

Future Districts:

- **Rieder District:** Rieder is the name of the family that historically owned the land. The proposed vision for the property in the Downtown Master Plan is a mixed-use concept that includes retail/commercial, office/flex, housing, indoor and outdoor community spaces, recreational uses, and possible relocation of the JM Post. Community priorities are, in order: (1) community activity area (plaza), (2) public parking, (3) splash pad, (4) community center, (5) artist maker spaces, and (6) performing arts center.
- **Held District:** Held is the name of the family that historically owned the land. The vision for the property is a mixed-use concept that includes small scale seasonal retail/commercial, indoor and outdoor community spaces, preservation/reuse of the existing farm structures, linear parks, an Urban Farm (see below), and housing. Community priorities are, in order: (1) outdoor community plaza, (2) Grange Hall/community center, (3) public parking, and (4) courtyard homes, including encouraging senior housing.
- **Urban Farm:** The Urban Farm is a subset of the Held District envisioned as a functional agri-destination that grows and processes produce. It will host associated uses such as artisanal shops and boutiques, farm-to-table restaurants/cafes, and breweries/distilleries. Community priorities are, in order: (1) new businesses including restaurants and a brewery/distillery, (2) linear parks, (3) community farming, and (4) outdoor plaza.



Map of Downtown Districts (Downtown Master Plan, p. 17)

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Limited Market Assessment (Downtown Master Plan, 2024)

The Downtown Master Plan also included a limited market assessment that studied opportunities for downtown Johnstown informed by demographic, economic, and real-estate characteristics in the market area. Key findings included:

- Johnstown has and continues to grow rapidly at a rate higher than the surrounding area. Johnstown experienced an 84% growth rate between 2010–2023, compared to 33% growth in the surrounding market area.
- Johnstown residents have a higher median household income ($114K) and higher rates of homeownership (79%) compared to the market area ($87K and 68% respectively).
- The three largest employment sectors in Johnstown are retail trade (17.8%), leisure & hospitality (16.4%), and construction (13.4%).
- Downtown Johnstown has low vacancy rates, particularly for retail (2.7%).

Outreach and Engagement

In order to gather feedback on the potential special district options, the project team conducted a number of in-person and virtual engagement efforts:

- Webpage hosted on Town website.
- Working Group composed of downtown residents, business owners, and property owners that met monthly September 2025 - January 2026.
- Workshops with downtown business owners, Town Staff, and Johnstown Downtown Development Association (JDDA) leadership.
- Two community open houses (September 16 and November 6, 2025) with invitations mailed to all addresses within the project study area.
- Town Council Study Session and recommendation (October 15, 2025).

Working Group Members Touring the Lafayette DDA

Key Feedback Themes

The following three themes emerged from stakeholder conversations around the best improvement district option for downtown:

1. **Avoid new taxes, fees, or other increased costs** for tenants, property owners, and customers.
2. **Facilitate a smooth transition from the JDDA** to the new district, including continuing the core events and services the JDDA has provided.
3. **Focus on near-term priorities** of attracting new businesses, offering more options for evening activities, and improving infrastructure and safety in downtown.

Recommendation

Based on research, analysis, and the key feedback themes above, the project moved forward with the recommendation of forming a downtown development authority. A DDA was found to be best poised to finance and manage both the near-term and long-term goals of the Downtown Master Plan, and its primary source of funding (TIF) does not raise taxes.

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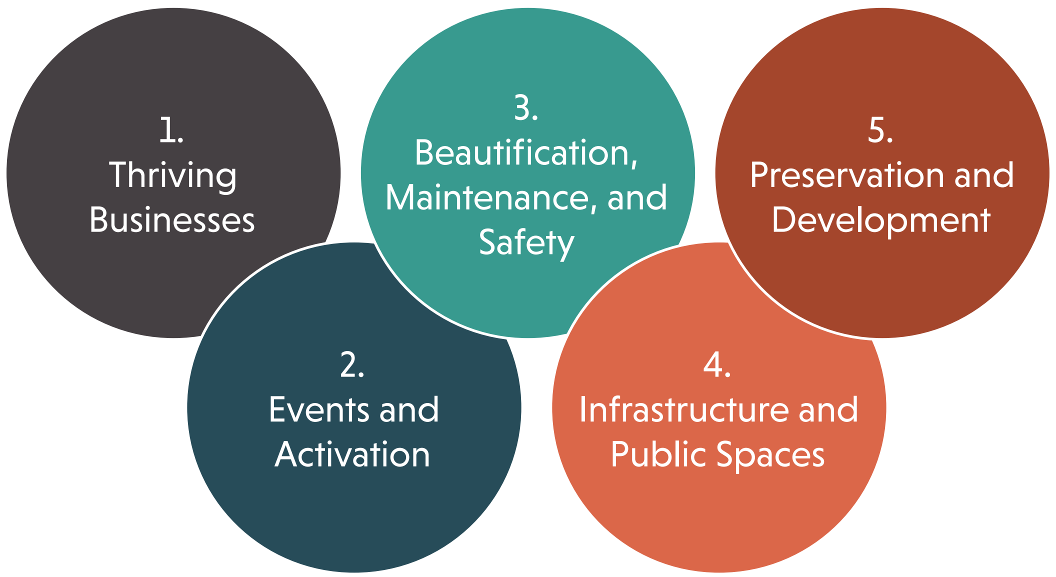
Chapter 02
Goals and Strategies

GOALS AND STRATEGIES

The following **five goal areas** compile the strategies and recommendations from the Downtown Master Plan, other recent downtown plans, and findings from the Improvement District Study. By organizing all these recommendations under common themes, this chapter offers a framework from which the DDA can plan its work programs.



Thriving Businesses

Vision:

Downtown Johnstown is home to numerous thriving businesses that offer a wide variety of goods, services, and employment opportunities. At its core are small, local, and unique businesses that reflect Johnstown's small-town feel and agricultural heritage.

1. Promote the retention of existing local businesses.

a. Conduct regular outreach to existing businesses to gather insights into their needs. Develop tailored programs such as technical assistance and resources to stabilize and grow operations.

i. **CASE STUDY: Johnstown Downtown Development Association Quarterly Business Workshops (Johnstown, CO).** The JDDA offers quarterly workshops on topics that small businesses wanted to learn more about such as employment law, marketing, leveraging AI, and retirement and financial management solutions for small businesses.

b. Promote pathways to property ownership.

i. **CASE STUDY: Colorado Springs DDA Loan Program for Tenant Ownership (Colorado Springs, CO).** This program helps business owners located within the DDA buy their existing location or another property downtown by providing low interest loans for up to 40% of the purchase price. *Downtowncs.com/do-business/grants-and-tif*

c. Help build career development pathways through partnerships with local schools and other youth organizations.

d. Support business networking, meetups, and other opportunities to strengthen business-to-business connections.

i. **CASE STUDY: Johnstown Downtown Development Association "JDDA Connect" Program (Johnstown, CO).** The JDDA offers monthly business-to-business networking events for the business community to share information and discuss community updates.

2. Grow the number of locally-owned and operated businesses through a combination of recruitment and entrepreneurship/incubation.

a. Focus on recruiting for downtown's high retail need, especially in food and beverage, apparel/accessories, and professional services (as identified in the Downtown Master Plan Limited Market Assessment). Consider recruiting regional businesses that do not yet have a presence in the immediate area (i.e. breweries, non-franchised restaurants, and boutique shops).

b. Attract new entertainment options and activities for a lively evening and weekend scene. Specifically, work to bring a live music venue near or in Rieder Square.

i. While a dedicated music venue may be far-off, start building interest by helping organize and promote a series of pop-up live music events.

c. Work to grow downtown into a destination for local arts, crafts, and the creative industry. Possible partners include local schools and higher education, arts/crafts guilds, and clubs.

d. Support pathways to entrepreneurship and business incubation, particularly in the categories mentioned above (retail, entertainment, and arts). Explore funding for seed money, technical support, and access to space.

e. See if there is the potential for a mixed-use public market and makerspace in an existing or new downtown Johnstown building that can host special events like art gallery shows, indoor farmer's markets, seasonal craft fairs, as well as creative/maker and pop-up/incubator retail spaces at low rates and with short-term leases to support entrepreneurs.

i. **CASE STUDY: Localworks Clear Creek Makerspace (Wheat Ridge, CO)**. Opened in 2024, the Clear Creek Makerspace contains a community event space as well as offering access to equipment and classes at an affordable and sliding scale price to help nourish local entrepreneurs, develop a skilled workforce, and bring together the creative community. Since launching, the makerspace has had almost 16,000 visitors and helped jump start three small businesses. *Clearcreekmakerspace.com/facilities*

3. Grow downtown's customer base through promotions and marketing.

a. Take responsibility for implementing and caretaking the adopted Downtown Brand, including incorporating the brand into the DDA's organizational identity.

b. Maintain and update the Visit Johnstown website.

c. Launch creative marketing campaigns and promotions aimed at locals and the nearby market area using the Downtown Johnstown Brand.

i. **CASE STUDY: Olde Town Arvada Business Improvement District Marketing Strategy (Arvada, CO).** The Arvada BID drives visitation to downtown businesses through newsletters, social media, a shopping and dining guide, and a contract with a local public relations agency to elevate Olde Town's presence throughout regional media channels. The BID tracks impact and year-over-year marketing reach to tailor each year's strategy. In 2022 they launched their first sustained advertising campaign ("Like-a-Local") with support from other Arvada economic development entities. The campaign featured the stories of nine downtown businesses across 18 unique ads. It included a social media campaign and an I-76 billboard placement during the holiday season. See 2022 Report at *Oldetownarvada.org/about-us*

d. As downtown grows, implement a clear market strategy for each downtown district/subarea that defines desired businesses mix, branding, and programming to ensure districts remain complementary and do not compete with each other.

4. **Nurture a business-friendly downtown environment.**
   a. Act as a liaison with the Town and other appropriate entities to facilitate business permitting and quickly troubleshoot issues.
   b. Evaluate the Town's zoning and building ordnances to identify barriers to starting businesses downtown, especially in historic buildings and/or when changing building uses.
   c. Work with the Town to keep an inventory of businesses and associated data such as industry, employees, and operating hours.
   d. Given the low vacancy rate of commercial space, encourage new commercial development, redevelopment, and creative ways for new businesses to locate downtown, such as acting as "matchmaker" with existing and new commercial tenants who are interested in sharing space. See also ideas for temporary vending in "Activation and Events" and the "market hall" concept in 2.e., above.

Events and Activation

Vision:

Downtown is active and vibrant 24/7 and 365 days a year. This is the place where our community comes together to enjoy a wide variety of events and everyday attractions that celebrate our Town's values and character.

1. **Hold signature events that bring people together.**
   a. Continue to host treasured community events such as Cinco de Mayo, Fall Fest, Trick-or-Treat Street, and Johnstown Jingle.
   b. As downtown event activity increases, plan for parking management during events (off-site parking locations and shuttles, street closures) and mitigate impact on nearby residents and businesses.
   c. Over time, consider hosting new events that reflect Johnstown's history and character, especially in new parts of downtown as it grows (such as the Urban Farm).
   d. Evaluate what improvements could be made to support existing and future downtown events, such as access points for electricity and water.

2. **Curate a lively, inviting environment to stroll and linger.**
   a. Organize an incentive program for rotating window displays and other storefront programs with downtown businesses.
   b. Work with property owners on creative ways to activate vacant or underutilized land downtown, such as temporary art installations, pop-up activities, or displays celebrating Johnstown's history.
   c. Explore closing N First St (south of the railroad tracks between Parish Ave and Charlotte St) for seasonal pop-up events such as a food truck rally or outdoor market.
   d. Offer grants and technical assistance to create, improve, or expand outdoor patio seating.

3. **Encourage longer open hours and more activity options later in the day.**
   a. Promote the existing Targeted Retail Activation Policy & Program to incentivize later open times. Study the program and identify possible program improvements or opportunities to market it more strongly.
   b. Work with businesses to build momentum for evening activation by organizing a monthly evening "open hours" event paired with activities and promotions.

4. **Offer more year-round attractions catering to a wide variety of interests.**
   a. Organize year-round farmers and artisan markets.
   b. Offer activities and destinations for kids/teens, including safe, fun after-school options for students at nearby schools. Mini-golf and other arcade-style activities are some ideas.
   c. Other ideas for new events mentioned in the Downtown Master Plan include concerts, small festivals/block parties, and historic walking tours.

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Beautification, Maintenance, and Safety

Vision:

Our community takes pride in a downtown that is attractive, comfortable, and inviting for people of all ages and abilities. Public and private property is well-maintained and necessary repairs and improvements are completed quickly.

1. **Foster a beautiful downtown that highlights Johnstown's historic assets.**
   a. Help promote the Town's existing façade and signage improvement grants, with the goal of eventually taking over administration and funding of the program. Expand the façade program or create a companion program for improvements to residential buildings in the DDA.
   b. Support businesses and property owners in improving their alley-facing entrances and facades.
      i. **CASE STUDY: Downtown Longmont Alleyscape and Breezeway Project (Longmont, CO).** The City of Longmont and the Longmont DDA partnered on a downtown-wide alley improvement project that included undergrounding utility lines, paving, and new lighting. In conjunction, the DDA reimbursed businesses for a portion of costs associated with improving their rear building entrances. *Downtownlongmont.com/initiatives/development-projects/alleyscape-development-project*
   c. Create an incentive program for new murals and support the restoration of any historic mural signage.
   d. Use the upcoming Town Arts Masterplan to guide investments in public art throughout downtown and in new development, including interactive art and art celebrating Johnstown's history and character. Rotating art can be a very successful approach as it provides the opportunity to feature different artists and spark ongoing public interest.
      i. **CASE STUDY: Art on the Street rotating sculpture program (Lafayette, CO).** Now in its 17th year, Lafayette's Art on the Street is a sculpture-on-loan program in which the Lafayette Public Art Committee selects a new collection of diverse sculptures for display in Lafayette's Old Town each year. The exhibits are integrated into additional activities and promotions for downtown, including scavenger hunts, student art curriculum, a community-wide art competition inspired by the sculptures, and annual awards (including Peoples' Choice). All sculptures are available for purchase at the end of their tenure. *Lafayetteco.gov/562/Art-on-the-Street*
   e. Work with railroad owners to find creative ways to highlight the railroad tracks.

2. **Nurture a consistent, attractive streetscape.**
   a. Plant and maintain a robust tree canopy along streets and other public spaces to ensure a pleasant, shaded pedestrian experience throughout downtown. Encourage tree planting on private property and support proper maintenance and caretaking.
   b. Update existing street furniture and provide additional benches and seating.
   c. Plant and maintain seasonal flower boxes and decorative displays as well as perennial, permanent landscaping.
   d. Install seasonal festive lighting and décor during the holidays.
   e. As downtown grows, consider how the Downtown Branding and Design Guidelines and urban design elements should be applied to and within the different downtown districts to ensure each district feels cohesively "downtown," yet distinct (in alignment with "Thriving Businesses" strategy 3(d) for creating custom market strategies for each district).

3. **Ensure downtown is safe, clean, and well-maintained, especially as activity increases.**
   a. Provide supplemental cleaning such as snow removal, litter pickup, and regular power-washing of public spaces.
   b. Coordinate with the Town on preventative maintenance and responding promptly to necessary repairs of sidewalks, roads, parks, plazas, alleys, and other public areas.
   c. Replace existing safety bollards in Historic Downtown.
   d. Work closely with the Police Department to quickly address safety concerns as they arise.
   e. Offer resources such as CPTED (crime prevention through environmental design) evaluations and grants for existing properties. Ensure CPTED principles are followed in new development.
   f. Actively monitor speeds and safety issues along HWY 60, County Rd 17, and any other high-incident areas. Liaise with state and county entities to manage traffic speeds and address other safety concerns. See Infrastructure and Public Spaces section for further recommendations.

4. **Mitigate the impacts of the Industrial Park.**
   a. Work with Industrial Park owners on creative solutions to beautify the transition into Historic Downtown, including incentivizing trees, landscaping, maintenance, and fencing along properties fronting Charlotte St.
   b. Consider ways to incorporate industrial character elements into creative placemaking.
   c. Encourage industrial users to adopt additional mitigation efforts for odor and noise management.
   d. Help reduce the impact of heavy vehicle traffic on downtown while ensuring industrial users have adequate, safe access for their operations. Work towards routing truck traffic via an alternative north-south commuter route through the Held property and E Charlotte St extension, as proposed in the Downtown Master Plan.

Infrastructure and Public Spaces

Vision:

Downtown Johnstown is supported by a complete network of high-quality infrastructure, including reimagined and new public spaces that offer our community and visitors places to gather, rest, and connect with nature.

1. **Create a pedestrian-friendly, accessible downtown by completing the sidewalk network and improving ADA access.**
   a. Install missing sidewalks. Widen/improve inadequate sidewalks to a standard of 5-foot right of way with planters and tree wells adjacent to parking or travel lanes.
   b. Ensure ADA accessibility throughout downtown. Expand awareness and uptake of existing façade improvement grants for private property owners to bring building access and exteriors up to code.

2. **Connect people to nature by integrating trails and parks throughout downtown.**
   a. Create safe, easy pedestrian and bicycle connections to nearby neighborhoods, regional trails, and activity centers.
   b. Ensure the provision of new parks, plazas, and greenways in the Rieder and Held Properties as they develop, as envisioned in the Downtown Master Plan.

3. **Improve access to downtown through parking and wayfinding.**
   a. Install signage and wayfinding to help visitors navigate downtown destinations and find parking.
   b. Monitor parking demand and manage parking access in Historic Downtown, including studying the feasibility of a future parking structure (see page 19 of the Downtown Master Plan). Create and regularly update a Parking Management Plan and Transportation Management Plan.
   c. Ensure that potential new parking lots envisioned along County Rd 17 are paired with clear, inviting pedestrian connections to Historic Downtown.

4. **Ensure consistent lighting throughout all of downtown.**
   a. Install distinctive, permanent lighting that is both decorative and functional, such as string lights and distinctive lamp posts.
   b. Prioritize updating lighting infrastructure along Rutherford Ave and other downtown areas away from Parish Ave.

5. **Ensure safe streets, crossings, and alleys.**
   a. Implement traffic safety and crosswalk improvements to make all of downtown feel connected and seamless. Emphasize improving access to businesses on the south side of HWY 60/E S 1st St.
   b. Continue the downtown street grid through new roads such as extending Charlotte St to the east.
   c. Build the proposed north-south commuter route through the Held property as envisioned in the Downtown Master Plan. This route will provide better options for through-travel and heavy vehicle access while reducing traffic along Parish Ave.
   d. Make sure public investments along County Rd 17 strengthen its role as a key gateway into downtown and emphasize multi-modal accessibility.
   e. Make infrastructure improvements to calm traffic and improve safety along Parish Ave.
   f. Continue to pursue improvements to alleys and connections from alleys and rear parking areas to the street.

6. **Improve railroad crossings and tracks.**
   a. Work with the railroad owners to implement solutions for making crossings safer and more pleasant for pedestrians, cyclists, and vehicles.
   b. Liaise with owners about proper maintenance and timely response to issues.
   c. Advocate for the eventual decommissioning of tracks and offer assistance with any necessary environmental remediation.

Preservation and Development

Vision:

Downtown Johnstown celebrates and cares for its historic assets and small-town feel. New development reflects downtown's existing character and feels like a natural extension of downtown while providing exciting new amenities the community desires.

1. **Celebrate and preserve downtown Johnstown's history.**
   a. Encourage historic preservation/rehabilitation and adaptive reuse of existing buildings whenever possible. Study zoning and building codes to identify possible barriers.
   b. Help owners bring historic buildings up to current codes.
      i. **CASE STUDY: Loveland Downtown Development Authority (LDDA) Fire Suppression Grants (Loveland, CO).** The LDDA works with the City of Loveland to offer a fire suppression grant program to bring buildings over 50 years old in the Loveland Downtown District up to current fire codes. The LDDA also collaborates with Efficiency Works, a regional utility entity providing rebates and energy savings programs to building owners. *Downtownloveland.org/dda*
   c. Work with the Johnstown Historical Society to inventory downtown's historic assets.
   d. Install permanent historic markers and interpretive signs for significant buildings and other sites to celebrate the rich history of downtown Johnstown.

2. Weave key historic characteristics into new development.

a. Ensure new development aligns with historic design guidelines and reflects the existing character of downtown Johnstown.

b. Preserve and adaptively reuse the existing Held and Rieder property farm buildings.

3. Add new commercial and multifamily residential space downtown.

a. Promote infill development and redevelopment in Historic Downtown to reduce the number of underutilized parcels and address the high demand for commercial space.

b. Study a zoning overlay to require ground floor commercial space in new construction in key parts of downtown.

c. Look for opportunities for new residential multifamily uses downtown, especially senior and workforce housing.

d. Ensure the provision of new commercial spaces in the Rieder and Held properties as envisioned in the Downtown Master Plan.

4. Encourage the best mix of uses for a vibrant, active downtown.

a. Study options for leveraging the high number of Town-owned and tax-exempt properties in Historic Downtown. See Appendix A for map.

b. Consider relocation options for the Public Works facility at 201 S 1st Pl and convert the property to a more pedestrian-friendly use appropriate to a downtown.

c. Help the JM Post relocate to new facilities and explore redevelopment options for the existing site.

d. Closely communicate with users and property owners in the Industrial Park to understand their interest in future redevelopment. Focus on adaptive reuse and redevelopment with mixed-use, entertainment, creative, and light industrial concepts as envisioned in the Downtown Master Plan.

5. Build the Urban Farm concept in the Held property.

a. Evaluate options for the DDA or the Town of Johnstown to own the land and lease it to partner-operators. Owning the land can help lower costs for users and make some of the innovative ideas for the farm financially viable.

b. Partner-operators can include a variety of academic, non-profit, for-profit, and public entities. For example:

i. Work with the Weld RE-5j school district to incorporate agricultural curriculum, produce food for school meals, and other ideas listed in the Downtown Master Plan.

ii. On-site food preparation and commercial ventures (such as commissary kitchen, food incubator, breweries/distilleries) can support entrepreneurship and job training. This could also be supported by partnerships with CSU and Aims College.

iii. Explore funding and operational partnerships with West Greeley Conservation District, similar to their support of Greeley's Houston Gardens.

iv. Reach out to the Colorado Department of Agriculture Markets Division for resources to develop agritourism.

v. Partnerships with food access and food relief non-profits can expand the funding pool for the Urban Farm to include grants and donations, as well as strengthening the local food system.

c. Consider functional and mutually supportive uses for the DDA on the Urban Farm, such as the opportunity to source flowers for annual plantings.

i. CASE STUDY: City Park Greenhouse (Denver, CO). The greenhouse is a City-run facility that serves as Denver Parks and Recreation's horticultural core by growing and distributing landscape bedding, plants, shrubs, and other ornamental plants for Denver park districts and other city agencies and facilities. The Greenhouse also subleases space to other operators. For example, food nonprofits grow vegetable starts to help feed local low-income families, and the neighboring Denver Zoo grows hibiscus, bananas, and ginger for the animals to snack on. *Denvergov.org/content/denvergov/en/denver-parks-and-recreation/parks/horticulture.html*

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6. Build signature destinations and creative spaces for arts and culture downtown.

a. Encourage the construction of artist and maker spaces in Historic Downtown, the Industrial Park, and the Rieder and Held properties as they develop. Work with the Town to identify any zoning or building regulations that could be a barrier to these unique activities, particularly those involving light manufacturing practices, and ensure they do not come into conflict with nearby residential uses.

b. Build a Performing Arts Center in the Rieder property as envisioned in the Downtown Master Plan.

c. Facilitate a community process to determine the best uses for a future Community Center space in the Rieder property, as suggested in the Downtown Master Plan.

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Chapter 03
The DDA

THE DDA

The following chapter describes the mission, guiding principles, boundaries, structure, and funding mechanisms of the Johnstown DDA.

The Mission of the Johnstown DDA:

To nurture a vibrant, flourishing downtown Johnstown as the economic, cultural, and social heart of our Town by implementing the community goals in the Downtown Master Plan and guiding future development as downtown grows.

DDA Guiding Principles

Based on the vision and values expressed in the Downtown Master Plan and other recent documents, the DDA will work to uphold the following guiding principles for downtown:

Authentic and genuine. Downtown celebrates its heritage while it looks to the future. Historic Downtown is the "beating heart" of the town, while growth respects and enhances Johnstown's character and values.

Vibrant and welcoming. Downtown brings the community together, offering a range of activities, shopping, entertainment, services, and employment opportunities. The area is lively and active 24/7, 365 days a year and welcomes people of all ages, abilities, and backgrounds.

Walkable and connected. It is easy, comfortable, and safe for everyone to get to and move around downtown. There are smooth transitions and clear connections between the different downtown districts, nearby destinations, and regional trails.

Resilient and responsible. Downtown is positioned to thrive through future challenges and changes. Investment in downtown uses public resources wisely by making decisions that are efficient and sustainable for the long term.

DDA Boundaries, Subareas, and Future Expansion

By state law, a DDA must be located in a municipality's central business district. Given this requirement, the DDA Boundaries below are based on a variety of factors, including zoning, concentration of businesses, location of community-identified priorities in the Downtown Master Plan, and historic development patterns. The boundaries include both commercial and residential properties.

Future Expansion

Owners of property adjacent to a DDA can opt in through a petition process that requires approval of both the DDA board and Town Council. The DDA is intended to expand as new development moves forward in the Rieder and Held properties. Inclusion of these and other new properties into the DDA, and use of TIF in these areas, should be evaluated in terms of how such actions will complete the vision of the Downtown Master Plan and other goals in this Plan of Development.

The DDA boundaries also extend a "flagpole" down County Rd 17. This is to ensure that, as the gateway to downtown and connector to destinations such as the library, Town Hall, and the YMCA, this corridor develops in a way that enhances downtown and increases community access to core services.

Subareas and Priorities

Three subareas are established for downtown Johnstown which have different priorities for the DDA to focus on, based on the districts in the Downtown Master Plan.

Historic Downtown: The vibrant center of downtown and corresponding to the Parish Ave District in the Downtown Master Plan, this area should be stabilized and enhanced to ensure its continued success as Johnstown's "beating heart." This is the DDA's highest near-term priority.

Industrial Park: Included in conversations around Parish Ave in the Downtown Master Plan, the ultimate goal for this area is redevelopment. In the meantime, activities

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should focus on mitigating the impacts of industrial users, beautifying the area, and making if feel more connected to Historic Downtown.

Held and Rieder Properties: These areas are not yet included in the DDA but are intended to be brought in if proposed development aligns with the Downtown Master Plan. Containing the Held, Rieder, and Urban Farm Districts, the Downtown Master Plan supports developing these properties as an extension of downtown. The DDA should hold ongoing conversations with property owners about joining the DDA in support for concepts envisioned in the Downtown Master Plan such as new parks, trails, parking, community centers, senior housing, and commercial spaces.

DDA Governing Structure

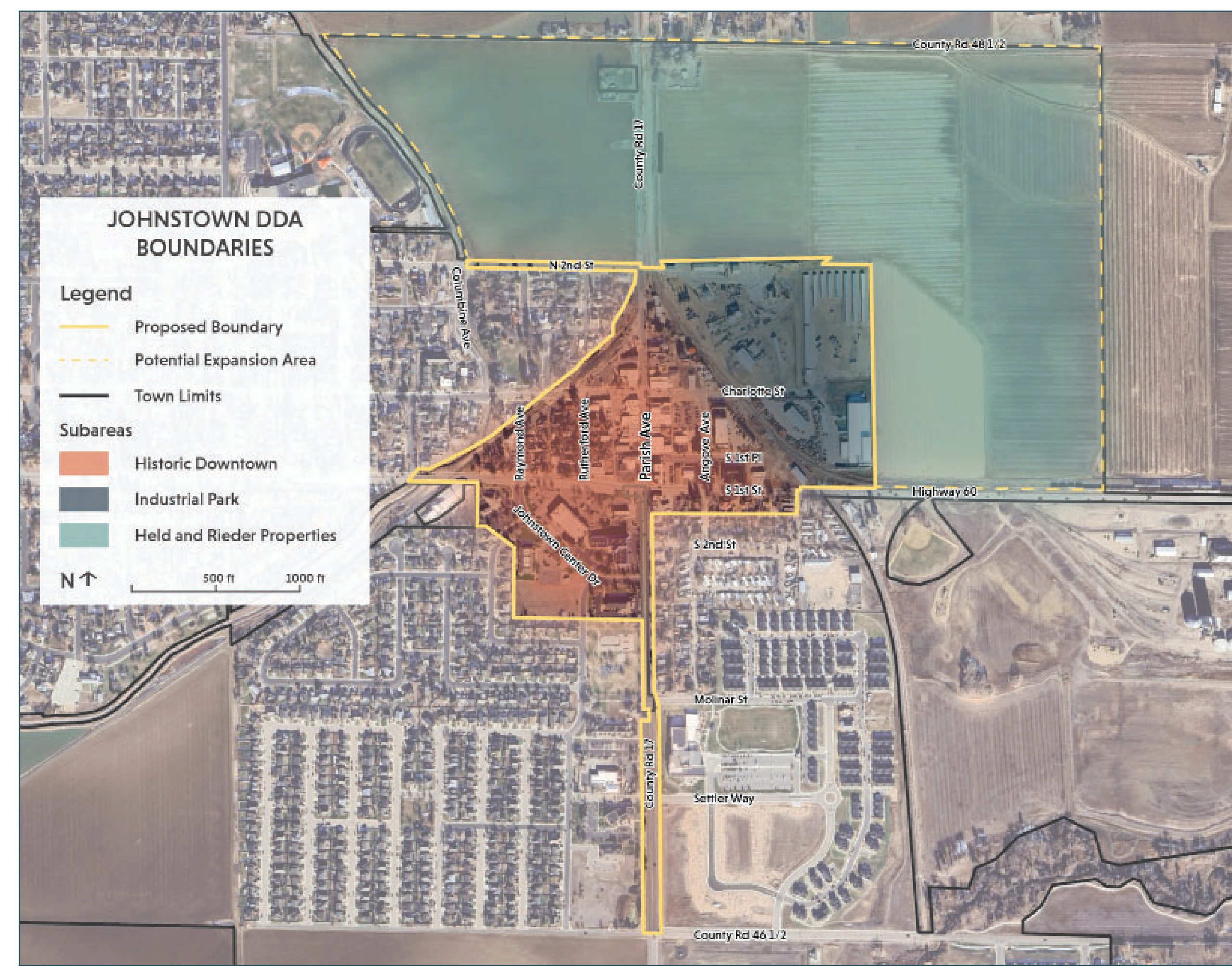
Board of Directors

State Statute requires a DDA Board of Directors composed of at least five (5) and no more than 11 members who either own property, lease property, or live in the district. In addition,

- One board member must be a Town Council member. No other elected official or Town employee is allowed.
- The majority of board members (aside from the Council member) must either own property or live in the district.
- An employee, manager, or appointed agent of a business or property-owning entity is also eligible to serve on the board.

In addition to complying with the legal requirements above, the DDA Board should strive for the following representation:

- At least two (2) small businesses
- At least one (1) resident
- Geographic representation from across all subareas/districts (Historic Downtown, Industrial Park, and the Rieder/Held properties if the DDA expands to include them)



Map of the Johnstown Downtown Development Authority Boundaries

Committees

Committees can help broaden participation in a DDA by involving stakeholders that are beyond the district boundaries. Per State Statute, the chair of a committee must be eligible to serve on the Board (e.g., be a resident, tenant, or property owner within DDA boundaries), but there are no other restrictions on who may participate. The DDA Board should consider creating the following committees:

- Events Committee (meeting quarterly or monthly, as needed)
- Youth Advisory Committee (meeting quarterly)
- Development Committee (meeting ad-hoc to oversee major new proposed developments or projects)

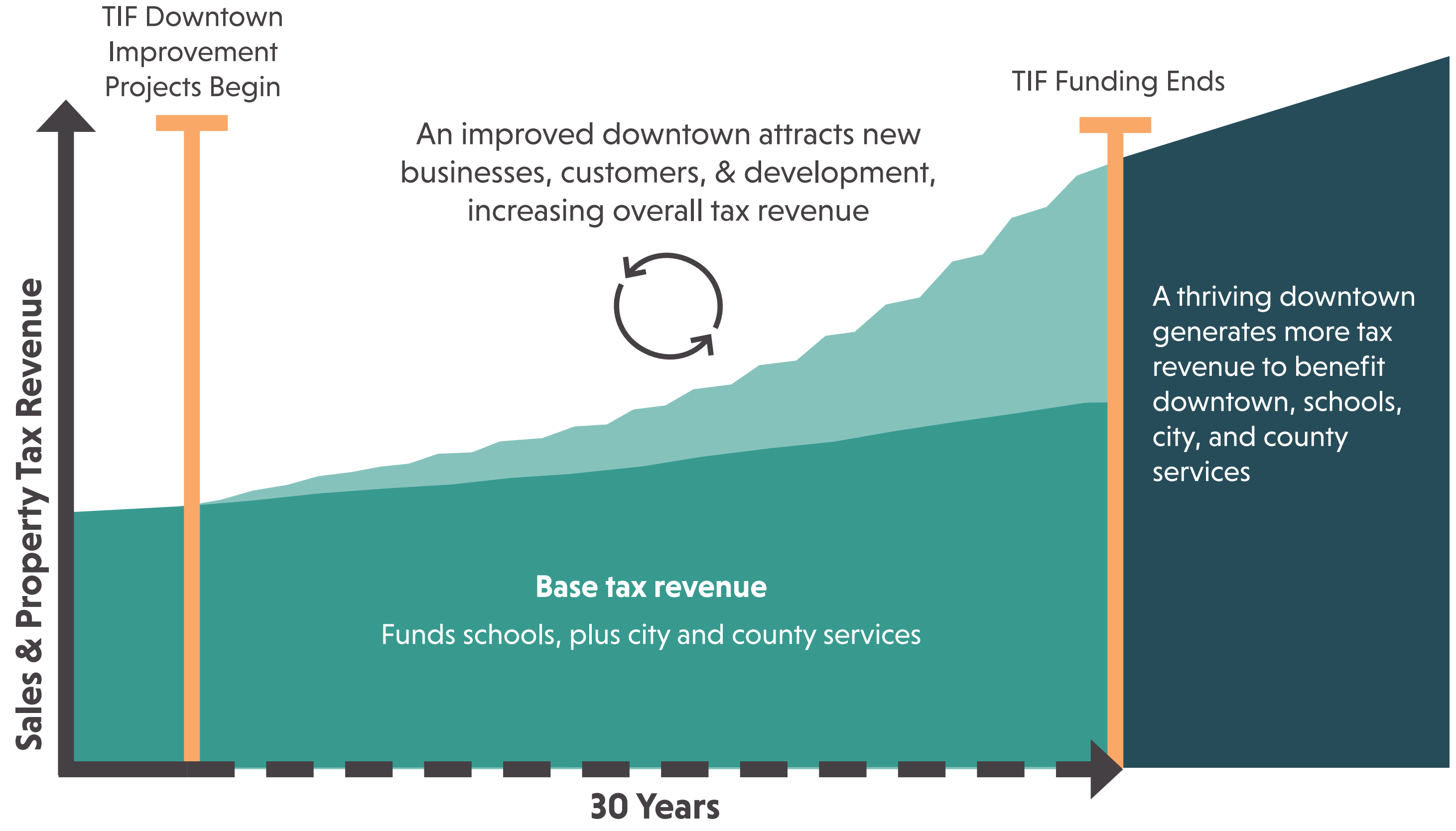
Funding

- The Johnstown DDA is authorized to receive TIF from property and sales tax. In Johnstown, the base year for TIF will be 2025.
- An optional operations tax of up to five mills was not pursued during the initial DDA formation effort. If the DDA chooses to pursue a mill levy in the future, it would require both Town Council approval and a new TABOR election within the district.

Tax Increment Financing

A DDA's primary source of funding is Tax Increment Financing (TIF). TIF is not a new tax. Once TIF is established, future growth in sales and property tax revenues (the "increment") can be kept by the DDA to be reinvested back into the district. The more the area prospers, the more sales and property tax revenue grows, and the more money the DDA has to invest into projects and programs for downtown. Meanwhile, the Town, county, schools, and other taxing entities still get the base amount of tax revenue they were collecting before TIF (adjusted for inflation and appreciation).

A DDA TIF arrangement can last for up to 30 years. After that point, the DDA can ask for a 20-year TIF renewal, but the base property tax revenue is adjusted forward (sales tax base is unadjusted), and the DDA will have to share a greater percentage of future increment with the other taxing entities like schools counties.



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Chapter 04 Implementation

IMPLEMENTATION

Overview

The following section lays out a strategy for the DDA based on the priorities identified in the Downtown Master Plan, other downtown plans, and the Improvement District Study. This implementation strategy aims to make the greatest impact on the community's top priorities and set the stage for future success while working with the realities of downtown Johnstown's existing conditions and DDA requirements. Below is a list of these priorities followed by conditions with the greatest impact on their delivery ("Challenges and Considerations").

Top DDA Priorities

- District start-up (both legally required and best practices)
- JDDA transition, particularly continuing signature events
- Completing sidewalk and other streetscape infrastructure throughout downtown
- Offering more evening activation (entertainment and retail open hours)
- Attracting new retail offerings downtown
- Managing parking
- Preparing for eventual development of Rieder and Held properties

Challenges and Considerations

- TIF takes several years for increment to build. Consequently, the DDA will be operating with a low funding stream in the beginning.
- Infrastructure has been identified as one of the top priorities for downtown, which will require significant funds.
- There is a shortage of commercial space downtown (low vacancies), limiting the ability to attract new retail tenants.
- There are a number of town-owned, tax-exempt properties in the DDA boundaries (with non-sales tax generating uses) that both constrain district TIF potential yet offer opportunity.
- The timelines for redevelopment of the Rieder and Held properties (and Industrial area) are unknown.

Immediate Strategy / Start-Up (first 6 months)

The DDA's first months are focused on the administrative and legal requirements for start-up. Foremost of these are hiring an Executive Director (which may be full or part time, and staffed through the Town or contracted independently) and appointing the Board of Directors. It is expected that the Town will facilitate these tasks.

Once the Board is appointed, the following constitute legally required steps (indicated with '*') and best practices for district start-up:

- Training for Board members to ensure familiarity with the Plan of Development and DDA rules and conventions.
- Draft and adopt bylaws. *
- Adopt Open Records Act resolution. *
- Elect board officers. *
- Approve Plan of Development and refer for Planning Commission and Council adoption. Note that TIF may not be used nor may the DDA start on any project until it has an adopted Plan of Development. *
- Draft and adopt any intergovernmental agreements (IGAs) with the Town for support.
- Create first year budget and workplan and refer to Town Council for approval. *

Other practical to-dos focused on branding and the JDDA wind-down/transition include:

- Training/orientation with Executive Director and transfer of JDDA assets such as accounts, website, domains, and contact lists.
- Transfer remaining JDDA funds to DDA. Note that the JDDA will need to take formal action to approve the transfer of funds by their executive board.
- Develop a DDA logo and visual identity aligning with the Downtown Brand Design Guidelines.
- Take over ownership and management of the Visit Downtown Johnstown website. Rebrand with the Downtown Design Guidelines and restructure to reflect DDA management (www.visitdowntownjohnstown.com).

Near-Term Strategy (Two-Year Action Plan)

The DDA should consider adopting a Two-Year Action Plan and incorporate elements into its yearly budgets. Below is a table identifying strategies from Chapter 3 that support work towards the community's top priorities for downtown. Further detail is provided for how the DDA can begin to address these priorities in its first years given the challenges and considerations previously outlined.

Strategies Addressing Top Priorities

Sec.	Goal/Strategy	Details	Partners
BIZ[1]	Continue (and expand) the business organizing and support activities of the JDDA	• Continue holding business meet-ups and trainings. • Review the history of topics offered and poll businesses to identify additional information and events they would find useful.	JDDA, Town
BIZ/MAIN	Draft a branding and placemaking strategy to balance future downtown districts	• In anticipation of growth in the Rieder and Held properties, work with the Town to draft a market strategy for each downtown district/subarea that defines desired business mix, branding, and activation to ensure districts remain complementary and do not compete with each other. • Also consider how urban design elements connect to and distinguish the districts. Present the final concepts to the property developers to set shared expectations.	Town
BIZ	Work with the Town on baseline metrics and tracking of downtown businesses and activities	• Compile a comprehensive inventory of downtown entities, including: length of tenure, number of employees, industry/uses and operating hours. In addition to being a core economic development practice, this can be used to make data-informed decisions supporting the priorities of new business recruitment and longer open hours.	Town
BIZ	Find ways to expand available retail space and attract more retail	• Hold conversations with property owners and businesses to identify underutilized space and opportunities to share space. • Research and reach out to home business and mobile business owners in the area to gauge interest in selling products in temporary (pop-up) or shared-space arrangements downtown. • Work with the town on evaluating existing and expanded retail incentives for new businesses.	Property Owners, Businesses, Town
ACT	Pilot an evening activation series	• Work with business owners to identify a standing date for extended open hours (for example, second Saturdays in the summer). • Promote and offer activities and incentives for customers to visit multiple businesses, such as live music, special discounts, or a "passport" punched at each business to win a prize.	Property Owners, Businesses

[1]Section Key: BIZ=Thriving Businesses, ACT=Activation and Events, MAIN=Beautification, Maintenance and Safety, INF=Infrastructure and Public Spaces, PRES=Preservation and Development

Sec.	Goal/Strategy	Details	Partners
ACT	Take on organization of signature JDDA downtown events	• Complete the transition from the JDDA for Cinco de Mayo, Fall Fest, Trick-or-Treat Street, and the Johnstown Jingle. Coordinate with the Town on BBQ Day. • Evaluate what improvements could be made to support existing and future downtown events, such as hookups for electricity and water.	JDDA, Town
MAIN	Create a parking management strategy	• Work with businesses and property owners on an educational effort to direct all-day (employee) parking to appropriate public and private spaces, leaving the most accessible parking spots open for customer turnover. • Monitor the success of the initial program and, if necessary, consider time limits (2 or 4 hours) on the most critical public parking spaces. Ensure rules are consistently enforced.	Town, Businesses, Property Owners
INF	Sidewalk gap analysis and advocacy	• Work with CDOT and the Town on their capital improvement project timeline to prioritize sidewalks and intersections in downtown.	Town, CDOT
INF	Address inconsistent lighting in downtown	• Work to make the adjacent residential streets and the businesses located in historic homes feel more connected to downtown. Focus efforts along Rutherford.	Town
PRES	Ongoing conversations with owners of adjacent vacant and industrial land	• Meet regularly with adjacent property owners regarding redevelopment opportunities. • Ensure they understand the Plan of Development and what TIF incentives may be available to them to support projects outlined in the plan.	Property Owners
PRES	Further refine the Urban Farm concept	• Initiate conversations with partners identified in the plan to gauge their interest and needs. • Conduct case study research to gather examples of successful programing, partnerships, and funding. Research could be conducted as a student project in partnership with CSU or Aims College.	Numerous
INF	Initiate planning for trails concepts	• Convene a meeting of the Town, Weld County, and other appropriate entities to understand anticipated trail networks and how new development in downtown Johnstown can be directed to connect to these corridors.	Town, Weld County
PRES	Encourage transition of Town Public Works facility (and other Town properties) to uses more appropriate to a downtown.	• Advocate for a new location for the Public Works facility. • Evaluate reuse or redevelopment options for the existing building that could generate sales and/or property tax TIF. Carefully evaluate the benefits of retaining the land under public control vs. collecting property tax TIF.	Town, Weld County

Additional Key Strategies

Sec.	Goal/Strategy	Details	Partners
BIZ	Develop a cohesive marketing strategy for downtown.	• Work with the Town's Economic Development Department on a centralized marketing campaign to promote downtown businesses.	Town
ACT	Partner with the Johnstown Historical Society for an historic inventory of downtown.	• Stories behind downtown places can provide a foundation for future events, preservation efforts, attractions, and marketing.	Johnstown Historical Society
MAIN	Set shared expectations with the Town for the caretaking of public spaces and assets.	• Create an IGA and supplemental guidelines for the maintenance and management of trees, seasonal plantings, street furniture, decorative elements (banners, light poles), and signage.	Town
PRES	Evaluate existing incentive programs for retail and façade improvements.	• Conduct proactive, one-on-one outreach with property owners to understand their needs and adjust the program to increase uptake.	Property Owners

Mid-Term Strategy (Years 5-10)

With more substantial TIF accumulating, and greater clarity about the future of the Rieder and Held properties, the DDA could consider moving on with the following goals and strategies:

- Fund murals, art, and other placemaking efforts, with a focus on improving appearance of industrial uses, railroad tracks, and crossings.
- Introduce a monthly farmers market and additional events.
- Work with Rieder and Held owners to ensure commercial space and parks/plaza concepts are developed. In addition, help to market new commercial spaces and find tenants.
- Continue to build out the Urban Farm concept, including finalizing partnerships, developing proformas, and securing funding for design phase.
- Work with the Town and industrial property owners on the eastern extension of Charlotte St. Continue to advocate for redevelopment of the industrial area, particularly as other adjacent development moves forward.
- Commission a parking demand study and adjustment parking management plan as needed.

Long-Term Strategies (Years 10-15+)

With time, TIF increment will increase to be able to support a wider variety of projects. The DDA should continue to focus on its core services and programs while introducing increased funding and larger development projects. Much of the DDA's work plan will be dependent on the status of the Held, Rieder, and Industrial properties at this time.

Activities could include:

- Constructing the Urban Farm.
- Assisting with the relocation of JM Post and redevelopment of current site.
- Infill development in Historic Downtown.
- Building the performing arts center in the Rieder property.
- Building new parking lots/structures.

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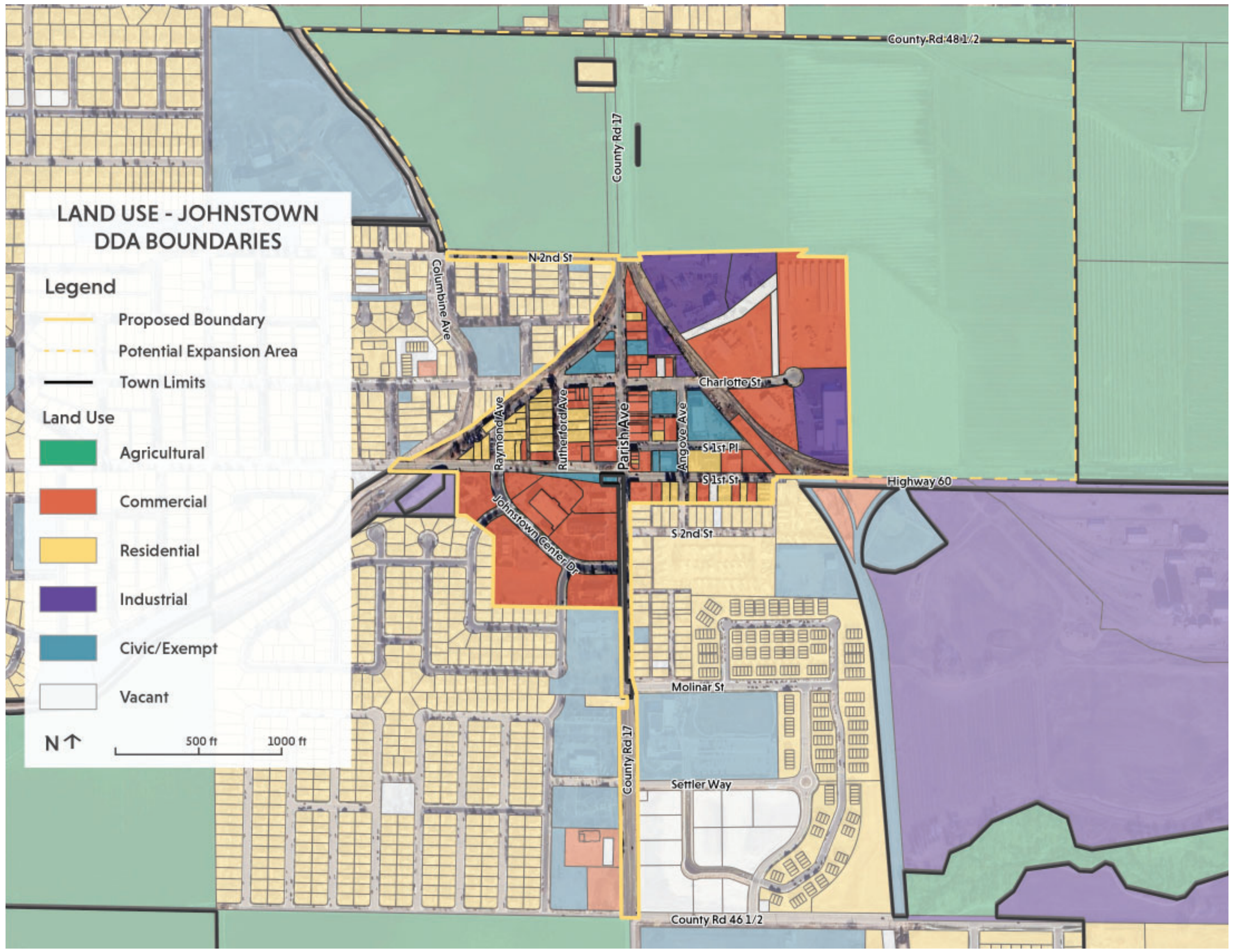
APPENDIX

Appendix A: Land Use and DDA Boundary Maps

Downtown Johnstown Land Use Map



Johnstown Downtown Development Authority Boundaries

Agenda Item 2

local grows here
Business

Downtown Development Authority Board Agenda Item Overview

Agenda Date: August 4, 2026

Subject: DDA Bank Account

Attachments: 1. Public Deposit Protection Act Fact Sheet
2. Banking Options

Presented by: Sarah Crosthwaite, Interim Executive Director

Agenda Item Overview:

For your review and consideration, below is information regarding the various banking options available to the Downtown Development Authority (DDA). It is important to note that the DDA falls under the Colorado Public Deposit Protection Act (PDPA), which requires that any bank account be opened as a Public Funds account.

For reference, the Public Deposit Protection Act (PDPA) provides additional protection for public funds deposited in approved banks beyond the FDIC insurance limit. To provide this protection, approved banks must set aside eligible collateral that is held in a secure, approved account and pledged to the State. Approved banks are monitored and reviewed by the Division of Banking. They are also required to report public deposits each month and complete an annual audit. It is important to note that the PDPA only protects public funds held in bank deposits. It does not protect investments made with public funds.

Staff have reached out to three local banks that offer Public Fund accounts to gather information on the various banking options they provide that would best serve the banking needs of the DDA. Below are the three banking solutions and the information each bank provided for a public funds account.

It is also important to note that staff are in the process of completing and submitting the PDPA application to the Department of Regulatory Agencies, Division of Banking, as well as obtaining a FEIN through the Internal Revenue Service (IRS). Once these two items have been completed, staff can proceed with opening a bank account in accordance with the DDA Bylaws for establishing signature authority.

<u>TBK Bank Options:</u>

- Public Funds Checking
    - $1,000 average available balance. Per VP at TBK fees would be waived.

- Public Funds Money Market
  - $500 minimum balance requirement; $10 if balance falls below. Per VP at TBK fees would be waived.
- Public Funds Savings
  - $50 minimum balance requirement; $3 if balance falls below. Per VP at TBK fees would be waived.

<u>FNBO Options:</u>

- Public Funds Checking
  - No minimum balance requirements, no service charges
  - Unlimited transactions
- Public Funds Savings
  - No minimum balance requirement
  - Unlimited transactions
- Public Funds Money Market
  - $2,500 minimum balance requirement; no fee if balance falls below
  - Unlimited withdraw

<u>Bank of Colorado Options:</u>

- Public Funds Checking
  - No minimum balance requirements, no service charges
  - Unlimited transactions
- Public Funds Negotiable Order of Withdrawal (NOW) Account
  - $1,000 minimum balance requirement , $15 monthly fee if balance falls below
  - $0.15 charge per item (debit or credit) over 25 per month
- Public Funds Money Market
  - $1,000 minimum balance requirement, $15 monthly fee if balance falls below
  - $10 charge for more than 6 debits per month
- Public Funds Savings
  - $500 minimum balance requirement, $9 quarterly fee if balance falls below
  - $1.25 charge for more than 9 debits per month
- Public Funds CD
  - $1,000 minimum balance requirement

Financial Impact:

Depending on the bank selected will determine the monthly and/or annual cost to maintain the bank accounts.

Legal Review:

N/A

Plan of Development Alignment:

N/A

Staff Recommendation:

Staff recommends moving forward with opening a checking and savings account. Staff looks to the board to determine which bank institution they would like to proceed with.

COLORADO
Department of Regulatory Agencies
Division of Banking

PDPA FACT SHEET

1560 Broadway, Suite 975, Denver, Colorado 80202

Who We Are

The Colorado Division of Banking (Division) protects the public interest and preserves public trust in the Colorado banking industry by regulating the business of state-chartered commercial banks and trust companies, state-licensed money transmitters, and by enforcing the Public Deposit Protection Act (PDPA), Title 11, Article 10.5 of the Colorado Revised Statutes (C.R.S.).

About the PDPA

The PDPA is a Colorado state law re-enacted in 1989 to serve the taxpayers and citizens of Colorado by ensuring the expedited repayment of public funds held in deposit accounts (time, savings, or demand) in Division-approved banks in the event of default or liquidation of the bank holding the deposits.

The PDPA protects public deposits at approved banks above the FDIC insurance limit by requiring each approved bank to deliver eligible collateral to a Division-approved escrow institution to be held in safekeeping and pledged to the Division. Approved banks are monitored and examined by the Division, and the PDPA requires monthly reporting of public deposits and an annual audit.

The PDPA does not protect public fund investments.

Definitions

Official Custodian - PDPA

The PDPA definition of Official Custodian in Section 11-10.5-103(9), C.R.S. is:

(a) A designee with plenary authority, including control over public funds of a public unit which the official custodian is appointed to serve. For purposes of this paragraph (a), "control" includes possession of public funds, as well as the authority to establish accounts for such public funds in banks and to make deposits, withdrawals, or disbursements of such public funds. If the exercise of plenary authority over the public funds of a public unit requires action by or the consent of two or more putative official custodians, then such official custodians shall be treated as one official custodian with respect to such public funds.

(b) A designee, other than a designee described in paragraph (a) of this subsection (9), with authority, including control, over public funds of an entity, including the state of Colorado; any institution, agency, instrumentality, authority, county, municipality, city and county, school district, special district, or other political subdivision of the state of Colorado, including any institution of higher education; any institution, department, agency, instrumentality, or authority of any of the foregoing, including any county or municipal housing authority; any local government investment pool organized pursuant to part 7 of article 75 of title 24, C.R.S.; any public entity insurance pool organized pursuant to state statute; any public body corporate created or established under the constitution of the state of Colorado or any state statute; and any other entity, organization, or corporation formed by intergovernmental agreement or other contract between or among any of the foregoing. For purposes of this paragraph (b), "control" includes possession of public funds, as well as the authority to establish accounts for such public funds in banks and to make deposits, withdrawals, or disbursements of such public funds. If the exercise of authority over such public funds requires action by or the consent of two or more putative official custodians, then such official custodians shall be treated as one official custodian with respect to such public funds.

Official Custodian - FDIC

For FDIC insurance purposes, the Official Custodian, rather than the public unit itself, is insured as the depositor, per 12 C.F.R. 330.15(a)(1). The FDIC qualifications for an Official Custodian are set forth in 12 C.F.R. 330.15(b)(1):

(1) Qualifications for an "official custodian". In order to qualify as an "official custodian" for the purposes of paragraph (a) of this section, such custodian must have plenary authority, including control, over funds owned by the public unit which the custodian is appointed or elected to serve. Control of public funds includes possession, as well as the authority to establish accounts for such funds in insured depository institutions and to make deposits, withdrawals, and disbursements of such funds.

Public Funds

All funds of a public unit and all funds of any entity referred to in Section 11-10.5-103(9)(b), C.R.S.

Public Unit

The state of Colorado, any county, city and county, city, or municipality, including any home rule city or town or territorial charter city, or any political subdivision thereof.

Methods of Protection

FDIC Insurance

The Federal Deposit Insurance Corporation (FDIC) provides deposit insurance protection, up to established thresholds, pursuant to 12 C.F.R. Section 330.15. Each separate public unit's Official Custodian (not each separate deposit account) is insured up to $250,000 for the aggregate amount of all time and savings deposit accounts and up to $250,000 for the aggregate amount of all demand deposit accounts. These insurance limits are per bank, not per branch of the same bank. In addition, deposit accounts containing qualifying trust, pension, and municipal bond redemption funds are separately insured on a per-beneficiary basis if FDIC requirements are met. Please contact the FDIC Deposit Insurance Call Center with questions concerning FDIC coverage (1-877-275-3342). If an entity is not a public unit as defined in Section 11-10.5-103(13), C.R.S., but is an entity described in Section 11-10.5-103(9)(b), C.R.S., the entity is insured up to $250,000 for the aggregate amount of all demand deposit and time and savings accounts.

Pertaining to government depositors, the FDIC defines 'time and savings' deposits to include time/certificates of deposit (CDs), savings, negotiable order of withdrawal (NOW) accounts and money market deposit accounts but does not include interest-bearing demand deposit accounts (which were permitted after July 21, 2011). The FDIC defines 'demand deposits' to include both interest-bearing and noninterest-bearing deposits that are payable on demand and for which the depository institution does not reserve the right to require advance notice of an intended withdrawal.

Pledged Collateral

The PDPA requires each approved bank to deliver readily marketable assets (typically securities) to an approved escrow institution to be held in safekeeping, pledged to the Colorado State Banking Board, to secure all uninsured public deposits held by the approved bank. If the bank holding the public deposits becomes insolvent, the Colorado State Banking Board, or a designee (typically the FDIC), will sell the pledged assets of the insolvent bank (if necessary) and distribute the proceeds to the Colorado public unit or entity's Official Custodian requiring reimbursement beyond the amount insured by the FDIC.

Responsibilities of the Official Custodian of a Public Unit or Entity

- Public funds must be deposited in an approved bank. A list of approved banks is available on the Division's website. It is unlawful for public funds to be deposited in an unapproved bank (Sections 11-10.5-111(1), C.R.S. and 11-10.5-111(4)(b), C.R.S.).
- Prior to opening a bank account, the public unit or entity's Official Custodian must apply to the Division for Official Custodian Identification Numbers (PDPA Numbers). PDPA Numbers are established via a "Notice of Assignment of Official Custodian Public Deposit Protection Act Identification Numbers" (Notice of Assignment) that includes unique numbers for approved banks to identify and report public deposits (Section 11-10.5-111(2) and (3), C.R.S).
- Prior to opening a bank account, the approved bank must be informed by the Official Custodian that public funds will be deposited and are subject to the PDPA (Section 11-10.5-111(2) and (3), C.R.S.). The Notice of Assignment should be provided to the approved bank.
- It is the responsibility of the Official Custodian to maintain documents or other verification necessary to properly identify public deposits (Section 11-10.5-111(2), C.R.S.), including notifying the Division of changes to the Official Custodian, unit or entity's name and address, and any changes to special accounts including bond, trust, pension, and commingled fund accounts.

Determining Official Custodian Compliance

- Ensure public deposits are held at an approved bank. The Division refers to approved banks as "Eligible Public Depositories." A current list is available on the Division's website at **banking.colorado.gov.** Click the "PDPA" tile. On the next page, click the "List of Eligible Public Depositories" link. On the next page, select "PDPA Eligible Depositories" from the Institution Type dropdown, then click Search. If your bank is not listed, please contact **DORA_PDPA@state.co.us** for assistance.
- Ensure the Official Custodian has been assigned a PDPA Number for each public unit or entity. A list of assigned PDPA Numbers is available on the Division's website at **banking.colorado.gov.** Click the "PDPA Numbers" icon along the top row. If your public unit or entity cannot be located, or if "Application Required" is listed, please contact **DORA_PDPA@state.co.us** for assistance.
- Ensure you have notified all approved banks that public funds are on deposit and that a copy of the Notice of Assignment has been provided. If you cannot locate your Notice of Assignment, or it is no longer accurate, please contact **DORA_PDPA@state.co.us** for assistance.
- Notify the Division, and approved Bank, of changes (i.e., name changes, consolidations, Official Custodian changes, etc.) to ensure records are up to date. Please email **DORA_PDPA@state.co.us** to update your records.

The Risk of Non-Compliance

Compliance with the PDPA by using only approved banks is paramount for the additional protection granted by the pledging of collateral to protect deposits greater than the FDIC insurance limit. By using an approved bank, in the unlikely event of a bank failure, the Division and the FDIC will work collaboratively in restoring access to your public funds. By not complying with the PDPA, additional protection above the FDIC insurance limit is limited. This situation would have detrimental impacts on Colorado taxpayers, public units and entities, and provided services.

How to Verify Bank Reporting of Public Deposits

The Official Custodian may contact the Division at DORA_PDPA@state.co.us to ensure its public unit or entity's deposits are being reported by the approved bank. Additionally, the Division recommends establishing a close business relationship with the approved bank and notify the bank in advance of large, incoming deposits.

Responsibilities of the Eligible Public Depository (Approved Bank)

- Obtain certification under the PDPA to hold public deposits. The application is available on the Division's website.
- Enter into a Deposit/Pledge agreement with an approved escrow institution to maintain pledged collateral in accordance with the requirements of Section 11-10.5-108(2), C.R.S. and the Banking Board's pledging and releasing procedures.
- Deliver eligible collateral, with Division approval, to an approved escrow institution and pledge that collateral to the Colorado State Banking Board to protect uninsured public deposits. The total market value of all pledged collateral must be in excess of 102% of the bank's aggregate uninsured public deposits. Higher collateral percentages may be required per Banking Board Rule PDP5.
- Each month, submit the Monthly Public Depository Liability Report to the Division.
- Arrange to have an annual audit or directors' examination conducted by an independent person for compliance with the PDPA" with: with PDP8 and Section 11-10.5-109(2), C.R.S. Submit a copy of the PDPA audit or directors' examination report with the Division within required timelines.
- Make all records available to examiners of the Division for periodic inspection for compliance with the PDPA and pay all associated assessments and examination fees.
- Do not accept or receive public funds if the bank is not certified to hold public deposits or under verbal or written orders from the Colorado State Banking Board to not accept or receive public funds.

Should you have any questions, please contact the PDPA Department at DORA_PDPA@state.co.us or by phone at 303.894.7575.

Agenda Item 2

FNBO Bank

<table>
<tr><th colspan="2">A GUIDE TO YOUR ACCOUNT
Business Checking</th><th>Free Business Checking</th><th>Premium Business Checking</th></tr>
<tr><td rowspan="6">Account Details</td><td>Minimum Deposit to Open</td><td colspan="2">$0</td></tr>
<tr><td>Monthly Maintenance Fee</td><td colspan="2">$0</td></tr>
<tr><td>How to avoid monthly maintenance fee</td><td colspan="2">Does not apply</td></tr>
<tr><td>Transaction Limit</td><td colspan="2">Unlimited</td></tr>
<tr><td>Pays Interest</td><td colspan="2">No</td></tr>
<tr><td>Visa® Debit Card</td><td colspan="2">Free</td></tr>
<tr><td rowspan="10">Value Add Items</td><td>Business Digital Banking (Online and Mobile)</td><td colspan="2">Free</td></tr>
<tr><td>Business Online BillPay[1]</td><td colspan="2">BillPay Monthly Fee $0
BillPay Fee Per-Item $0
BillPay Expedited Check Fee $35
BillPay Returned Item Fee $10</td></tr>
<tr><td>PayMaker Business Online Payments & Invoicing</td><td colspan="2">See Online Banking for available PayMaker plan options and associated fees. Enrollment Required.</td></tr>
<tr><td>Positive Pay</td><td>Not Available</td><td>See business banker for pricing - Enrollment Required</td></tr>
<tr><td>ACH Services</td><td>Not Available</td><td>See business banker for pricing - Enrollment Required</td></tr>
<tr><td>Merchant Services</td><td colspan="2">See business banker for available options - Enrollment Required</td></tr>
<tr><td>Mobile Deposit</td><td colspan="2">Yes</td></tr>
<tr><td>Remote Deposit Capture</td><td>Not Available</td><td>See business banker for pricing - Enrollment Required</td></tr>
<tr><td>Check Printing</td><td colspan="2">Depends on style ordered</td></tr>
<tr><td rowspan="3">ATM
(If you use an ATM that is not operated by us, the operator of the machine and/or the network used may charge you a fee.)</td><td>Cash Withdrawals</td><td colspan="2">Free atm</td></tr>
<tr><td>Balance Inquiries</td><td colspan="2">Free atm</td></tr>
<tr><td>Non FNBO ATM[2]</td><td colspan="2">$2 - Balance Inquiry or Transfers (per transaction)
$3 - Cash Withdrawal (per transaction)</td></tr>
<tr><td rowspan="10">Other Fees</td><td>Collection Items & Overdraft Items Sent in for Collection</td><td colspan="2">$30 per Item</td></tr>
<tr><td>Dormant Account Monthly Fee</td><td colspan="2">$10 - To be charged every month the account is dormant as provided for in the Deposit Agreement.</td></tr>
<tr><td>Foreign Currency Exchange</td><td colspan="2">Depends upon currency and date of exchange.</td></tr>
<tr><td>Returned Foreign Check Item</td><td colspan="2">$38 (per item)</td></tr>
<tr><td>Stop Payment Fee</td><td colspan="2">$33 (per item, per renewal)</td></tr>
<tr><td>Photocopy of Check</td><td colspan="2">$2 (per item)</td></tr>
<tr><td>Research Fee</td><td colspan="2">$25 (per hour with 1 hour minimum)</td></tr>
<tr><td>Statement Processing</td><td colspan="2">$5 - Hold Statement at Bank
$7 - Duplicate Statement</td></tr>
<tr><td>Statement Reconciliation</td><td colspan="2">$0 - Current Month
$25 - Previous Months (per hour with 1 hour minimum)</td></tr>
<tr><td>Deposit Information</td><td>When your Deposits are Available</td><td colspan="2">Funds from some deposits may not be available for immediate withdrawal. Please refer to your Deposit Agreement for our Funds Availability Policy</td></tr>
</table>

A GUIDE TO YOUR ACCOUNT
Overdraft Fees

Overdraft Item Fee[3]	$33 for each item we pay (maximum of 4 per day) This fee applies when your account is overdrawn by more than $20 at the end of the business day and the amount of the item exceeds $20. Example: You write someone a check and we pay it even though you didn't have enough money in your account. The item was for more than $20 and your account became overdrawn by more than $20 at the end of the business day.

A GUIDE TO YOUR ACCOUNT
Wire Transfers

Domestic Wires[4]	$15 - Incoming $25 - Outgoing $2.50 – Internal $25 - Tracers/Wire Research (per hour) $10 - Recurring Outgoing (set-up fee) $15 - Recurring Outgoing (per transaction) $15 - Online Outgoing
Foreign Wires[4]	$15 - Incoming $35 - Outgoing foreign wire using US funds $25 - Outgoing foreign wire using foreign funds $25 - Tracers/Wire Research (per hour)

A GUIDE TO YOUR ACCOUNT
Specialty Accounts

Interest on Lawyer's Trust Account (IOLTA) Checking	No Monthly Maintenance Fee. No minimum deposit to open this account. The purpose of this account is to hold client funds. The full amount of the interest earned will be credited in accordance with State Law based on the branch where your account is maintained.

ADDITIONAL
IMPORTANT INFORMATION

The words "you" and "your" refer to all persons named on the authorizing resolutions, on the account agreement/signature card for an account, on any checks or cards for an account, or who sign or use any checks or cards on an account. The words "we" and "us" refer to First National Bank of Omaha, FNBO, FNBO Direct and our division that operates under the name "Country Club Bank".

[1] The BillPay Expedited Check Fee is clearly stated within the digital experience, when available for selection. BillPay Return Item Fees will be charged to customers utilizing Business Digital Banking solutions when either a check is returned via USPS or a nationally recognized commercial overnight delivery service (i.e. FedEx or UPS) or an electronic item that was returned or rejected by the receiving Financial Institution or Biller/Payee. Returns for electronic items may occur for various reasons, including, but not limited to providing an invalid account number, providing an invalid account format, the Biller/Payee account being closed, or the Biller/Payee refusing the payment.

[2] An ATM is considered a Non-First National Bank of Omaha ATM if it is not branded with the atm logo. Contact a Personal Banker for a complete listing of the atm logo ATMs. If we own the Non-First National Bank of Omaha ATM: (1) we will not charge you a Non-First National Bank of Omaha ATM Fee for using it (2) if a surcharge applies, it will be disclosed at the ATM (currently such "owned Non-First National Bank of Omaha ATM surcharges" do not exceed $10.00). In some cases, you may be entitled to a waiver or reimbursement of these fees under the terms of your deposit account. "Free withdrawals from Non-First National Bank of Omaha ATMs," mean that Non-First National Bank of Omaha ATM cash withdrawal fees do not apply ("owned Non-First National Bank of Omaha ATM surcharges" still apply, but may be reimbursed to the extent that your account terms cover Non-First National Bank of Omaha ATM surcharge reimbursements). If you use an ATM that is not operated by us, you may be charged a fee by the operator of the machine and/or by any network used (and you may be charged a fee for a balance inquiry even if you do not complete a transaction).

[3] An Overdraft Item Fee may be created by checks, in person withdrawals, ATM withdrawals, or other electronic means, as applicable. FNBO cannot control the number of times an item may be presented to FNBO for payment.

[4] Third parties or other banks may impose additional charges in addition to those set forth herein.

EQUAL HOUSING LENDER

A GUIDE TO YOUR ACCOUNT

Business Savings

		Business Savings	Business Money Market
Account Details	Minimum Deposit to Open	$0	$2,500
	Monthly Maintenance Fee	$0	
	Withdrawl Limit	Unlimited	
	Pays Interest	Yes; interest rates are variable	
	ATM Card	Free	
Value Add Items	Business Online Banking	Free	
	Business Online BillPay	Free	
	Mobile Deposit	Yes	
	Check Printing	Not Available	Depends on style ordered
ATM (If you use an ATM that is not operated by us, the operator of the machine and/or the network used may charge you a fee.)	Cash Withdrawals	Free atm	
	Balance Inquiries	Free atm	
	Non FNBO-ATM[1]	$2 - Balance Inquiry or Transfers (per transaction) $3 - Cash Withdrawal (per transaction)	
Other Fees	Collection Items & Overdraft Items Sent in for Collection	$30 per item	
	Dormant Account Monthly Fee	$10 - To be charged every month the account is dormant as provided for in the Deposit Agreement.	
	Foreign Currency Exchange	Depends upon currency and date of exchange.	
	Returned Foreign Check Item	$38 (per item)	
	Stop Payment Fee	$33 (per item, per renewal)	
	Photocopy of Check	$2 (per item)	
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	Statement Processing	$5 - Hold Statement at Bank $7 - Duplicate Statement	
	Statement Reconciliation	$0 - Current Month $25 - Previous Months (per hour with 1 hour minimum)	
Deposit Information	When your Deposits are Available	Funds from some deposits may not be available for immediate withdrawal. Please refer to your Deposit Agreement for our Funds Availability Policy	

Interest Information

- Interest is calculated using the daily balance method. This method applies a daily periodic rate to the principal balance in the account each day.
- Interest is compounded and credited monthly.
- Where noted, the applicable minimum balance must be maintained each day to obtain the disclosed Annual Percentage Yield (APY).
- Interest rates and Annual Percentage Yields may change. Interest rates may change daily at our discretion. Current interest rates and APYs are shown on the rate sheet.
- Fees may reduce earnings.
- Interest accrued will be paid, without penalty, at account closing.

A GUIDE TO YOUR ACCOUNT

Overdraft Fees

Overdraft Item Fee[2]	$33 for each item we pay (maximum of 4 per day) This fee applies when your account is overdrawn by more than $20 at the end of the business day and the amount of the item exceeds $20. Example: You write someone a check and we pay it even though you didn't have enough money in your account. The item was for more than $20 and your account became overdrawn by more than $20 at the end of the business day.

A GUIDE TO YOUR ACCOUNT

Wire Transfers

Domestic Wires[3]	$0 - Incoming $15 - Outgoing $0 - Internal $25 - Tracers/Wire Research (per hour) $10 - Recurring Outgoing (set-up fee) $15 - Recurring Outgoing (per transaction)
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[1] An ATM is considered a Non-First National Bank of Omaha ATM if it is not branded with the ①atm logo. Contact a Personal Banker for a complete listing of the ①atm logo ATMs. If we own the Non-First National Bank of Omaha ATM: (1) we will not charge you a Non-First National Bank of Omaha ATM Fee for using it (2) if a surcharge applies, it will be disclosed at the ATM (currently such "owned Non-First National Bank of Omaha ATM surcharges" do not exceed $10.00). In some cases, you may be entitled to a waiver or reimbursement of these fees under the terms of your deposit account. "Free withdrawals from Non-First National Bank of Omaha ATMs," mean that Non-First National Bank of Omaha ATM cash withdrawal fees do not apply ("owned Non-First National Bank of Omaha ATM surcharges" still apply, but may be reimbursed to the extent that your account terms cover Non-First National Bank of Omaha ATM surcharge reimbursements). If you use an ATM that is not operated by us, you may be charged a fee by the operator of the machine and/or by any network used (and you may be charged a fee for a balance inquiry even if you do not complete a transaction).

[2] An Overdraft Item Fee may be created by checks, in person withdrawals, ATM withdrawals, or other electronic means, as applicable. FNBO cannot control the number of times an item may be presented to FNBO for payment.

[3] Third parties or other banks may impose additional charges in addition to those set forth herein.

TBK Bank

Agenda Item 2

CHECKING SOLUTIONS

Choose the business checking account that fits your needs and get started with $100 minimum opening deposit.

	BUSINESS INTEREST CHECKING	BUSINESS CHECKING	BUSINESS BASIC CHECKING*
Earns Interest ^	✓	–	–
Free Transactions per Statement Cycle [1]	Up to 500	Up to 300	Up to 50
Wire Fee Rebates [2] *Outgoing Domestic and All International*	Up to $50 per statement cycle	Up to $30 per statement cycle	–
Free Incoming Domestic Wires	✓	✓	✓
ATM Fee Rebates [3]	Unlimited **	Up to $20** per statement cycle	–
Free Checks [4]	✓	–	–
Free Paper Statements	✓	–	–
No Fees for Returned Deposited Items	✓	–	–
Access to Small Business Center	✓	✓	–
Access to TBK Bank Business Mobile App [5]	✓	✓	–
Free Cash Processing (change orders)	✓	✓	✓
Monthly Service Charge	$24 or $0**	$14 or $0**	$9 or $0**
**Ways to Refund Monthly Service Charge and Qualify for ATM Fee Rebates	Maintain at least a $10,000 Average Available Balance OR At least $50,000 in Total Monthly Relationship [6] Balance OR With TBK Bank Merchant Services [7]	Maintain at least a $1,000 Average Available Balance OR At least $25,000 in Total Monthly Relationship [6] Balance OR With TBK Bank Merchant Services [7]	Maintain at least a $1,000 Average Available Balance OR At least $10,000 in Total Monthly Relationship [6] Balance OR With TBK Bank Merchant Services [7]

*^Rates, terms and conditions subject to change without notice. Fees may reduce earnings. *Business Basic Checking is available for Sole Proprietorship, Single Owner, or DBA businesses only. Business Basic Checking receives Consumer Online Banking access. **Additional methods for refunding the monthly service charge may be available in limited circumstances. See branch personnel for more details. 1) A service charge of 40 cents for Business Interest Checking; 45 cents for Business Checking; 50 cents for Business Basic Checking will be charged for each deposited item and/or debit transaction (transactions may include: checks, ACH debits, ATM transactions, and Point-of-Sale transactions) in excess of the allotted number during the monthly statement cycle. 2) Wire fee rebates will be credited at the close of each statement cycle, standard pricing after rebate has been achieved. This applies to outgoing domestic and international (both incoming and outgoing) wire fees. 3) Rebate of combined ATM Access Fees and Surcharge Fees when the monthly service charge refund is achieved. See Common Features for full details. 4) Unlimited Specialty Mint checks for Business Interest Checking. 5) Your wireless carrier may charge for text or data usage when using a TBK Bank Mobile App. 6) Total Relationship is the cumulative average available balance in any combination of checking, savings, money market or certificate of deposit accounts that share either as owner, and/or joint owner, the same Tax Identification Number (TIN) as the Account Tax ID Owner. 7) Complete merchant services application, become approved, and receive a "Merchant ID" for Merchant Services through TBK Bank.*

SAVINGS, MONEY MARKET & MORE

Save for the opportunities and the unexpected.

	BUSINESS SAVINGS	MONEY MARKET ACCOUNT
Minimum Opening Deposit	$25	$500
Earns Interest^	✓	✓
Interest Compounded & Credited	Quarterly	Monthly
Debit Card	✓	✓
Monthly Service Charge	$3 or $0**	$10 or $0**
Ways to Waive Monthly Service Charge**	Maintain Average Daily Balance of at least $50	Maintain Average Daily Balance of at least $500

*^Rates, terms and conditions subject to change without notice. Fees may reduce earnings. **To avoid the imposition of the Monthly Service Charge you may establish/set up a recurring automatic transfer in any amount from a TBK Bank AIM Checking, Everyday Checking, Launch Checking, Business Interest Checking, Business Checking, or Business Basic Checking account. At least one automatic transfer must be credited to the money market or savings account each period. The period we use is monthly.*

CERTIFICATES OF DEPOSIT (CDs)

Where else can you save and know your return? Only with CDs. Put your funds in with a plan for how much interest you'll get out. We can even help you stagger short, medium, and long terms to maximize your budgets.

BUSINESS CHECKING SOLUTIONS

We have a business checking account that is just right for you and your business.

BUSINESS INTEREST CHECKING

Earn interest with the account meant for businesses with more complex needs.

BUSINESS CHECKING

This business checking account is designed to keep your business moving ahead.

BUSINESS BASIC CHECKING

The perfect account for your side hustle or small business.

The following options are available with Business Interest Checking and Business Checking accounts.

SMALL BUSINESS CENTER*

Conveniently and securely manage your day-to-day finances.

TBK BUSINESS MOBILE[5]

Mobile solutions for businesses that are always on the move.

BUSINESS DEBIT CARD

Enjoy access to your funds from almost anywhere.

eSTATEMENTS

Retrieve statements quickly, securely, and easily.

Our Business Basic Checking comes with the following options:

- TBK BANK ONLINE BANKING
- TBK BANK MOBILE[5]
- DEBIT CARD
- eSTATEMENTS

**Business Basic Checking is available for Sole Proprietorship, Single Owner, or DBA businesses only. Business Basic Checking receives Consumer Online Banking access. 5) Your wireless carrier may charge for text or data usage when using a TBK Bank Mobile App.*

MANAGE YOUR BUSINESS

Running your business is hard enough. Let our tools help make your business life easier.

SMALL BUSINESS CENTER*

Simple yet intuitive and powerful, online banking tools specially designed for the small business.

- Manage day-to-day activity with real-time and batch reporting
- Make payments in a snap with Small Business Bill Pay
- Enjoy mobile banking, including mobile deposit
- Access sensitive data through a secure browser, reducing the risk of malware attacks
- Easily initiate account-to-account transfers
- Integrate with QuickBooks from anywhere
- Initiate stop payments† online
- View your account history through eStatments

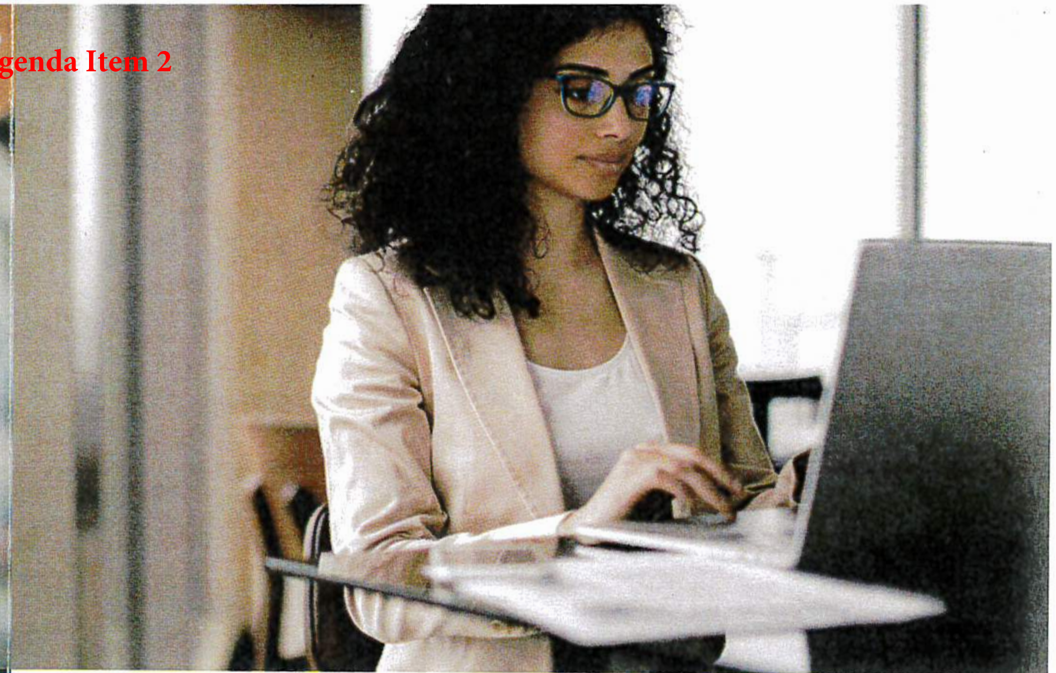
TBK BUSINESS MOBILE[5]

These solutions provide full access to, and effective management of, your company's finances, wherever business takes you.

- Access account balances and transaction history
- Deposit checks using your smartphone
- Receive alerts and notifications
- Schedule payments through Small Business

**Business Basic Checking is available for Sole Proprietorship, Single Owner, or DBA businesses only. Business Basic Checking receives Consumer Online Banking access. †Standard fees apply. See a personal banker for more details. 5) Your wireless carrier may charge for text or data usage when using a TBK Business Mobile.*

Agenda Item 2



MERCHANT SERVICES†

From traditional countertop terminals to mobile smart terminals and more, we offer a range of solutions to fit your needs.

- Process payments on the web, in-store, via mobile, or by mail or phone
- Be EMV Chip Card compliant
- Take secure payments with tokenization
- Access 12 months of history, stored securely online
- Consolidate past statements in a single place

† *Subject to approved application.*

BUSINESS CREDIT CARD††

Boost cash flow and get the purchasing power and spending flexibility you need — personally and professionally — while getting reward options like cash back, points for travel, and more.

†† *Refer to cardholder agreement for complete details, including restrictions, limitations and exclusions. Subject to credit approval.*

BUSINESS SAVINGS SOLUTIONS

Saving isn't just for your personal account. Put your business' future in a better place by planning ahead.

SAVINGS ACCOUNT

Make your savings work harder. With a business account, not only will you be preparing for the future, but you'll also be earning interest on your entire balance.

MONEY MARKET ACCOUNT

Maximize your earning potential with an account that does more for your business.

ADDITIONAL SERVICES

If you need a more complex commercial banking solution, ask a banker about our commercial checking and treasury management services. Or visit us at TBKBank.com to learn more.

Bank of Colorado

Sarah Crosthwaite

From: Jorge Garcia <jorge.garcia@bankofcolorado.com>
Sent: Wednesday, July 29, 2026 12:31 PM
To: Sarah Crosthwaite
Subject: RE: Business Banking Account
Attachments: Rates.pdf; Business Accounts Brochure.pdf

Hi Sarah,

I checked with our banks PDPA specialist, and she believes the new DDA (Downtown Development Authority) would be considered PDPA. She did state you could contact DORA dora_pdpa@state.co.us to clarify if needed, but sounds like you might have to register with them as PDPA. If they tell you otherwise, make sure to keep an e-mail response from them giving you the all clear so banks don't list you as PDPA. If they do say you will be considered PDPA, you'll need to register. There are banks that are not allowing PDPA accounts anymore, as of now Bank of Colorado still does, we would just need a bit more information than a typical business.

One thing needed to proceed here would be the Notice of Assignment given by the State after the PDPA Application is submitted and PDPA ID Numbers are assigned. Usually they assign one number to the entity for non-interest bearing accounts, and another for interest bearing accounts. If you will need to register, you'll want to submit the request with the name to match the EIN/Tax ID number request that would have been submitted to the IRS.

With PDPA's, we don't really have various account options. We do offer checking, savings, money market, and CD's, but interest rates on PDPA interest bearing accounts can be lower than on a typical non PDPA business account. Below is a quick snap shot of PDPA products, balances, fees, and I also put a snap shot of our current PDPA accounts rates so you can get an idea if you were also looking for interest bearing products. Hopefully this helps a bit for what you were looking for. If you have any more questions feel free to e-mail or call me at the number below. Thank you!

- PUBLIC FUNDS CHECKING
  - No minimum balance requirements, no service charges
  - Unlimited transactions

- PUBLIC FUNDS NOW ACCOUNT
  - $1,000 minimum balance requirement, $15 monthly fee if balance falls below
  - $0.15 charge per item (debit or credit) over 25 per month

- PUBLIC FUNDS MONEY MARKET
  - $1,000 minimum balance requirement, $15 monthly fee if balance falls below
  - $10 charge for more than 6 debits per month

- PUBLIC FUNDS SAVINGS
  - $500 minimum balance requirement, $9 quarterly fee if balance falls below
  - $1.25 charge for more than 9 debits per quarter

- PUBLIC FUNDS CD
  - $1,000 minimum balance requirement

PUBLIC FUNDS CERTIFICATES OF DEPOSIT**

Term	Minimum	Interest Rate	APY*
06 - 11 Months Public Funds CD	$10,000.00	0.15%	0.15%
12 - 23 Months Public Funds CD	$10,000.00	0.15%	0.15%
24 - 35 Months Public Funds CD	$10,000.00	0.40%	0.40%
36 - 47 Months Public Funds CD	$10,000.00	0.40%	0.40%
48 - 60 Months Public Funds CD	$10,000.00	0.50%	0.50%

PUBLIC FUNDS VARIABLE RATE ACCOUNTS***

Type of Account	Minimum	Interest Rate	APY*
PUBLIC FUNDS ACCOUNTS			
Public Funds NOW	$1,000.00	0.05%	0.05%
	$100,000.00	0.20%	0.20%
	$250,000.00	0.40%	0.40%
	$500,000.00	0.50%	0.50%
	$1,000,000.00	0.75%	0.75%
Public Funds MMA	$10,000.00	0.05%	0.05%
	$100,000.00	0.20%	0.20%
	$500,000.00	0.40%	0.40%
	$1,000,000.00	0.50%	0.50%
	$3,000,000.00	0.50%	0.50%
Public Funds SAV	$0.00	0.50%	0.50%

Jorge Garcia
Bank of Colorado
Johnstown Branch

Discussion Item 3

Draft Outline:

INTERGOVERNMENTAL AGREEMENT FOR DOWNTOWN DEVELOPMENT AUTHORITY SUPPORT AND SERVICES

IGA will focus on the following:

- Recognition that initial TIF revenues will be limited during startup years which causes the need for an IGA where the Town will provide supplemental services/support
- Mutual desire to support downtown revitalization and implementation of the Plan of Development.
- Recognition that the Town will provide certain administrative support services while the DDA develops independent capacity.

ARTICLE I | DUTIES OF THE DDA

1. DDA Agrees to the following:

- Adopt and implement the Plan of Development.
    - Significant updates to the plan will require Town Council approval (as defined by State Statue)
- Promote downtown revitalization and economic development.
- Develop annual work plans and budgets.
    - Annual approval by Town Council
- Administer grant and incentive programs.
    - Example Façade Grant Program.
- Conduct marketing, placemaking, and business support activities.
    - Agreement to utilize per brand guidelines the Downtown branding
- Coordinate with Town departments on downtown projects.
- Recommend public improvements and capital projects.
- Retain consultants and professional advisors as necessary.
- Comply with applicable statutes, open meetings, and public records requirements.
- Coordinate with the Finance Department to provide monthly reports on current businesses (specifically those that generate sales tax revenue)

2. Downtown Events

- The DDA will collaborate with the Town on DDA-led public events requiring Town staff or resources.
- The DDA will provide the Town with advance notice of event plans and requested services to allow adequate time for coordination and staffing.

3. Downtown Projects

- Collaboration on downtown infrastructure projects.
- Coordination on grant opportunities.

- Participation in Town-led downtown planning efforts.
- DDA representation on project teams when appropriate.

ARTICLE II | DUTIES OF THE TOWN

1. Administrative Support Services

A. Office Space and Facilities

The Town shall provide:

- Office space within Town Hall.
    - To be determined at the discretion of the Town Manager.
- Access to meeting rooms and conference facilities.
- Shared use of office equipment as available.

B. Information Technology Services

The Town shall provide:

- Internet access.
- Basic IT support.
- Cybersecurity support

C. Human Resources and Payroll Administration

All positions within the DDA, whether paid, unpaid, or volunteer, are positions of the DDA and are not employees or positions of the Town of Johnstown. The Executive Director will report directly to the DDA Board, which will oversee the Executive Director and determine the organizational structure, reporting relationships, and supervision of any additional DDA employees, staff, or volunteers.

The Town shall provide:

- Payroll processing for DDA employees.
- Tax withholding and reporting.
- Employee onboarding and personnel administration support.
- HR guidance and policy assistance.

D. Employee Benefits

The Town shall permit DDA employees to participate in which shall be paid in total by the DDA:

- Medical insurance.
- Dental insurance.

- Vision insurance.
- Life insurance.
- Employee assistance programs.

E. Retirement Benefits

The Town shall not provide retirement benefits.

The DDA shall:

- Establish and administer its own retirement program and bear all costs associated with retirement contributions and administration.
- The DDA Executive Board can vote to provide a contribution to an IRA of the employee's choice.

F. Insurance and Risk Management

The Town shall provide the following support which shall be paid and reimbursed by the DDA:

- Workers compensation coverage.
- Participation in Town insurance programs where feasible.
- Risk management consultation.
- Insurance coverage for DDA led events

2. Financial Administration

A. Collection and Monthly Remittance of TIF Revenues. The Town Finance Department shall:

- Collect all sales tax and property tax increment revenues attributable to the DDA.
- Maintain records of TIF revenues received.
- Provide periodic reports to the DDA in accordance with Colorado laws and regulations.
- Transfer revenues to the DDA's designated financial institution.

B. No Accounting Services. The Town shall not provide:

- Budget preparation.
- Accounting services.
- Bookkeeping.
- Accounts payable.
- Accounts receivable.
- Financial statement preparation.
- Audit preparation.

The DDA shall be solely responsible for:

- Establishing and maintaining internal controls.
- Budget administration.
- Procurement administration.
- Grant administration.Financial reporting.
- Maintaining budget, accounting, financial reporting, and auditing records.
- Providing the Town requested records to comply with the Town's annual audits.
    - Per state statute, DDA's must complete an annual audit. However if revenue/expenditure is under $750K a DDA can petition to waive the requirement. It is the Town's position that an audit be conducted annually regardless. The DDA will compensate/reimburse the Town for their share of the annual audit.
-

C. Banking

The DDA shall:

- Select its own banking institution.
- Establish and maintain its own bank accounts.
- Designate authorized signatories.

3. Legal Services

Independent Legal Counsel

The Town Attorney shall not serve as legal counsel to the DDA. No attorney-client relationship exists between the Town Attorney and the DDA. The Town Attorney may coordinate with DDA counsel on matters requiring joint review but does not represent the DDA.

The DDA shall:

- Retain independent legal counsel.
- Pay all legal fees and expenses.
- Obtain legal opinions as necessary.

4. Requests for Services

Requests for Town support services may be made by:

- DDA Executive Director.
- DDA Board Chair.
- Authorized Board designee.

ARTICLE III | TAX INCREMENT REVENUES

Sales & Property Tax Increment

- Establish base year.
- Define collection methodology.
- Define reporting requirements.
- Determine what role the DDA plays in coordinating with Weld County. The County will remit the property tax to the municipality only.

ARTICLE IV | TOWN CONTRIBUTION

The Town will provide an annual contribution of $200,000-$250,000 subject to Town Council approval.

Including:

- Office space value.
- IT support value.

ARTICLE V | INSURANCE REQUIREMENTS

DDA Responsibilities

- General liability.
- Directors and officers liability.
- Property coverage for DDA-owned assets.
- Other insurance as required.

ARTICLE VI | TERM OF AGREEMENT

- Initial term of 3-5 years.
- Automatic annual renewals.
- Annual review of support services.
- 90-day non-renewal provision.
- 30-day termination provision.

ARTICLE VII | COST ALLOCATION AND FUTURE TRANSITION

Annual Reimbursement

The DDA will annually reimburse the Town for eligible costs and expenses incurred by the Town in providing administrative, operational, and other services to the DDA, as outlined in the agreement.

This reimbursement will also include eligible costs associated with Town staff providing event support and assistance for DDA-sponsored events, as applicable and outlined in the agreement.

Annual Review

The Town and DDA shall annually review:

- Administrative support costs.
- Staffing needs.
- Technology needs.
- Insurance participation.
- Benefit participation.

Future Independence

The parties recognize that initial Town support is intended to assist the DDA during its startup phase. As DDA revenues mature, the parties will transition toward an appropriate cost-allocation model, with the goal of the DDA ultimately funding and providing its own services and operations.

As TIF revenues increase, the parties may evaluate transitioning services such as:

- Independent office space.
- Independent payroll.
- Independent IT systems.
- Independent insurance coverage.

ARTICLE VIII | MISCELLANEOUS PROVISIONS

- Governmental Immunity Act.
- Non-appropriation.
- No third-party beneficiaries.
- Severability.
- Notices.
- Entire agreement.
- Amendments.
- Colorado law and venue.