ED Notes February 2021

**C4C**

**Museum:**

No new updates in regards to the URA but I wanted to make the board aware of all of the marketing efforts the museum has been putting forth through COVID:

The U.S. Olympic & Paralympic Museum has received national acclaim since its opening on July 30, 2020. The Museum has generated nearly 1,100 stories – including national placements in the Associated Press, ESPN, New York Times and Washington Post – with a total aggregate readership of more than 1.3 billion. Although there has been national attention for Colorado Springs’ world-class attraction, the Museum has pivoted to focus its marketing efforts on the local community during COVID. The Museum has executed 2-4 events a month that target local communities and groups in the Front Range. Some events have included BOO!seum, First Responders Weekend, Teacher Appreciation Weekend, Veteran’s Day Week and Youth Sports Week. The U.S. Olympic & Paralympic Museum has proactively worked with online travel agencies, ensuring the Museum is a featured attraction on multiple OTA sites. This includes GetYourGuide, Groupon, Tiqets and Travelzoo. The Museum has a robust email list, reaching 20,000 subscribers every month with average campaign open rates of 42% against a peer benchmark of 29.8%, and click rates of 6.3% vs. benchmark of 4.3%.

The Digital Museum continues to see strong visitation with 14,500 users in December totaling 18.5k sessions, 51.2k page views, average session length of 1:40, and 2.8 pages per session.

**AFA:**

The internal stakeholder group has restarted internal meetings (which the URA is part of) to work towards final bond financing on this project. As it sits now, the target date to get bonds issued is late April.

**Stadium/Arena:**

The grand opening is currently set for May, 22, 2021. The stadium team is also working towards a stadium dedication event in mid to late April.

**UCCS Hybl Sports Medicine Center:**

No new updates

**C4C General**

Bob Cope and I will both be going over the final economic impact report that Summit Economics was hired by the URA to complete. This data will all be made available to the board once complete.

**Vineyards**

By our next board meeting I should have a few amendments (in relation to the TIF pledge we did with Vectra Bank) to put in front of the board for a vote. One is an amendment to the custodial agreement and the other would be a change in the release schedule. Nothing drastic but a formality that will need URA approval to commence.

**N. Nevada (University Village)**

The Lexus dealership’s legal team had some questions regarding the development agreement that have been since satisfied and I believe we are close to finalizing the agreement as soon as the end of next week.

**Polaris Pointe:**

Big media announcement this week with Top Golf committed to come to Polaris Pointe! We also have had some good interest in this project since our last meeting with the Gazette doing a fresh update:

<https://gazette.com/business/colorado-springs-retail-center-once-called-a-boondoggle-continues-rapid-growth/article_68414d36-6684-11eb-b316-f37e6c57211f.html>

**Gold Hill Mesa:**

I’m meeting with the development team on 2/22 to go over some new information but we will be having a short update to the board for our meeting on the 24th.

**City Gate**

I’m in communications with the Weidner team and have a meeting coming up on Feb 26th to discuss updated URA timelines.

**S. Nevada**

The old apartment building just north of the Diamond Shamrock should be finally knocked down as you read this! We have had some recent updates from Danny that I have attached to these notes.

**City Auditorium**

No new updates.

**Museum and Park**

No new updates

**Ivywild**

No new updates

**Marriott**

No new updates.

**Almagre (Zebulan Flats)**

Final Plan and Financial Analysis is in front of the board for this upcoming meeting.

**Mission Trace:**

I should be getting an update to Mission Trace timelines the week of the 22nd (I will give verbal information to the board at our upcoming meeting)

**ULI:**

My term on the executive team is nearing its end and I’m working with ULI to have a smooth transition with new leadership. The national Spring Meeting link is here:

<https://spring.uli.org/register/?utm_source=realmagnet&utm_medium=email&utm_campaign=HQ%20VSM%202%2E18%2E21>

If any board members are interested in attending please let me know.

We’re also looking at submitting the USOPM as a potential Impact Award Nominee

**DCI:**

DCI has been active with scheduling online events but is still hopeful on returning to in-person before the 2021 fall conference currently set for Colorado Springs. Some upcoming events can be found here:

<https://www.downtowncoloradoinc.org/Events>