



Small Town. Big Heart.

Niwot Local Improvement District Advisory Committee
STRATEGIC PLAN 2022-2026

Adopted in May 2022 by the
Niwot Local Improvement District Advisory Committee

www.niwot.com/LID/



Old Town Niwot

FORWARD

In 1992, the Old Town Niwot Local Improvement District (“LID” or “District”) was established by the Niwot residents and property owners in the District who voted to levy a 0.5% sales tax within the LID boundaries for the purposes of construction and maintenance of streets, curbing, sidewalks, and lighting along Second Avenue. In 2007, the LID returned to the voters to request an additional 0.5% sales tax to be available for the original LID functions as well as for the production and distribution of informational products and materials. Since then, the Colorado statute that governs the LID has again been amended to more broadly define what the taxes collected within the District can be spent on. Currently, the statute provides that, if any improvements or transportation services are funded by the sales tax collected within the District:

“[T]he tax may also be used for the operation and maintenance of such improvement or services, for the production and distribution of informational products and materials, and for the organization, promotion, marketing, and management of public events.” C.R.S. 30-20-603(1)(c)

The Boulder County Board of County Commissioners sits as the Board of Directors (“Board”) for the LID. The Niwot LID Advisory Committee (“Advisory Committee”) makes funding recommendations to the Board and advocates on matters important to the economic viability and vitality of Niwot.

The 2022-2026 Strategic Plan will be the foundation for funding decisions and will drive longer-term strategies for the LID over the next five years.

HISTORICAL BACKGROUND

Niwot, Colorado, is located in unincorporated Boulder County, nine miles from Boulder and seven miles from Longmont. More than 4,000 people live in Niwot in approximately four square miles. Niwot is a semi-rural and historically quaint community that maintains its connections to its Native American, agricultural, and railroad heritage.

Because Niwot is not an incorporated town or municipality, the LID sales tax revenue is the only direct tax funding that Niwot receives to provide for infrastructure expenses and to support the economic viability and vitality of Niwot. For emergency services, social and human services, and other such services, Niwot is served by the government of Boulder County.

After the LID was formed in 1992, Boulder County issued a bond to fund substantial infrastructure improvements. At that time, all LID funds resulting from the original 0.5% sales tax were directed to repayment of that bond. The bond was fully repaid at the end of 2010. Prior to bond repayment, approximately half of the tax collection was dedicated to service of that debt. Beginning in 2011, the sales tax revenue was available for expenditures in addition to the street, curb, drainage, and lighting improvements.

Once the sales tax revenue was no longer needed for bond repayment, the Board of County Commissioners and the Advisory Committee wanted to ensure that the available revenues would be allocated strategically using defined, objective criteria and with the intent of developing a long-term vision for Niwot. Increased revenues will allow the LID to make strategic funding decisions and recommendations to the Board, both to implement infrastructure recommendations and to continue funding important ongoing priorities such as business development, marketing, and the support of public events in Niwot.

In the fall of 2011, a consulting firm jointly contracted by the Boulder County Transportation Department and the LID conducted a transportation study in the District. While the study focused on a number of transportation issues, the study prioritized parking needs and the connectivity issues between Old Town Niwot and Cottonwood Square. Both Old Town Niwot and Cottonwood Square are located in the District, but they are separated by a busy street with no natural flow between the commercial areas.

Every year, the Niwot Business Association, the Niwot Community Association, the Niwot Cultural Arts Association, the Niwot Historical Society, and other community groups hold numerous community events. The events draw substantial visitors to the District's shops, restaurants, and other businesses, and these visitors contribute to the economic viability and vitality of Niwot.

2022–2026 NIWOT LID STRATEGIC PLAN

Mission Statement:

The Niwot Local Improvement District promotes the economic vitality of the Niwot commercial district through prioritized investment of designated sales tax revenues.

Vision Statement:

The Niwot Local Improvement District Advisory Committee advocates for a thriving business district that promotes inclusivity and sustains the unique, authentic culture of Niwot.

Values Statements:

We advocate for a sustainable business environment in Niwot’s commercial district.

We seek to preserve Niwot’s authentic character, semi-rural quality, and artistic expressiveness.

We operate with passion, integrity, and a spirit of community.

We make funding decisions in a responsive, consistent, and transparent manner.

We collect and rely on data to ensure that funding decisions bring a return on investment.

We foster family-friendly activities.

Strategic Areas of Focus:

Advocate for Niwot with the Boulder County Commissioners

Build a strong base of support and volunteers

Increase connectivity in Niwot by supporting strategic infrastructure projects including signage and access to information

Support communication between the local organizations within Niwot

FUNDING AREAS

Infrastructure:

- Connectivity:
 - Objective: To improve connectivity and how people move through Niwot
 - Review Previous Niwot Transportation and Connectivity Plan done in Partnership with Boulder County and prioritize infrastructure projects for the next 5 years.
 - Signage
 - Identity
 - Way-Finding
 - Historical
 - Community Event
 - *How success will be measured*
 - *Transportation and Connectivity plan is revised*
 - *Infrastructure projects are implemented in partnership with others*
- Parking:
 - Objective: To provide sufficient and convenient parking to accommodate customers, visitors, and employees
 - Support adequate permanent parking to meet future needs
 - Encourage temporary event parking solutions
 - Advocate for multi-modal options
 - *How success will be measured*
 - *Additional permanent parking constructed when necessary*
 - *Adequate temporary parking is identified and utilized*
 - *Visitors to Niwot have adequate parking options*
 - *Bicycle parking is used*

Maintenance:

- Beautification
 - Objective: To ensure that streets and walkways within the district are appealing to visitors and customers
 - Upkeep of flowers, landscaping, public art, banners, and lighting
 - *How success will be measured*
 - *Seasonal color through banners, decorations, lighting and planting year-round*
 - *Positive Feedback*
- Street Care
 - Objective: To keep streets safe, clean, and attractive
 - Maintain a budget reserve that will adequately fund the timely maintenance and repair of the street amenities
 - Partner with Boulder County for funding of maintenance and improvement
 - *How success will be measured*
 - *Receive positive reports on conditions of streets, lighting, and curbing*

Marketing and Economic Development:

- Community information sharing platforms
 - Objective: For the Community to be informed of Niwot activities and businesses
 - Establish Community Billboards
 - Utilize E-media to engage and inform
 - Create avenues for people to connect
 - *How success will be observed*
 - *Increased engagement from the community*
 - *Volunteers*
 - *social media activity*
 - *event participation*
- Niwot Branding
 - Objective: Increase brand recognition and awareness of Niwot
 - Encourage increased and consistent use of Niwot Logo and tagline
 - Utilize Print and E-Media avenues
 - Support social media efforts
 - *How success will be measured*
 - *sales tax revenue*
 - *web and social media traffic*
 - *need for additional parking*
- Economic Development
 - Objective: To support existing and attract potential new businesses to the local improvement district ensuring vitality, viability, and a balanced commercial mix.
 - Continue to assist in funding an Economic Development Director for Niwot
 - *How success will be observed:*
 - *High commercial occupancy rate relative to surrounding areas*
 - *Low turnover rate relative to surrounding areas*
 - *Increased tax revenue growth for the business district*
 - *Volume of commercial space inquiries*

Events:

- Support events that bring people into the business district and enhance the brand, visibility, and reputation of Niwot
 - Objective: To fund essential expenses for events
 - *How success will be observed*
 - *Feedback from merchants completed after events regarding business activity including information regarding sales performance*
 - *Regular updates to the advisory committee from the Niwot Economic Development Director*
- Data Collection
 - Objective: To formulate a benchmark for the success of an event
 - Create a standard practice to measure the success of events
 - *How success will be measured*
 - *The standardized practice will be implemented to evaluate events.*