



2014

Pueblo City Center Partnership  
Annual Report

# Letter from the Chairman

As I get older, it is amazing (and frightening) how quickly time passes. While we look forward to 2015 with renewed efforts and new visions for Pueblo City Center Partnership (PCCP), it is with great pleasure to reflect and point out the incredible accomplishments of PCCP over 2014.

In 2013 and 2014, the Business Improvement District (BID) was the primary focus for the organization, unfortunately this initiative failed to come to fruition. With the loss of the BID came the loss of a primary funding source for our organization and its ability to progress with some community improvement initiatives. With this loss, PCCP continued to move forward and defined new initiatives for the remainder of the year.

PCCP strives to make traveling to our City Center and bringing the community and tourists into our local businesses. The newest addition to Interstate 25 and our City Center included the change of First Street to City Center Drive. PCCP Board Member, Chris Kaufman proposed this change to the organization and City Council with the intent of getting more people off the interstate and traveling downtown. With the help of CDOT, City of Pueblo, and businesses in the area, we were able to provide new street signs along with Historic First Street.

PCCP is continuing its initiative of the pedestrian wayfinding sign program into 2015 with the updating of current wayfinding in the City Center to better showcase the great businesses and destinations.

The newest initiative to the organization and to Pueblo was the creation of the City Center Eats food truck and entertainment event. This event occurred every Thursday for three months and saw an increase in foot traffic downtown and an increase in participating vendors. We anticipate an even larger attendance for the event in 2015.

In 2015, PCCP will be continuing to refine the Fast Track program. This program is paramount for new businesses needing a guide and single point of contact to get their business up and running without the "red tape" entanglements and delays. This program, with the cooperation of the City of Pueblo, PURA, and PEDCo, will also have the ability to guide new businesses into downtown locations (with an emphasis on PURA project areas) via special tax incentives, building improvements, and more.

Pueblo City Center Partnership has some formidable tasks to tackle in 2015. Our biggest goal is become a fiscally self-sustaining entity and examine our mission to determine our role for downtown. Collaborating with our partners in which we share common goals and vision is our biggest goal in 2015 to grow downtown as a better place to live, work, and play!

Respectfully,



Lee Gladney

# 2014

*At a Glance...*

Photo Courtesy of the Pueblo Creative Corridor



## *Comcast Cares*

The Pueblo City Center Partnership (PCCP) in conjunction with Comcast Cares, brought together 50 Comcast volunteers and 30 local volunteers to paint the old "Pryor" building and participated in landscaping, staining of the art wall and new concrete benches, power washing, pole painting, and general clean up for the Central Plaza revival project. Comcast Cares Day began in 2001 and is the culmination of the company's year-round volunteer activities. Cities worldwide participated in the volunteer event in an effort to raise awareness in making a change in our own communities.



# City Center Eats

## Thank you

PCCP in conjunction with El Pueblo History Museum, Pueblo Arts Alliance, Pueblo Downtown Association, and the Greater Pueblo Chamber of Commerce, presented food trucks and entertainment in Downtown Pueblo in the summer for City Center Eats. City Center Eats was held every Thursday in June to August. It was a free community event developed to encourage the community to get out of the office for lunch and spend time supporting local businesses downtown.

El Pueblo History Museum  
Pueblo Arts Alliance  
Greater Pueblo Chamber  
Pueblo Downtown Association  
Chester's Smokin' BBQ  
YumTumlicious  
Passkey  
Sweet Peas Truck Boutique  
Rockee's  
Girly's Grub Truck  
Ginger Dogs  
Sugar Shack  
Squeezer's Lemonade  
The Mac Corner Store

# Summer Sidewalk Sale

With the help of the Pueblo Chieftain, PCCP promoted a downtown shopping event to get people supporting local downtown businesses and get great deals. For two days, participating businesses placed select items outside their storefronts and invited the community to shop local for marked down items. This partnership with the Pueblo Chieftain allowed PCCP to market this event for an extended time to get the community visiting downtown.

Thank you, Pueblo Chieftain!

The Pueblo  
**Chieftain**



PCCP proposed to City Council the change of First Street to City Center Drive in the effort to draw more attention to our City Center from Interstate 25. In July, Pueblo City Council approved the changing of the street name and implemented the change extending nine blocks from Elizabeth Street in Downtown to South Dayton Avenue on the East Side.



In 2014, PCCP actively increased their use of social media to draw in more support to the downtown events and businesses. With the events in 2014, PCCP increased Facebook likes by 250 and the increased use of Twitter brought the use of #puebloco on all things Pueblo, CO!

-  Follow Us!
-  Like Us!

# 2014 Financials

## Income

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Revenue .....	\$38,549.95
2013 Rollover.....	\$45,837.20

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Total Revenue.....\$88,837.20

## Expenses

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Administrative .....	\$2,093.48
Promotional Materials.....	\$2,988.29
Memberships.....	\$1,222.00
Luncheons/Business Meetings.....	\$211.40
Travel/Conferences .....	\$969.51
City Center Events .....	\$3,157.86
Streetscape .....	\$8,320.85
BID Formation.....	\$14,081.27

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Total Expense .....

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\$33,044.66

# 2014 Board

Chairman Lee Gladney

Vice Chairman Chris Markuson

Secretary Cheyenne Motto

John Carleo

Josh Cooley

Deanne Gebo

Mike Hartkop

Chris Kaufman

Rochelle Spoone

Simon Tearpak

Peggy Willcox