

2025



# LAFAYETTE DOWNTOWN DEVELOPMENT AUTHORITY

# ANNUAL REPORT





## Table of Contents

Table of Contents.....	2
Message from the Executive Director.....	3
Mission.....	4
Key Priorities.....	4
2025 Highlights & Accomplishments.....	5
2025 Spotlight Projects.....	6
Meet the DDA Board.....	7-8
Financial Overview.....	9
Looking Ahead: 2026 Priorities.....	10
Closing.....	11



## A Message from the Executive Director

2025 was a year of beginnings for the Lafayette Downtown Development Authority (DDA). In our inaugural year, we focused on building a strong foundation—establishing the structure, partnerships, and shared vision needed to guide the future of downtown Lafayette.

With the support of City Council, the Lafayette Urban Renewal Authority, and so many community partners, the DDA finalized its intergovernmental agreements, adopted bylaws and administrative procedures, and approved our first budget and work plan. These steps may not grab headlines, but they are the building blocks needed to support a vibrant and resilient downtown.

This first year was also about listening and learning. Our Board took time to understand downtown's history, learn from peer DDAs, and identify the opportunities that will be impactful for our small business community and downtown. Together, we're shaping a thoughtful, inclusive approach that celebrates Lafayette's creative, eclectic, and diverse identity.

As we look ahead, I'm excited to build on this foundation and turn it into action—advancing projects that support small businesses, enhance public spaces, and strengthen our downtown.

Sincerely,



Brigid Keating  
Executive Director of the Lafayette Downtown Development Authority







## Mission

The Lafayette Downtown Development Authority enhances and preserves Old Town Lafayette by investing in partnerships, places, and programs that strengthen downtown's vitality. Guided by the Old Town Tomorrow: Action Plan, the DDA works to create a vibrant, inclusive, and resilient hub for small businesses and community connections.

## Key Priority Areas

The Lafayette Downtown Development Authority is guided by the Old Town Tomorrow: Action Plan, which serves as its official Plan of Development, as required by State Statute. The Action Plan outlines goals and strategies to enhance and preserve downtown as a creative, eclectic, and vibrant hub for small businesses in our community. At the heart of the plan are six priority areas that direct the DDA's work and investments:



**Small Business  
Support &  
Retention**



**Land Use &  
Character**



**Marketing &  
Activation**



**Creativity &  
Culture**



**Public Space &  
Placekeeping**



**Connectivity &  
Infrastructure**



## 2025 Highlights & Accomplishments

In its first year, the Lafayette Downtown Development Authority (DDA) established the foundation for long-term success and future investment in Downtown Lafayette.

### Organizational Development

- Finalized the intergovernmental agreement (IGA) with the City of Lafayette to provide administrative support.
- Received approximately \$2 million in start-up funding from the Lafayette Urban Renewal Authority (LURA) through an IGA.
- Adopted bylaws, online noticing procedures, and Colorado Open Records Act (CORA) compliance policies.
- Held the first officer election, selecting Chair Joanna Cagan and Vice Chair Faith Rodgers.

### Planning & Strategy

- Approved the DDA's first annual budget and work plan, establishing clear goals and funding priorities.
- Participated in workshops on the history of downtown investment, peer DDA practices, and workplan prioritization.

### Partnerships and Programs

- Approved two grant programs, including the Downtown Capital Improvement Grant (DIG) and Creativity and Culture Microgrant (CCM).
- Confirmed its commitment to establish a partnership with the Lafayette Farmers Market.

### Branding & Identity

- Introduced a new DDA logo and brand identity to reflect the organization's professional presence and alignment with our vibrant downtown.

These foundational accomplishments established the organizational, financial, and strategic framework that will guide the DDA's investments and partnerships in the years ahead.





## 2025 Spotlight Projects



### Downtown Capital Improvement Grant

Launched in 2025, the Downtown Improvement Grant supports reinvestment in existing downtown buildings through assistance for visible property and tenant improvements. The program is designed to strengthen building quality, support small businesses, and enhance Old Town's character.

### Creativity & Culture Microgrant

The Creativity & Culture Microgrant program supports small, creative projects and events that celebrate Old Town's artistic identity. Designed to be accessible and flexible, the program empowers local artists, makers, and businesses to activate downtown spaces and enhance vibrancy. Applications opened in December 2025 and will close February 2026.



### Farmers Market Partnership

In 2025, the DDA voiced its commitment to a partnership with the Lafayette Farmers Market, recognizing its role as a key economic and community anchor. This collaboration sets the stage for long-term support of market operations and the downtown visitor experience.



## Meet the DDA Board



**Joanna Cagan — Chair**  
*Executive Director, WOW! Children's Museum*

**Favorite thing to do in Old Town:** I'm a walker, and Old Town is such fun for leisurely exploring, so I love to get a strong take – out coffee, meander up and down Public Road – dip into retail shops and galleries, check out the public art installations – and then peek at the old homes and gardens on side streets as I go.



**Faith Rodgers — Vice Chair**  
*Owner, The Little Herbal Apothecary*

**Favorite thing to do in Old Town:** A perfect day for me in Lafayette includes a walk around Waneka Lake with my family, tea and a good book from the Read Queen, and an afternoon wandering through the Lafayette Flea looking for treasures.



**Tim Barnes**  
*Lafayette City Council Member*

**Favorite thing to do in Old Town:** Eat at one of the many restaurants.



**Tom Hardie**  
*Owner, Confluence Small Business Collective*

**Favorite thing to do in Old Town:** Tour Public Road and East Simpson Street in October to see all of the window painting contest entries.



## Meet the DDA Board



**Ian Munding**  
*Owner, Lafayette Lumberyards*

**Favorite thing to do in Old Town:** To introduce friends and family to its unique businesses, locations, and art installations – especially when they're visiting for the first time.



**Genae Lako**  
*Owner, Public Wine*

**Favorite thing to do in Old Town:** Walk with my partner, Doug, and snag a seat for dinner at the Community Supperclub bar top after our Public Wine tastings on Thursday. The food is always amazing and the sense of camaraderie with the staff is always a great end to a busy day!



**Ty Hubbard**  
*Owner, East Simpson Coffee Company*

**Favorite thing to do in Old Town:** Nothing like strolling through Old Town, running into all of your neighbors along the way.



**Brigid Keating, Executive Director**  
*Lafayette Downtown Development Authority*

**Favorite thing to do in Old Town:** Cruise Simpson Street with my two-year-old son on his strider bike.



## Financial Overview

The Downtown Development Authority (DDA) is funded through tax increment financing (TIF), which captures a portion of the increased property and sales tax revenues within the district's boundaries to reinvest directly in downtown.

As 2025 was our inaugural year, no TIF revenues were collected. However, the DDA was fortunate to receive approximately \$2 million in start-up funding from the Lafayette Urban Renewal Authority (LURA) to support operations and core programs/services during the first five years.

These funds are being strategically allocated to:

- **Administrative Operations** – staffing, legal, facilities, and organizational needs
- **Public Parking Lot Program** – managing and maintaining public parking to support downtown access
- **Small Business Support** – grants, partnerships, and activation programs
- **Districtwide Support** – holiday lights, farmers market support, and community events

Looking ahead, the DDA will take a conservative approach in projecting TIF revenues until trends are better established in the coming years. This ensures fiscal responsibility while leveraging LURA's contribution for maximum impact during our start-up phase.







## Looking Ahead: 2026 Priorities

As we look to 2026, the DDA is excited to continue building momentum and expanding our presence in downtown. Key priorities for the year include:

- **Activate Vacant Sites** – Support the activation and redevelopment of key properties to prevent long-term vacancies and strengthen the downtown business mix.
- **Small Business & Redevelopment Toolkits** – Assemble practical tools and resources to help small businesses, property owners, and local developers invest in downtown.
- **Financing Support** – Begin groundwork for loan gap financing and explore pathways to ownership for Lafayette's small business community.
- **Wayfinding System Design** – Release a Request for Proposals (RFP) for a new downtown wayfinding program that enhances navigation and reinforces downtown's identity.
- **Championing Old Town** – Establish the DDA as the leading resource and advocate for preserving and enhancing the district's creative and eclectic character.
- **Public Parking Program** – Transfer and formalize the downtown parking lot program from LURA under DDA management.
- **Grant Programs** – Promote the Downtown Improvement Grant (DIG) and Creativity & Cultural Microgrant (CCM) programs to support small businesses, arts, and culture.
- **Multimodal Investments** – Support opportunities to improve downtown accessibility through bike, pedestrian, and transit connections.



## Closing

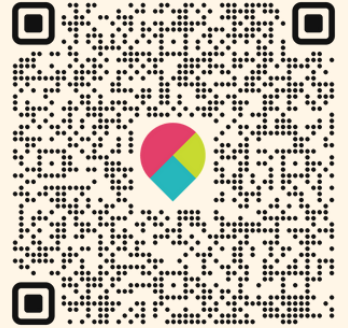
2025 was a monumental and foundational year for the DDA—you only start a DDA once in a lifetime! With our groundwork in place, we are excited to begin implementing our work plan and deepening relationships with small businesses, residents, and property owners.

The DDA is committed to building on this momentum, ensuring that downtown remains a place where we celebrate our unique character, where small businesses can thrive, and where residents, businesses, and visitors can connect in fun and meaningful ways.

## Cheers to Old Town!

*Brigid Keating*

Executive Director,  
Lafayette Downtown Development Authority



**View the Old Town  
Tomorrow Action Plan**

