

DOWNTOWN AURORA: SPECIAL SERVICE AREA ONE

**A PLAN TO RECONSTITUTE A
NON-PROFIT TO REPRESENT THE
DOWNTOWN COMMUNITY**

THE LIFECYCLE OF SSA1 FUNDS



1 - Property Owners Pay In



2 – City of Aurora Manages the Fund



3 – Disbursement Through Agreement



4 – Funds Support Special Services

IMPORTANT NOTE ON FUND OWNERSHIP & USE

-SSA1 funds are **separate from the City of Aurora's general fund**

-These funds **belong to SSA1 stakeholders** (i.e. the property owners who pay into the fund)

-The **sole purpose** of SSA1 funds is to support **special services within the SSA1 boundaries**

-The **City's role** is strictly to manage, safeguard, and ensure proper allocation of the funds in alignment with the agreed-upon services

BACKGROUND OF AURORA DOWNTOWN

- Aurora Downtown** was a not-for-profit corporation made up of local commercial property owners within SSA1
- It was contracted by the **City of Aurora** to provide **special services** within the SSA1 district
- It helped revitalize downtown through events like **First Fridays** and **Holiday Window Decorating**, and by providing resources such as **business grants** and more

AURORA DOWNTOWN: RECENT HISTORY

- Lawsuits and leadership changes resulted in the organization being **dissolved 2024-2025**
- The Aurora Regional Economic Alliance assumed First Friday event responsibilities **through December 2025**

KEY TAKEAWAYS/FEEDBACK FROM STAKEHOLDERS AT JUNE TOWN HALLS



Independent-Downtown Focus



Transparency and Equity are Foundational



Support for a Hybrid Management



SSA1 Boundary Expansion Identified as Early Priority

HOW ARE WE GOING TO DO THIS?

Request **SSA1 funds** to cover **legal, accounting, & consulting services**
(prep bylaws, governance policies, and tax-exempt applications)



Work with interim leadership council to **select vendors**



City staff will **provide support** to assist with
logistics, coordination, and oversight



Build **consensus of draft bylaws** with SSA1 members

ENSURING TRANSPARENCY

Financial Transparency

- Present an **annual report to City Council**

Financial Accountability

- Conduct an **annual audit**

City Partnership & Administrative Support

- City provides administrative assistance

ROLES & RESPONSIBILITIES

CITY OF AURORA/ DANIELLE TUFANO

501(c)(4) Administrative
Start Up Assistance

Budget Oversight

Strategic Planning
Oversight

Board Logistics

Liaison to City of Aurora
Departments

Board Meeting Assistance

SHARED

Financial
Transparency

Stakeholder
Reporting

Strategic
Planning

Board
Support

AURORA DOWNTOWN ASSOCIATION/ COORDINATOR

Day-To-Day Operations

Stakeholder
Communications

Database Management

Contract Vendors

Plan and Execute
Marketing/Event Strategic
Plans

Submit Annual Reports to
City of Aurora

CITY OF AUORORA/AURORA DOWNTOWN ASSOCIATION GOALS



Present More Transparency With Bylaws



Rekindle Events Like First Fridays to Support Downtown Businesses



Resolve Issues for Downtown Businesses/Cut Through Red Tape To Do Business Downtown



Downtown Beautification



Support Aurora Civic Center Authority (ACCA)

THANK YOU!

