



From the Executive Director



STATEWIDE RECOGNITION FOR LAKE AVENUE REDEVELOPMENT PROJECT

On December 17, 2012 the Colorado Chapter of the American Public Works Association (APWA) released its annual list of award-winning public works projects across the state of Colorado. I am pleased to announce that the Pueblo Urban Renewal Authority's Lake Avenue Reconstruction and Revitalization Project was selected to receive a 2012 Colorado APWA Award under the category of Engineering/Construction Management. PURA and the City of Pueblo received this award under the competitive "Large Community" group (100,000+ population), and outshone many projects nominated from larger communities across the front range.

The cooperation between PURA and the City of Pueblo for Lake Avenue is not only a model of how local government can work together for the betterment of our community, it is now becoming a model statewide of how local government can use creative partnerships to foster revitalization in lean economic times. Under the cooperation agreement between PURA and the City of Pueblo, PURA financed and retained overall design control for the project, while the City of Pueblo's Public Works Department provided the critical and award-winning engineering and construction management services to the project.

PURA's goal for the Lake Avenue project is the overall economic revitalization of what was once a thriving economic corridor at the south end of Pueblo. By upgrading the stormwater infrastructure, adding pedestrian and street lighting, landscaping, traffic-calming features and decorative intersections, PURA seeks to enhance the visual appeal of the roadway. Furthermore, the improvements will provide for increased pedestrian safety, alleviate flooding issues, and lay the groundwork for an increase in adjacent property values. Ultimately, the goal is to make Lake Avenue a thriving business district once again, alongside a revitalized and renewed Lake Minnequa recreation area.

If you have a moment in your day, take a drive down the new Lake Avenue just south of St. Mary-Corwin Hospital. We at PURA feel our and the City's statewide award is well-deserved. Several development pad sites along the length of the Lake Avenue project have been cleared for initial site work by their owners, and several

existing businesses have taken steps to upgrade their private property, as well. While there is much work left to do, PURA has lived up to its mission and taken redevelopment plans through to reality. With your continued support, we will cross the finish line and complete all four planned phases of the project!

Yours, **John R. Batey, AICP-PURA Executive Director**

From the Chairman

Pueblo Urban Renewal Authority (PURA) by its very name suggests a new beginning. That is the topic of the message this month.



Many of us take the New Year as a time of new beginnings, new promises for a better year and resolutions of fulfillment.

This upcoming year promises to be an even better. Finally, after nearly three years of preparing, conjoining and waiting PURA with the help of the city and HARP were awarded a grant, Regional Tourism Act (RTA). This will allow us to move forward to expand the Pueblo Convention Center.

Construction and financial planning will all be done in 2013 while renewal of our central downtown will begin in 2014. If a New Year resolution is in order, we make one to double our efforts for bringing new visitors to Pueblo. That is the thrust of the RTA is to do precisely that; bring new visitors from out-of-state into our region.

Renewal can take many forms. The makeover of the physical environment is one. Our most important renewal though is economic. Out-of-state visitors bring new dollars into the economy of Pueblo. Those dollars mean more jobs for our citizens. We cannot overlook conventions and tourism as an economic driver. It is a clean industry that requires lower investments for the return.

The dawn of the New Year brings us to a reflection back on 2012. Many endeavors were completed. One of them is Phase II of the Lake Avenue streetscape. Hopefully the renewal we are talking about downtown will take hold in this south part of town. Lake Minnequa provides many recreational opportunities that will attract people to this area. The streetscape project will enhance and possibly attract new businesses there.

PURA is about renewal of course but more than that. Our mission is "to make Pueblo a better place to live, work and play". Happy New Year from the Pueblo Urban "RENEWAL" Authority!

Gary Trujillo, PURA Board Chairman

City Center Holds Annual Meeting



The Pueblo City Center Partnership hosted its Annual Meeting for taxing entities, 11 appointed Board Members and 35 community guests this past week.

Chris Kaufman, Pueblo City Council Representative, and Land Title Guarantee, Vice President, was named Board Chairman for a second year. Also voted in for a second term, is Pueblo County GIS Manager, Chris Markuson, holding the Vice-Chairman position. Cheyenne Motto, Sales Manager at the Pueblo Marriott Courtyard, will hold the Secretary position for 2013.

The Partnership also looks forward to working with its three newly appointed board members. Logan Gogarty, President of the Associated Student Government at Colorado State University-Pueblo. Michael Hartkop, Co-Owner of Solar Roast Coffee and Cheyenne Motto.

The Annual Meeting was centered on the Partnerships accomplishments in 2012, as well looking forward and setting goals for the new year. To review the City Center Partnership 2012 Annual Report, please visit: www.pueblocitycenter.com

PURAs Annual Retreat

PURA will host an annual retreat early February, in Loveland, CO. Each year, PURA Staff, Commissioners and Partners renews its' commitment, review yearly accomplishments

develop goals and participate in long term planning for the Authority.

While we call it our annual 'retreat' – it generally is *anything but*. Although, the hours are long and strenuous – each employee and Commissioner comes back with a greater vision, a more fully developed knowledge of the Authority and our community needs.

It's an exciting time for PURA as the Authority continues to grow and adapt to the ever-changing world of redevelopment. PURA is approaching a time of many changes and meeting these changes by learning from the collective experiences of PURA Commissioners and special guests, to ensure this organization remains at the cutting edge.



This year, Sandy Gutierrez, President of the Pueblo Latino Chamber of Commerce, is facilitating the retreat to include team building exercises for PURA Commissioners and Staff. Other discussions on the agenda include revenue sharing with taxing entities, provided by Jac Cuney, Director of Redevelopment and Development Projects for the Brighton Urban Renewal Authority. Retreat attendees will also participate in a walking tour through Longmont's Pedestrian Alleyway Project.



Memorial Hall Project Update

As of January 2013, ninety percent of planned demolition and fifty percent of the new addition is complete. Removal and demolition of the “old” stage is currently underway in order to install the new orchestra lift. The width of the orchestra pit will be increased by five feet. The new lift will have three levels; the lower level which is the actual orchestra pit, the main floor level which will allow for thirty additional seats and the stage level which will increase the stage floor square footage. At the front of the house and entrance, two perimeter stairways are being constructed which will lead patrons to the new perimeter hallways. This is a major modification to the original floor plan and provides a total light and sound lock surrounding the theatre. Patrons will be able to enter and exit the theatre through the perimeter hallways. All of the walls surfaces have been prepared to accept new acoustical wall panels including the ceiling below the balcony. The new restrooms in the basement and on the third floor are taking shape with plumbing and drywall. The basement or lower lobby is being completed as part of the City Hall Remodel Project and will provide an additional queuing and waiting area for theatre patrons.



The addition, which will house the production side of the theatre, is coming along and on schedule. Interior walls, utilities and roof are being installed. Utility pad and enclosure are being completed with the installation of the electrical transformer, air chiller system, electrical controllers and a backup generator. Exterior masonry will be installed soon to the concrete walls upon delivery of the custom architectural cast concrete panels. The truss system for the roof is also being erected and will seal up the building so the interior finishes can be completed.

City Receives Governors Art Award



Colorado
Creative
Industries

Governor Hickenlooper announced that Pueblo has been selected as one of only two recipients for the 2013 Governor’s Art Award. Pueblo will receive the award, with the other recipient, Aspen, at the Second Annual Creative Industries Summit on April 12, 2013, in the Pueblo Creative Corridor.

Per the Colorado Creative Industries, a division of the Office of Economic Development and International Trade, which annually convenes a panel to review these selections, “The annual Governor’s Arts Award recognizes a Colorado town or city for their collective efforts to enhance their community and their economy through strategic use of the arts.” Pueblo City Council President, Steve Nawrocki, will be presented with the award, which is an original, three-dimensional work by artist Michael Clapper of Denver. The artwork will hang in a public location in Pueblo. The review

panel commended Pueblo for leveraging the arts to revitalize their community. “

Sam Azad, Pueblo City Manager says, “The Pueblo community is mindful of the colors that make our city thrive. Our residents have histories from cultures around the world that have directed and enriched our lives. We are proud to be recognized with the 2013 Governor’s Arts Award. Our city, and the Pueblo Creative Corridor, pay homage to the many and varied influences in our lives. In Pueblo, art is the cord that ties us to our past and links us to our future.”

“The Creative Corridor has been a tremendous joint effort of so many volunteers in ensuring Pueblo’s revitalization, both artistically and economically,” says Susan Fries, Executive Director of the Pueblo Performing Arts Guild (PPAG). “We are pleased to be host to this year’s Creative Industries Summit and welcome all visitors to explore our energetic and creative community.”

John Batey, Executive Director of PURA says, “The Pueblo Urban Renewal Authority is proud of the recognition afforded to our community by the Governor’s Art Award. As a successful applicant to the state of Colorado’s Creative District program in 2012, PURA recognizes the important role that creative industries play in the redevelopment of our historic downtown. But most importantly, the Governor’s Award highlights the unique community partnerships that work to enhance and foster the creative arts in Pueblo. These partnerships not only include PURA, but the Pueblo Performing Arts Guild, the city of Pueblo, the Historic Arkansas Riverwalk of Pueblo, and generous private citizens who have given of their own time and resources to support our community, the arts, and our historic downtown.”