

# PARTNER WITH THE WESTMINSTER CHAMBER OF COMMERCE FOR ACTIVATION IN DOWNTOWN WESTMINSTER

APRIL 7, 2025

## Purpose:

Obtain direction from WEDA regarding  
proposed agreement for activation in  
Downtown Westminster

# STRENGTHEN PARTNERSHIP FOR ACTIVATION

The vision for Downtown Westminster includes being a regional and community-wide destination for the City of Westminster. Entering into an agreement with the Westminster Chamber of Commerce for activation will:

- Strengthen the partnership between the City of Westminster, the Westminster Chamber of Commerce, and the Downtown Westminster Business Association.
- Increase foot traffic and community engagement, enhance Downtown Westminster's identity, and strengthen the local economy.

The Westminster Chamber of Commerce has the experience and capability to have events of all sizes.

# WESTMINSTER CHAMBER OF COMMERCE



## Mission:

To Foster a Thriving Culture that Connects and Unifies  
our Community Partners

- Established in 2013
- Goal is to continuously improve the business climate and build opportunities for growth in Westminster and surrounding areas.

# DOWNTOWN WESTMINSTER BUSINESS ASSOCIATION

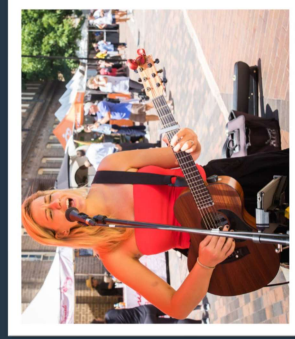
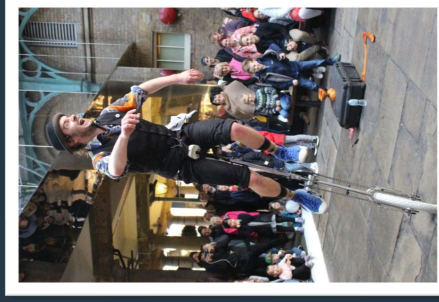
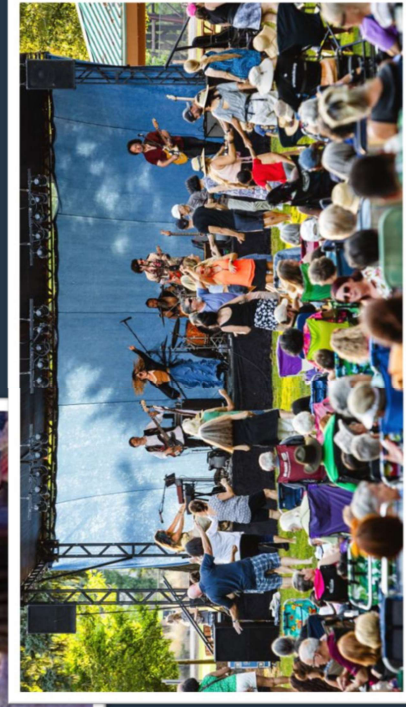
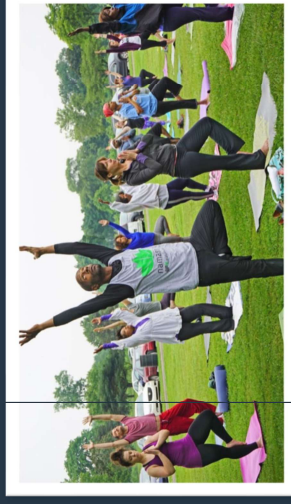
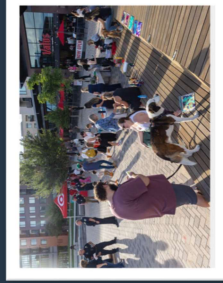
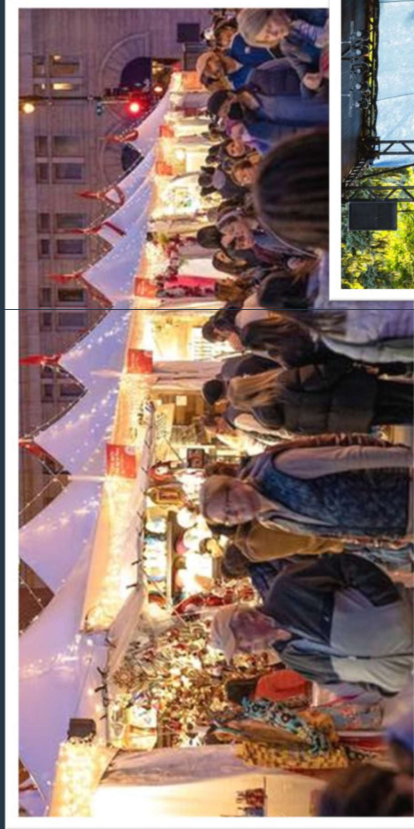
## Mission:

The Downtown Westminster Business Association, in partnership with the Westminster Chamber of Commerce, is a community of leaders dedicated to supporting and uplifting local businesses in the greater Downtown Westminster area. Together, we strive to foster economic vitality, build meaningful connections, amplify local voices, and create impactful programs that empower our vibrant business community to thrive.



Established in 2024

# POTENTIAL ACTIVATION



# POTENTIAL ACTIVATION (\$200,000)

## Signature Community Events (Minimum 6 events )

- Holiday Lighting Ceremony
- Spring and Fall Festival
- Halloween Spooktacular
- National Night Out
- Seasonal Concert Series
- Westminster Cultural Celebration
- Movie Nights

## Business & Retail Activation Initiatives (Minimum 10 events)

- Pop-Up Markets
- Taste of Westminster Expansion
- Small Business Saturdays
- Shop & Sip Events

## Interactive & Community-Driven Programming (Minimum 12 events)

- Wellness in the Square
- Public Art Walks & Murals
- Business Workshops & Networking
- Family Friendly Sundays
- Live Street Performances

# POTENTIAL EXPANDED ACTIVATION (\$300,000)

## Expand Signature Events

- Holiday Lighting Event to include a European-style winter market
- Concert Series Expansion include themed nights
- Westminster Food and Wine Festival
- Multi-Day Street Festival
- New Year's Eve Celebration

## Enhanced Community Engagement & Public Space Utilization

- Ambassador Program
- Expanded Wellness in the Square
- Family-Friendly Sundays
- Interactive Window Displays & Art Installations
- Restaurant Week
- Public Art Activation
- Expanded Street Performances & Busker Program



# STRENGTHENING COMMUNITY TIES & ECONOMIC IMPACT

12-Month Activation Plan strengthens the community and economic impact by:

- Enhancing the Downtown Westminster Experience for residents, visitors and businesses.
- Strengthens community ties by offering events for all demographics and interest groups.
- Activation promotes helps create the Downtown Westminster identity and assists with attracting additional businesses and developers.
- Increases revenue by driving more sustained and frequent foot traffic.



## NEXT STEPS

Next steps should WEDA Board approve:

- Finalize an Agreement and bring to WEDA Board on April 28, 2025

## STAFF RECOMMENDATION

- Direct Staff to negotiate an Agreement with the Westminster Chamber of Commerce for activation in Downtown Westminster
- Provide Staff with a recommendation on level of activation - either \$200,000 or \$300,000 level