

Colfax Mayfair Business Improvement District 2017 Operating Plan

GOALS

1. Ensure professional administration of the organization and its programs.
2. Maintain district awareness and engagement among prospective investors and area consumers.
3. Successfully advocate for bond-funded streetscape improvements.
4. Build a reserve fund for long-term maintenance of public improvements and unexpected costs.

ACTIONS

Administration: Build a Leading Organization

Comply with state, local and federal policies and regulations regarding BIDs and funding sources

- Compile and submit annual assessment roll, plan and budget to the City of Denver
- Administer any grant funds according to applicable regulations
- Provide written reports as required by the city, state or funding entities

Work with adjacent property owners to expand BID service area over time

Economic Development: Grow the Economic Base

Keep BID ratepayers informed and engaged in district programs

- Bi-annual update print letter
- Bi-monthly business e-newsletter, personal meetings.

Maintain basic marketing program to attract consumer spending and new investment

- Monthly consumer e-newsletter, bi-monthly business/owner e-newsletter, Facebook page, quarterly updates to the organizational website.
- Refresh website with new photos, update directory.

Advocate for, and market real estate and development opportunities

- Provide ongoing outreach to businesses, property owners, brokers and developers to discuss real estate needs and any available assistance; maintain investor information on the website.
- Track vacancies, new investment and job creation as feasible in the district.
- Advocate for Main Street zoning text amendments to support adaptive reuse or redevelopment of Colfax properties.
- Advocate for sign code amendment or overlay to encourage signage that supports the historic character of Colfax.

Support district businesses through local small business assistance programs

- Share information offered through the City of Denver, Denver Small Business Development Center, Mile High Business Alliance and other agencies through bi-monthly e-newsletter and personal meetings or communications.

Build community through timely gatherings.

- Promote business and community events on district Facebook page and e-newsletter.
- Support the annual Walk Denver gala in BID district.

Public Improvements: Create a Stronger, More Connected Destination

Advocate for general bond funding of streetscape capital improvements.

- Implement Colfax Corridor bond campaign to get all Colfax BID projects approved for general bond funding. Work with all local stakeholders and advocacy groups.

Leverage smaller grants to implement streetscape-related projects

- Place branded bike corrals and racks in high visibility neighborhood retail locations
- Consider participating in a public art project to enhance local identity and promote pedestrian safety in partnership with Walk Denver.

Enhance community awareness of transportation options in and around the District

- Promote light rail service, Bus Rapid Transit plans and BID mobility projects
- Provide branded elements for new Bus Rapid Transit stations

Look for opportunities to implement less tangible projects that support streetscape goals:

- Analyze on-street parking opportunities in key segments
- Advocate for CDOT resurfacing project

Public Safety: A Cleaner, Safer Place to Shop, Eat and Do Business

Serve as a liaison to Denver Police District 2 to implement clean and safe initiatives

- Communicate regularly with ratepayers on crime and safety issues; convene meetings and implement strategies on specific situations as needed.
- Communicate crime/safety information to community
- Implement block champions approach to crime prevention
- Coordinate RTD Adopt-A-Stop partners to maintain bus stops
- Participate in efforts to address nuisance properties

Advocacy: Build Partnerships to Benefit All

Advocate for issues of concern or resources needed in the district. Work with owners, businesses, neighborhood groups, other Colfax BIDs, advocacy groups, city departments and public officials as needed.

**Colfax Mayfair Business Improvement District
2017 Budget**

REVENUE	TOTAL
Special Assessments	117,498.00
Government Grant	20,000.00
Other	<u>0.00</u>
TOTAL REVENUE	137,498.00
EXPENSES	
BID Management & Services	
Contract Staff	58,080.00
Finance	11,180.00
Insurance	1,375.00
Legal Services	6,000.00
BID Management & Services Total	76,635.00
Marketing	
Web/e-mktg	2,000.00
Photography	750.00
Events	500.00
Small projects	<u>3,000.00</u>
Marketing Total	6,250.00
Public Improvements	
Bicycle Corrals/Racks	20,000.00
Design/Advocacy Assistance	15,000.00
Maintenance	<u>0.00</u>
Total Public Improvements	35,000.00
Safety	750.00
Operations	3,000.00
TOTAL EXPENDITURES	121,635.00
Maintenance Reserve	<u>15,863.00</u>