

## 2018 Budget For Colfax Mayfair Business Improvement District

REVENUE	TOTAL
Special Assessments	118,156.00
Government Grant	0.00
Other	0.00
<b>TOTAL REVENUE</b>	<b>118,156.00</b>
<b>EXPENSES</b>	
<b>BID Management &amp; Services</b>	
Contract Staff	60,480.00
Facilitator	2,500.00
Finance	7,200.00
Insurance	1,500.00
Legal Services	2,500.00
<b>BID Management &amp; Services Total</b>	<b>74,180.00</b>
<b>Marketing</b>	
Web/e-mktg	2,000.00
Photography	500.00
Events	500.00
Collateral	5,000.00
Small projects	3,000.00
<b>Marketing Total</b>	<b>11,000.00</b>
<b>Public Improvements</b>	
Bicycle Racks	1,250.00
Design Assistance	2,000.00
Trash cans	10,000.00
Maintenance	
Bike racks	2,000.00
Trash can maintenance	5,000.00
<b>Total Public Improvements</b>	<b>20,250.00</b>
<b>Safety</b>	<b>750.00</b>
<b>Operations</b>	<b>3,000.00</b>
<b>TOTAL EXPENDITURES</b>	<b>109,180.00</b>
<b>Maintenance Reserve</b>	<b>8,976.00</b>

---

## **Colfax Mayfair Business Improvement District 2018 Operating Plan**

### **OVERVIEW**

Less than three years in existence, the Colfax Mayfair BID has emerged as a reputable, effective business district in Denver. The BID successfully advocated for general bond funding, working closely with other BIDs, neighbors, advocacy groups and elected officials. Pending voter approval, some \$75 million in general obligation bond funding will be invested in the Colfax Corridor for streetscape and transit improvements. Multiple city planning initiatives are already underway, and so is speculative real estate interest. In 2018, the Colfax Mayfair BID will take advantage of this momentum, advocating for and encouraging development of a transit-enriched, local main street.

### **GOALS**

1. Ensure that city planning and transit initiatives support the main street vision for Colfax, with context-based development and strong local identity.
2. Influence new investment, where possible, to be consistent with main street vision.
3. Ensure professional administration of the organization and its programs.
4. Grow reserve fund for long-term maintenance of public improvements, special projects or 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

*Hold a strategic planning session with the board in early 2018 to set vision and goals for coming years.*

*Research the feasibility of expanding the BID service area west to Colorado Boulevard and east of Monaco Parkway.*

#### **Economic Development: Grow the Economic Base**

*Participate in, and advocate for main street vision in East Neighborhood Plan Initiative, Bus Rapid Transit planning and Upper Montclair Basin Storm Water Improvements planning.*

*Influence new investment, where possible, to be consistent with main street vision.*

- Create a marketing piece to share with interested developers, business owners or property owners.
- Work closely with BID property and business owners to track vacancies, building sales and prospective business relocations. Connect interested parties.
- Local market survey on retail/service/other needs. Some data will be yielded from East Neighborhood Plan initiative; we could do a very low-cost e-survey.
- Engage with developers who can execute small-scale development on Colfax.
- Advocate for sign code amendment or overlay to encourage signage that supports the iconic character of Colfax.

*Keep BID ratepayers informed and engaged in district programs*

- Annual update print letter, annual report
- 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, media relations.

*Support district businesses through local small business assistance programs*

- Share information offered through the City of Denver, Denver Small Business Development Center 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 nonprofit events aligned with BID mission as appropriate.

### **Public Improvements: Create a Stronger, More Connected Destination**

*Participate in streetscape and Bus Rapid Transit planning with city Transportation staff.*

*Implement small projects to enhance local identity and create a main street feel while long-term planning is underway.*

- Provide as-needed maintenance for new bike racks.
- Depending on feedback, consider expanding bike rack program to growing nodes of neighborhood-serving businesses.
- Provide branded elements for new Bus Rapid Transit stations

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

*Improve the general appearance of the district; add another layer of main street elements.*

- Evaluate costs and implementation of adding branded trash cans in locations identified in streetscape plans; program to include weekly maintenance.

*Work with property owners on Neighborhood Inspection items: weeds, debris, nuisance activity.*

*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.
- 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.*