

Colfax Mayfair Business Improvement District 2019 Operating Plan

OVERVIEW

After many decades of neglect, the City of Denver has dedicated \$75 million in public funding to transform Colfax Avenue into a mixed-use, transit-enriched community corridor. The Colfax Mayfair BID is actively engaged in this generational effort, successfully advocating for funding and serving on steering committees for land use, transportation and pedestrian safety plans. The BID is also working with district business and property owners and new investors to envision, plan for and leverage these public investments.

The backdrop to all of this is projections of continued, rapid growth in the City of Denver: by 2040, 200,000 more people are expected to move to Denver, increasing the total population to 900,000. Most of the growth will be accommodated in high-density Regional Centers like Downtown, Cherry Creek and RiNo. Community Corridors like Colfax Avenue, and Community Centers like the Mayfair Town Center, will accommodate about 20% of new jobs and 25% of new households throughout the city. These are the city's main streets and town centers, providing new homes and offices, as well as restaurants, shops, services and entertainment for area neighborhoods.

GOALS

1. Ensure that city planning and transit initiatives support the Community Corridor and Community Center visions for the BID district, business operations and compatibility with adjacent neighborhood contexts.
2. Help district businesses and property owners envision, plan for and benefit from coming changes.
3. Enhance market awareness and investment in the Community Corridor and Community Center visions.
4. Ensure professional administration of the BID and its programs.

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

Continue to grow reserve fund for long-term maintenance of public improvements, special projects or unexpected costs.

Research the feasibility of expanding the BID service area west to Colorado Boulevard.

Economic Development: Grow the Economic Base

Participate in, and advocate for Community Corridor and Community Center vision in East Neighborhood Plan Initiative, Colfax Bus Rapid Transit planning and Colfax Corridor Pedestrian Improvements project.

- Advocate for business operational needs related to each planning effort.
- Support city planning milestones to provide broad information and awareness among business and property owners. Could include print and electronic communications, district walks, hosted events or other projects.
- Use market studies and reports generated by the East Area Plan Initiative in district outreach and marketing.
- Advocate for sign code modifications 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
- Outreach events or promotions related to city planning initiatives.

Implement 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. Expand social media reach by monthly boosted posts, reposting business news and cross-marketing with Instagram.
- Work closely with BID property and business owners to track vacancies and property sales; connect interested parties.
- Expand annual report to include market and land use & transit planning information for ratepayers and prospects.
- Engage with small-scale development professionals to raise awareness of area plans.

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 More Inviting, Connected Destination

Serve on steering committees for Colfax Corridor Improvements and Bus Rapid Transit projects.

- Advocate for business operations, customer comfort and safety.
- Support outreach efforts of planning teams to share information broadly with district businesses and property owners.
- Share resources on how businesses can plan to mitigate impacts during construction, currently scheduled to start in 2020.

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

- Provide branded elements for new Bus Rapid Transit stations, if installed in 2019.
- Provide public information and feedback regarding Dockless Mobility Program; coordinate any parking areas within the district.

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

Improve the general appearance of the district.

- Maintain current trash and bi-annual cleanup schedule

Work with property owners on Neighborhood Inspection items: weeds, debris, graffiti, 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.
- 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
2019 Budget**

REVENUE	TOTAL
Special Assessments	117,975.64
TOTAL REVENUE	117,975.64
EXPENSES	
BID Management & Services	
Contract Staff	64,800.00
Finance	7,200.00
Insurance	1,700.00
Legal Services	2,500.00
BID Management & Services Total	76,200.00
Marketing	
Web/e-mktg	3,000.00
Photography	500.00
Events	500.00
Small projects	<u>3,000.00</u>
Marketing Total	7,000.00
Public Improvements	
Bicycle Racks	1,200.00
Planning Outreach	3,000.00
Trash cans	0.00
Maintenance	
Trash can maintenance	7,800.00
Quarterly clean-up	4,600.00
Total Public Improvements	16,600.00
Safety	500.00
Operations	4,500.00
TOTAL EXPENDITURES	<u>104,800.00</u>
Maintenance Reserve	<u>13,175.64</u>