

Colfax Mayfair Business Improvement District 2025 Operating Plan

OVERVIEW

The Colfax Mayfair Business Improvement District is on the verge of achieving its top priority of publicly funded streetscape and pedestrian safety improvements, along with Bus Rapid Transit service. This, along with a new area plan, zoning, and new residential development underway, will transform the corridor into a more welcoming, multimodal, pedestrian friendly main street.

In 2025, the BID will continue supporting ratepayers with business support, marketing, maintenance, placemaking and safety programs. The BID will play a key role in facilitating accurate, timely information to district stakeholders regarding city-led streetscape and transit-related improvements. Once BRT and streetscape construction starts in the Mayfair district in late 2025, the BID will work with the city project team to minimize operational impacts to businesses during construction.

The Colfax Mayfair BID is a medium-sized special district in Denver with a modest budget funded through an annual assessment based on lot and building square footage. The BID has budgeted prudently, secured outside grant funding and leveraged significant public investment. The district was renewed by Denver City Council in 2024 after an initial 10-year term. With modest revenues, increasing costs and new demands, the board is planning carefully for the future.

GOALS

1. Support district businesses through timely information and access to business construction impact programs related to streetscape and transit improvements.
2. Enhance market awareness, consumer spending and investment in the district.
3. Advocate for district interests related to city planning and improvements.
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.
- Work to gradually increase revenue to pay for maintenance of streetscape improvements and operational costs, through 1) maintaining prudent investment fund, 2) adding new properties on the west end of the district 3) incremental annual rate increase as determined by the board in compliance with state statute.

- Seek supplementary grant funding as available; administer funds according to applicable regulations.
- Provide written reports as required by the city, state or funding entities.

Economic Development: Grow the Economic Base

Administer programs to support local business

- Share information about grant funding and business assistance programs offered through the City of Denver, Denver Small Business Development Center and other agencies through ratepayer e-newsletter and direct outreach.

Keep BID ratepayers informed and engaged in district programs

- Annual report mailed, emailed and hand-delivered to all businesses and property owners
- Respond to individual business owners; troubleshoot and facilitate city coordination.

Implement basic marketing program to attract consumer spending and new investment.

- Continue to expand the reach and impact of social media platforms and ratepayer e-newsletters.
- Provide promotional support to businesses as they open, expand or launch new offerings.
- Distribute window decals to all BID businesses.
- Update district database and website on a quarterly basis.
- Work with BID property and business owners to track vacancies and property sales; connect interested parties.

Build community through timely gatherings.

- Host and promote 3-4 city Colfax Chat group meetings about the BRT project; include city business assistance resources and District 2 police with crime and safety information. Share district news and provide refreshments.
- Manage annual holiday event to attract customers to the district and support multiple businesses.
- Promote business and community events on district social media pages.

Placemaking: Create a More Inviting, Connected Destination

- Serve on Colfax Bus Rapid Transit Task Force and promote project updates to ratepayers and local community.
- Provide timely and accurate information regarding schedule for BRT and streetscape improvements and construction impact support to ratepayers through e-newsletters, door-to-door fliers and personal meetings if needed.
- Host and promote city Colfax Chat group meetings about the BRT project; include District 2 police with crime and safety information.
- Work with BRT team to minimize business impacts during construction.
- Provide supplementary funding related to business impacts during construction, such as “Open for Business” banners or signage.

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

Maintain the general appearance of the district; avoid a sense of neglect.

- Maintain current trash and quarterly cleanup schedule.
- Maintain planter pot program. Reach out to business owners to “adopt” a nearby district planter pot to supplement BID watering schedule during summer months.
- Maintain current bike rack program.
- Provide spot cleanup as needed.
- Work with property owners on Neighborhood Inspection items: weeds, debris, graffiti, nuisance activity.

Serve as a liaison to Denver Police District 2 to implement Business Watch program.

- Communicate with ratepayers on crime and safety issues; convene meetings and implement strategies on specific situations as needed. Include police in BRT Colfax Chat business meetings.
- Participate in efforts to address nuisance properties or patterns of crime.

Advocacy: Build Partnerships to Benefit All

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

- Maintain positive working relationships with city administration city council offices.
- Participate in the Denver BIDs Council to share information and best practices, be informed about city-wide district issues and leverage advocacy efforts with the City of Denver.

**Colfax Mayfair Business Improvement District
2025 Budget**

	2025 Budget
Revenues	
Special Assessments	132,357
Government Grants	0
Investment Earnings	15,600
Reserve Fund	
less Denver Treasury Fee	-1,312
Total Revenues	146,645
Expenditures	
Accounting	5,700
Audit	
Assessment Coordination	1,675
Executive Director	36,000
Administrative Coordinator	8,400
Insurance	1,800
Legal services	7,500
Operations	5,000
Marketing	
Digital marketing	7,250
Strategic counsel/copywriting	2,500
Graphic design	5,000
Website	1,320
	0
Events	12,500
Photography	0
Construction Outreach	5,000
Bicycle/Racks	0
Bike Rack Maintenance	0
Planter Program Purchase, plant material	8,000
Planter Program Maintenance	6,500
Qtrly Clean Up & Maint.	6,900
Trash Can Maintenance	6,000
Safety	0
Planning Services	6,500
Contingency	10,000
Total Expenditures	143,545
Surplus/(Deficit)	3,100