

Colfax Mayfair Business Improvement District 2020 Operating Plan

OVERVIEW

The long-range planning is being implemented to support the transformation of the Colfax Corridor into a transit-served, mixed use community corridor and center. The Colfax Mayfair BID is actively engaged in this generational effort, advocating for funding and serving on steering committees for land use, transportation and pedestrian safety projects. 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 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. Much of the growth will be accommodated in Community Corridors like Colfax Avenue, and Community Centers like the Mayfair Town Center. 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
2. Help district businesses and property owners envision, plan for and benefit from coming public investments
3. Enhance market awareness and investment in the district
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

Track state legislation regarding BID district expansion

Economic Development: Grow the Economic Base

Participate in, and advocate for Community Corridor and Community Center vision in East Area Plan Initiative

- Advocate for community-serving business and transit-oriented development consistent with Blueprint Denver
- Support city planning milestones to provide broad information and awareness among business and property owners
- Participate in East Area Plan implementation next steps
- Promote best practices in small scale development and engage with developers and city planning staff
- 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, Instagram, quarterly updates to the organizational website, media relations
- Work 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.

- Organize 3 “Business Boost” events to feature new businesses and services to support district businesses.
- 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

Placemaking: Create a More Inviting, Connected Destination

Advocate for Colfax Bus Rapid Transit and Colfax Corridor Improvements bond projects

- Install moveable elements in streetscape plan: bike racks, trash cans, benches, planters.
- Serve on Colfax Bus Rapid Transit Task Force and Denver Streets Partnership Steering Committee
- Participate in BRT NEPA study
- Advocate for streamlined schedule and early delivery of ped safety/streetscape improvements
- Focus on business operations, customer comfort and safety
- Keep district businesses and property owners updated on both projects
- Promote every sign of progress, including temporary intersection safety projects, RTD transit shelters, traffic signal priority for transit, etc.

Implement small projects to enhance local identity and create a transit-oriented community corridor feel while long-term planning is underway.

- Enhance temporary intersection safety projects with placemaking elements
- Provide branded elements for new RTD transit stations
- Coordinate with the City on scooter and other mobility projects and policies

Plan for Transportation Demand Management Strategies

- Work with area Transportation Management Associations on initial scope and grant funded project.
- Work with city Transportation Operations group on parking, loading zones, ROW issues, etc.

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

Improve the general appearance of the district.

- Maintain current trash and quarterly 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 BIDs, advocacy groups, city departments and public officials as needed.

**Colfax Mayfair Business Improvement District
2020 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
Placemaking	
Bicycle Racks	**5,000.00
Maintenance/repair	1,000
Branded elements: transit shelters, intersection projects	7,500.00
Trash cans	0.00
Maintenance	
Trash can maintenance	7,800.00
Quarterly clean-up	4,600.00
Total Public Improvements	23,900.00
Safety	500.00
Operations	4,500.00
TOTAL EXPENDITURES	<u>112,100.00</u>
Maintenance Reserve	<u>3,875.64</u>