

Dear Colfax Mayfair BID Members:

We all try to plan strategically for the future while taking advantage of opportunities along the way. That's what the Colfax Mayfair Business Improvement District is doing for our area. We're planning for future growth while getting the regulatory framework more aligned with the vision of a transit-served, mixed-use community main street and town center. And we're going after short term wins to benefit everyone.

For the last two years, we've been deeply engaged in the East Area Plan, which will guide land use and development along the East Colfax corridor for the next 20 years. Many of you have shared your feedback in meetings, focus groups, forums and on-line surveys. Your input matters. The evolving plans reflect our commitment to community-serving business and new options for property owners.

We'll stay engaged in 2020 to get the plan approved by Denver City Council. And we're already working with city staff on interim public improvements, an adaptive reuse program and zoning amendments to make small and mixed-use projects more feasible.

Many of our short-term wins are listed below, from installing more streetscape elements, increasing on-street parking to successfully advocating against a proposed tax increase.

To learn more, check our website at www.colfaxmayfairbid.com or contact Hilarie Portell, executive director, at 720.810.3906 or hilarie@colfaxmayfairbid.com.

Thank you for your continued support and investment in the BID!

BID Board of Directors

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Did You Know?

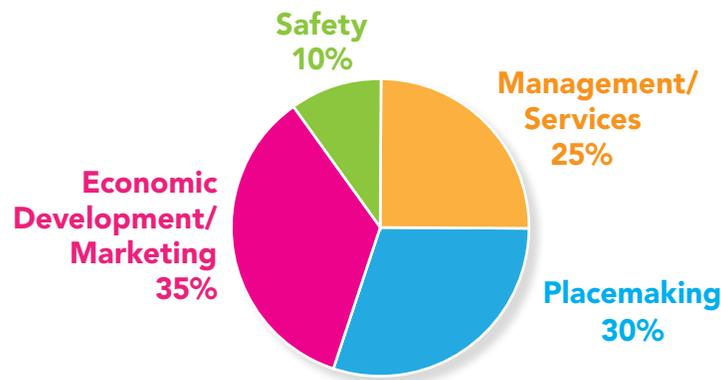
- The BID has 2 part-time contractors working up to 30 hours/week on programs and services. No office space, equipment, insurance or benefits are provided.
- City property taxes may go up, but BID assessments are based on square footage, not value. The assessment is \$.075 x (lot + building square footage). Lot size is capped at 40,000 square feet.

"Successful urban revitalization is seldom about the one big project. More likely, it is about a lot of little projects that work together synergistically to create a place where people want to be."

Edward T. McMahon, Urban Land Institute Senior Resident Fellow

2019 Budget

Our 2019 budget of \$117,975 was allocated in staff time and services like this:



2019 Accomplishments

Placemaking

Create a safer, more attractive place for customers and investors.

- Served on steering committees for the East Neighborhood Plan Initiative and Colfax Corridor Improvements to ensure plan alignment with district priorities.
- Worked with the Department of Public Works on 3 interim pedestrian safety improvement projects (Krameria, Hudson, Monaco) for installation in 2020.
- Successfully advocated for installation of streetscape elements and public art in 2020.
- Advocated for expedited construction of permanent safety improvements and pedestrian lighting on intersections.
- Maintained 8 trash cans at RTD bus stops.
- Performed 4 district-wide clean ups.
- Building a reserve fund for maintenance or enhancement of future streetscape improvements.

Economic Development:

Grow the economic base through marketing and business support.

- Led advocacy for new adaptive reuse and main street zoning amendments to make building renovations, small-scale and mixed-use development more feasible.
- Successfully advocated to preserve side parking at older buildings; helped free up new on-street parking spaces for businesses.
- Led creation of a Transportation Demand Management program along Colfax Avenue and supported grant funding to implement initial steps in 2020.
- Helped recruit and supported 9 new businesses with 55 jobs.
- BID marketing reached 5,000 local consumers/month; 17,500 area households and real estate professionals via local media. Added Instagram and small business features to social media mix.

- Promoted the Mayfair District in a 4-month public art exhibit on the Colfax Corridor at Denver International Airport.
- Walked entire district spring and fall to share BID information with businesses.
- Actively marketed real estate and development opportunities. Connected interested parties.
- *Send us your news* and we'll spread the word! lynda@colfaxmayfairbid.com.

Safety:

Enhance safety for people working, shopping and socializing in the district

- Distributed crime information to district businesses.
- Organized free safety audits for business and property owners.
- Worked with property owners to improve snow shoveling on sidewalks and bus stops.
- Liaison to District 2 police for crime patterns and nuisance activity.

Advocacy:

Build partnerships to benefit all.

- Met with all City Council candidates for Districts 5 and 8 to discuss issues important to the BID.
- Successfully advocated against a proposed utility tax on business; helped establish a more gradual increase in the minimum wage bill; advocated for more reasonable building code standard regarding storage of CO2 in bars and restaurants.
- Worked with Denver BIDs Council, Denver Streets Partnership, the Tavern League of Colorado, Downtown Colorado Inc. and the Urban Land Institute to advance policies and regulations supportive of commercial property and business owners.
- Worked with city planning, zoning, public works, safety and economic development staffs on behalf of district businesses.
- Maintained relationships with area elected officials and neighborhood associations.