

## **Colfax Mayfair Business Improvement District 2021 Operating Plan**

### **OVERVIEW**

The 2020 coronavirus pandemic and economic downturn affected property and business owners throughout the Colfax Mayfair Business Improvement District. Restaurants, bars, cafes, personal services and fitness facilities were the hardest hit by closure orders. Many other businesses were deemed essential, such as groceries, hardware, garden supplies and automotive services, and they fared better. The BID pivoted quickly and focused services on business support: grants to each property owner, access to government funding, information and advocacy about health orders and changing regulations, marketing support and area maintenance. The BID also secured grant funds for new placemaking elements to support local business nodes in the district.

In 2021, the BID will continue supporting ratepayers in alignment with local and state health and economic strategies. Focus areas will be business support, marketing, maintenance, and safety programs. The BID will also continue to advocate for policies and regulations related to implementation of the East Area Plan and Colfax transit and streetscape improvements.

### **GOALS**

1. Advocate for district interests related to city planning and improvements
2. Support district businesses impacted by pandemic-related closures and economic downturn
3. Enhance market awareness, consumer spending 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

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

*Create programs to support local business, especially those most affected by pandemic closures and the economic downturn.*

- Program possibilities are a free delivery service for restaurants/bars, food assistance contracts, storefront art or a new adaptive reuse pilot program that allows for smaller, flexible and shared commercial spaces.

- Share information and programs offered through the City of Denver, Denver Small Business Development Center and other agencies through bi-monthly e-newsletter and personal meetings or communications

*Advocate for regulatory changes to implement the East Area Plan.*

- Participate in city discussions on the building height incentive for affordable housing policy
- Advocate for the adaptive reuse pilot program to enhance local business and local identity. Allow more flexibility for building renovations and smaller, shared spaces for tenants. This could help businesses survive the pandemic, while also providing smaller, more affordable commercial space for new start-ups
- Promote best practices in small scale development and engage with developers and city planning staff

*Keep BID ratepayers informed and engaged in district programs.*

- Annual update print letter, annual report
- Bi-monthly business e-newsletter, personal meetings, emails and texts as needed

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

- Expand the reach and impact of a monthly consumer e-newsletter, bi-monthly business/owner e-newsletter, local advertising, Facebook and Instagram tactics
- Provide marketing support to businesses as they re-open according to health orders and consumer confidence
- Make quarterly updates to the organizational website
- Work with BID property and business owners to track vacancies and property sales; connect interested parties
- Update district economic profile for interested investors
- Engage with small-scale development professionals to raise awareness of the area plan

*Build community through timely gatherings, as health orders permit.*

- 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*

- Serve on Colfax Bus Rapid Transit Task Force and Denver Streets Partnership Steering Committee
- Advocate for streamlined schedule and early delivery of ped safety/streetscape improvements. Pursue additional grant funding if available
- Focus on business operations, customer comfort and safety
- Promote every sign of progress, including new RTD transit shelters, traffic signal priority for transit, leading pedestrian intervals at crosswalks, etc.

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

- Maintain new planter pot program at nodes of community-serving businesses
- Maintain bicycle racks, including three new locations
- Coordinate with the City on scooter, parking and other mobility projects and policies

*Participate in Transportation Demand Management Strategies*

- Work with area Transportation Management Associations on initial scope of Colfax Transportation Demand Management program.
- 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**

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

- Maintain current trash and quarterly cleanup schedule
- Provide spot cleanup as needed; report graffiti
- 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 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.*

- Participate in the Denver BIDs Council, Colfax Collaborative, Downtown Colorado, Inc, International Downtown Association, business industry groups as needed.

**Colfax Mayfair Business Improvement District  
2021 Budget**

<b>REVENUE</b>	<b>TOTAL</b>
Special Assessments	119,225
Government Grant	39,000
Less Denver Treasury Fee	-1,197
<b>TOTAL REVENUE</b>	<b>157,028</b>
<b>EXPENSES</b>	
<b>BID Management &amp; Services</b>	
Accounting	5,700
Contract Staff	57,500
Insurance	2,100
Legal Services	2,500
<b>Total BID Management &amp; Services</b>	<b>67,800</b>
<b>Business Support</b>	<b>20,000</b>
<b>Marketing</b>	
Strategy, website, social media, e-mktg, collateral	10,000
Photography	700
<b>Total Marketing</b>	<b>10,700</b>
<b>Maintenance</b>	
Planters, trash cans, bike racks	47,800
Quarterly cleanup/spot cleanup	5,000
<b>Total Maintenance</b>	<b>52,800</b>
<b>Safety</b>	<b>500.00</b>
<b>Operations</b>	<b>4,000.00</b>
<b>TOTAL EXPENDITURES</b>	<b><u>155,800</u></b>
<b>Maintenance Reserve</b>	<b><u>1,228</u></b>