

Colfax Mayfair Business Improvement District 2023 Operating Plan

OVERVIEW

The coronavirus pandemic affected many property and business owners throughout the Colfax Mayfair Business Improvement District. Restaurants, bars, cafes, personal services and fitness facilities worked to recover from closure orders and reduced customer sales. The BID worked to support them through access to business grants, expanded local market area promotions, a marketing grant program and a fall festival. The BID also installed new grant-funded planter pots and bicycle racks to support local business nodes in the district. Regular district cleanups and a new Business Watch program helped keep the area clean and safe for local customers.

In 2023, the BID will continue supporting ratepayers with 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. Support district businesses
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
- 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

- Continue the business marketing boost grant or similar program
- Work with property and business owners involved in the Mayfair BID adaptive reuse pilot program to streamline city approval process and enhance local identity.
- Promote city legacy business program to eligible business owners

- 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.

- Advocate for zoning overlay called for in the East Area Plan.
- 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 report
- Bi-monthly business e-newsletter, quarterly consumer e-newsletters, personal meetings, emails and texts as needed

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

- Continue to 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 open, expand or launch new offerings
- Make quarterly updates to the organizational website
- Work with BID property and business owners to track vacancies and property sales; connect interested parties

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 promote project updates
- Implement early delivery of ped safety/streetscape improvements
- Focus on business operations, customer comfort and safety

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
- Coordinate with the City on scooter, parking and other mobility projects and policies

Participate in Transportation Demand Management Strategies

- Work with Northeast Transportation Connections on DRCOG-funded 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
- Maintain planter pot 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
- 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
2023 Budget**

REVENUE	
Special Assessments	119,225
Government Grants	5,000
Less Denver Treasury Fee	-1,197
TOTAL REVENUE	123,028
EXPENSES	
BID Management & Services	
Accounting	5,700
Contract Staff	40,440
Insurance	1,800
Legal Services	5,000
Total BID Management & Services	52,940
Operations	2,000
Business Support	20,000
Marketing (Strategic counsel/copywriting, digital marketing, graphic design)	14,500
Maintenance	
Planters, trash cans, bike racks	29,500
Quarterly cleanup/spot cleaning	4,500
Total Maintenance	35,000
TOTAL EXPENDITURES	124,440
Maintenance Reserve	-1,412