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## Cherry Creek North Business Improvement District 2020 Strategic Plan / 2017 Operating Plan

### **Cherry Creek North BID Mission Statement**

The Cherry Creek North Business Improvement District creatively plans, manages and promotes Cherry Creek North as Denver's premier outdoor shopping and dining destination in order to support the success of our businesses.

### **Statement of Strategic Direction**

The BID will focus its highest level of attention and resources on the following priorities:

- Position Cherry Creek North as a dynamic environment;
- Foster effective on-going communication within the District;
- Maintain and enhance the District's high standards for the physical environment; and
- Promote alternative modes of transit and off-street public parking utilization.

### **2017 Operating Plan**

#### **Consumer Marketing Program**

Drive customers to CCN to increase business success through the use of an integrated marketing campaign that elevates CCN's local and national brand.

#### **Deliverables:**

1. Activation and Events: Produce year round activation throughout the District to create a sense of place for residents and visitors while increasing linger time and foot traffic into retail stores. Enhance the current series of BID signature events (Sidewalk Sale, Food & Wine, Art Feast) and signature branding programs including holiday to ensure area recognition during key times of year.
2. Marketing Services: Work with key partners to create branded collateral with deliberate calls to action and place in top identified markets that meet targeted consumer profiles.
3. Digital Communications: Extend the reach of the program and increase the engagement in the three key program areas: The District's e-newsletter (News from The North), social media promotions, and the CCN website ([www.cherrycreeknorth.com](http://www.cherrycreeknorth.com)).
4. Advertising – tourism: Leverage Visit Denver Inc. visitor promotion resources including their Visitor and Dining Guides and online presence and signature branding programs such as Denver Arts Week, Restaurant Week, and Mile High Holidays.
5. Advertising – local: Conduct CCN advertising campaigns that reach target audiences at key times throughout the year utilizing digital print, TV and radio outlets.
6. Media Relations: Develop and implement public relations strategies to generate favorable publicity.
7. CCN Gift Card Sales: Enhance program promotion and program participation by CCN retailers.
8. 2017 Non-recurring projects:
  - a. Brand Platform and Blueprint: Evolve and refresh the CCN brand platform to address changing complexion and story of the District while directly addressing perceptions of CCN. Develop brand blueprint to integrate consistent CCN story and identity.

#### **Outreach and Business Development Programs**

Actively engage CCN businesses and key stakeholders and provide consistent and reliable services. Develop, communicate and deliver the District services that constituents have identified as most valuable.

#### **Deliverables:**

1. Constituent Relations: Educate, inform and engage CCN businesses and key stakeholders through a variety of outlets including digital, print collateral, and in-person resources.
2. Live + Work Program: Produce series of educational and networking events focused on bringing merchants, businesses, property managers and office employers together while learning about the BID's capabilities and services.
3. Community Organization Support: Participate in and support community organizations that align with the mission of the BID. Work with stakeholders and other interested parties to define and meet community needs.

4. Reports and Data: Produce reports regarding the CCN BID economic and market details, real estate and redevelopment updates, year-end overview, and pedestrian and bike counts.
5. Retail Development:
  - a. Reports and Research: Share the results of the BID's retail study with property owners and managers in the BID.
  - b. 2017 Non-Recurring Project: Use the consultant recommendations to research the BID's peer organizations for how to best staff and support a retail recruitment program for the BID focused on local and first to market retail/dining. Incorporate these best practices into the BID's Staffing/contracting on an ongoing basis.

### **Public Realm Program**

Enhance and maintain the public right of way as a walkable, garden and art district.

#### **Deliverables:**

1. District Maintenance: Evaluate and enhance BID maintenance streetscape services. Fulfill the requirements of the Fillmore Plaza and First Avenue Median Maintenance IGA's.
2. Landscaping: Evaluate the District's landscaping throughout CCN and develop annual maintenance and replacement programs to improve these.
3. Holiday Décor and Lighting: Design, install and maintain the district's holiday lighting and décor.
4. Maintenance Reserve: Manage and track the maintenance reserve to address annual unscheduled repairs and maintenance of the streetscape.
5. 2017 Non-recurring Projects:
  - a. Strategic Security Road Map: Hire a security consultant to work with the BID and other key stakeholders to develop a strategic security action plan. In addition, undertake initial implementation.
  - b. Streetscape Inventory and Assessment: Continue GIS Asset Inventory system mapping to determine BID streetscape improvements and maintenance.
  - c. Construction Standards: Create a CCN BID "construction standard specifications" guide to be useful with developers, contractors, city agencies and others to ensure compliance with CCN BID streetscape specifications and design standards.

### **Mobility and Parking Program**

Communicate transportation options to visitors and constituents including public parking options. Increase awareness and visibility of the city-managed on-street parking spaces and privately-owned off-street parking spaces in the District.

#### **Parking**

##### **Deliverables:**

1. Infrastructure
  - a. Wayfinding – Public Parking: Assess the perimeter and internal wayfinding in the District and enhance to encourage consumer "park and walk" behaviors.
  - b. Signage – Public Parking Garages: Assess the signage in the District and enhance to provide better understanding and navigation.
  - c. Retail Employer Parking Garage (Clayton Lane): Provide below-market rate and convenient service for CCN retail employees
2. Public Information: Inform CCN visitors about public parking in privately owned garages in CCN.
3. Advocacy: Advocate with the City and key stakeholders for public parking improvements
4. 2017 Non-recurring Projects
  - a. Transportation Solutions Grant: Year two (final) of grant funding for the study of retail employee commuting patterns.

#### **Mobility**

##### **Deliverables:**

1. Public Information: Provide information to visitors and constituents about how to understand and get in and around CCN emphasizing multi-model access.
2. Advocacy: Working with the Cherry Creek Area Business Alliance (CCABA) and other organizations, advocate for accessibility improvements to and within CCN.