

MEMORANDUM – RiNo BUSINESS IMPROVEMENT DISTRICT

TO:	Denver City Council
FROM:	Office of Boards & Commissions
DATE:	7/18/2025
PURPOSE:	Appointments for the RiNo Business Improvement District

Staff Liaison: Adrienne Villa

Purpose of Commission:

The RiNo Business Improvement District (BID) was established in 2015 to champion local artists, creatives and businesses to support a vibrant, engaged and inclusive RiNo Art District.

Appointment Process:

The Mayor appoints 9 members and City Council confirms appointments for a term of 3 years.

Appointment Candidates:

Term: Term until 06/01/2027 or until a successor is duly appointed.

Alison Nestel-Patt (she/her) (Female, Caucasian)

Director of Marketing and Development, FORMATIV Development Company



Alison Nestel-Patt, Director of Marketing and Development at FORMATIV Development Company, is an experienced leader in communications, marketing strategies, and public relations. In addition to her previous roles as Senior Manager at B Public Relations and PR Supervisor with Backbone Media, Alison has co-founded the Dedicated Individuals Giving and Serving (DIGS) at Habitat for Humanity in Wyoming, and cares deeply about improving her community in a variety of different facets. With that in mind, Alison would like to incorporate her skills to serve and uplift the business and overall community of the RiNo district as an appointee.

Term: Term until 06/01/2027 or until a successor is duly appointed.

Spencer Fronk (He/Him) (Male, Caucasian)

Managing Director, The Numbers Holding Company, LLC



Spencer Fronk, Managing Director and Co-Founder of The Numbers Holding Company, is well-versed in business development and leadership. As co-founder of the company – a bar and entertainment holding company with various locations – he is also experienced in real estate acquisitions and developments, financial sourcing, and overseeing marketing aims. As former Director of Franchise Sales and Development for SwimLabs, who grew the business from four to seventeen locations in under two years, Spencer is adept at helping businesses grow and achieve their full potential and would like to continue to do so in his capacity as part of the RiNo Business Improvement District board if appointed.

Term: Term until 06/01/2027 or until a successor is duly appointed.

Jason ZumBrunnen (He/Him) (Male, Caucasian)

Founder, Ratio Beerworks



Jason ZumBrunnen, Founder of Ratio Beerworks, is a dedicated entrepreneur and organizational leader. While he got his Bachelor of Science in Chemical Engineering and International Diploma in Brewing Technology specifically, Jason has expanded his repertoire and skillset to encompass a wide variety of managerial and organizational roles at several Colorado breweries, going on to establish his own in 2015. He would like to integrate and share both his business development knowledge and entrepreneurial spirit as part of the RiNo Business Improvement District if appointed.

