

Dear Members of Denver City Council:

On behalf of the Five Points Business Improvement District (BID), I write in strong support of the proposed Rossonian Hotel redevelopment project located at 2600 Welton Street. I respectfully urge your approval of the requested Tax Increment Financing (TIF) for this catalytic project.

The Five Points BID is a quasi-governmental organization focused on the economic vitality, maintenance, and activation of the historic Five Points commercial corridor. We work closely with property owners, businesses, residents, and the City and County of Denver to advance strategic investments and programming that strengthen Welton Street as a thriving cultural and economic hub. We have a deep, longstanding commitment to the revitalization of the Welton corridor and have followed the Rossonian project with great interest.

The Rossonian holds profound historic and cultural significance—not just for Five Points, but for the entire city of Denver. As a cornerstone of the neighborhood's rich jazz legacy, its vacancy over the past several decades has represented both a physical and symbolic gap in the corridor. The proposed redevelopment represents a once-in-a-generation opportunity to restore this iconic landmark while activating the most important intersection in Five Points.

We believe the Rossonian redevelopment will deliver meaningful and lasting benefits to the community, including:

- Preserving and rehabilitating the most important historic landmark on the Welton corridor;
- Activating a long-vacant and highly visible property, enhancing safety, foot traffic, and overall vibrancy;
- Driving economic development and creating jobs for local residents and businesses;
- Leveraging local contractors and workforce participation, ensuring that investment in the project directly benefits the surrounding community;
- Honoring the cultural legacy of Five Points through thoughtful design, programming, and community engagement;
- Establishing a community advisory board, which I am particularly excited about, to ensure the project remains accountable to and reflective of the neighborhood's history, values, and future aspirations.

There is currently a tremendous amount of positive momentum building along the Welton corridor. From public and private investment to increased programming, business activity, and community partnerships, Five Points is experiencing a meaningful resurgence. The Rossonian

redevelopment is a critical piece of sustaining and accelerating that momentum. Its success will not only restore a historic asset but also signal continued confidence in the corridor's future. We recognize that projects of this scale require thoughtful leadership and strong public-private partnership. I am encouraged by the development team's commitment to community engagement, cultural preservation, and inclusive economic opportunity. This project strikes the right balance between honoring the past and building for the future.

I am proud to stand in support of the Rossonian redevelopment and respectfully ask that you vote to approve this important project.

Thank you for your consideration.

Respectfully submitted,

Norman Harris
Executive Director
Five Points Business Improvement District