

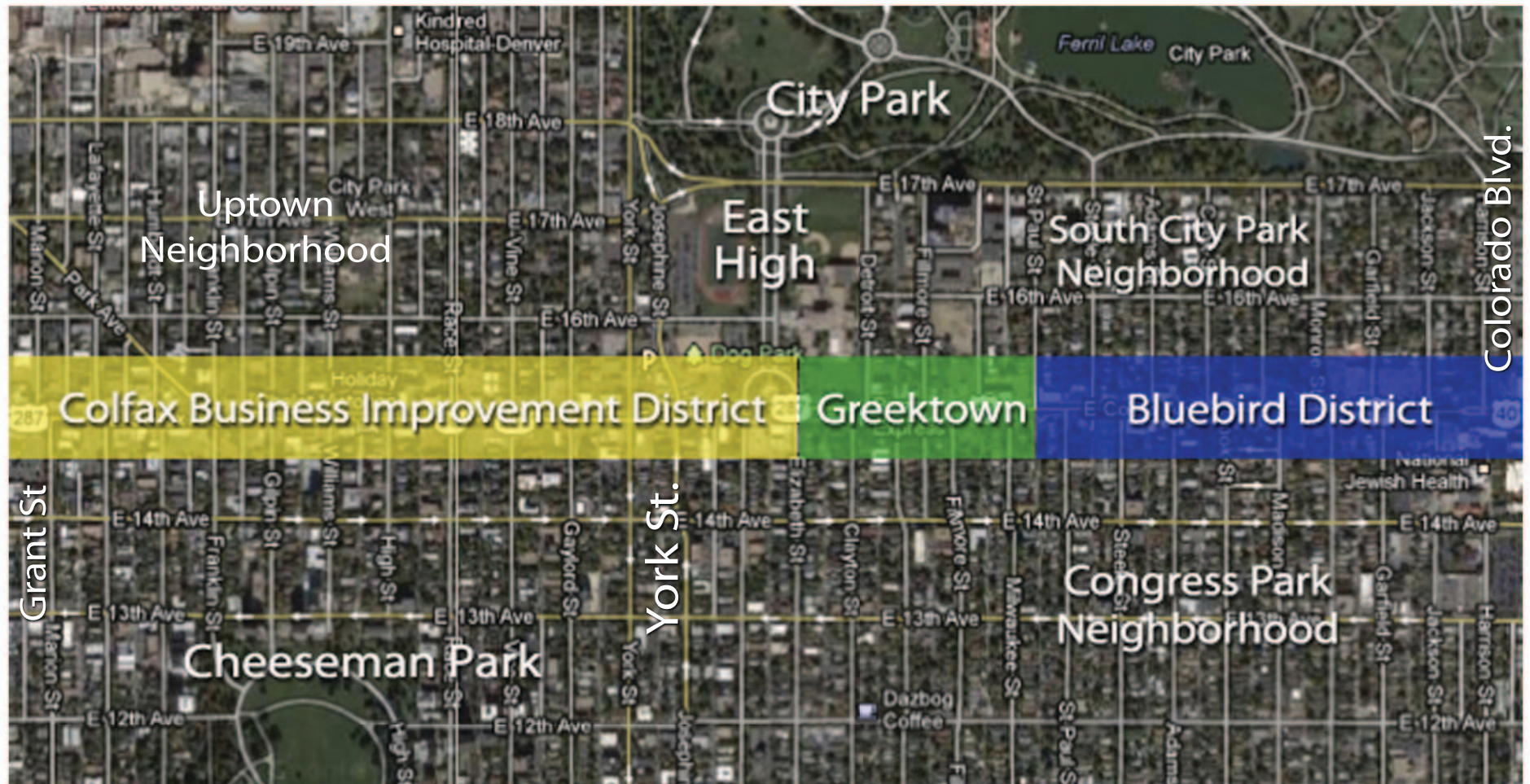


# BLUEBIRD DISTRICT



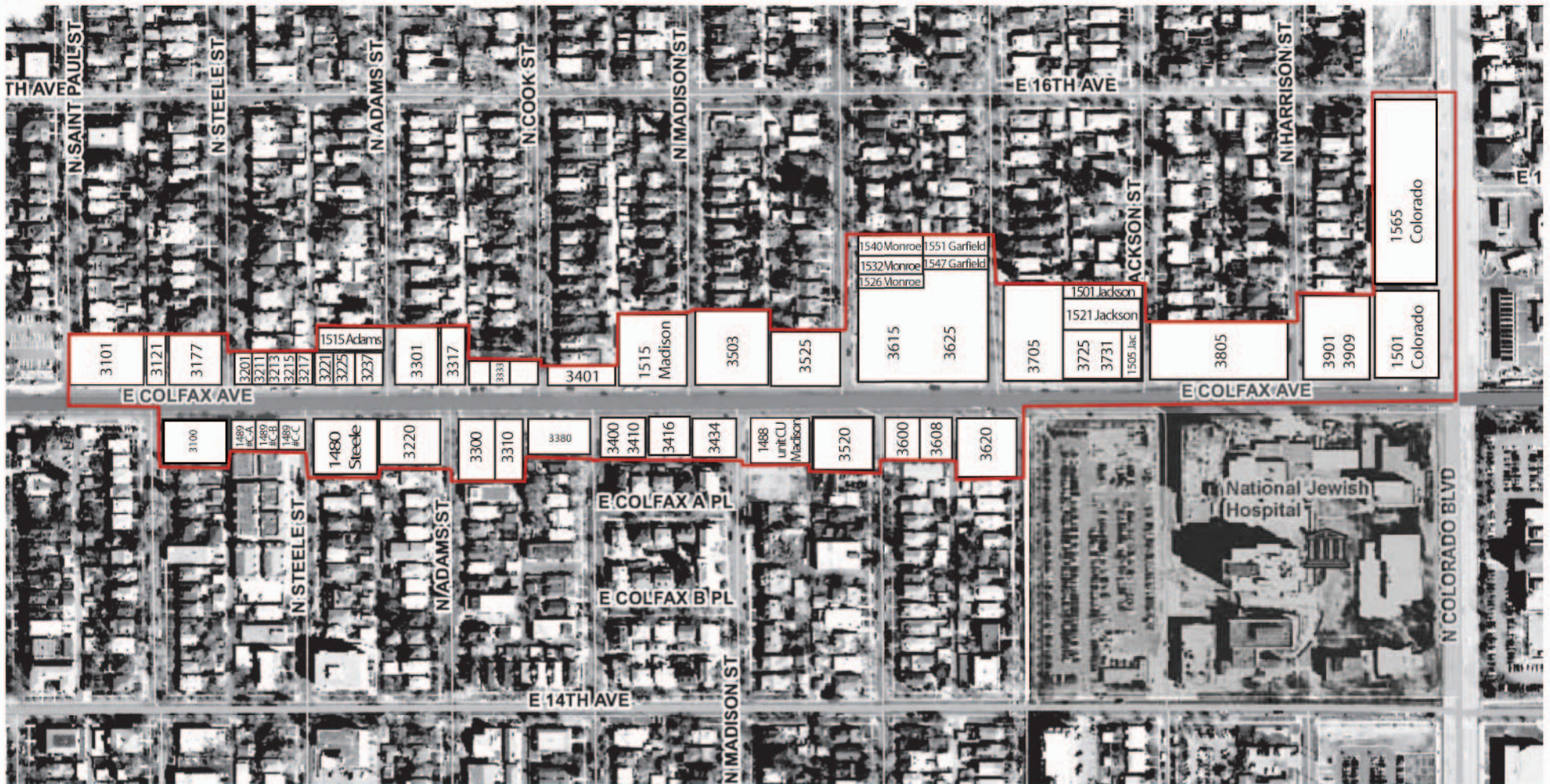
**Bluebird Business Improvement District**  
*Creation Ordinance*

# Colfax Neighborhoods - Broadway to Colorado Blvd.



- 1) **Colfax BID:** Business Improvement District established in 1989 - Grant St. to Columbine St.
- 2) **Greektown:** Maintenance District - Columbine St. to St. Paul St.
- 3) **Bluebird District:** St. Paul St. to Colorado Blvd.

# Proposed Service Area of the Bluebird Business Improvement District



- St. Paul St. to Colorado Blvd.
- 9 blocks on Colfax Ave.
- 27 individual property owners
- 60 businesses
- 478,333 sq. ft. (approx. 11 acres)
- 2012 Assessed Valuation: \$6,278,440

**The Bluebird District:** The name “Bluebird District” has gained tremendous recognition since its inception a few years ago, after the historic Bluebird Theatre that anchors the District.

**Edgy meets entrepreneurial:** The business concepts that “work” in the Bluebird District aren’t the cookie-cutter concepts you’ll find in some business districts. These are sometimes edgy, sometimes artsy, usually funky concepts that all have a common thread.

**Independent meets community:** There is a lot of individualism in the businesses and ideas that have brought the Bluebird District to life, but the true lifeblood behind the Bluebird District’s success is the tremendous community network of business owners, property owners and neighborhoods that surround the commercial core of the Bluebird District.

**Colorful and gritty past:** Bluebird District has succeeded in overcoming many challenges, creating an environment that welcomes populations of families and neighbors during the day and draws visitors to the entertainment destinations during the evening.

# History



A Business Improvement District (BID) is a private sector initiative to manage and improve a business district. Although other revenue sources may be available, it is primarily funded by a mill levy on commercial sources.

It is anticipated that the Bluebird BID will impose a mill levy of 10 mills on all commercial property located within its boundaries (all residential property would be excluded from the Bluebird BID's mill levy)

Governed by a seven (7) member board comprised of the following proposed business and property owners in the Bluebird BID.

Sean Mandel - Rosen Properties  
Tyler Carlson - Evergreen Developments  
Tom Secrist - Secrist Properties  
Drew Gottlieb, P.C. - Park House Tavern  
Sung Hwan "Tiger" Kim - Tiger Kim Academy  
Richard Geller - Paradise Properties  
Don Novak - Propaganda Labs

# The BID



BID's are flexible economic development tools that can:

Create and maintain a cleaner and safer Bluebird BID

Promote Bluebird BID identity and neighborhood place-making

Implement the neighborhood economic development to help increase property values, sales and occupancies

Establish a communications and marketing entity for the property and business owners

Give the Bluebird BID administrative resources to leverage assessment revenue to seek additional funding

Accountability to stakeholders that pay into a Bluebird BID

Increase the Bluebird BID's influence by creating a unified voice

# Benefits



Based upon business and property owner's input Bluebird BID services will include:

**Economic Development** - including business support and attraction, investor and consumer marketing, and taxpayer transparency

**Physical Improvements & District Identity** - including trash cans, planters, benches, signage, public art, lighting and maintenance.

**Advocacy** - including leveraging public investment, and policies that positively affect the district.



# Goals

**BLUEBIRD DISTRICT**



**DENVER**<sup>®</sup>  
THE MILE HIGH CITY

The creation of the Bluebird BID is supported by the generous efforts of the Office of Economic Development as part of its Jumpstart 2013 Program.

Thank You!





## The next steps of the Bluebird BID creation process

Tuesday, June 11 -- Mayor/Council

Monday, June 17 -- First City Council reading

Monday, June 24 -- Second City Council reading & public hearing

Friday, June 28 -- First Organizational meeting of Bluebird BID Board

Monday, September 16 -- 2014 Operating Plan & Budget

Tuesday, November 5 -- Business Improvement District Tabor Election



# Next Steps

**BLUEBIRD DISTRICT**