From:	JC Helmstaedter
To:	dencc - City Council
Subject:	Concerning the Superfly Festival.
Date:	Friday, July 28, 2017 2:39:34 PM

Dear Denver City Councilwomen and Councilmen,

My name is JC Helmstaedter. I own both residential and commercial property in the Overland area. I am currently serving my second term as President of the South Broadway Local Maintenance district, and as a board member for the newly proposed Business Improvement District that hopefully will be presented to this council soon. I was at Monday's City Council meeting speaking on behalf of the local business community in the Overland neighborhood in regards to the proposed festival. Below are some of my comments.

The businesses in the area recognize this as an opportunity, and are eager to engage with this event. They haven't researched all the financial benefits for the City, Overland Golf Course and our neighborhood, but they recognize how their individual businesses would benefit. For example, many restaurants and bars are excited because it is our understanding that food and libations sold inside of festival grounds will be provided by local businesses. You will be able to go to the beer tent and get a local draft from Declaration Brewing, or get some delicious fried chicken from Post Chicken & Beer at a food tent. This will help gain awareness and recognition for these businesses both locally and nationally. The collection of businesses have had very positive meetings with David and Liz, who were eager to receive feedback and our ideas.

During our meetings with the developing BID we expressed our desire to create a free transportation service from both the Evans and I-25 light rail station to service our neighborhood. We are currently looking at the costs associated with financing this valuable service. The local businesses are interested in possibly integrating this shuttle service with the festival.

I believe Superfly is invested in the community and our ideas; they very much wish to showcase our amazing culture that we have worked so hard to create. The businesses in the Overland area are a diverse and unique bunch, but they are united in support of this festival.

Thank you for considering our opinion,

JC Helmstaedter