

BOARDS & COMMISSIONS CANDIDATES MEMORANDUM

Old South Gaylord BID

To	Denver City Council
From	Sterling Simms Sterling.Simms@denvergov.org
Date	5/15/2026

BOARD PURPOSE

Old South Gaylord BID is responsible for maintenance of the flowers, trees, lighting, utilities, bank fees, dues, licenses, insurance, sidewalk cleaning, snow removal, sprinkler system, bookkeeping or miscellaneous expenses to maintain the block public right of way.

APPOINTMENT CANDIDATE PROFILES

Term Dates: 6/1/2026-5/30/2028

**Ainsley Ellington**

CEO, Contour Collection

She/Her/Hers

Caucasian

Female

Bio:

Ainsley Ellington is the Co-Founder and CEO of Contour Collection, a boutique medical aesthetics practice located in Denver's South Gaylord Street District. She leads all facets of the business, including strategy, operations, finance, marketing, and growth, with a strong focus on brand development, thoughtful design, and elevated client experience. With a background in integrated marketing, brand strategy, and creative leadership, Ainsley previously founded a creative consultancy serving consumer, wellness, and health brands, and held senior roles in brand strategy and client experience within the brand media and marketing industry. Her work has consistently centered on building cohesive, design-forward brands that foster strong customer engagement and long-term sustainability. As both a South Gaylord business owner and resident, Ainsley is deeply invested in the continued vitality of the district. She is passionate about supporting small businesses and contributing fresh, strategic ideas to the BID – particularly around district-wide branding, collaborative marketing initiatives, and placemaking efforts that enhance visibility, increase foot traffic, and align with the City of Denver's goals for vibrant, walkable, and economically resilient commercial corridors.

Statement of Support:

I'm pleased to support Ainsley Ellington for appointment to the South Gaylord Business Improvement District Board. As a local business owner, Ainsley brings a thoughtful, collaborative approach and a genuine investment in the long-term success of the district.

Ms Ellington understands both the opportunities and the day-to-day realities that businesses on South Gaylord face. Through their work building and operating a business in the neighborhood, they have demonstrated strong communication skills, sound decision-making, and a commitment to contributing positively to the character and vitality of the area.

What stands out most is Ainsley's focus on the bigger picture—supporting not only their own business, but the overall experience, sustainability, and continued growth of the district as a place people want to visit, shop, and spend time in. She values collaboration, community engagement, and thoughtful development that respects

the unique identity of South Gaylord.

I believe Ms Ellington would be a strong addition to the BID Board and would serve the district with professionalism, practicality, and care.

Candidate Answers to Additional Screener Questions:

Board Experience Response:

As a business owner on South Gaylord, I balance long-term vision with day-to-day realities—financial decisions, landlord relationships, and the experience we contribute to the block. When building out our space, I worked closely with our landlords, contractor, and neighboring businesses to ensure the investment elevated not just our brand, but the surrounding area as well. That process required navigating different priorities and finding alignment between stakeholders who don't always see things the same way. I've learned to ask the right questions, listen carefully, and make decisions that support long-term value over short-term convenience—because the easiest decision is rarely the one that actually improves a district.

I would bring that same approach to a Denver Board—thoughtful, collaborative, and grounded in real business experience.

Mayoral Alignment Response:

I'm most aligned with the City's focus on supporting small businesses and investing in neighborhood corridors. As a business owner, I see firsthand how much the success of a district depends on how it feels—intentional, well-maintained, cohesive, and worth spending time in.

Efforts around local economic support and creating neighborhoods people actually want to spend time in are especially important to me because they directly impact both business performance and the overall experience of the area. I'm particularly supportive of initiatives that bring people into the district in meaningful ways—such as farmers markets or community events that connect residents, business owners, and visitors. Well-intentioned policies only go so far if they don't translate into real, visible activity on the ground.

I value a balanced approach to growth—one that allows South Gaylord to evolve without losing the character and history that make it special.

Reappointment? No

Term Number: 1

For New Appointments:

Filling an Open Seat? Yes

Replacing an Expiring Seat: James DeSena

d) Board Nomination, Mayoral Appointment

Term Dates: 6/1/26-5/30/28



Bio:

Tim Felkner has been in the hospitality industry for 20+ years. He has opened 6 restaurants, mostly in the San Francisco Bay Area. Six years ago he moved to Denver to start a distillery, which produces a bottled craft cocktail called Uncle Tim's Cocktails, and has a tasting room called Broderick in Wash Park. They do mobile bartending, farmer's markets, and events all over Denver. Tim has served on the board and planning committees of several non-profits

both in CA and CO, including serving on the board of Ruby Hill Neighborhood Organization, in Denver, where he and his family live. Tim would make a great candidate for the Old South Gaylord BID because he owns a business there, and is invested in making both that street and greater Denver a great place to live and own a business.

Statement of Support:

I strongly recommend Tim Felkner for appointment to the South Gaylord Business Improvement District Board. As Co-Founder and CEO of a Denver-based beverage company, he brings strong entrepreneurial experience and a proven ability to balance diverse stakeholder needs, including customers, local businesses, vendors,

Tim Felkner

CEO, Uncle Tim's Cocktails
He/Him/His
Two or More Races
Male

and community partners. Through scaling more than 100 event activations, he has demonstrated effective collaboration with venues, regulatory partners, and neighborhood stakeholders to create mutual value and support vibrant local economies. Tim's involvement with the Ruby Hill Neighborhood Organization further reflects a commitment to inclusive dialogue and community-centered decision-making.

His priorities align closely with the City's focus on economic vitality, small business support, and vibrant public spaces. He has directly supported local business growth, job creation, and neighborhood activation, while also advancing sustainability through environmentally conscious manufacturing practices. Tim would bring a collaborative, grounded, and impact-oriented perspective to the Board.

Candidate Answers to Additional Screener Questions:

In my role as Co-Founder and CEO of a Denver-based beverage company, I regularly balance diverse stakeholder perspectives—customers, local businesses, vendors, and community partners—to drive growth while maintaining neighborhood alignment. For example, scaling through over 100 event activations required collaboration with local venues, city regulations, and community expectations. I approach decisions by gathering input, identifying shared goals, and implementing solutions that created mutual value.

Additionally, my involvement with the Ruby Hill Neighborhood Organization has reinforced the importance of listening to community voices and fostering inclusive dialogue. I would bring this same approach to the Board: combining data-driven decision-making with active listening, ensuring that policies and initiatives reflect both business vitality and community well-being.

Describe what goals or actions of this Mayoral administration align with your personal priorities for the City.

My priorities closely align with the City's focus on economic vitality, small business support, and inclusive community development. As an entrepreneur, I've worked to grow local businesses while creating jobs and activating neighborhoods through events and partnerships. Supporting small

businesses—especially in hospitality and retail—is essential to maintaining Denver’s unique character and economic resilience.

I also value the administration’s emphasis on safe, vibrant public spaces. Through my work hosting events and building brands, I’ve seen how thoughtful activation can increase foot traffic, improve safety, and strengthen community identity.

Finally, my commitment to sustainability—demonstrated through my work in environmentally conscious product manufacturing—aligns with Denver’s climate goals. I aim to support initiatives that balance economic growth with long-term environmental responsibility and community impact.

Reappointment/No

Term Number: 1

For New Appointments:

Filling an Open Seat? **Yes**

Replacing an Expiring Seat: **Lisa Figlino**

Appointment Process for Seat: d) Board Nomination, Mayoral Appointment

BOARD COMPOSITION REQUIREMENTS

Members must be a building owner or leasee business owner from within the district.