

Community Outreach Timeline for 801 15th Street Rezoning Application

In-Person Meeting on Wednesday, December 4: CM Hinds

- The media company met with Cm. Hinds, the Councilmember for the District.

Email on Friday, December 20: LUTI Members

- Brownstein, on behalf of the applicant, sent a packet to the LUTI members including a map of the current DTD boundaries with the applicant parcel notated, and the benefits to both the property owner and the Downtown area.
- Cm. Sandoval and Parady indicated they had sufficient information. Those that had follow-up questions, like Cm. Torres, were promptly addressed via email.

Zoom Meeting on Monday, December 23: Downtown Denver Partnership (DDP)

- The media company attended a Zoom meeting with Kourtney Garrett and Kate Barton at DDP to explain the project and share information about the rezoning. Based on their observations of the impact of similar digital signs within the boundaries, DDP expressed their support for the project.

Zoom Meeting on Friday, January 3: Upper Downtown Neighborhood Association (UpDoNa)

- The media company attended a Zoom meeting with Lisa Pope and Jeremiah Bebo at UpDoNa to explain the project and share information about the rezoning. UpDoNa expressed strong support for the project and was especially enthusiastic about the opportunity to enhance the pedestrian experience in this area of Downtown, which has been a focal point for several years.
- The media company has continued to correspond with Lisa Pope following this meeting to address questions related to the rezoning and potential landscaping improvements.

Zoom Meeting on Thursday, January 9: Convention Center

- The media company attended a Zoom meeting with Lance Zanett and Rich Carollo with the Convention Center to explain the project and share information about the rezoning. The Convention Center expressed strong support for the project and were enthusiastic about the sign's preliminary design and happy to hear that the media company has agreed to work with the property owner and UpDoNa to enhance the landscaping in front of the building.

Zoom Meeting on Monday, January 13: CM Kashmann

- The media company attended a Zoom meeting with Cm. Kashmann to answer questions and he indicated he had sufficient information.

Email on Thursday, January 30: DDP

- DDP provided their signed support letter for the rezoning of Home2 Suites.

January 29, 2025

Re: Downtown Denver Partnership Support for Digital Signage at Home2 Suites

To whom it may concern,

On behalf of Downtown Denver Partnership, I am writing to express our support for Orange Barrel Media's (OBM) proposed digital sign on the Home2 Suites property, accomplished through a rezoning to be within the Denver Theater District (DTD). As supporters of the DTD, we believe this project will help make Downtown Denver an even more vibrant and thriving destination for residents and visitors.

OBM has shown a consistent commitment to community engagement and public art through their existing digital signs in the Denver Theater District and along the 16th Street Mall. We are confident that OBM will bring the same level of creativity and dedication to the Home2 Suites location.

OBM's community outreach in this case, specifically, has resulted in a collaboration between OBM and the Upper Downtown Neighborhood Association to enhance the tree canopy around the Home2 Suites property. In addition, OBM has agreed to reach out to the Aloft Hotel at the request of UpDoNA to conduct a light study.

Lastly, the proposed digital sign will provide a valuable revenue stream for the hotel, helping them recover from the ongoing impacts of the COVID-19 pandemic and support the local economy.

We believe this project will benefit not only the Home2 Suites but also contribute to the growth of Downtown Denver. We appreciate your consideration of this important investment in Downtown Denver.

Sincerely,



Kourtny Garrett

President & CEO

Downtown Denver Partnership

Kaub, Nancy

From: Anna Baerman <abaerman@obm.com>
Sent: Wednesday, December 18, 2024 9:10 AM
To: Sharon Alton; Roo Cotter; Andrew Iltis; Kate Barton
Cc: david ehrlich; Kaira Schneider
Subject: Re: RNOs and review of DTD rezoning

Thank you!

Anna Baerman

Senior Development Director
216-338-8152 | abaerman@obm.com

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From: Sharon Alton <Salton@downtowndenver.com>
Date: Wednesday, December 18, 2024 at 11:08 AM
To: Anna Baerman <abaerman@obm.com>, Roo Cotter <rcotter@obm.com>, Andrew Iltis <ailtis@downtowndenver.com>, Kate Barton <kbarton@downtowndenver.com>
Cc: david ehrlich <dehrlich1156@gmail.com>, Kaira Schneider <KSchneider@obm.com>
Subject: RE: RNOs and review of DTD rezoning

EXTERNAL:

We are not connected to UpDoNA but here are the two contacts I have there:

Lisa Pope lisapope0628@gmail.com

Sal Tripodi saltripodi@gmail.com

Sharon Alton | Senior Vice President, Downtown Experience

From: Anna Baerman <abaerman@obm.com>
Sent: Wednesday, December 18, 2024 8:58 AM
To: Sharon Alton <Salton@downtowndenver.com>; Roo Cotter <rcotter@obm.com>; Andrew Iltis <ailtis@downtowndenver.com>; Kate Barton <kbarton@downtowndenver.com>
Cc: david ehrlich <dehrlich1156@gmail.com>; Kaira Schneider <KSchneider@obm.com>
Subject: Re: RNOs and review of DTD rezoning

That is great news!

Should we be reaching out to someone else re: the letter from Upper Downtown Neighborhood Association? We were under the impression that there was overlap between the two organizations (DDP and UDNA) but let me know if this is not the case. 😊

Anna Baerman

Senior Development Director
216-338-8152 | abaerman@obm.com

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From: Sharon Alton <Salton@downtowndenver.com>

Date: Wednesday, December 18, 2024 at 10:52 AM

To: Anna Baerman <abaerman@obm.com>, Roo Cotter <rcotter@obm.com>, Andrew Iltis <ailtis@downtowndenver.com>, Kate Barton <kbarton@downtowndenver.com>

Cc: david ehrlich <dehrlich1156@gmail.com>, Kaira Schneider <KSchneider@obm.com>

Subject: RE: RNOs and review of DTD rezoning

EXTERNAL:

Glad you have a call set! I have a meeting with Kourtney prior to your call on 12/23 so we should be able to send you the letter back by the end of that day.

Sharon Alton | Senior Vice President, Downtown Experience

From: Anna Baerman <abaerman@obm.com>

Sent: Wednesday, December 18, 2024 8:47 AM

To: Roo Cotter <rcotter@obm.com>; Sharon Alton <Salton@downtowndenver.com>; Andrew Iltis <ailtis@downtowndenver.com>; Kate Barton <kbarton@downtowndenver.com>

Cc: david ehrlich <dehrlich1156@gmail.com>; Kaira Schneider <KSchneider@obm.com>

Subject: Re: RNOs and review of DTD rezoning

Kate – we have a call on Monday, 12/23 with you and Kourtney, and can discuss in detail then if needed!

Thanks,
Anna

Anna Baerman

Senior Development Director
216-338-8152 | abaerman@obm.com

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From: Roo Cotter <rcotter@obm.com>

Date: Tuesday, December 17, 2024 at 9:43 AM

To: Sharon Alton <Salton@downtowndenver.com>, Andrew Iltis <ailtis@downtowndenver.com>

Cc: david ehrlich <dehrlich1156@gmail.com>, Kaira Schneider <KSchneider@obm.com>, Kate Barton <kbarton@downtowndenver.com>, Anna Baerman <ABaerman@obm.com>

Subject: Re: RNOs and review of DTD rezoning

Good morning Sharon,

Thank you for your continued support! I've attached a support letter for your review – please make any changes you see fit.

Our goal is to file by the end of the year and include the support letter from DDP in our submission, if possible! Please let me know if this timeline is not feasible. Also, would it be okay if we drafted a separate support letter on behalf of the RNO – we understand that there is overlap between DDP and the Upper Downtown Neighborhood Association. It would be wonderful to have a support letter from each!

Please let me know if it would be easiest to jump on a quick phone call to discuss.

Best,
Roo

Roo Cotter

Associate Development Director
614-558-1833 | rcotter@obm.com

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From: Sharon Alton <Salton@downtowndenver.com>

Date: Tuesday, December 10, 2024 at 11:53 AM

To: Roo Cotter <rcotter@obm.com>, Andrew Iltis <ailtis@downtowndenver.com>

Cc: david ehrlich <dehrlich1156@gmail.com>, Kaira Schneider <KSchneider@obm.com>, Kate Barton <kbarton@downtowndenver.com>, Anna Baerman <ABaerman@obm.com>

Subject: RE: RNOs and review of DTD rezoning

EXTERNAL:

Hi Roo,

Thank you for the update. Can you please send us a support letter to review? Andrew and I can touch base with Kourtney to make sure she's comfortable signing, but because this is so close to the district boundary, I don't see it being an issue.

Thank you,

Sharon Alton | Senior Vice President, Downtown Experience

From: Roo Cotter <rcotter@obm.com>

Sent: Monday, December 9, 2024 9:50 AM

To: Sharon Alton <Salton@downtowndenver.com>; Andrew Iltis <aitis@downtowndenver.com>

Cc: david ehrlich <dehrlich1156@gmail.com>; Kaira Schneider <KSchneider@obm.com>; Kate Barton <kbarton@downtowndenver.com>; Anna Baerman <ABaerman@obm.com>

Subject: Re: RNOs and review of DTD rezoning

Hi Andrew,

I wanted to reach out with an update on Home2 Suites that we shared with you a few weeks ago. As conversations have progressed with CPD, the blade is not something we can proceed with at the time since it projects into the city ROW. Attached is an updated rendering of the wall mounted sign that we plan to move forward with (it now wraps the corner).

As part of our application to rezone this property DTD, we would love to incorporate a support letter from DDP. We are happy to set up some time to discuss, or alternately we can send you a support letter to review and sign if you are comfortable. Our goal is to make a full rezoning submission for this property by the end of the year.

Thank you!

Roo

Roo Cotter

Associate Development Director
614-558-1833 | rcotter@obm.com

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From: Roo Cotter <rcotter@obm.com>

Date: Monday, October 21, 2024 at 1:27 PM

To: Sharon Alton <Salton@downtowndenver.com>, Andrew Iltis <aitis@downtowndenver.com>

Cc: david ehrlich <dehrlich1156@gmail.com>, Kaira Schneider <KSchneider@obm.com>

Subject: Re: RNOs and review of DTD rezoning

Hi Sharon -

We have worked with the LL as well as CPD on the design concept for Home2Suites, which will feature two large format digital signs on the Stout St. portion of the building. Given the orientation, the signs will provide viewers from both Stout and 15th with a great read. As you'll see from the attachments, we have previously worked with and have strong relations with MCA Denver and look forward to continuing to promote art and cultural institutions in Denver such as this one in the downtown area.

Both Sharon and Andrew, please let me know what other information would be helpful to have – also happy to set up a call in the coming weeks to discuss further!

Thanks,
Roo

From: Sharon Alton <Salton@downtowndenver.com>

Date: Wednesday, October 16, 2024 at 1:30 PM

To: david ehrlich <dehrlich1156@gmail.com>, Kaira Schneider <KSchneider@obm.com>, Roo Cotter <rcotter@obm.com>

Cc: Andrew Iltis <aitis@downtowndenver.com>

Subject: RE: RNOs and review of DTD rezoning

EXTERNAL:

Hi David,

Andrew on our team would be a lead with RNOs so I have cc'd him on this. DDP is definitely in support of doing things to help the DTD expansion, but can you send us more info on the concept and design of the Home 2 Suites building for Andrew to review?

Thanks!

Sharon Alton | Senior Vice President, Downtown Experience

From: david ehrlich <dehrlich1156@gmail.com>

Sent: Tuesday, October 15, 2024 2:07 PM

To: Sharon Alton <Salton@downtowndenver.com>; Kaira Schneider <KSchneider@obm.com>; Roo Cotter <rcotter@obm.com>

Subject: RNOs and review of DTD rezoning

Hey Sharon

The DTD is supporting Orange Barrel as they work with Bill Martinic and his team on installing signage on the Home 2 Suites building. Per Planning they need to file for a single property rezoning to do the signage which will be a very positive addition of light and art to 15th street.

One thing that is necessary is that OBM allow for the local RNOs downtown to review the concept and ideally offer a letter of support. I know previously we spoke about RNOs and DDP in relation to the DTD expansion but I cannot remember if we had formal support granted.

Can we work with you and DDP to socialize the new Home2 Suites signage plans with the relevant RNOs and hopefully get their support?

thanks

David

January 9, 2025

To whom it may concern:

On behalf of UpDoNA, I would like to voice my support for the proposed digital sign at the Home2 Suites property within the Denver Theater District (DTD). Part of UpDoNA's mission is to enhance the vibrancy and quality of life in the Upper Downtown area and we firmly believe the sign will contribute to the district's identity as a cultural and entertainment hub. The location of this sign has the ability to activate the streetscape without negative impact on any nearby residential uses.

Furthermore, the revenue generated from the sign will support the continued success of the Home2 Suites hotel. Notably, a portion of the gross advertising revenue will be shared with the DTD, funding community-enhancing projects like public art and lighting that will benefit both residents and businesses in the area. A partnership like this could inspire more businesses to remain in or establish themselves in Downtown, helping to create future business opportunities.

Also aligning with our mission to advocate for those living and working Downtown is OBM's commitment to showcasing local artwork. Providing a platform for our City's creative community and supporting local artists not only enriches our culture, but demonstrates our continued effort to be an inclusive partner to our creative residents.

In summary, this project will be an asset to the neighborhood, supporting both economic revitalization and cultural enhancement. We fully support the proposed sign and its potential positive impact on Downtown Denver.

Sincerely,

Lisa L. Pope
President
Upper Downtown Neighborhood Association (UpDoNA)
www.updona.org



Kaub, Nancy

From: Anna Baerman <abaerman@obm.com>
Sent: Tuesday, January 28, 2025 8:47 AM
To: UpDoNA New
Cc: Roo Cotter
Subject: Re: Home2 Suites - Rezoing Application

Hi Lisa!

We actually haven't submitted for the rezoning just yet. We are waiting for the property owner to sign a few authorization forms but hope to submit this week. We will let you know as things progress!

Let me know if you have additional questions – thank you,
Anna

Anna Baerman

Senior Development Director
216-338-8152 | abaerman@obm.com

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From: UpDoNA New <lisapope@updona.org>
Date: Monday, January 27, 2025 at 4:25 PM
To: Anna Baerman <ABaerman@obm.com>
Subject: Home2 Suites - Rezoing Application

EXTERNAL:

Hello Anna:

Have you received an answer regarding the rezoning application for Home2 Suites?

Lisa L. Pope
President
Upper Downtown Neighborhood Association (UpDoNA)
www.updona.org



Kaub, Nancy

From: Anna Baerman <abaerman@obm.com>
Sent: Thursday, January 2, 2025 9:11 AM
To: UpDoNA New; Roo Cotter
Cc: Kaira Schneider; Fry, Logan
Subject: Re: Introduction - Home2Suites Rezoning

Looking forward to it. Hope your holidays were great!

Anna Baerman

Senior Development Director
216-338-8152 | abaerman@obm.com

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From: UpDoNA New <lisapope@updona.org>
Date: Monday, December 23, 2024 at 5:15 PM
To: Roo Cotter <rcotter@obm.com>
Cc: Anna Baerman <ABaerman@obm.com>, Kaira Schneider <KSchneider@obm.com>, "Fry, Logan" <lfry@bhfs.com>
Subject: Re: Introduction - Home2Suites Rezoning

EXTERNAL:

Hello:

Unfortunately, today doesn't work for me due to previously scheduled calls.

May we schedule the call on Friday, 1/3, at 1:00 p.m. EST?

Lisa

On Dec 23, 2024, at 6:54 AM, Roo Cotter <rcotter@obm.com> wrote:

Lisa,

We look forward to meeting and filling you in on the potential project!

We have a window from 3-4pm EST this afternoon if you are working today and that fits in your schedule.

Our company is on holiday break from 12/24 – 1/1, so if this afternoon does not align with your schedule, let's see if the following days and times work better and I will send a zoom link accordingly:

Thursday, 1/2: 10-11am EST

Friday, 1/3: 12-2pm EST

Happy holidays!

Roo

Roo Cotter

Associate Development Director

614-558-1833 | rcotter@obm.com

[<equal_2ab31f79-55a1-450c-ac68-696e15a327e4.png>](#)

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From: Fry, Logan <lfry@bhfs.com>

Date: Friday, December 20, 2024 at 4:05 PM

To: UpDoNA New <lisapope@updona.org>

Cc: Anna Baerman <ABaerman@obm.com>, Kaira Schneider <KSchneider@obm.com>, Roo Cotter <rcotter@obm.com>

Subject: RE: Introduction - Home2Suites Rezoning

EXTERNAL:

Thanks Lisa!

I'll let the Orange Barrell folks speak to their availability as they're the critical components of the discussion!

Sincerely,

Logan Fry

Policy Advisor

Brownstein Hyatt Farber Schreck, LLP

675 15th Street, Suite 2900

Denver, CO 80202

303.223.1311 tel

303.591.8424 cell

lfry@bhfs.com

Brownstein - we're all in.

From: UpDoNA New <lisapope@updona.org>
Sent: Friday, December 20, 2024 2:10 PM
To: Fry, Logan <lfry@bhfs.com>
Cc: Anna Baerman <ABaerman@obm.com>; Kaira Schneider <KSchneider@obm.com>; Roo Cotter <rcotter@obm.com>
Subject: Re: Introduction - Home2Suites Rezoning

Hello Logan:

Thank you for reaching out. We are very interested in meeting with you to learn more about the rezoning of Home2 Suites.

Please send me some possible meeting dates and I will coordinate on our end.

I look forward to hearing from you,.

Lisa L. Pope
President
Upper Downtown Neighborhood Association (UpDoNA)
www.updona.org
<image001.gif>

On Dec 20, 2024, at 11:29 AM, Fry, Logan <lfry@bhfs.com> wrote:

Hi Lisa,

I'm Logan Fry. We might have met once when I worked for Councilwoman Sawyer. I think you're much more familiar with my former colleague, Owen Brigner. I'm writing today to introduce you to a client of our firm, Orange Barrell Media. On this email are Anna Baerman, Kaira Schneider, and Roo Cooter. They are the team that we are working work regarding a proposed rezoning in upper downtown.

I'll let them speak to the specifics, but the proposed rezoning is at the Home2Suites (801 15th St). We are proposing changing the zoning from D-C to D-TD. We would love to connect and speak more with you about the proposal and hear your and the RNOs thoughts about it.

We're hoping to submit the formal application by the 10th of January but would certainly be happy to meet whenever is convenient for you.

Thank you so much for your time and we look forward to meeting with you and discussing this in much more detail!

Sincerely,

Logan Fry

Policy Advisor

Brownstein Hyatt Farber Schreck, LLP

675 15th Street, Suite 2900

Denver, CO 80202

303.223.1311 tel

303.591.8424 cell

lfry@bhfs.com

Brownstein - we're all in.

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Kaub, Nancy

From: Whitney Testa <wtesta@dcpa.org>
Sent: Monday, December 23, 2024 1:18 PM
To: Roo Cotter; Anna Baerman; david ehrlich; Lance Zanett
Subject: RE: Lisa Pope (RNO), Convention Center, and DCPA

EXTERNAL:

Sounds great, thank you!

Best,

Whitney Testa

Executive Assistant, Marketing and Broadway

she/her/hers (*what's this?*)

wtesta@dcpa.org | 303.446.4858

[1101 13th St., Denver, CO 80204](#)



DENVER CENTER
PERFORMING ARTS

Please Pardon Our Intermission: DCPA Ticketing will be unavailable the week of January 6.

We engage and inspire through the transformative power of live theatre.

[Equity Statement](#)

From: Roo Cotter <rcotter@obm.com>
Sent: Monday, December 23, 2024 1:17 PM
To: Whitney Testa <wtesta@dcpa.org>; Anna Baerman <abaerman@obm.com>; david ehrlich <dehrlich1156@gmail.com>; Lance Zanett <lzanett@denverconvention.com>
Subject: Re: Lisa Pope (RNO), Convention Center, and DCPA

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Thank you Whitney and Lance!

Let's plan for 12:30pm MST / 2:30 EST on 1/9. I will send the zoom invite now.

Roo

Roo Cotter

Associate Development Director

614-558-1833 | rcotter@obm.com

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From: Whitney Testa <wtesta@dcpa.org>

Date: Monday, December 23, 2024 at 2:42 PM

To: Roo Cotter <rcotter@obm.com>, Anna Baerman <abaerman@obm.com>, david ehrlich <dehrlich1156@gmail.com>, Lance Zanett <lzanett@denverconvention.com>

Subject: RE: Lisa Pope (RNO), Convention Center, and DCPA

EXTERNAL:

Hi Roo,

Here is Angela's availability within the below windows you provided:

Monday, 1/6: 2 - 3pm EST	available
Tuesday, 1/7: 3 – 4:30 pm EST	3:30-4p EST
Wednesday, 1/8: 2 – 3pm EST	unavailable

Based on Lance's follow up email, his 1/7 availability doesn't align with Angela's so we may need to look at 1/9. On that date, she could be available from **12-1 MST / 2-3 EST** if that's a possibility for your team.

Best,

Whitney Testa

Executive Assistant, Marketing and Broadway

she/her/hers (*what's this?*)

wtesta@dcpa.org | 303.446.4858

[1101 13th St., Denver, CO 80204](#)



DENVER CENTER
PERFORMING ARTS

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[Equity Statement](#)

From: Roo Cotter <rcotter@obm.com>

Sent: Monday, December 23, 2024 11:54 AM

To: Whitney Testa <wtesta@dcpa.org>; Anna Baerman <abaerman@obm.com>; Angela Lakin <alakin@dcpa.org>; david ehrlich <dehrlich1156@gmail.com>; Lance Zanett <lzanett@denverconvention.com>

Subject: Re: Lisa Pope (RNO), Convention Center, and DCPA

Some people who received this message don't often get email from rcotter@obm.com. [Learn why this is important](#)

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No problem! Let me know if any of the following work or if we need to throw out additional days/times.

Monday, 1/6: 2 - 3pm EST

Tuesday, 1/7: 3 – 4:30 pm EST

Wednesday, 1/8: 2 – 3pm EST

Roo Cotter

Associate Development Director

614-558-1833 | rcotter@obm.com

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From: Whitney Testa <wtesta@dcpa.org>

Date: Monday, December 23, 2024 at 1:25 PM

To: Roo Cotter <rcotter@obm.com>, Anna Baerman <abaerman@obm.com>, Angela Lakin <alakin@dcpa.org>, david ehrlich <dehrlich1156@gmail.com>, Lance Zanett <lzanett@denverconvention.com>

Subject: RE: Lisa Pope (RNO), Convention Center, and DCPA

EXTERNAL:

Hi all,

Thanks for providing. Angela is out of the office from 12/24 – 1/3, so we will need to look at the week of Jan 6-10. Can you send me your group's availability on those dates?

Best,

Whitney Testa

Executive Assistant, Marketing and Broadway

she/her/hers (*what's this?*)

wtesta@dcpa.org | 303.446.4858

[1101 13th St., Denver, CO 80204](#)



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Please Pardon Our Intermission: DCPA Ticketing will be unavailable the week of January 6.

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[Equity Statement](#)

From: Roo Cotter <rcotter@obm.com>

Sent: Monday, December 23, 2024 11:00 AM

To: Anna Baerman <abaerman@obm.com>; Angela Lakin <alakin@dcpa.org>; david ehrlich <dehrlich1156@gmail.com>; Lance Zanett <lzanett@denverconvention.com>

Cc: Whitney Testa <wtesta@dcpa.org>

Subject: Re: Lisa Pope (RNO), Convention Center, and DCPA

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Hi everyone!

Let me know what works from the following:

Thursday, 1/2: 10am – 11am EST

Friday, 1/3: 11:30am – 12:30pm or after 1:30pm EST

I will send a calendar invite accordingly once we establish the best time!

Roo

Roo Cotter

Associate Development Director
614-558-1833 | rcotter@obm.com

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From: Anna Baerman <abaerman@obm.com>

Date: Monday, December 23, 2024 at 12:48 PM

To: Angela Lakin <alakin@dcpa.org>, david ehrlich <dehrlich1156@gmail.com>, Lance Zanett <lzanett@denverconvention.com>

Cc: Roo Cotter <rcotter@obm.com>, Whitney Testa <wtesta@dcpa.org>

Subject: Re: Lisa Pope (RNO), Convention Center, and DCPA

Thanks, Angela and Lance! Roo (cc'd) can provide our availability the first week in January!

We apologize for the oversight on the map that we provided. I have attached an updated version. The mock-up was in the correct location.

Anna Baerman

Senior Development Director
216-338-8152 | abaerman@obm.com

ORANGE BARREL | MEDIA + **ike** SMART CITY

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From: Angela Lakin <alakin@dcpa.org>
Date: Monday, December 23, 2024 at 11:58 AM
To: Anna Baerman <abaerman@obm.com>, david ehrlich <dehrlich1156@gmail.com>, Lance Zanett <lzanett@denverconvention.com>
Cc: Roo Cotter <rcotter@obm.com>, Whitney Testa <wtesta@dcpa.org>
Subject: RE: Lisa Pope (RNO), Convention Center, and DCPA

EXTERNAL:

Hi Anna –
Wonderful to meet you as well.

Yes, I'd be happy to meet in January. I'm adding Whitney from my team to help coordinate calendars as well.

Many thanks, and Happy Holidays!

Angela

ANGELA LAKIN
VICE PRESIDENT OF MARKETING & SALES
she/her/hers (*what's this?*)
alakin@dcpa.org | o: 303.446.4831 | m: 813.410.1127
[1101 13th St., Denver, CO 80204](https://www.dcpa.org/1101-13th-st-denver-co-80204)



DENVER CENTER
PERFORMING ARTS

We engage and inspire through the transformative power of live theatre.

Equity Statement

Please Pardon Our Intermission: As we work to modernize our use of technology, DCPA Ticketing will be unavailable the week of January 6.

From: Anna Baerman <abaerman@obm.com>
Sent: Monday, December 23, 2024 8:44 AM
To: david ehrlich <dehrlich1156@gmail.com>; Angela Lakin <alakin@dcpa.org>; Lance Zanett <lzanett@denverconvention.com>
Cc: Roo Cotter <rcotter@obm.com>
Subject: Re: Lisa Pope (RNO), Convention Center, and DCPA

You don't often get email from abaerman@obm.com. [Learn why this is important](#)

Caution: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Thanks, David.

Hi Angela and Lance!

It's great to virtually meet you both. Do you by chance have availability the first week in January for us to brief you on our proposal? Roo (cc'd) can provide our availability as a starting point.

Looking forward to it – and Happy Holidays!

Thanks,
Anna

Anna Baerman

Senior Development Director
216-338-8152 | abaerman@obm.com

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From: david ehrlich <dehrlich1156@gmail.com>

Date: Friday, December 20, 2024 at 11:39 AM

To: Angela Lakin <alakin@dcpa.org>, Lance Zanett <lzanett@denverconvention.com>, Anna Baerman <ABaerman@obm.com>

Subject: Fwd: Lisa Pope (RNO), Convention Center, and DCPA

EXTERNAL:

Angela - Lance

I want to connect you with Anna Baerman of Orange Barrel Media. Anna is leading the rezoning of Home2 Suites that will lead to additional revenue and art time for the DTD as well as more light on 15th street which is sorely needed.

The DTD as a whole is supportive of this application and OBM was hoping for specific support from the convention center and dcpa.

Finally, OBM and Anna in particular have been incredibly strong allies of the DTD for years. They are installing the Brooks Tower signage next year and are one of the DTD strongest revenue producers.

thanks

David

----- Forwarded message -----

From: **Anna Baerman** <abaerman@obm.com>

Hey David,

On behalf of Home2 Suites, OBM/Brownstein is preparing to submit an application to rezone the hotel property to fall within the Denver Theatre District (DTD) boundaries. Currently located on the edge of the district, this rezoning will allow for the installation of a new digital sign, as shown in the attached rendering. The proposed sign will bring a number of benefits to both the property and the downtown area, including:

- **Vibrancy and Placemaking:** The digital sign will add a dynamic, visually appealing element to the building, enhancing its attractiveness and contributing to the vibrancy of the surrounding area.
- **Economic Development:** 15% of the gross advertising revenue generated by the digital sign will be shared with the DTD, supporting reinvestment in the downtown community—specifically for public art projects and lighting installations.
- **Revenue Stream to Property Owner:** The revenue from the digital sign will provide a much-needed boost to the property owner, who has yet to fully recover from the impacts of the COVID-19 pandemic on downtown hotels.
- **Promotion of the Arts:** A portion of the digital sign's display time will be dedicated to showcasing artwork by local artists, who will be compensated for their contributions.

We plan to file the rezoning application in January 2025 and would love to meet with the Convention Center and DCPA prior and if supportive, obtain a letter of support from each organization. I have attached draft letters to this email. I have also attached a rendering of the sign (subject to Planning Board approval) and the location of Home2 Suites relative to the existing DTD boundary.

Thank you!
Anna



To whom it may concern,

I am writing on behalf of the Colorado Convention Center to express our support for Orange Barrel Media's (OBM) proposed digital sign on the Home2 Suites property, enabled through a rezoning of the property to be within the Denver Theatre District (DTD). This project brings an exciting opportunity to enhance Downtown Denver's vibrancy and visitor experience.

The proposed digital sign will introduce a dynamic element to the Home2 Suites building. This installation will elevate the appeal of Downtown Denver, creating a vibrant atmosphere leading to more attendees and visitors to the convention center. By adding to the district's energy and appeal, the project will directly contribute to ensuring that downtown remains a compelling destination for travelers.

The digital sign will also provide essential support to the Home2 Suites property, which is crucial to maintaining positive visitor experiences for those traveling to Denver for conventions and other events.

Thank you for your consideration of this project, which aligns with the broader vision for a vibrant and innovative Downtown Denver.

Sincerely,

A handwritten signature in black ink, appearing to read "Lance Zanett". The signature is stylized with a large, looped "Z" at the end.

Lance Zanett
General Manager
Colorado Convention Center

DENVERTHEATREDISTRICT



David Ehrlich
Executive Director
303.709.9089
dehrlich@denvertheatredistrict.org

Re: DTD Support for the Rezoning of the Home2 Suites Property

To Whom It May Concern,

On behalf of the Denver Theater District (DTD), I am writing to express our strong support for the proposed rezoning of the Home2 Suites property to include it within the DTD boundaries, allowing for the installation of a digital sign by Orange Barrel Media.

This project will add a visually engaging media screen that will add light and vitality to an area in downtown that needs more activation and activity. Additionally, a significant portion of the sign's display time will showcase work by local artists, reinforcing our commitment to keeping art at the heart of Downtown Denver.

The proposed new signage is important to the DTD's growth and continued investment in Downtown. Revenue generated from the sign will directly support cultural initiatives such as the D&F Clock Tower lighting and the Kittredge projection installation.

We believe this proposal will meaningfully enhance the vibrancy, culture, and economic vitality of Downtown Denver. Thank you for your consideration.

Sincerely,

David Ehrlich
DTD Executive Director