From:	East Fax
To:	dencc - City Council; Herndon, Christopher J. - CC Member District 8 Denver City Coun
Cc:	Schoultz, Amanda M. - CC Senior City Council Aide
Subject:	[EXTERNAL] East Area Plan City Council Nov 16 Meeting
Date:	Monday, November 16, 2020 1:34:49 PM

To Councilman Chris Herndon and Members of the Denver City Council,

My name is Tor Ericksen, and I am the owner of EastFax Tap located at 8001 East Colfax Ave. With the pending consideration of the East Area Plan at tonight's City Council meeting, I am taking this opportunity to share my experience as a small business owner on East Colfax. For those that do not know the background of my location, it is the former Hangar Bar that was closed by the City of Denver/Denver PD as a public nuisance in August 2018. After much cleanup and renovation, we opened as EastFax Tap April 2019. We were so excited to keep an 80 year old establishment (90 year old building) on that corner and help clean up that part of the community. After a long, arduous battle to change the culture that had been established by our predecessor, we were finally seeing positive growth in our sales and clientele. February 2020 was our best month of revenue and we were excited that we had made it over the hump. Unfortunately, we were ordered to shut down 2 weeks later due to COVID.
During the shut down, we were saved by the DEDO Small Business Emergency Grant. Had we not received the grant money, our neighborhood small business most likely would not have survived. The grant also gave us the opportunity to expand our outdoor area by an additional 1200 square feet to help with social distancing when we were finally able to reopen. I have several colleagues in the bar/restaurant business that were not so fortunate and had to close their doors permanently.
Honestly, at one point, I was terrified that my lifelong dream was about to crumble before my eyes...that all of my hard work was for nothing. Then the grant money and the temporary expansion permit came through!!

I support the East Area Plan for a lot of reasons. Mainly, because it calls for valuing small, locally owned businesses like mine. Also, the plan values the diversity of the community. Eighty percent of my regular customers live within fifteen blocks. We have definitely established ourselves as the "Neighborhood Bar". Without the East Area Plan, there is a greater chance that my small business will be pushed out of the community. Without the grant money that the EAP paves the way for, the neighborhood watering hole would be closed.

Councilmembers, thank you for your time and giving me your ear.

Sincerely,
Tor Ericksen
EastFax Tap