

Clerk & Recorder Number: 2014-0630-

September 29, 2023

Michael Kerrigan
Special Districts and Finance Administrator
Department of Finance, Capital Planning and Programming
City and County of Denver
201 West Colfax Avenue
Denver CO 80202

Dear Michael:

Enclosed in this packet is the 2024 Operating Plan and Budget for the Colfax Mayfair Business Improvement District for review and approval as required by C.R.S. § 31-25-1211, as well as the requested supplementary materials.

Please don't hesitate to contact me with any questions.

Sincerely,



Hilarie Portell, Executive Director
Colfax Mayfair Business Improvement District
720.810.3906
hilarie@colfaxmayfairbid.com

Colfax Mayfair Business Improvement District 2024 Operating Plan

OVERVIEW

The Colfax Mayfair Business Improvement District is on the verge of achieving its top priority of publicly funded streetscape and pedestrian safety improvements, along with Bus Rapid Transit service. This, along with a new area plan, zoning, and new residential development underway, will transform the corridor into a more welcoming, multimodal, pedestrian friendly main street.

In 2024, the BID will continue supporting ratepayers with business support, marketing, maintenance, placemaking and safety programs. The BID will play a key role in facilitating accurate, timely information to district stakeholders regarding water, streetscape, and transit-related improvements. Once BRT and streetscape construction starts in the Mayfair district, the BID will work with the city project team to minimize operational impacts to businesses during construction. Phasing for this project is not final at this time.

The Colfax Mayfair BID is a medium-sized special district in Denver with a modest budget funded through an annual assessment based on lot and building square footage. The BID has budgeted prudently, secured outside grant funding and leveraged significant public investment. The district's initial 10-year term expires at the end of 2024. With modest revenues, increasing costs and new demands, the board is planning carefully for the future.

GOALS

1. Support district businesses through timely information and access to business development programs.
2. Enhance market awareness, consumer spending and investment in the district.
3. Advocate for district interests related to city planning and improvements.
4. Ensure professional administration of the BID and its programs.

ACTIONS

Administration: Build a Leading Organization

Comply with state, local and federal policies and regulations regarding BIDs and funding sources

- Administer BID renewal process in Winter/Spring.
- Compile and submit annual assessment roll, plan and budget to the City of Denver. Consider modest increase to assessment rate to support district programs.
- Administer any grant funds according to applicable regulations.
- Provide written reports as required by the city, state or funding entities.

Economic Development: Grow the Economic Base

Administer programs to support local business

- Share information about grant funding and business assistance programs offered through the City of Denver, Denver Small Business Development Center and other agencies through bi-monthly e-newsletter and direct outreach.
- Promote new Denver Outdoor Spaces Program—allowing above and below the curb patios for more businesses.
- Advocate for implementation of the city adaptive reuse program to streamline approval processes for any eligible district property owner.

Keep BID ratepayers informed and engaged in district programs and city construction projects.

- Provide timely and accurate information regarding schedule for BRT and streetscape improvements through direct mail, e-newsletters and door-to-door fliers and personal meetings if needed.
- Annual report mailed, emailed and hand-delivered to all businesses and property owners
- Bi-monthly business e-newsletter, quarterly consumer e-newsletters, personal meetings, emails and texts as needed.

Implement basic marketing program to attract consumer spending and new investment.

- Continue to expand the reach and impact of a monthly consumer e-newsletter, bi-monthly business/owner e-newsletter, Facebook and Instagram tactics.
- Provide promotional support to businesses as they open, expand or launch new offerings.
- Create basic new, responsive and accessible website to promote the district and provide information about its programs. Make quarterly updates if needed.
- Work with BID property and business owners to track vacancies and property sales; connect interested parties.

Build community through timely gatherings.

- Manage two events that attract customers to the district and support multiple businesses.
- Promote business and community events on district social media pages and e-newsletter.

Placemaking: Create a More Inviting, Connected Destination

Advocate for Colfax Bus Rapid Transit and Colfax Corridor Improvements bond projects

- Serve on Colfax Bus Rapid Transit Task Force and promote project updates to ratepayers and local community.
- Provide timely and accurate information regarding schedule for BRT and streetscape improvements through direct mail, e-newsletters and door-to-door fliers and in-person meetings.
- Work with BRT team and ratepayers to minimize business impacts during construction.

- Relocate existing streetscape elements if necessary to supplement bond-funded streetscape improvements.
- Evaluate and administer any need for self-funded streetscape elements to supplement bond funds.

Public Safety: A Cleaner, Safer Place to Shop, Eat and Do Business

Maintain the general appearance of the district; avoid a sense of neglect.

- Maintain current trash and quarterly cleanup schedule.
- Maintain planter pot program. Reach out to business owners to “adopt” a nearby district planter pot to supplement BID watering schedule during summer months.
- Maintain current bike rack program.
- Provide spot cleanup as needed.
- Work with property owners on Neighborhood Inspection items: weeds, debris, graffiti, nuisance activity.

Serve as a liaison to Denver Police District 2 to implement Business Watch program.

- Communicate with ratepayers on crime and safety issues; convene meetings and implement strategies on specific situations as needed.
- Participate in efforts to address nuisance properties or patterns of crime.

Advocacy: Build Partnerships to Benefit All

Advocate for issues of concern or resources needed in the district. Work with owners, businesses, neighborhood groups, other BIDs, advocacy groups, city departments and public officials as needed.

- Establish positive working relationships with new city administration and District 9 council office.
- Participate in the Denver BIDs Council, Colfax Collaborative, Downtown Colorado, Inc, International Downtown Association, and other groups with shared interests as needed.

2024 Budget

Revenues		
Special Assessments*		125,186
Government Grants		0
less Denver Treasury Fee		-1,252
Total Revenues		123,934
Expenditures		
Accounting		5,700
Audit		0
Assessment Coordination		1,675
Executive Director		36,000
Administrative Coordinator		8,400
Insurance		1,800
Legal services		5,000
Operations		3,000
Marketing		
Digital marketing		8,750
Strategic counsel/copywriting		2,500
Graphic design		7,000
Website		8,000
		1,240
Events		20,000
Photography		1,600
Construction Outreach		900
Business Assistance Grants		0
Business Support Projects		0
Bicycle/Racks		0
Bike Rack Maintenance		
Planter Program Purchase, plant material		12,000
Planter Program Maintenance		9,150
Qtrly Clean Up & Maint.		6,000
Trash Can Maintenance		6,000
Safety		0
Planning Outreach	-	
Total Expenditures		144,715
Surplus/(Deficit)	-	-20,781
Reserve Fund		New website, event expenses

*The proposed 2024 annual assessment rate would increase the total revenue by 5% to accommodate increased district costs and fees. This is the first proposed increase since 2015.

Supporting Materials

- 1. 2023 Year-to-Date Budget to Actual Financial Reports**
See attached.
- 2. Any material departures from 2023 Operating Plan**
There were no material departures from the 2023 Operating Plan
- 3. Copy of the District's Public Notice publication for the 2024 Budget**
See attached.
- 4. Status of any planned or outstanding indebtedness**
The District has no outstanding indebtedness.
- 5. The results of an audit or audit exemption application conducted during the year.**
Pursuant to C.R.S. § 29-1-604, the BID submitted an application for exemption from audit based on having both revenues and expenditures of less than \$750,000.
- 6. A copy of the By-laws, if any.**
The Board follows procedures set out in the Colorado Business Improvement District statute (C.R.S. § 31-25-1201, et seq).
- 7. List of official Board actions in the past year**
See attached.
- 8. List of current Board members**
See attached.
- 9. Board members' attendance records for the past year**
See attached.
- 10. List of activities performed to date in 2023 and activities planned for the remainder of 2023 and 2024**
The activities performed to date in 2023 and those planned for the remainder of 2023 can be found in the 2023 Operating Plan, attached. The activities planned for 2024 can be found in the 2024 Operating Plan.
- 11. Efforts the District has partaken in during 2023 or plans to partake in during 2024 to aide in homelessness resolution, if any**
See attached.
- 12. Readily available documentation of tangible impacts and performance measures that your District provides and tracks**
See attached.
- 13. Additional info**
See attached.

Colfax Mayfair Business Improvement District
Budget vs. Actuals: 2023 Budget - FY23 P&L
January - July, 2023

	Total		
	Actual	Budget	Remaining
Income			
Revenues			0.00
Grants			0.00
Northeast Transportation Connections Grant		5,000.00	5,000.00
Total Grants	\$ 0.00	\$ 5,000.00	\$ 5,000.00
Special Assessments	114,625.32	119,225.00	4,599.68
Total Revenues	\$ 114,625.32	\$ 124,225.00	\$ 9,599.68
Total Income	\$ 114,625.32	\$ 124,225.00	\$ 9,599.68
Gross Profit	\$ 114,625.32	\$ 124,225.00	\$ 9,599.68
Expenses			
Expenditures			0.00
General government			0.00
Administration			0.00
Accounting and auditing			0.00
Accounting	3,255.00	5,700.00	2,445.00
Total Accounting and auditing	\$ 3,255.00	\$ 5,700.00	\$ 2,445.00
Assessment Coordination	1,671.35	1,500.00	-171.35
Contract labor			0.00
Executive Director	13,893.75	31,200.00	17,306.25
Project Coordinator	5,888.75	4,106.69	-1,782.06
Total Contract labor	\$ 19,782.50	\$ 35,306.69	\$ 15,524.19
Insurance	369.38	1,800.00	1,430.62
Legal services	1,068.00	8,788.00	7,720.00
Operations		3,000.00	3,000.00
Bank Fees	140.00		-140.00
Dues	380.00		-380.00
Meetings	118.95		-118.95
Miscellaneous	1,054.70		-1,054.70
Postage and delivery	153.00		-153.00
Printing	212.19		-212.19
Total Operations	\$ 2,058.84	\$ 3,000.00	\$ 941.16
Treasury fee	1,137.40	1,197.00	59.60
Total Administration	\$ 29,342.47	\$ 57,291.69	\$ 27,949.22
Communication			0.00
Advertising	635.93		-635.93
Digital Marketing	4,900.00	8,000.00	3,100.00
Graphic Design		1,500.00	1,500.00
Strategic Counsel / Copywriting	500.00	2,000.00	1,500.00
Web/e-marketing design	562.50		-562.50
Web/e-mktg programming, hosting	280.00		-280.00
Total Communication	\$ 6,878.43	\$ 11,500.00	\$ 4,621.57
Total General government	\$ 36,220.90	\$ 68,791.69	\$ 32,570.79
Public improvements			0.00
Maintenance			0.00
Bike Racks	195.00	1,000.00	805.00
Planter Program Maintenance	5,309.87	10,000.00	4,690.13
Qtrly Clean Up & Maint.	1,260.00	4,500.00	3,240.00
Trash Can Maintenance	3,870.00	7,500.00	3,630.00
Total Maintenance	\$ 10,634.87	\$ 23,000.00	\$ 12,365.13
Planter Program Purchase, Plant Materials		12,000.00	12,000.00
Planters & Irrigation	891.44		-891.44
Trash Cans	893.00		-893.00
Total Public improvements	\$ 12,419.31	\$ 35,000.00	\$ 22,580.69
Total Expenditures	\$ 48,640.21	\$ 103,791.69	\$ 55,151.48
Total Expenses	\$ 48,640.21	\$ 103,791.69	\$ 55,151.48
Net Operating Income	\$ 65,985.11	\$ 20,433.31	-\$ 45,551.80
Other Expenses			
Business Assistance Program Grants	2,409.70		-2,409.70
Business Support Projects		20,000.00	20,000.00
Small Business Marketing Boost Grants	2,578.04		-2,578.04
Total Other Expenses	\$ 4,987.74	\$ 20,000.00	\$ 15,012.26
Net Other Income	-\$ 4,987.74	-\$ 20,000.00	15,012.26
Net Income	\$ 60,997.37	\$ 433.31	-\$ 60,564.06

NOTICE OF PUBLIC HEARING ON PROPOSED 2024 BUDGET

NOTICE IS HEREBY GIVEN that the proposed budget for fiscal year 2024 has been submitted to the Colfax Mayfair Business Improvement District ("District"). Such proposed budget will be considered at a Public Hearing of the Board of Directors of the District to be held at Art Gym Denver, 1460 Leyden Street, Denver, Colorado on **Thursday, September 21, 2023, at 9:00 a.m.** The meeting is open to the public.

Pursuant to C.R.S. § 29-1-106, a copy of the proposed 2024 budget is available for public inspection at the offices of Suburban Toppers, 5795 East Colfax Avenue, Denver, Colorado. Any interested elector within the District may, at any time prior to final adoption of the 2024 budget, register any objections thereto.

COLFAX MAYFAIR BUSINESS IMPROVEMENT DISTRICT

/s/ Barbara Macfarlane, Secretary

Published: September 7, 2023 in The Daily Journal

PUBLIC NOTICES

Contact us • 877-260-3621 • daily.journal@construction.com

Place your paid advertisement by 10:30am [Mountain] today to print in tomorrow's edition.

FIRST PUBLICATION

394

NOTICE TO CREDITORS

In the Matter of the Estate of:
NOËL ROBBINS CONGDON,
also known as **NOËL R. CONGDON**,
Deceased

Case Number **2023PR30976**

All persons having claims against the above-named estate are required to present them to the Personal Representatives or to **Denver Probate Court** of the City and County of Denver, Colorado on or before **January 7, 2024**, or the claims may be forever barred.

CHELSEA CONGDON BRUNDIGE/ LUCY CONGDON HANSON
Personal Representatives
1755 Snowmass Creek Road
Snowmass CO 81654

Published: Sept. 7 & 14 & 21, 2023 in The Daily Journal

415

NOTICE OF CONTRACTOR'S SETTLEMENT

Notice is hereby given that on the **22nd day of September 2023 at 2:00 p.m.**, final settlement with:

Denver Fire Alarm

2268 Ames St.

Edgewater, CO 80214

will be made by SD 27J for and on account of:

Henderson Elementary School and Stuart Middle School And that any person, copartnership, association or corporation who has an unpaid claim against any of the contractors for or on account of the furnishing of labor, materials, team hire, sustenance, provisions provender, or other supplies used or consumed by such contractors, or any of their subcontractors, in or about the performance of said work may file at any time to and including said time of such final settlement on said **September 22, 2023** a verified statement of the amount due and unpaid on account of such claim with **SD27J** at the office of: **Leslie Baca**

Construction Specialist
School District 27J
1850 Egbert St. Suite #140
Brighton, CO 8060

Failure on the part of a claimant to file such statements prior to such final settlement will relieve said SD 27J from all and any liability for such claimant's claim.

SCHOOL DISTRICT 27J
COUNTY OF ADAMS
STATE OF COLORADO

Published: September 7 & 8, 2023 in The Daily Journal

427

NOTICE TO CREDITORS

In the Matter of the Estate of:
FRANK HENRY ZOSKE, also
known as **FRANK H. ZOSKE**, also
known as **FRANK ZOSKE**,
Deceased

Case Number **2023PR31028**

All persons having claims against the above-named estate are required to present them to the Personal Representative or to **Denver Probate Court** of the City and County of Denver, Colorado on or before **January 8, 2024**, or the claims may be forever barred.

GRACEMARY B. GREENLEAF

Personal Representative

c/o Moye White LLP

Christopher W. Scolari, Esq.

3615 Delgany Street, Suite 1100

Denver, CO 80216

Published: September 7, 14 & 21, 2023 in The Daily Journal

428

NOTICE OF FINAL PAYMENT

Notice is hereby given that at 5:00 p.m., Local Time, on the **18th day of September 2023** the City and County of Denver, Denver, Colorado will make final settlement with **JMG CONCRETE SERVICES LLC**, Construction Contractor, for all materials furnished and for all labor performed under a contract with said City and County of Denver, dated the **28th day of January 2019**, for the **Havana over Sandcreek Bridge Rehab project, No. 202264580/OC201947270**.

File claims with the Manager, Department of Transportation & Infrastructure, 201 West Colfax Avenue, Department 608, Denver, Colorado 80202, on or before 5:00 p.m., Local Time, on the **18th day of September 2023**, pursuant to C.R.S. 1973, Title 38-26-107.

Adam Phipps
Executive Director of
The Department
Of Transportation &
Infrastructure

Published: September 7 & 8, 2023 in The Daily Journal



Here today
prints tomorrow.

Place your ad by
10:30am to print
in tomorrow's dated edition.

609-256-6896
official.bids@construction.com

DODGE
DATA & ANALYTICS

418

NOTICE AS TO PROPOSED 2024 BUDGET AND NOTICE CONCERNING 2023 BUDGET AMENDMENT

NOTICE IS HEREBY GIVEN that the proposed budget for the ensuing year of 2024 has been submitted to the RiNo Denver General Improvement District ("District"). Such proposed budget will be considered at a special meeting and public hearing of the Advisory Board of the District to be held at Collegiate Peaks Bank, 3655 Brighton Blvd., Denver, CO 80216, at 10:30 a.m. on Wednesday, September 27, 2023.

NOTICE IS FURTHER GIVEN that an amendment to the 2023 budget of the District may also be considered at the above-referenced meeting and public hearing of the Advisory Board of the District. A copy of the proposed 2024 budget and the amended 2023 budget, if required, are available for public inspection at the RiNo offices, 1320 27th St, Suite G, Denver, CO 80205. Any interested elector within the District may, at any time prior to final adoption of the 2024 budget and the amended 2023 budget, if required, file or register any objections thereto.

RiNo DENVER GENERAL IMPROVEMENT DISTRICT

By: /s/ Kirsty Greer, Board Chair

Published: September 7, 2023 in The Daily Journal

419

NOTICE OF HEARING ON PROPOSED 2024 BUDGET AND NOTICE CONCERNING 2023 BUDGET AMENDMENT

NOTICE IS HEREBY GIVEN that the proposed budget for the ensuing year of 2024 has been submitted to the RiNo Business Improvement District ("District"). Such proposed budget will be considered at a special meeting and public hearing of the Board of Directors of the District to be held at Collegiate Peaks Bank, 3655 Brighton Blvd., Denver, CO 80216, at 3:00 p.m. on Wednesday, September 27, 2023.

NOTICE IS FURTHER GIVEN that an amendment to the 2023 budget of the District may also be considered at the above-referenced meeting and public hearing of the Board of Directors of the District. A copy of the proposed 2024 budget and the amended 2023 budget, if required, are available for public inspection at the RiNo offices, 1320 27th St, Suite G, Denver, CO 80205. Any interested elector within the District may, at any time prior to final adoption of the 2024 budget and the amended 2023 budget, if required, file or register any objections thereto.

RiNo BUSINESS IMPROVEMENT DISTRICT

B: /s/ Diana Merkel, Board Chair

Published: September 7, 2023 in The Daily Journal

424

NOTICE OF PUBLIC HEARING ON PROPOSED 2024 BUDGET

NOTICE IS HEREBY GIVEN that the proposed budget for fiscal year 2024 has been submitted to the Colfax Mayfair Business Improvement District ("District"). Such proposed budget will be considered at a Public Hearing of the Board of Directors of the District to be held at Art Gym Denver, 1460 Leyden Street, Denver, Colorado on **Thursday, September 21, 2023, at 9:00 a.m.** The meeting is open to the public.

Pursuant to C.R.S. § 29-1-106, a copy of the proposed 2024 budget is available for public inspection at the offices of Suburban Toppers, 5795 East Colfax Avenue, Denver, Colorado. Any interested elector within the District may, at any time prior to final adoption of the 2024 budget, register any objections thereto.

COLFAX MAYFAIR BUSINESS IMPROVEMENT DISTRICT

/s/ Barbara Macfarlane, Secretary

Published: September 7, 2023 in The Daily Journal

FOR LEGAL NOTICES
IN
THE DAILY JOURNAL
Call us at **877-260-3621**
daily.journal@construction.com

THE DAILY JOURNAL



**REACH
THE RIGHT
PEOPLE
AT THE
RIGHT TIME.**

ADVERTISE
TODAY!

609-256-6896

DODGE
DATA & ANALYTICS

RESOLUTION 2023 - 1
FOR APPROVING AN EXEMPTION FROM AUDIT
FOR FISCAL YEAR 2022 FOR THE
COLFAX MAYFAIR BUSINESS IMPROVEMENT DISTRICT,
STATE OF COLORADO

WHEREAS, the Board of Directors of the Colfax Mayfair Business Improvement District wishes to claim exemption from the audit requirements of Section 29-1-1603, C.R.S.; and

WHEREAS, Section 29-1-604, C.R.S., states that any local government where neither revenues nor expenditures exceed seven hundred and fifty thousand dollars may, with the approval of the State Auditor, be exempt from the provision of Section 29-1-603, C.R.S.; and

WHEREAS, neither revenue nor expenditures for Colfax Mayfair Business Improvement District exceeded \$750,000 for fiscal year 2022; and

WHEREAS an application for exemption from audit for Colfax Mayfair Business Improvement District has been prepared by Garret Barry, an independent accountant with knowledge of government accounting; and

WHEREAS said application for exemption from audit has been completed in accordance with regulations, issued by the State Auditor.

NOW THEREFORE, be it resolved by the Board of Directors of the Colfax Mayfair Business Improvement District that the application for exemption from audit for Colfax Mayfair Business Improvement District for the fiscal year ended December 31, 2022, has been personally reviewed and is hereby approved by a majority of the Board of Directors of the Colfax Mayfair Business Improvement District; that those members of the Board of Directors have signified their approval by signing below; and that this resolution shall be attached to, and shall become a part of, the application for exemption from audit of the Colfax Mayfair Business Improvement District for the fiscal year ended December 31, 2022.

ADOPTED THIS 29th day of March 2023

Candace Wickstrom

Candace Wickstrom, Vice President

ATTEST:

Barbara Macfarlane

Barbara Macfarlane, Secretary

BOARD OF DIRECTORS
COLFAX MAYFAIR BUSINESS IMPROVEMENT DISTRICT:

	Term Expiration	Signature
Maurice Bennett	March 31, 2024	
Amleset Desta	March 31, 2024	
Barbara Macfarlane	March 31, 2023	<i>Barbara Macfarlane</i>
Dan Murray	March 31, 2023	<i>Daniel murray</i>
Candace Wickstrom	March 31, 2024	<i>Candace Wickstrom</i>

**Colfax Mayfair Business Improvement District
Official Board Actions, 2023**

Date	Action
October 19, 2022	• Approved Minutes from September 21, 2022 Board Meeting • Resolution 2022-2 Setting Hearing on Assessments • Resolution 2022-3 Adopting 2023 Budget • Resolution 2022-5 Annual Administrative Matters
December 16, 2022	• Special Meeting
February 16, 2023	• Approved Minutes from October 19, 2022 Board Meeting • Approved Minutes from December 16, 2022 Board Meeting
March 29, 2023	• Resolution 2023-1 Approving Application for Exemption From Audit for Budget Year 2022 (electronically)
April 5, 2023	• Approved Minutes from February 16, 2023 Board Meeting
April 19, 2023	• Approved Minutes from April 5, 2023 Board Meeting • Ratified Resolution 2023-1 Approving Application for Exemption From Audit for Budget Year 2022
August 23, 2023	• Approved Minutes from April 19, 2023 Board Meeting • Resolution 2023-2 Setting Date, Time, and Location for Public Hearing on 2024 Budget
September 21, 2023	• Approved Minutes from August 23, 2023 Board Meeting • Public Hearing on 2024 Budget • Resolution 2023-3 Approving a 2024 Budget

**Board Members
September 2023**

Maurice (Mo) Bennett	Chair Five Equities 1728 Corona St. Denver, CO 80210 303.908.6178 mauricebennett@me.com	Appointed: February 24, 2022 Term Expires: March 31, 2024
Jamie Harris President	Chair Five Equities 700 E 9th Ave Denver, CO 80230 303.619.0176 chairfive@gmail.com	Appointed: May 8, 2023 Term Expires: March 31, 2025
Barbara MacFarlane Secretary	Marczyk Fine Foods 770 E. 17th Ave, D Denver, CO 80203 303.894.9499 barbara@marczyk.com	Appointed: May 8, 2023 Term Expires: March 31, 2026
Dan Murray Treasurer	Suburban Toppers 5795 E. Colfax Avenue Denver, CO 80220 303.717.8128 Dpm1216@aol.com	Appointed: May 8, 2023 Term Expires: March 31, 2026
Candace Wickstrom Vice President	City Floral Garden Center 1440 Kearney Street Denver CO 80220 720.560.3508 candace@cityfloralgreenhouse.com	Appointed: March 13, 2020 Term Expires: March 31, 2024
Taylor Woodard	The Shop 5728 E Colfax Denver, CO 80220 303.229.7171 taylor@shoptheshop.com	Appointed: May 8, 2023 Term Expires: March 31, 2025
Vacant as of June 2023		Term Expires: March 31, 2024

Hilarie Portell Executive Director	Colfax Mayfair Business Improvement District P.O. Box 202161 Denver, CO 80220 720.810.3906 hilarie@colfaxmayfairbid.com
Meryl Icove Administrative Coordinator	303.526.6979 meryl@colfaxmayfairbid.com

Colfax Mayfair Business Improvement District Board Member Attendance

	Oct. 19, 2022	Dec. 16, 2022	Feb. 16, 2023	Apr. 5, 2023	Apr. 19, 2023	Aug. 23, 2023	Sep. 21, 2023
Maurice Bennett	x						x
Amleset Desta*		x			x		
Jamie Harris			x	x	x	x	
Barbara Macfarlane	x	x	x	x	x	x	x
Dan Murray	x				x	x	x
Candace Wickstrom	x	x	x	x	x	x	x
Taylor Woodard	x		x	x	x	x	x

* Resigned in June

Note: as of September 21, 2023, Board meetings are held on Thursdays (rather than Wednesdays) to better accommodate board members' schedules

Colfax Mayfair Business Improvement District 2023 Operating Plan

OVERVIEW

The coronavirus pandemic affected many property and business owners throughout the Colfax Mayfair Business Improvement District. Restaurants, bars, cafes, personal services and fitness facilities worked to recover from closure orders and reduced customer sales. The BID worked to support them through access to business grants, expanded local market area promotions, a marketing grant program and a fall festival. The BID also installed new grant-funded planter pots and bicycle racks to support local business nodes in the district. Regular district cleanups and a new Business Watch program helped keep the area clean and safe for local customers.

In 2023, the BID will continue supporting ratepayers with business support, marketing, maintenance, and safety programs. The BID will also continue to advocate for policies and regulations related to implementation of the East Area Plan and Colfax transit and streetscape improvements.

GOALS

1. Support district businesses
2. Enhance market awareness, consumer spending and investment in the district
3. Advocate for district interests related to city planning and improvements
4. Ensure professional administration of the BID and its programs

ACTIONS

Administration: Build a Leading Organization

Comply with state, local and federal policies and regulations regarding BIDs and funding sources

- Compile and submit annual assessment roll, plan and budget to the City of Denver
- Administer any grant funds according to applicable regulations
- Provide written reports as required by the city, state or funding entities

Economic Development: Grow the Economic Base

Create programs to support local business

- Continue the business marketing boost grant or similar program
- Work with property and business owners involved in the Mayfair BID adaptive reuse pilot program to streamline city approval process and enhance local identity.
- Promote city legacy business program to eligible business owners

- Share information and programs offered through the City of Denver, Denver Small Business Development Center and other agencies through bi-monthly e-newsletter and personal meetings or communications

Advocate for regulatory changes to implement the East Area Plan.

- Advocate for zoning overlay called for in the East Area Plan.
- Promote best practices in small scale development and engage with developers and city planning staff

Keep BID ratepayers informed and engaged in district programs.

- Annual report
- Bi-monthly business e-newsletter, quarterly consumer e-newsletters, personal meetings, emails and texts as needed

Implement basic marketing program to attract consumer spending and new investment.

- Continue to expand the reach and impact of a monthly consumer e-newsletter, bi-monthly business/owner e-newsletter, local advertising, Facebook and Instagram tactics
- Provide marketing support to businesses as they open, expand or launch new offerings
- Make quarterly updates to the organizational website
- Work with BID property and business owners to track vacancies and property sales; connect interested parties

Build community through timely gatherings, as health orders permit.

- Promote business and community events on district Facebook page and e-newsletter
- Support nonprofit events aligned with BID mission as appropriate

Placemaking: Create a More Inviting, Connected Destination

Advocate for Colfax Bus Rapid Transit and Colfax Corridor Improvements bond projects

- Serve on Colfax Bus Rapid Transit Task Force and promote project updates
- Implement early delivery of ped safety/streetscape improvements
- Focus on business operations, customer comfort and safety

Implement small projects to enhance local identity and create a transit-oriented community corridor feel while long-term planning is underway.

- Maintain new planter pot program at nodes of community-serving businesses
- Maintain bicycle racks
- Coordinate with the City on scooter, parking and other mobility projects and policies

Participate in Transportation Demand Management Strategies

- Work with Northeast Transportation Connections on DRCOG-funded Colfax Transportation Demand Management program.
- Work with city Transportation Operations group on parking, loading zones, ROW issues, etc.

Public Safety: A Cleaner, Safer Place to Shop, Eat and Do Business

Maintain the general appearance of the district; avoid a sense of neglect.

- Maintain current trash and quarterly cleanup schedule
- Maintain planter pot program
- Provide spot cleanup as needed
- Work with property owners on Neighborhood Inspection items: weeds, debris, graffiti, nuisance activity.

Serve as a liaison to Denver Police District 2 to implement Business Watch program.

- Communicate with ratepayers on crime and safety issues; convene meetings and implement strategies on specific situations as needed
- Participate in efforts to address nuisance properties or patterns of crime

Advocacy: Build Partnerships to Benefit All

Advocate for issues of concern or resources needed in the district. Work with owners, businesses, neighborhood groups, other BIDs, advocacy groups, city departments and public officials as needed.

- Participate in the Denver BIDs Council, Colfax Collaborative, Downtown Colorado, Inc, International Downtown Association, business industry groups as needed.

Efforts the District has partaken in during 2023 or plans to partake in during 2024 to aide in homelessness resolution

In 2023, the Colfax Mayfair BID Board has provided information to the community on the Mayor's Homelessness Initiative and public forums and the Colfax Mayfair BID Executive Director is serving on the Mayor's Business Leaders Working Group on Homelessness. The BID also is working with property owners, District 2 Police, and homeless outreach workers to address nuisance activity, public safety concerns, and encampments. The Board will continue this work in 2024.

In addition, the BID is in discussions to employ on its District maintenance team a participant of the Ready to Work program. The Ready to Work program provides adults experiencing homelessness a unique opportunity to rebuild their lives through work.

Readily available documentation of tangible impacts and performance measures

Two new businesses opened in the District in 2023:

- La Fillette Bakery, 6215 E. 14th Avenue
 - 2,423 sq ft
 - Approximately 25 jobs
 - Has quickly become an anchor in the Mayfair Center and a neighborhood favorite
- Snarf's Sandwiches, 6425 E. 14th Avenue
 - 2,082 sq ft
 - Approximately 15 jobs

Two of the District's long-time nuisance properties are being redeveloped and will add economic vitality to the District with more than 300 new consumers living, working, visiting, dining, and shopping on Colfax Avenue:

- La Vista Motel Redevelopment, 5500 E. Colfax Avenue
 - Boutique hotel with 23 new guest rooms
 - Local development firm, Saint Bernard Properties
 - Renovation will enhance the building's mid-century architecture, dates back to 1956
 - Redeveloped into a boutique hotel with 23 new guest rooms
 - Ground-level coffee shop and cocktail bar open to the public
 - Colfax Bus Rapid Transit station planned for this location, Colfax Ave & Hudson St
- The Dollar Tree Store Redevelopment, 4923 E. Colfax Avenue
 - Residential building with 205 market-rate apartments
 - Local development firm, Sable Partners
 - Ground-level co-working space and fitness center open to the public
 - Community garden
 - Colfax Bus Rapid Transit station planned for this location, Colfax Ave & Elm St

District 2 Precinct 222 Crime Rate Reduction (see attached)

- Overall crime decreased 11.8%
- Property crime decreased 13.6%

Two community events involving 10 local businesses:

- Attended by approximately 500 local consumers
- Increased holiday sales revenues for participating businesses by up to 20%

Social Media Promotions:

- Featured 32 local businesses
- Reached 5,700 local consumers

Four e-newsletters featuring local businesses and district news:

- Reached 7,500 local consumers

Six e-newsletters featuring business support programs and district news:

- Reached approximately 200 district business and property owners

[illegible]

(28 Day Comparison)

****NIBRS reporting.** All files utilized in the creation of this report are dynamic. Dynamic files allow additions, deletions, and/or modifications at any time, resulting in more complete and accurate records. Due to continuous data entry, reports are compiled, numbers may vary in previous or subsequent reports.



2022 Annual Report

Dear Colfax Mayfair BID Members:

State of the Street

The Colfax Mayfair BID is now well into its ninth year creating a better place for people and business through economic development, placemaking, safety and advocacy. Thank you for being one of the 200 property and business owners helping to build momentum around our main street among area residents and city governmental agencies. Last year, Colfax Mayfair welcomed new merchants, saw plans for new housing and guest accommodations, and made the list to receive large-scale public improvements. The market is responding to all the years of planning, marketing, maintenance and public investment earmarked for East Colfax. Read on!

Say Hello to New Merchants

The Colfax Mayfair district remains attractive to new community-serving businesses. Mayfair Town Center, which has struggled with vacancies in recent years, received a boost from La Fillette Bakery, which opened last fall with French-inspired baked goods made from scratch. Also located at 14th and Krameria, Snarf's opened around the same time, serving salads and sandwiches to a growing number of customers.

The Best Merchants Are on Colfax

In 2022, Westword readers voted Marczyk Fine Foods the best store on East Colfax! The market opened at 5100 E. Colfax more than a decade ago, and it continues to be a neighborhood gem.

East Colfax Bus Rapid Transit (BRT) June 14 Workshop

The Colfax BRT project is now in line to receive up to \$150M in federal funding. Planning is underway for new stations, crosswalks, lighting, landscaping and more. Catch up on background and get the details at a June 14 community workshop with new videos. Visit [DenverGov.org/ColfaxBRT](https://denvergov.org/ColfaxBRT)

East Colfax Avenue Pipe Replacement

Starting in June, Denver Water will be phasing in replacement of a 130-year-old water main and lead pipe service lines to buildings along Colfax from Broadway to Xenia Street. Scheduled to reach Mayfair BID in September, the project involves a 36-inch trench down the center of Colfax and connections to buildings. Denver Water will contact building owners and businesses directly regarding replacing service lines, which typically interrupt water service for 6 to 8 hours. The city will offer construction mitigation grants and manage traffic throughout the project. Details at denverwater.org/project-updates/pipe-replacement/colfax



BID Board of Directors

Jamie Harris

President, Chair Five Equities

Candace Wickstrom

Vice President,
City Floral Greenhouse
& Garden Center

Dan Murray

Treasurer, Suburban Toppers

Barbara Macfarlane

Secretary, Marczyk Fine Foods

Mo Bennett

Chair Five Equities

Amleset Desta

Axum Ethiopian Restaurant

Taylor Woodard

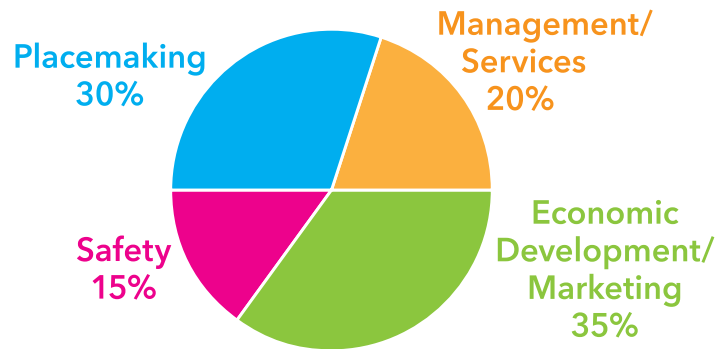
The Shop

Hilarie Portell

Executive Director
Portell Works

2022 Budget

Our 2022 Budget of \$123,028 was allocated in staff time and services like this:



BID assessments are based on square footage, not value, so they remain steady when property taxes rise. The assessment is \$0.75 x (lot + building square footage). Lot size is capped at 40,000 square feet.

New Annual Events Enticed Shoppers

Funded by BID grants and organized by local business owners, two events drew customers to the district: the December 2022 Sip, Shop & Stroll and the May 2023 Spring Mayfair Market. Up to ten local businesses opened their doors with sales promotions, treats and smiles, including The Shop, Antiques, Etc., Park Hill Treasures, The Local General, Ed Moore Florist, Ceramics in the City, Moss Pink Flora and Botanicals, and Art Gym Denver.

New Residential Development

The old Dollar Tree Store at 4923 E. Colfax will be transformed into 205 market-rate apartments, co-working space, fitness center and community garden. The Marlowe will walk out to a planned Bus Rapid Transit Station at Elm Street. The project is in city review now and anticipated to begin in late 2023. More info at sable-partners.com

Motel Renovation

The La Vista Motel at 5500 E. Colfax is undergoing a long-overdue makeover into a boutique hotel. Interior demolition is shaping new guest rooms. The renovation will enhance the building's mid-century architecture, which dates back to 1956. A Bus Rapid Transit station is planned just outside on Hudson Street. More info at stbernardproperties.com



The Marlowe

Stay in the loop! Sign up for our e-newsletter at www.colfaxmayfairbid.com



Find out more.

Contact Hilarie Portell, Executive Director:
720.810.3906
hilarie@colfaxmayfairbid.com



@colfax_mayfair_bid



Facebook.com/ColfaxMayfairBID



colfaxmayfairbid.com