

Reference #  
15066722

## Public Hearings

I am speaking/writing on (select one): / Hablo/Escribo sobre (seleccione uno):

First Name / Nombre  
Carol

Last Name / Apellido  
Mier

I am a resident of: / Soy residente del:  
District 3 / Distrito 3

I am... / Estoy...  
AGAINST the item / en CONTRA del artículo

My testimony: / Mi testimonio:

I have been a property & gallery owner in Art District on Santa Fe Drive for 24 years. Almost ALL the 1 bulb & 5 bulb street light fixtures between 7th & 12th Avenue have been out for years. There are about 2 of the 5 light bulb fixtures on each corner & about 8 - 10 single bulb fixtures per block. One BID member told me ONE of the light fixtures had been hit by a car & would cost \$30,000. to repair. What about all the OTHER fixtures. Then get ANOTHER estimate or maybe find a GRANT that can fix these the fixtures & change the light bulbs.

At one time they were supposed to be blue bulbs to represent an art district.

White or blue will work.

On smaller trees there are Christmas light wires? on trees that are still up.

They are at head level. Someone can walk into these & sue us.

This is SO negligent & irresponsible.

Thank you,

Carol Mier Fashion

754 Santa Fe Drive

Denver, Co. 80204

Finish Time

2024-08-12 00:12:07

Reference #  
15067501

## Public Hearings

I am speaking/writing on (select one): / Hablo/Escribo sobre (seleccione uno):

First Name / Nombre  
David

Last Name / Apellido  
Griggs

I am a resident of: / Soy residente del:  
District 3 / Distrito 3

I am... / Estoy...  
FOR the item / a FAVOR del artículo

My testimony: / Mi testimonio:  
August 12, 2024  
Councilwoman Torres and Members of the Denver City Council  
1437 Bannock Street, Room 451  
Denver, CO, 80202

Dear Councilwoman Torres and Members of the Denver City Council,  
The La Alma Lincoln Park Neighborhood Association (LPNA) is a registered neighborhood organization (RNO) representing the residents of La Alma Lincoln Park. We appreciate the opportunity to offer this Letter regarding the renewal and reorganization of the Santa Fe Business Improvement District (BID).  
The authorization of the BID is currently up for renewal, and while we agree that the BID is a valuable and necessary organization, we believe that the BID's activities and effectiveness could be improved. This reauthorization is an opportunity to update the BID with broader cooperation between the BID, the Art District on Santa Fe (ADSF), and the Neighborhood Association (RNO). Our request is for the formation of an independent Advisory Board. This Board of neighborhood constituents would set priorities, establish policy, and provide accountability for the activities of the BID. It would ensure the continuation of current BID activities, while expanding possible programming and offering an evaluation process.  
Our Neighborhood is a special part of Denver, and it represents an important Cultural legacy

and the promise of a bright and inclusive future. The opportunity to refresh the BID can be an important piece of that future. Thank you for considering this request.

Printed Name: David M. Griggs Title: Board Member, La Alma Lincoln Park RNO

Signed Name:

Finish Time

2024-08-12 08:59:19

**Do we want it to continue or are we ready for pro-active change and better representation of our businesses and property owners? It is up to us to decide if our B.I.D. has been effective for us the past 10 years.**

**What do you think?** Come to the open forum on Tuesday, May 21<sup>st</sup> to share your comments, ideas and questions. It will be at NEWSSED office, 901 W 10<sup>th</sup> Ave., 2<sup>nd</sup> floor, Suite #2a from 4 to 6pm

**The Purpose of the Santa Fe Drive B.I.D Work Program:** The recommended work program includes activities and priorities originally developed by business and property owners along the Corridor. <https://santafebid.org/>

● **Physical Public Improvements** – *To create a more attractive and appealing environment*

- Place making improvements
- Other initiatives as appropriate

● **Enhanced Maintenance** – *To maintain Santa Fe Drive’s unique character and ambience*

- Trash and graffiti removal
- Sweeping, power washing
- Landscaping
- Tree watering and irrigation upkeep
- Other efforts as appropriate

● **Safety – Keeping Santa Fe Drive safe and inviting**

- Working to ensure the Santa Fe Drive corridor remains safe by working collaborate with RNOs, residents and businesses.

● **Economic Development** – *To attract more visitors, customers, and businesses to Santa Fe Drive*

- Communications and public relations efforts
- Business attraction and support
- Special events and promotions
- Other efforts as appropriate

**Assessment Methodology/Budget:** The special assessment is on real properties only. No personal property is included in the BID.

**2019 – Total Assessments: \$107,398 7 Block area Part time Executive Director**

**2021-23 Averages: Total Assessments \$117,379 to \$134,860 Additional Income: \$0 (sponsorship = Aug 1<sup>st</sup> Friday expense) Maintenance: \$90,279 to \$99,140 Economic Development \$3,135 to \$2,988 Covid Relief Grants: none reported**

**Information about other similar B.I.D.s in Denver for your review below- gathered from the City’s website on Special Districts and from other B.I.D. websites:**

**Bluebird Colfax B.I.D.**

<https://www.bluebirdbeat.com/>

The recently formed Bluebird Business Improvement District (“BBID”) aims to enhance the appearance and attractiveness of the area, provide a safe and clean shopping environment, attract new business owners and retain existing businesses and promote the district through marketing. This plan aims to address how to strategically use BID funds to accomplish these goals through targeted short-term, medium- term and long-term improvements that build on one another to provide a comprehensive vision for area investment.

**2019 – Total Assessments: \$106,552 9 Block area Part time Executive Director**

**2021-23 Averages: Total Assessments \$150,435 to \$157,199 Additional Income: \$10,000 -\$63,590  
Maintenance: \$42,686 to \$45,800 Economic Development \$33,625 to \$35,860 Covid Relief Grants: \$73,827**

The West Colfax Business Improvement District seeks to revitalize West Colfax Avenue as Denver's sustainable Main Street by:

- promoting larger-scale investment through land assembly and sustainable redevelopment
- retail support and recruitment
- sponsoring improvements to the ROW that encourage pedestrian usage and multi-modal transportation

**2019 – Total Assessments: \$144,843    24 Block area    Full time Executive Director**

**2021-23 Averages: Total Assessments \$127,689 to \$148,939    Additional Income: \$50,000 -\$305,860  
Maintenance: \$28,665 to \$48,000 Economic Development \$5,000 to \$20,200 Covid Relief Grants: \$534,530**

#### HOW WE WORK

For example, through GreenFAX, the BID brings capital funding of up to \$5000 per business and on-going savings for energy efficiency improvements.

Similarly, the BID is busy building Denver's Sustainable Main Street, with \$7.5 million in projects completed or underway.

The BID brings resources to West Colfax though:

- attracting investment in mixed-use development and amenities
- tax credits, incentives and rebates to increase business sustainability
- small business financing assistance
- market analysis, and
- targeted investments in the streetscape and public art.

We work closely with new and existing businesses to ensure these resources are leveraged for their benefit and the corridor's revitalization. This site is structured so that businesses can access these resources quickly and efficiently.

The Colfax Mayfair Business Improvement District (BID) is a special district that provides enhanced local services through a self-governed annual assessment to all property owners in the district. We work closely with the City of Denver to implement economic development, place-making, public safety and advocacy efforts. The goal is to create a better place for people and business, thus drawing more consumers, private investment and retail services while strengthening the area generally.

**2019 – Total Assessments: \$117,976    16 Block area    Full time Executive Director (part time 2023)**

**2021-23 Averages: Total Assessments \$119,225 to \$119,225    Additional Income: \$5,000 -\$159,500  
Maintenance: \$12,650 to \$5,300 Economic Development \$6,500 to \$30,700 Covid Relief Grants: \$119,607**

## Current Info - Renewal of the Santa Fe Business Improvement District (B.I.D.)

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Below is what the B.I.D is supposed to do:

*Boundaries are from 6<sup>th</sup> Ave. to 13<sup>th</sup> Ave.*

***Physical Public Improvements*** – *To create a more attractive and appealing environment*

- Place making improvements
- Other initiatives as appropriate

***Economic Development*** – *To attract more visitors, customers, and businesses to Santa Fe Drive*

- Communications and public relations efforts
- Business attraction and support
- Special events and promotions
- Other efforts as appropriate

***Safety – Keeping Santa Fe Drive safe and inviting***

- Working to ensure the Santa Fe Drive corridor remains safe by working collaborate with RNOs, residents and businesses.

***Enhanced Maintenance*** – *To maintain Santa Fe Drive’s unique character and ambience*

- Trash and graffiti removal
- Sweeping, power washing
- Landscaping, Tree watering and irrigation upkeep
- Other efforts as appropriate

**We are not alone in our observations, as there is a growing sentiment among property owners and businesses that the B.I.D. has fallen short of its intended purpose.**

The upcoming renewal serves as a critical juncture for us to reassess and reinvigorate our commitment to the Santa Fe Drive Corridor. We share concerns about the opportunities missed, lack of communication, misdirection of resources, and a departure from the original goals.

### Timeline of Renewal Actions:

- |                |  |
|----------------|--|
| March 28, 2024 | B.I.D. Newsletter had a brief statement about the Renewal process and a link for a Survey (open for 30 days)   |
| April 15, 2024 | Only 1 day notice of Public Hearing to an outdated email list BID has- B.I.D. Newsletter sent out with Survey Reminder and announced Public Hearing on April 16, 2024 ( <i>there was a copy of the posting in the newsletter showing it had been posted 4-4-2024 in The Daily Journal-majority of businesses in District have never heard of the Daily Journal</i> ) |
| April 16, 2024 | Representative property/business owner attended B.I.D. Board meeting and presented letter from multiply businesses with concerns, questions and comments   |

### Key Concerns outlined in letter:

1. Lack of Effective Leadership and District Representation,
2. Ineffective Maintenance and Physical Improvements,
3. Insufficient Small Business Engagement,
4. Lack of Economic Development Initiatives,
5. Limited Property Owner and Business Representation and Outreach

B.I.D. Board voted to move forward with Resolution to City Council for their Renewal and agreed to hear more from public the following month at their Board meeting.

May 21, 2024           Based on request at prior B.I.D. meeting, the Board agreed to have a one hour later meeting date and in person, to hold an Open Forum for more community members to attend and speak. The meeting was a presentation by the B.I.D. of what they do, have done. Survey results were not provided. The end of the meeting was opened to the public for discussion and comment. The B.I.D. Board said it would discuss today's meeting and get back to the community about their concerns, however, members of the Art District stated that it would be best to continue the discussions with the community and not "go behind closed doors again". The B.I.D. agreed and said they would reach out with a date- nothing has been proposed as yet.

June 18, 2024           Regular scheduled B.I.D meeting with zoom link posted on website, several community members tried to attend but were not "admitted" in.

July 16, 2024           Regular scheduled B.I.D meeting via zoom only. BID Board President reported to Board that Art District had approached and asked to investigate doing some type of merger; she had met with BID attorney and told an actual merger would require the Art District to dissolve. Board was curious about options, advantages, etc. and President responded that had been previously looked into, there are advantages, more the BID can do, etc. and the Art District representative agreed. BID President ended with stating some more time would be needed for additional information, etc.

**A viable option to move forward in the best interest of all the property owners and businesses:**

It seems our most viable option to move forward in the best interest of all the property owners and businesses in our district is to have the B.I.D. enter a Collaboration Agreement with the Art District. This Agreement would address services provided by whom, staffing, sharing of resources, Board terms and cross-representation, possibly an oversight advisory committee and a stringent timeline, action plan and accountability.

There are other models around that have done this and it works well! This merger would enable the capacity of both organizations to fully and equitably serve all the members of the district.

Previous work had been done to find a way to either merge our B.I.D. and Art District and/or to find a better method of collaboration between them and La Alma Lincoln Park. That never became a reality and yet, our neighborhood would like to have the B.I.D. be an organization that can truly represent, assist, and maintain our business district. The Art District is already doing most of what the BID is supposed to be doing, and doing it well.



Dear City Council Members,

We, a majority of property owners and businesses in the Santa Fe Business Improvement District(BID) are in agreement that our BID has NOT been effective over the past 10 years. (most businesses in the BID are not even aware of the BID, only of our Art District and neighborhood organization, La Alma Lincoln Park (LALP)).

We do value the potential advantages and services a BID can provide, however we want a change in leadership, a collaborative operating agreement between the BID, Art District along with an action plan and timeline with accountability. Our BID has a repeating history of lack of follow-thru, implementation, and pro-active work on behalf of the members.

**We request that Council delay the renewal to allow a little more time for the BID, Art District and LALP to craft an Agreement that actually serves the property owners/businesses that are funding the BID.**

The need for this first surfaced and work was initiated in 2018 , however, nothing substantial came from it nor was followed up. In comparison to other BIDs in Denver, it is obvious that ours is falling short of the type of services and benefits provided to businesses that a BID can achieve. (see attached Comparison Sheet)

We have over 30 property owners/businesses that have signed a petition(to date) to support a change in the management / oversight of the BID. ( copy will be provided at the Hearing on Monday) The BID did a survey to gauge its effectiveness 3-28-24 to 4-15-24 and the results were not made public. It was sent to one business that continually requested it. It only received 24 responses and 11 of those answered that they are not even aware of the BID. The BID was originally voted on by 36 to approve it in 2014 for reference and we currently have over 100 businesses in the District. This clearly highlights our issue that the BID does not do outreach nor effective representation of the variety of businesses here in our District.

Thank you!

Cheryl Spector on behalf of all the businesses requesting changes to the BID

**REVISION (details added per Board request)**

Presented and read by Cheryl Spector at the April 16, 2024 Public Hearing for the Renewal of the Santa Fe Drive Business Improvement District (B.I.D.) *Revised.*

Hello. I am Cheryl Spector, architect and developer of 910Arts, one of the original founders of the Art District, served several years as a Board Member for the Santa Fe Drive Redevelopment Corporation and also I was one of the petitioners for and later for about seven years, a Board Member for the Santa Fe Drive B.I.D. I am also representing with this letter several other businesses also located in the 910Arts complex; Tonantzin Casa de Café, Kashi Kari Gallery, Denver Movement Academy, Sam Field Therapy, Movement Ritual, Kelly Austin-Rolo Art, Artists on Santa Fe, Carol Mier Fashion and Glass by Wood.

We are not alone in our observations, as there is a growing sentiment among property owners and small businesses that the B.I.D. has fallen short of its intended purpose. The upcoming renewal serves as a critical juncture for us to reassess and reinvigorate our commitment to the Santa Fe Drive Corridor. We share concerns about the misdirection of resources and a departure from the original goals.

Some of our **Key Concerns** are:

1. **Lack of Leadership and Representation:** The B.I.D. should serve as a champion for the district, advocating for the needs of both property owners and small businesses. It is evident that the BID has not fully embraced this role, leading to missed opportunities and a lack of transparent and effective communication.
  - Lack of leveraging budget with grants
  - Poor interface with our community and the on-going Streetscape Design
  - Does not take a leadership role to problem solve / help businesses and owners with our collective challenges- property tax increases, Covid impact, parking, etc.
2. **Ineffective Maintenance and Physical Improvements:** The B.I.D. was established to enhance the aesthetic appeal of our district. However, there is a noticeable deficit in the execution of physical improvements, landscaping, and maintenance, adversely affecting the overall attractiveness and ambiance of Santa Fe Drive.
  - In the 900 block alone we have had dead trees for over 5 years.
  - Broken and deteriorating street furniture
  - On-going trash issues from food trucks on First Fridays
3. **Insufficient Small Business Engagement:** Active engagement with small businesses is crucial for the success of our district. Unfortunately, the B.I.D. has not demonstrated an adequate commitment to supporting and promoting the diverse range of businesses that contribute to the unique character of Santa Fe Drive.

- No direct outreach to businesses, no annual report, regular surveys, meetings
  - Lack of information / education of impact of zoning overlay, new developments
4. **Lack of Economic Development Initiatives:** The B.I.D. has a responsibility to spearhead economic development efforts, especially in the face of rising property taxes. Unfortunately, the current approach seems to lack strategic initiatives to assist existing businesses.
- Lack of active role recruiting new businesses for all the new developments in the District
  - Minimal to none, active business resources provided, support for our businesses here (other than a few city programs links in a newsletter)
5. **Limited Property Owner and Business Representation and Outreach:** The voice of business and property owners is integral to the success of the B.I.D. It is disheartening to note that there is a perceived lack of representation and outreach to property owners, leaving many in the dark about the utilization of their contributions.
- There continues to exist a large number of businesses that think it is the Art District that is responsible for the maintenance of the corridor and all economic development activities.

In light of this, we oppose the renewal of the B.I.D. since it has not aligned with the needs and aspirations of the Santa Fe Drive community.

Attached are more specific concerns and questions.

**Comments, questions, direct concerns from property owners and businesses:**

1. Why isn't there active outreach annually to business/property owners as to what their priorities are for the District?
2. Maintain a listing of all the businesses with contact info- this facilitates communication and connection
3. What does the BID do? What is the Art District responsible for?
  - Why do we have dead trees and missing trees?
  - Why is our street furniture in disrepair?
  - Why don't we have recycle bins?
5. Website has been outdated for years – doesn't provide info / resources for us
6. Newsletter is too long and just a cut and paste from other newsletters, repetitive
7. Expectation that BID would lead in opposing excessive property tax increases- did previously participate when owners and Art District initiated it- no follow up at all, nor help the next time
8. Lack of participation with neighborhood group and collaboration (LALPG)
9. Zoning Overlay? No info, participation, etc. – is it in place and how does it impact us?
10. No business support- other districts provide info and secure funding to assist
11. What does the B.I.D. executive director do?
12. Lack of communication, no reports annually to us, no convening of owners/businesses
13. What grants have been applied for and for what projects? How many grants written and awarded to B.I.D?
14. Lighting in the district is terrible at night, impacts business and safety. Report this constantly and why is there no change? Exposed lamppost stumps- tripping hazards.
15. Do not represent us with the Streetscape project- promised no parking taken away- it was, never ask what our (the businesses here) priorities are.
16. No bike racks.
17. On-going trash issues.
18. Dreary lighting during holidays
19. Why aren't there any incentives, funding sources from the B.I.D. to help businesses- façade, energy, etc.?