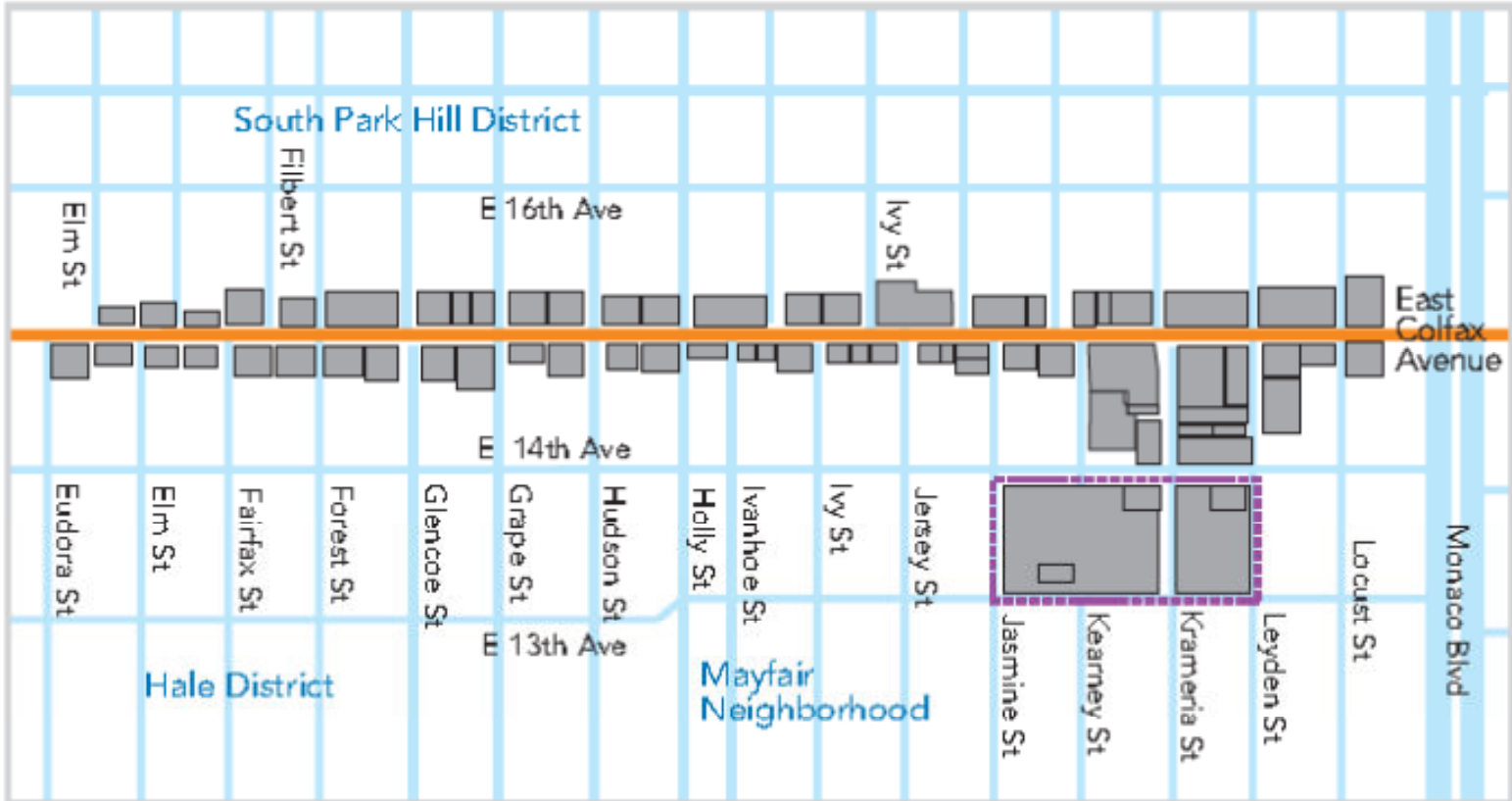

Fax | Mayfair

BUSINESS IMPROVEMENT DISTRICT

Creation Ordinance

BID Boundaries



— Proposed BID
- - - Potential Service Area

Background

- OED-funded Fax Partnership revitalization efforts on East Colfax Avenue since 2010
- Over \$26 M in new and planned private sector investment, business relocations
- City focus area per JumpStart Denver
- BID needed to address perceptions of crime, neglected infrastructure, low consumer appeal, retailers with “unrealized upsides”
- Led by Fax Partnership and steering committee of owners

Community Engagement

Feasibility Study from Colorado Blvd to Yosemite Street

- 25 interviews with new investors, property/business owners, survey
- Input to determine BID boundaries, assessment, operating program

Petition Drive led by Steering Committee of stakeholders

- Personal outreach to owners (3-5 times)
- Small group meeting with long-time owners
- 3 direct mailings to all owners
- 3 e-newsletters to all owners and business managers
- 5 website/Facebook postings

TABOR Election

- Additional personal, mail, email outreach

Fax-Mayfair BID

- Private sector initiative to manage a district and provide enhanced services
- Funded through a special assessment on commercial properties
(\$.075 x total lot + total building square footage)
- \$118,000 annual budget
- Initial 10-year term; ratepayers may ask City Council to renew it if BID is successful.

Fax-Mayfair 7 Member Board

- John Bachman
 - Mark Berzins
 - Dave Emick
 - Jamie Harris
 - Barbara McFarlane
 - Dan Murray
 - Candace Wikstrom
-

Operating Plan

- Determined by ratepayers during feasibility
- Fax-Mayfair BID will focus on:
 - Economic Development (branding, investor/consumer marketing, redevelopment, business recruitment/retention)
 - Public Improvements (maintenance, planning, leveraging public funding)
 - Public Safety (business watch, police partnership)
 - Advocacy

Process Summary

- BID Feasibility: fall/winter 2013-14
- Petition Drive: spring 2014
- City Council process and public hearing: summer 2014
- TABOR election: November 2014
- BID operational and funded: 2015