

Denver Summit FC PUD Rezoning Outreach & Engagement Summary

The Denver Summit FC team engaged in extensive community engagement and outreach as part of this rezoning application. Outreach efforts centered on engaging with local registered neighborhood organizations, business groups, merchants, community leaders, and non-profit organizations alike. A wide variety of engagement tools were also used, such as meetings, presentations, newsletters, surveys, and open houses.

Specifically, the below list of engagement activities and tools were employed as part of the community engagement process for the stadium rezoning:

- **Project open houses:**
 - Project open house #1 held on June 25th in the Athmar Park neighborhood.
 - Project open house #2 held on September 11th in the South Broadway/Baker/West Washington Park neighborhood.
 - Denver Summit FC Youth Clinic / open house held on October 9th in the Valverde neighborhood at Valverde Park:
 - The Denver Summit FC Youth Clinic included free coaching/skills training for area youth, along with engagement and feedback opportunities for families and youth to learn about the proposed stadium and future park. Information presented at the clinic was provided in both English and Spanish with Spanish translation services available for attendees.
- **Registered neighborhood presentations (*stadium rezoning presentations offered to all surrounding RNOs*):**
 - INC / District 7 RNO Joint Town Hall (“Beyond the Goalposts” Event) – July 17th
 - West Washington Park RNO presentation – August 5th
 - Platt Park People’s Association RNO presentation – August 19th
 - Lincoln Broadway Corridor RNO presentation – August 20th
 - Overland Park Neighborhood Association RNO Presentation – August 28th
 - Athmar Park Neighborhood Association RNO Presentation – September 9th
 - Baker Historic Neighborhood Association RNO – October 14th
- **Business Groups / Association meeting presentations:**
 - Lower South Broadway Merchants Meeting – August 19th
 - South Broadway Merchants Association Meeting – August 26th

- Other/Miscellaneous Outreach Tools and Events:
 - Community E-Newsletter distributed on August 27th
 - Project survey distributed via E-Newsletter and disseminated at various other events, gatherings, and distribution to RNOs. The project survey was also distributed at the October 9th youth clinic in Valverde.

Outreach and Engagement to Under-represented Communities:

In addition to the above engagement activities, Denver Summit FC partnered with organizations such as BuCu West to help spread the word about upcoming engagement events to those communities west of the South Platte River who may often be underrepresented in large projects.

To engage and reach those under-represented communities, the project team employed the following tools and strategies as part of the larger outreach process to bring awareness to project events and engagement opportunities:

- Canvassed 120 businesses along South Broadway.
- Leveraged nonprofit partners in southwest Denver to reach over 2000 accounts on social media.
- Shared open house details with media team at Que Bueno Denver 1280 am.
- Emailed 245 small businesses in west Denver (Valverde, Athmar Park, Ruby Hill, Barnum, Barnum West, Westwood, Marlee).
- Individualized outreach to youth soccer programs in west Denver.
- Shared project open house event details with public schools including Munroe Elementary, Lincoln High School, and DSST College view.
- Distributed flyers in public spaces and food banks,
- Attended and engaged with community members at events such as the FloCrit Garden Fiesta in Valverde on September 27th, the Far-East Center's Mid-Autumn Festival on October 4th and will be attending the Lincoln High School Trunk or Treat event on October 30th.

Finally, at each open house event along with the youth clinic, project materials were made available in Spanish along with Spanish interpretation resources from the Community Language Co-Op. Moreover, the community survey that was distributed also included a Spanish version of the survey available for Spanish speakers in the community.