



Neighborhood Activation Program

May 24, 2023



AGENDA

- Neighborhood Activation Program – ARPA Contract Amendment
- Round 1 Award overview
- Round 1 Highlights
- Opportunities for Growth & Path Forward
- Q & A

Neighborhood Activation Program - ARPA

- **Subaward Program Administrator:** NEWSED Community Development Corporation
- **Term:** 2022-2023 **AMEND:** 2022 – 2024
- **Amount:** \$2,150,000 **AMEND:** \$3,150,000
- **Service:** Activation through events and beautification projects in NEST & Denver Recovery Index Map neighborhoods
- **Grants between \$20,000 - \$200,000**
- **Denver Neighborhood Recovery Index with a score of <.89**

Award Overview

Funds Distributed

\$1,999,500

Median Grant Award

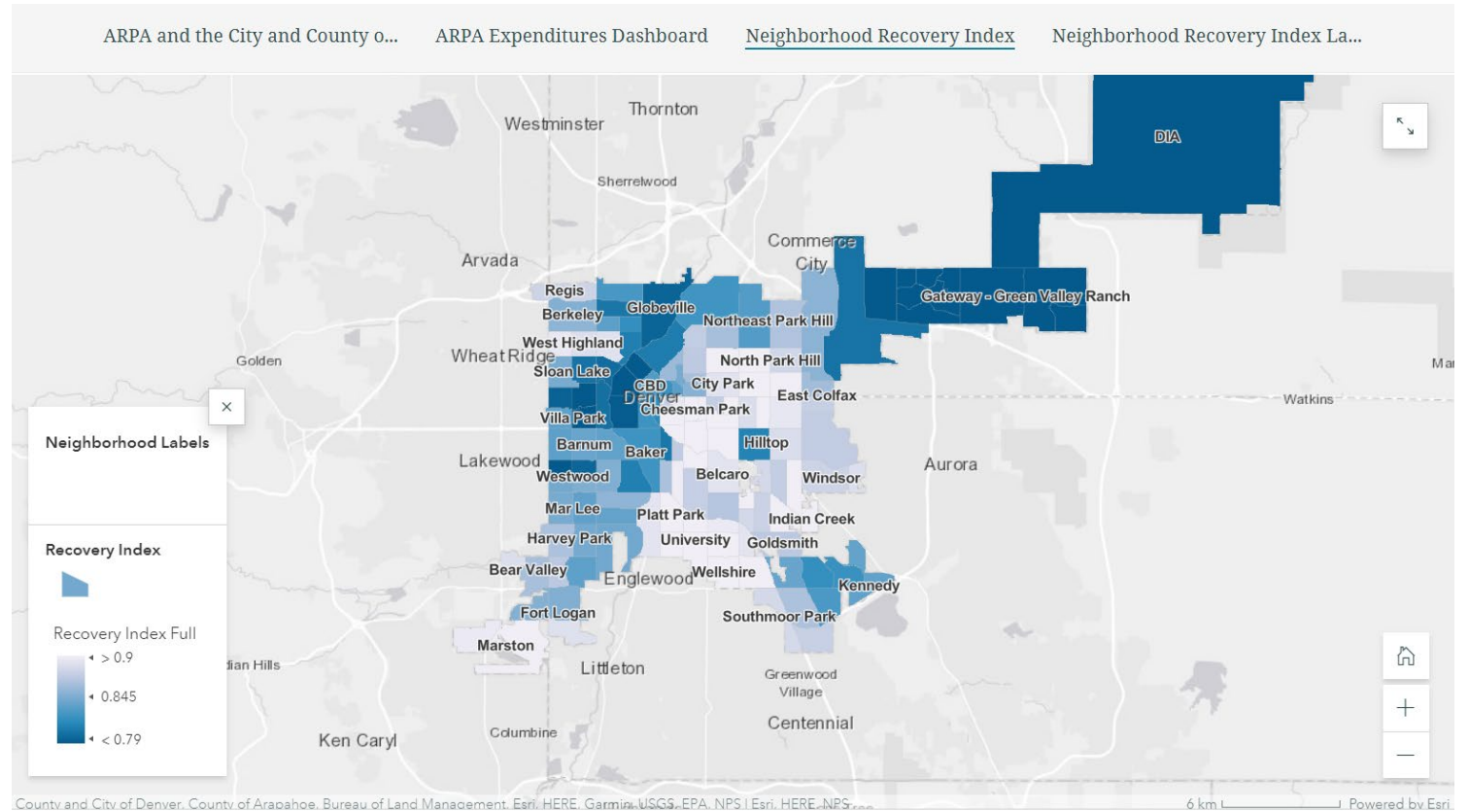
\$63,548

Total Projects Funded

22

Funding Range

\$20k - \$187,812



Award Overview

NAP 2022 Awardees

Project Name	Organization Name	City Council District Where the Project Takes Place	Award Amount
GES Farmers Market & Community Dinner, Spring Celebration	Center for Community Wealth Building	9	\$182,875
Leyendas Festival	Colectiva	3	\$187,323
Globeville Tree and Soil Distribution, and Activation of Future Pocket Park	Compost Colorado	9	\$24,000
West Colfax Jewish Historic Cultural District Placemaking	Councilwoman Amanda P. Sandoval	1	\$20,000
D3 Arts 3632 & 3738 Morrison Rd Activation	D3 Arts	3	\$110,200
West Denver Marketplace Kick-off Event and Marketing Campaign	Denver Housing Authority	3	\$169,600
ADA improvements of Denver Indian Center, Inc.	Denver Indian Center Inc.	3	\$187,323
Adopt A Block	Dream Center Denver	1	\$20,000
Business Incubation and Neighborhood Activation	East Colfax Community Collective	8	\$38,000
East Colfax: Enhance the neighborhood series	East Colfax Neighborhood Association	5	\$21,675
The East Colfax Cultural District	East Denver Colfax Partnership	8	\$40,375
Visions of the Neighborhood	Elevated Thinking for Success	11	\$49,400
Strengthening Communities through Adopt-a-Block and Supper Club	Extreme Community Makeover	3	\$25,000
W. Colfax Viaduct Night Market Lighting	Fresh Start, Inc	3	\$187,812
GES Plaza Central Pilot	GES Coalition	9	\$60,192
Globeville Art and Music Festival	Guthrie, LLC	1	\$80,500
Q Corner Beautification Project	K8Brand LLC	5	\$66,904
Wakanda on Welton	Melody Market	9	\$91,675
Restoration Weekends	Moyo Nguvu Cultural Arts Center Inc.	9	\$24,000
Prodigy Mural, Sign and Art Installations	Prodigy Ventures Inc	9	\$38,000
West Denver Beautification Collaborative	West Colfax BID	3	\$187,323
El Tianguis de Westwood	West Community Economic Development Corporation	3	\$187,323

Award Overview

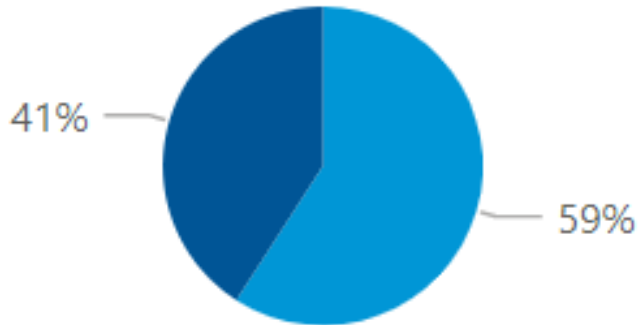
Awards: How will Projects Help Increase Economic Activity



Award Overview

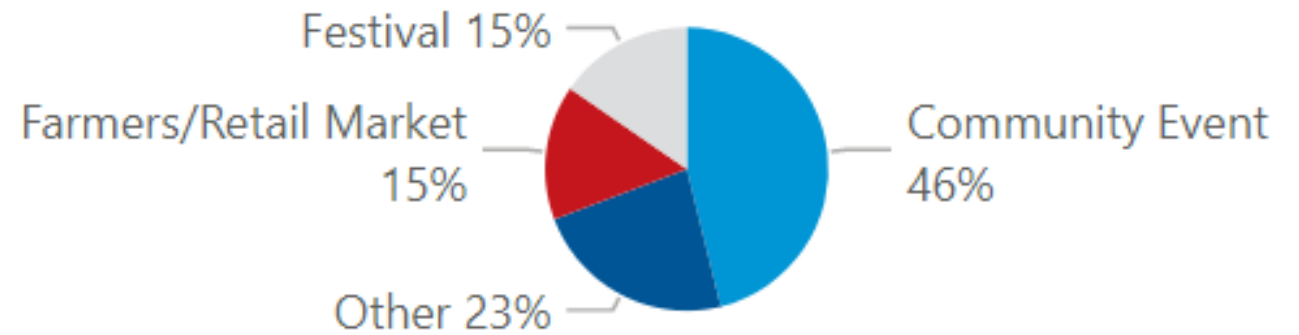
Project Type

● Event ● Physical Improvement



Event Type

● Community Event ● Other ● Farmers/Retail Market ● Festival



Neighborhood Activation Program- Round 1 Highlights

- **Who:** The GES Coalition
- **What:** The Plaza del Pueblo Event
- **Description:** Activated the N. Brighton Blvd corridor and brought together the GES neighborhoods and the National Western Center
- **Where:** 47th and Brighton
- **When:** October 8th, 2022 from 3-7pm
- **NAP Award:** \$60,192

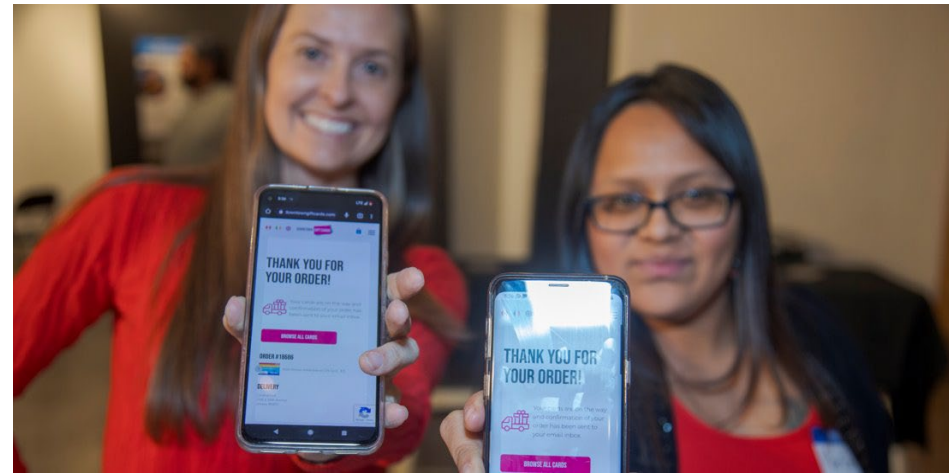


Neighborhood Activation Program- Round 1 Highlights

- **Who:** West Colfax Business Improvement District
- **What:** Physical improvement/Beautification
- **Description:** first-time collaboration to implement beautification of commercial corridors through community designed murals, art corrals, and tree plantings
- **Where:** West Denver
- **When:** Fully completed by September 2023
- **NAP Award:** \$187,323



Other projects



Opportunities for growth and path forward

Opportunities for growth

- “Activation meaning”
- Application specifics. i.e. Programming, corridor vs one entity
- Support for grantees
- Community awareness
- Timing expectations

Path forward

- Emphasize events and beautification of areas to activate space
- Ongoing check ins with groups, financial reimbursement and advancement guidance
- Request for promotional plans
- Include new NEST neighborhoods

Action requested:

Your support as we move Resolution 23-0626 through the City Council process. This investment will have a positive and compounding impact on our community.





Thank You

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ECONOMIC DEVELOPMENT
& OPPORTUNITY