

Santa Fe Business Improvement District

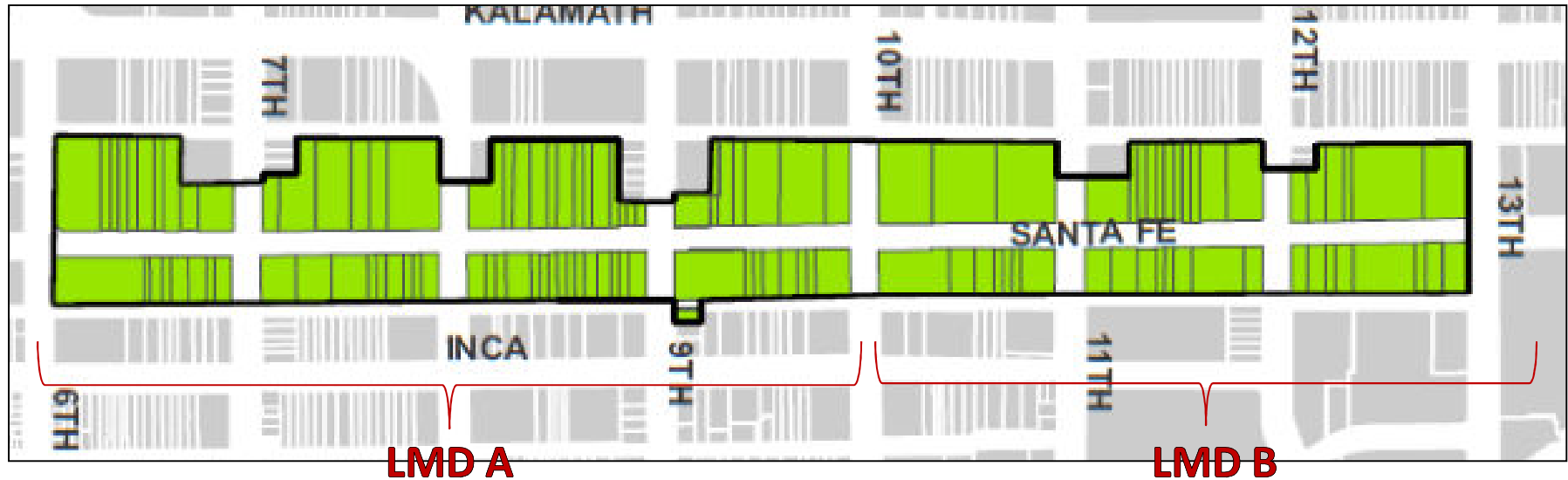


Creation Ordinance

History

- **La Alma Lincoln Park Neighborhood and the Santa Fe Drive corridor; long history of economic and community development.**
- **Economic development players; OED, NEWSED CDC, Santa Fe Drive Redevelopment Corporation and Denver's Art District on Santa Fe.**
- **UDAG Development Project; In early 1980s NEWSED facilitated a community lead street scaping project on Santa Fe Drive. Impetus for city administered loans, new housing / commercial development and millions in private investment.**
- **Current Maintenance Districts; Two LMDs with separate budgets, assessed taxes and boards. Current BID initiative will dissolve LMDs and unify the corridor.**

Proposed Service Area of the Santa Fe BID



- 7 blocks of Santa Fe Drive between 6th Ave to 13th Ave
- 863,157 sq. ft. of Commercial
- 19.8 acres
- 2013 assessed total valuation: \$13,883,640
- 120 properties, 9 exempt
- 96 individual property owners
- 135 businesses
- 2 maintenance districts
- State designated Art District
- Various neighborhood stakeholders

Needs Assessment

- *Maintenance discrepancy* – between LMDs A & B.
- *Current physical conditions* – long term wear and disrepair of public features
- *Not pedestrian friendly* – 10K visitors on 1st Friday events, sidewalks too narrow and not accessible
- *Safety* – High rates of vehicle and store theft
- *Marketing & Development* – Need unified economic development plan to attract more diverse businesses, investors and shoppers



Community Outreach

- OED grant approved mid 2013 with mandate to dissolve BSO over three years and begin the development of a BID
- Began BID feasibility study late 2013
 - Met with and surveyed over 150 people in La Alma
 - Overwhelming majority in favor of a BID
 - BID boundaries created and services determined



•Petition Drive

- Petitions collected represented 63.69% of total assessed value & 64.17% of total acreage
- La Alma Action task force & NEWSED collected signatures

•Tabor Election

- Continue outreach, ensure proper registration, get out the vote

Santa Fe BID Operating Plan

Santa Fe BID Services to include

- Physical Public Improvements
- Enhanced Maintenance
- Safety
- Economic Development

Assessment Tax

- \$7.81 per linear foot of frontage along Santa Fe Drive plus 9.9 cents per square foot of building, raising approximately \$100,000 annual budget.

Santa Fe BID Operating Plan Cont..

Governance – The BID will consist of 7 appointed members to allow for a diversity of property types, uses and geography, and property owners from the existing LMDs.

- **Jack Pappalardo (800 block)** - President, Art District on Santa Fe
- **Debbie Stoner (600 & 800 blocks)** - Board Member of Maintenance District A
- **Andrea Barela (1000 & 700 blocks)** - Development Director, NEWSSED CDC and Program Officer for SFDRC
- **Lindi Sinton (1200 block)** – Division Director, Volunteers of America
- **Cheryl Spector (900 block)** – Principal, Spector & Associates
- **Howard Snyder (700 block)** - The Sherman Agency
- **Rusty Brown (1100 block)** – Principal, Semple Brown Designs

Santa Fe BID Calendar

- Petition Drive: Spring 2014
- City Council process and public hearing:
Summer 2014
- TABOR election: November 2014
- BID operational and funded: 2015



Thank you!



GROWDENVER
The Office of Economic Development



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