

Frank Locantore

Summary of Qualifications

For thirty-one years I've succeeded in urban place management & non profit organizations by organizing varied constituencies, raising approximately 3 million dollars from foundations, acquiring over 20,000 members for non profit organizations, communicating personal and motivating stories, actively listening to find connections with people, deftly negotiating with large corporations, focusing on priorities, and doggedly persevering.

Experience

Colfax Ave Business Improvement District (BID)

2015 to present

- Co-Chaired an Economic Relief & Recovery Council subcommittee for “Main Streets” organizations (BIDs, etc.) after successfully advocating for it when the ERRCs were getting set up.
- Organized and won a vote of BID ratepayers with 72% approval to raise our mill levy.
- Coordinated three other Colfax BIDs with a combined annual revenue of about \$1.4 million to leverage \$20 million through the Denver City Bond for streetscape improvements on Colfax.
- Was an appointed 2020 Task Force member for the Climate Action effort that succeeded in placing (and ultimately winning) a ballot measure to fund climate reductions and resiliency programs.
- Supervised a new workforce program (*Colfax Works*) that employs individuals experiencing / emerging from homelessness / incarceration (20 individuals “graduated” from the program into stable housing & employment) that will be expanded and provide clean team services to our BID and ideally be exported to other Denver BIDs.
- Participated as a Bus Rapid Transit (BRT) Task Force member since 2013 to present, helping guide it to groundbreaking come this fall of 2024.
- Facilitated and supervised a 9 month process that delivered a streetscape master plan that creates a \$12 million improvement plan for the district that we’ve been implementing for several years.
- Helped create the Denver BID Council to provide coordination and communication among the City’s BIDs.
- Grew BID staff from one to three and converted from independent contractor status to FTE with benefits and retirement contributions.
- Helped businesses through the Covid-19 pandemic by providing information, resources, and guidance for Federal, State, and City grants to help preserve our business community through tough economic times.
- Appointed to the Caring For Denver Foundation Board in 2018 to help address mental health issues in the City.
- Co-Chaired the Capitol Hill United Neighborhoods (CHUN) Urban Planning committee since 2019.
- Chaired the East Central Area Plan steering committee between July 2017 to October 2020 leading to City Council’s vote to approve 12-1.

Green America Better Paper Project, Director

2001 to 2015

- Assisted over 200 magazine publishers to switch to, or stay on recycled/Forest Stewardship Council paper including the National Geographic Society.

- Developed project plans with partner organizations and facilitated plan implementation.
- Raised two million dollars, about \$150,000/year for the program over thirteen years & created dues-paying membership programs.
- Helped establish the *Environmental Paper Network (EPN)* in 2002 to combat industry destruction of forests for paper consumption (and the EPN still exists today).
- Organized and held successful meetings with magazine industry leaders at Bloomberg LP, Time Inc., National Geographic, Smithsonian, Scientific American, Consumers Union, AARP, and the Magazine Publishers of America (partial list).

Defenders of Wildlife, Canada, Endangered Species Tour Coordinator 2001

- Created and implemented a tour of several Canadian cities for a multimedia show that worked to educate and mobilize citizens and their politicians to support and vote for a strong Canadian endangered species law.
- Worked with local conservations groups, media, and students to organize the events.

Canadian Parks & Wilderness Society, National Citizen Outreach Consultant 1998 - 2000

- Created and implemented citizen outreach model and budgets for CPAWS that aided 6 chapters and acquired over 15,000 new members in two years.
- Acquisition cost of approximately \$10 per member.
- Hired and trained canvassers, regional directors and national supervisors.
- Increased CPAWS' profile and political clout.
- Organized national and regional campaigns that influenced politicians on Endangered Species, Protecting the Algonquin Wolf, and Marine Protected Areas.

Colorado Public Interest Research Group, Campus Organizing Director 1992 - 1997

- Supervised and trained staff and students to plan projects, and develop campaign skills.
- Lobbied state legislators, and trained staff and students to lobby politicians.
- Created, directed, and executed 9 campus referendum campaigns - won all votes.
- Supervised organizing volunteers to execute state-wide initiative campaign plans in 5 counties to *Stop Sprawl* and *Reform Campaign Financing*, both won in 1996.
- Assisted development of a national campus project plan to "*Buy Recycled*" paper products.
- Worked with students to develop activist and organizing skills.
- Directed door to door citizen outreach canvassing campaigns acquiring thousands of members.

Other Skills

Microsoft products: Word, Excel, PowerPoint

Google Docs, Gmail

Social Media: Facebook, Twitter, Linked In

MailChimp

Slack

Humor and good nature