

2017 Operating Plan

Bluebird Business Improvement District

2017 Bluebird Business Improvement District Operating Plan Overview

The Bluebird Business Improvement District (the “District”) was formed by the City Council in and for the City and County of Denver (the “City”) pursuant to Ordinance No. 292, Series 2013, on June 24, 2013. The District boundaries are bordered by St. Paul St. on the West, Colorado Blvd. on the East, 14th Avenue on the South and 16th Avenue on the North. The District consists of a total of nine East Colfax blocks. There are 46 individual property owners and 57 businesses within the 9-block District boundaries, a land area of 478,333 sq. ft. with a 2016 assessed valuation as of August 22, 2016 of \$8,756,160. The District will impose a mill levy of 10 mills for collection next year on all taxable commercial property located within its boundaries, projected to be approximately \$87,561.60.

2017 Bluebird Business Improvement District Operating Plan Statement

In general terms, the District’s operations facilitate, promote and oversee activities and actions to:

- Enhance the appearance and attractiveness of the nine block District for its customers, businesses, employees, neighbors and visitors;
- Provide a safe, clean and accessible shopping environment;
- Attract new businesses and retain contributing existing businesses;
- Promote the District and customer traffic to its constituent businesses through marketing, advertising, public relations and special events;
- Provide transparent fiduciary oversight and management of the District’s operating and capital budgets to enhance relationships with the District’s property and business owners, and public sector agencies providing City and State services;
- Work with the City and County of Denver to advocate for District right of way improvements to support City planning and guidelines for Colfax as a corridor for multi-modal use.

District operations and performance will be evaluated based on quantitative and qualitative measurements, including on-going consumer, business and property owner and developer and real estate surveys, base retail sales data and year-end changes, additions of new businesses and expansion of existing businesses, website and social media penetration and media coverage.

Administrative operations will include seeking additional District funding through grant applications, fundraising and special events.

A. Marketing & Communications

- The District is committed to informing and updating its constituents on a timely basis through its interactive website and email system, social media, public board meetings, news releases, newsletters, calendar of events and by reporting City and State projects and programs pertinent to the District.
- From time to time, the District also will survey its constituents for their opinions on necessary District physical improvements and retail and business services and community-related issues, (e.g. public safety, pedestrian safety, vehicular and bike traffic, etc.)
- The District hosts many annual events each year that are designed to engage with the community and highlight area businesses. These events include Tasty Colfax, the Wicked Wander, The Bluebird District Music Fest and Boo and Brew. Hundreds of participants visit area businesses to enjoy foods, music and services in the district. The district will employ an event coordinator to increase attendance, visibility and income from events.
- The District will update its logo and complete website upgrades and improvements.
- The District will continue to use the street improvement sections as key visualizations to express desired improvements along Colfax Ave.

B. Maintenance, Capital Improvements & Public Safety

- The District will maintain amenities that it owns as well as key streetscape amenities such as existing pedestrian lights, trees, and grates .
- The District plans to explore making modest investments in streetscape improvements with capital investments.
- In addition, it plans to seek outside funding that support Small Area Plan recommended improvements to pedestrian and bicycle safety and access to the District and its businesses. This includes designed proposed crossing enhancements that were prioritized by district stakeholders, and seeking largescale outside funding for this capital improvement to the R-O-W.
- The District will maintain relationships with the Denver Police Department and local community officers. The District will also build relationships with Public Works to address infrastructure needs related to public safety.
- The District invested in tree health and maintenance to protect this asset. The district will continue to work on getting additional street trees through Denver Urban Forestry.

- In the past year the District submitted successful applications for bike racks from the City. The City will conduct outreach to determine if additional bike racks are needed and submit appropriate applications.

C. Economic & Business Development

- The District Small Area Plan identifies priorities through investment that are targeted at supporting and boosting businesses. These programs include zoning and redevelopment support, improving the customer experience by enhancing the streetscape and improving pedestrian safety, promotions for area residents, support for business-sponsored events.
- The District will continue to support business owners who seek to redevelop vacant or underutilized parcels. The District will support development through community outreach and zoning technical support.
- The District will continue to promote the district and support businesses through events that bring visitors to the area. An expanding calendar of events (with the highly successful Wicked Wander new in 2016) are focused at bringing visitors into establishments, while promoting community engagement and support for the District.
- The District will focus on changes to the sign code, such as through an overlay district, that supports Colfax's unique character as Denver's historic Main Street, working collaboratively with other Colfax business districts and business owners.
- The District will continue to work with the City and County of Denver on main street zoning revisions responsive to business and property owner input. This has the potential reduce costs for developers and encourage development in the district.
- The District hosted or attended several meetings regarding bus rapid transit and transportation to support access to and through the district, which supports economic development. The District will continue to work with Public Works on BRT planning initiatives.
- The District is engaged with the Denveright planning work and will continue to participate in focus groups and sessions to advocate for business and property owner needs and concerns.

D. Administrative Services

- The District will continue to work with a team who provides legal, advisory services, marketing, placemaking, record keeping, book keeping, communication and implementation services to effect the operational plan and compliance requirements for the district.