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## **Colfax Mayfair Business Improvement District 2024 Operating Plan**

### **OVERVIEW**

The Colfax Mayfair Business Improvement District is on the verge of achieving its top priority of publicly funded streetscape and pedestrian safety improvements, along with Bus Rapid Transit service. This, along with a new area plan, zoning, and new residential development underway, will transform the corridor into a more welcoming, multimodal, pedestrian friendly main street.

In 2024, the BID will continue supporting ratepayers with business support, marketing, maintenance, placemaking and safety programs. The BID will play a key role in facilitating accurate, timely information to district stakeholders regarding water, streetscape and transit-related improvements. Once BRT and streetscape construction starts in the Mayfair district, the BID will work with the city project team to minimize operational impacts to businesses during construction. Phasing for this project is not final at this time.

The Colfax Mayfair BID is a medium-sized special district in Denver with a modest budget funded through an annual assessment based on lot and building square footage. The BID has budgeted prudently, secured outside grant funding and leveraged significant public investment. The district's initial 10-year term expires at the end of 2024. With modest revenues, increasing costs and new demands, the board is planning carefully for the future.

### **GOALS**

1. Support district businesses through timely information and access to business development programs.
2. Enhance market awareness, consumer spending and investment in the district.
3. Advocate for district interests related to city planning and improvements.
4. Ensure professional administration of the BID and its programs.

### **ACTIONS**

#### **Administration: Build a Leading Organization**

*Comply with state, local and federal policies and regulations regarding BIDs and funding sources*

- Administer BID renewal process in Winter/Spring.
- Compile and submit annual assessment roll, plan and budget to the City of Denver. Consider modest increase to assessment rate to support district programs.
- Administer any grant funds according to applicable regulations.
- Provide written reports as required by the city, state or funding entities.

## **Economic Development: Grow the Economic Base**

*Administer programs to support local business*

- Share information about grant funding and business assistance programs offered through the City of Denver, Denver Small Business Development Center and other agencies through bi-monthly e-newsletter and direct outreach.
- Promote new Denver Outdoor Spaces Program—allowing above and below the curb patios for more businesses.
- Advocate for implementation of the city adaptive reuse program to streamline approval processes for any eligible district property owner.

*Keep BID ratepayers informed and engaged in district programs and city construction projects.*

- Provide timely and accurate information regarding schedule for BRT and streetscape improvements through direct mail, e-newsletters and door-to-door fliers and personal meetings if needed.
- Annual report mailed, emailed and hand-delivered to all businesses and property owners
- Bi-monthly business e-newsletter, quarterly consumer e-newsletters, personal meetings, emails and texts as needed.

*Implement basic marketing program to attract consumer spending and new investment.*

- Continue to expand the reach and impact of a monthly consumer e-newsletter, bi-monthly business/owner e-newsletter, Facebook and Instagram tactics.
- Provide promotional support to businesses as they open, expand or launch new offerings.
- Create basic new, responsive and accessible website to promote the district and provide information about its programs. Make quarterly updates if needed.
- Work with BID property and business owners to track vacancies and property sales; connect interested parties.

*Build community through timely gatherings.*

- Manage two events that attract customers to the district and support multiple businesses.
- Promote business and community events on district social media pages and e-newsletter.

## **Placemaking: Create a More Inviting, Connected Destination**

*Advocate for Colfax Bus Rapid Transit and Colfax Corridor Improvements bond projects*

- Serve on Colfax Bus Rapid Transit Task Force and promote project updates to ratepayers and local community.
- Provide timely and accurate information regarding schedule for BRT and streetscape improvements through direct mail, e-newsletters and door-to-door fliers and in-person meetings.
- Work with BRT team and ratepayers to minimize business impacts during construction.

- Relocate existing streetscape elements if necessary to supplement bond-funded streetscape improvements.
- Evaluate and administer any need for self-funded streetscape elements to supplement bond funds.

**Public Safety: A Cleaner, Safer Place to Shop, Eat and Do Business**

*Maintain the general appearance of the district; avoid a sense of neglect.*

- Maintain current trash and quarterly cleanup schedule.
- Maintain planter pot program. Reach out to business owners to “adopt” a nearby district planter pot to supplement BID watering schedule during summer months.
- Maintain current bike rack program.
- Provide spot cleanup as needed.
- Work with property owners on Neighborhood Inspection items: weeds, debris, graffiti, nuisance activity.

*Serve as a liaison to Denver Police District 2 to implement Business Watch program.*

- Communicate with ratepayers on crime and safety issues; convene meetings and implement strategies on specific situations as needed.
- Participate in efforts to address nuisance properties or patterns of crime.

**Advocacy: Build Partnerships to Benefit All**

*Advocate for issues of concern or resources needed in the district. Work with owners, businesses, neighborhood groups, other BIDs, advocacy groups, city departments and public officials as needed.*

- Establish positive working relationships with new city administration and District 9 council office.
- Participate in the Denver BIDs Council, Colfax Collaborative, Downtown Colorado, Inc, International Downtown Association, and other groups with shared interests as needed.

Colfax Mayfair Business Improvement District  
2024 Budget

	2024 Budget
<b>Revenues</b>	
Special Assessments	125,186
Government Grants	0
Reserve Fund	20,000
less Denver Treasury Fee	-1,252
<b>Total Revenues</b>	<b>143,934</b>
<b>Expenditures</b>	
Accounting	5,700
Audit	0
Assessment Coordination	1,675
Executive Director	36,000
Administrative Coordinator	8,400
Insurance	1,800
Legal services	5,000
Operations	3,000
Marketing	
Digital marketing	8,750
Strategic counsel/copywriting	2,500
Graphic design	7,000
Website	8,000
	1,240
Events	20,000
Photography	1,600
Construction Outreach	900
Bicycle/Racks	0
Bike Rack Maintenance	
Planter Program Purchase, plant material	7,750
Planter Program Maintenance	7,100
Qtrly Clean Up & Maint.	6,000
Trash Can Maintenance	6,000
Safety	0
Planning Services	5,000
<b>Total Expenditures</b>	<b>143,415</b>
<b>Surplus/(Deficit)</b>	<b>519</b>

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