

DRAFT

Olde Town Arvada BUSINESS IMPROVEMENT DISTRICT 2017 OPERATING PLAN *(September 28, 2016)*

BID WORK PLAN SUMMARY

Name: The Olde Town Arvada BID.

Legal Authority: A BID in Colorado is organized pursuant to the Business Improvement District Act, Section 31-25-1201 *et seq.*, Colorado Revised Statutes.

BID Boundaries: The BID area encompasses generally the commercial property in the area from the south side of Ralston Road on the north, Grandview Avenue on the south, Yukon to the west and Teller on the east, encompassing the Olde Town core, and allowing for future expansion south of Grandview Avenue and/or north of Ralston Road when the opportunity to do so arises. Personal property is not included in the BID boundary.

City Services: BID services are designed to supplement existing City services and will be in addition to City services that are currently provided in Olde Town.

Work Program: The recommended work program includes activities and priorities outlined by the BID Board with input from business and property owners. The work program may be adjusted as conditions and priorities dictate. Services include:

- *Marketing & Events to attract more visitors, customers and patrons to Olde Town*
 - Communications and public relations efforts
 - Investor and consumer marketing
 - Programming and managing events
 - Develop/implement Strategic marketing plan
 - Develop/implement Merchant relations plan
 - Rollout of new website/branding
 - Email list building
 - Biweekly email/social media campaigns
 - General/seasonal lamppost banners; holiday decorations
 - Create formal sponsorship program
 - Participate in tourism grant with Visitor's Center (if awarded)
 - Coordinate merchant group marketing
 - Other efforts as appropriate

- *Physical Improvements to create a more attractive and appealing environment*
 - Continue Olde Town shuttle program during peak times
 - Additional signage and planters (*esp. west on Grandview and Yukon*)

- Lighting on Grant Place (if city improvements aren't adequate)
 - Business directories on corners
 - Update Kiosk with interactive features
 - Research/implement valet parking system
 - Seek shared parking opportunities
 - Research/implement shared bike program with city
 - Other initiatives as appropriate
- *Enhanced Maintenance – To maintain Olde Town's unique character and ambience*
 - Sweeping, power washing – 7K each time
 - Provide snow removal vendor information
 - Other efforts as appropriate
- *Advocacy – Advocating for all aspects of an economically strong Olde Town*
 - Unified private sector voice
 - Advancing policies, issues
 - Collaborating with community partners
 - Staffing level appropriate to manage the daily programming and oversight the BID
 - Review HOTA/BID relationship/governance
 - Revive the HOTA membership program
 - Resume periodic member meetings/events
- *Safety – keeping Olde Town Safe and Inviting*
 - Working to ensure Olde Town remain safe by working with the police
 - Safety training opportunities to businesses
 - Coordinate security system purchases
 - Organizing community watch groups
 - Installing halo cameras if necessary

Assessment Methodology/Budget: The budget is based upon an 8.5 mill levy on taxable commercial real property (exempt and residential properties are not included in the BID), raising approximately \$72,000. The City of Arvada has agreed to match the BID assessment on a dollar-for-dollar basis up to \$68,000 for 2017 subject to annual appropriation for a total annual budget of approximately \$140,000 for 2017, and amounts to be determined annually thereafter.

BID Governance: The BID statute allows for a board of 5 to 11 members who are BID electors. The Olde Town BID board currently consists of 7 members who are commercial property or business owners within the district.

Program Management Structure: The BID delivers programs and services for the areas of the district that pay into the BID through a mill levy. The BID has its own board, work program and staffing to support programming. The BID assumed some of the functions of Historic Olde Town Arvada (HOTA) while still involving members, business and property owners. The two organizations currently exist for complementary purposes.

Term: The Olde Town Arvada BID has an initial ten year term. This will allow for property owners to evaluate the BID's effectiveness at the end of the term. If the BID is deemed successful, the BID will request that the City Council renew the BID by ordinance after the initial period. If the BID is not considered to be successful, it will sunset at the end of the initial term.