

colfax
business
improvement
district

Dear Upper Colfax Stakeholder,

Welcome to Upper Colfax! We want to take this opportunity to provide you with information about Upper Colfax that is beneficial to your business. The Colfax Business Improvement District (CBID) is a quasi-governmental entity funded through a portion of property taxes within the district boundaries. CBID is a great resource for information on economic development, marketing and area news/updates, as well as an advocate for you and your business within the City and County of Denver. In this packet you will find the following:

- Annual Review Summary for 2009
- Upper Colfax Overview
- Upper Colfax Map Brochure (your business will be listed in the next edition)
- Colfax Business Improvement District Directory/Brochure Sign-Up Form
- “Your Business Has a Web Page” – A guide to accessing and setting up your free web page
- “Free Green”-- A guide to leveraging the services offered by the Colfax Green Partnership
- “Small Business Lending Programs” -- A resource guide from the Denver Office of Economic Development
- Overview of “Visit Denver” program along with satellite membership application

As your first step, I encourage you to contact our Economic Development Director, Stephanie Salazar, with your e-mail address and business address/information at stephanie@colfaxave.com. You will be immediately added to our e-mail program providing you with information on upcoming meetings, marketing opportunities, speakers/workshops and other business resources. We look forward to working with you as a new member of Upper Colfax. Best wishes for your continued success!

Sincerely,

Leonard E. Austin
Colfax BID Board President

Upper Colfax...Denver's Original Main Street



We are Upper Colfax

The Colfax Business Improvement District is NOT a chamber or a paid membership organization. When you open a business on Upper Colfax or buy a parcel of property within the area boundaries—you are automatically part of Denver's original main street and you will immediately benefit from Colfax BID services and staff expertise.

About the Colfax Business Improvement District (CBID)

The Colfax Business Improvement District (CBID) is a quasi-governmental entity funded by a portion of property taxes on businesses within the CBID boundaries (Grant to Josephine, between 14th & 16th). The organization is governed by a board of directors representing area businesses and property owners and appointed by Mayor John Hickenlooper. As an organization, the Colfax BID exists to promote economic vitality, implement a clean and safe street program and advocate on behalf of area businesses among public and private partners.

Colfax Business Improvement District Services

In order to best serve the stakeholders that maintain the vitality of Upper Colfax through numerous businesses, the Colfax BID offers a variety of services to support the area businesses and property owners including:

- » Clean street program with maintenance ranging from trash removal to street light maintenance.
- » Safety program in collaboration with Dist. 6 police including the upcoming installation of HALO security cameras at key intersections.
- » Marketing and promotional programs including the twice-annual Upper Colfax Map Brochure—with a listing of all businesses (and business contact information) listed by category of business. Inclusion is free for CBID businesses.
- » Quarterly workshops and "On Colfax..." stakeholder meetings to share information on green business efforts, community updates and marketing programs.
- » Upper Colfax website listing all area events, local businesses and promotions (including an e-mail newsletter blast to consumers).
- » Access to an accredited economic development expert, leading the Colfax BID retention and outreach efforts.

Colfax Business Improvement District Program Highlights in 2010

HALO Camera Installation

In April, the Colfax Business Improvement District (CBID) Board members presented check for \$180,000.00 to Denver Police Lt. Martinez and Councilwoman Jeanne Robb as part of a new relationship developed to finance the installation of 'HALO' security cameras along Upper Colfax. The Colfax Business Improvement District's growing relationship with the Denver Police marks a significant investment in the retail, office and residential development along Denver's original main street.

continued.....

Colfax Business Improvement District Program Highlights in 2010 (continued...)

Colfax Streetscape Program

In 2011 City of Denver bond money will be put into action on an Upper Colfax streetscape program designed to enhance the area as a business and shopping destination. Funds will be applied to a new pedestrian street lighting system providing a consistent look for the street (complemented by a banner system to promote area events and provide an ambiance/sense of arrival). Landscaping and additional area signage is also part of the program.

Upper Colfax in the News

In addition to the regular recognition Upper Colfax stores and businesses receive in the Denver media, the Colfax BID is also proactive with a media relations program that extends information to Denver media regularly. Upper Colfax itself was recently recognized in The Denver Business Journal as an area seeing growth and renewed interest. In addition, the April 2010 announcement of the HALO cameras, coupled with a feasibility study surrounding the reinstallation of streetcars along Colfax, added to consistent media coverage and the positioning of Colfax as business area that continues to stay current with trends. For media highlights, please visit navigate to the "News & Events" section of our website.

Colfax Events

While many events are held in the stores, restaurants and businesses located in Upper Colfax, the surrounding parks and the Upper Colfax legacy have lent themselves to larger Denver activities. A sampling of annual events includes the Colfax Marathon, PrideFest and the Capitol Hill People's Fair. Surrounded by some of Denver's best public amenities, including the Denver Zoo, Museum of Nature & Science and City Park to the Denver Botanic Gardens and Civic Center Park, there is never a shortage of activity, music or people on Upper Colfax.

Upper Colfax Website Launch

During the summer of 2010, the Colfax BID launched an all new "Upper Colfax" website build to feature stores, restaurants and businesses within the Colfax BID boundaries. The benefit to current and new businesses in the area is the opportunity to be featured on the main portal of information for Upper Colfax with a page of their own (at no charge). The site features information for consumers, real estate brokers, media and prospective businesses.





Colfax Business Improvement District Directory/Brochure Sign Up!

Free Listing

All businesses, stores, restaurants and shops within the CBID boundaries will be included in the directory at no cost.

Please ensure the accuracy of your information by visiting www.colfaxave.com.

If you have any changes or additions to your listing, please complete this form and return to stephanie@colfaxave.com or fax to 303.832.6761

Free CBID Listing

Business Name:

Address:

Phone:

Website:

E-mail contact (for CBID communication only):

Category (restaurant, gifts, services, etc):

Expanded Listing/Directory Advertising

CBID is offering a limited number of ads throughout the brochure. Paid advertising will be offered on a first-come first-serve basis with first opportunity provided to businesses within the CBID boundaries.

Three levels of advertising available

- Logo inclusion, \$75 (No charge for ad design)
- Standard ad, \$150 (\$75 add'l charge for ad design, if not provided)
- Camera-ready ad, \$300 (\$75 add'l charge for ad design, if not provided)

**Payment is by "check only". Make checks payable to:
Colfax Business Improvement District P.O. Box 18853, Denver, CO 80218.**

**Please complete this form and return to
stephanie@colfaxave.com or fax to 303.832.6761**

Your Business Has A ^{FREE} Web Page!

Activate Your New
colfaxave.com

Web Page With These Easy Tips

As a business within CBID, your business has a page! Your page can include vital information about your business that customers will use to find your business and learn about your promotions and specials.

Your business page on colfaxave.com includes:

- » Business name
- » Business address and phone number and email
- » The ability to route visitors to your external primary site
- » General description of your business
- » Specials and promotions
- » A photo or logo

How Do I Access My Page?

Before you can start posting, send an email to admin@colfaxave.com to request a password. Once your password is assigned to you, you are welcome to start posting.

Where Do I Login?

- » The first step is making it to the website, so you're already 20% of the way there!
- » Scroll to the bottom of the page (look for the gray bar).
- » Select "Merchant Login".
- » Input the user name and password provided by CBID.
- » Start typing! Input all the necessary information and items you want your customers to know!

How Do I Submit an Event for the Calendar?

Send your event information (who, what, when, where, whatever else) to admin@colfaxave.com.

Um, What Does That Mean?

Alright, so you're a techno-phobe. Don't worry...CBID can help you! Email admin@colfaxave.com or call **303.832.2086**

Tips and Suggestions

When in doubt, post! CBID is very supportive community that helps unite the ingenuity of several hundred businesses to serve up a heavy dose of resources and support to our guests and fellow stakeholders. While we hope that you'll become an active participant of CBID; you are welcome, of course, to simply hang out silently until you feel more comfortable posting. And, if you have any questions or concerns, please feel free to contact us with any questions at admin@colfaxave.com.



FREE GREEN!

brought to you by:

THE COLFAX
GREEN
PARTNERSHIP
(GREENFAX)



The Colfax Green Partnership is a combined effort between the CBID, The City of Denver, Colfax on the Hill and the West Colfax Improvement District. Working to promote the 'Small Business Efficiency Program', the Partnership is committed to helping businesses along America's longest avenue save money by saving energy. All businesses that fall within CBID are invited and encouraged to participate in the program.

Enroll in the 'Small Business Efficiency Program' Today

Join your neighboring businesses on Colfax in a free greening initiative! As a Colfax business you have the opportunity to save money and reduce your footprint by enrolling in Denver's Small Business Efficiency Program. There is no charge for involvement and the impact on your business (and the environment) is almost immediate.



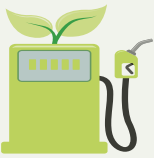
- » We provide free high efficiency lighting upgrades as well as faucet aerators, which can help you start saving immediately.
- » We can facilitate lighting, energy and water analyses (at NO cost!) to analyze your building and recommendation steps you can take to improve your efficiency.
- » We will support you in identifying and attaining rebates based on the result of your energy audit.
- » We maintain and provide an extensive list of the complimentary programs happening in Denver and around Colorado aimed at educating business owners in green business practices.

The Colfax Business Improvement District believes in promoting a healthy natural environment as well as a healthy business environment. The Colfax Green Partnership promotes both in tandem. We encourage you to capitalize on the rebates and knowledge made accessible through this Partnership. E-mail christopher@colfaxave.com or call **303-718-6631** if you have any questions.

Savings in Action: CBID Office Case Study

| | | |
|----------------------|----------------------------|--------------------|
| Baseline Case | Lighting Type: | 50 Watt Spotlights |
| | Amount: | 20 Bulbs |
| | Annual Energy Cost: | \$125.56 |

| | | |
|---|-----------------------------|------------------|
| Colfax Green Partnership Incentive | Replacement Type: | 4 Watt CFL Spots |
| | Cost of Replacement: | FREE GREEN |
| | Annual Energy Cost: | \$12.56 |

| Savings | | |
|--|---|---|
| Annual Utility Savings | Equivalent Number of Cars | Equivalent Gallons of Gas |
| \$113 | .18 | 106 |
|  |  |  |

SATELLITE MEMBERSHIPS

Colfax Business Improvement District Members



Members of the Colfax Business Improvement District may join VISIT DENVER, The Convention & Visitors Bureau, for just \$100/year!

Satellite Benefits Include:

Listings in Bureau Publications – *The Official Visitors Guide to Denver and The Destination Planning Guide*

- Limited listing under the Colfax Business Improvement District (name, address, phone, website) in the Shopping section

Complete Website Listing & Link – www.VISITDENVER.com

- Business listing on the Bureau web site www.VISITDENVER.com
 - Listing will appear in the appropriate section and will include 50-word description
- Link on www.VISITDENVER.com to member website and email address
- Opportunity to list events on Denver 365.com, Denver's most comprehensive year-round event calendar.

Bureau Communications

- Monthly Member E-Newsletter
- Access to and listing in Membership Directory
- Access to annual industry research
- Access to Bureau media lists (upon request)

Networking, Educational and Advertising Opportunities

- Monthly After Hours Networking Reception
- Networking opportunities with more than 1,200 members
- Member Spotlight presentation opportunity
- Convention Services & Tourism Referrals
- Advertising Opportunities in *The Official Visitors Guide to Denver and The Destination Planning Guide* as well as www.VISITDENVER.com
- Online Event Facility listing if appropriate (i.e. gallery, restaurant)

SATELLITE MEMBER CONTRACT



Date _____ VISIT DENVER Rep _____ Acct. # _____

Company Information

Company Name _____

Address _____

City _____ State _____ Zip Code _____

Main Phone _____ Main Email _____

Toll Free _____ Website _____

Fax Number _____

Primary Contact

Name _____

Title _____

Phone _____

Fax # _____

Email _____

Billing Contact

Name _____

Title _____

Phone _____

Fax # _____

Email _____

Address _____

City _____ State _____ Zip _____

Lead Receiving Contact Information

Name _____ Title _____ Email _____

Additional Contact Information

Name _____ Title _____ Email _____

Membership Level

_____ Satellite - \$100

Payment Type

Check # _____ (Make check payable to VISIT DENVER) AMEX _____ Visa _____ MasterCard _____

Credit Card # _____ Exp. Date _____ Security Code _____

Name on Card _____ Billing Zip Code _____ Amount of Transaction _____

Tips for Writing an Effective Listing:

- Remember to write for the appropriate audience.
- Main business contact information will appear above the business description. Do not repeat the business name or contact information in the text.
- There is a word limit to the text. VISIT DENVER reserves the right to edit text for length and clarity.
- Use evocative language, but avoid words like “premier” and “Denver’s best”. Mention recent awards and accolades.

BUSINESS DESCRIPTION FOR VISITDENVER.COM (Limit 50 words.)

Indicate which main category best describes your business (pick ONE):

- | | | |
|-------------------------------|------------------------|-----------------------------------|
| _____ Attractions/Sightseeing | _____ Dining/Nightlife | _____ Convention Services |
| _____ Accommodations | _____ Shopping | _____ Colorado Resources |
| _____ Transportation/Tours | _____ Spas & Beauty | _____ Visitor/Relocation Services |
| _____ Sports & Recreation | _____ Arts & Culture | |



If applicable, what is your business “Good For “ (Select up to **THREE)**

Budget Families Nightlife Green Adventurous History & Heritage
 Culture GLBT Romance Pets Relaxing Outdoor Dining

Business Location (select **ONE)**

Cherry Creek West Metro Outside Denver Metro
 Downtown North Metro/Boulder
 East Metro/Airport South Metro/Denver Tech Center

Neighborhood (select **ONE)**

Old Town Arvada Five Points Golden
 LoDo/Larimer/Riverfront Old South Gaylord Uptown
 Highlands Old South Pearl ArtDistrict on Sante Fe
 Stapleton/Northfield Colfax Avenue Cherry Creek North
 Historic Downtown Littleton Capitol Hill/Congress Park River North Art District
 South Broadway/Antique Row Golden Triangle Museum District

Photos

Each member listing on VISITDENVER.com will include one photo. In addition, we will be incorporating member photos through the site.

- Email to photos@visitdenver.com or provide on a disc. Maximum size of email is 10MB
- Format: jpeg, tiff, eps, etc. DPI: 300 preferred so we have the option to use in print guides as well. (Minimum DPI 72),
- Submit photos that showcase your business (not logos or headshots) and include of name of your business in the file name or email. If you have a caption, photographers name or other info (such as usage rights), please include.
- By supplying VISIT DENVER with photos of your business, you are granting full rights for the image to be used to market your business and/or Denver in print and online publications produced by VISIT DENVER.

I understand that by providing my mailing address, contact email address(es), telephone number and fax number, I am consenting to receive unsolicited communication via regular mail, email, telephone and/or fax sent by or on behalf of VISIT DENVER.

I understand that my membership dues, events, and marketing opportunities are non-refundable and will support programs which bring convention delegates and leisure travelers to the Denver metro area. I agree that all leads provided to me will be kept confidential; not to be reproduced for use by another party. I understand that membership dues are deductible as a business expense, not as a charitable contribution and I also agree that membership implies no specific endorsement or guaranteed use for my company.

VISIT DENVER reserves the right to cancel any membership at any time for non-payment of dues or other charges. In addition, VISIT DENVER reserves the right to cancel, refund, or refuse membership to any organization, individual or business for any reason.

Company Contact Signature

VISIT DENVER Representative

Submit Contract

*Call the membership department at 303-892-1112 if you have any questions about your business listings. To email completed contract, go to page one and click on **Submit Contract**, choose which email application you would like to use and choose the **Send Data File** button. You may also fax in the completed contract to 303-892-1636 Attn: Tara Meekma, Membership, or mail to 1555 California St., Suite 300, Denver, CO 80202. Remember, we cannot process your contract until payment is received.*