

shavana STREET

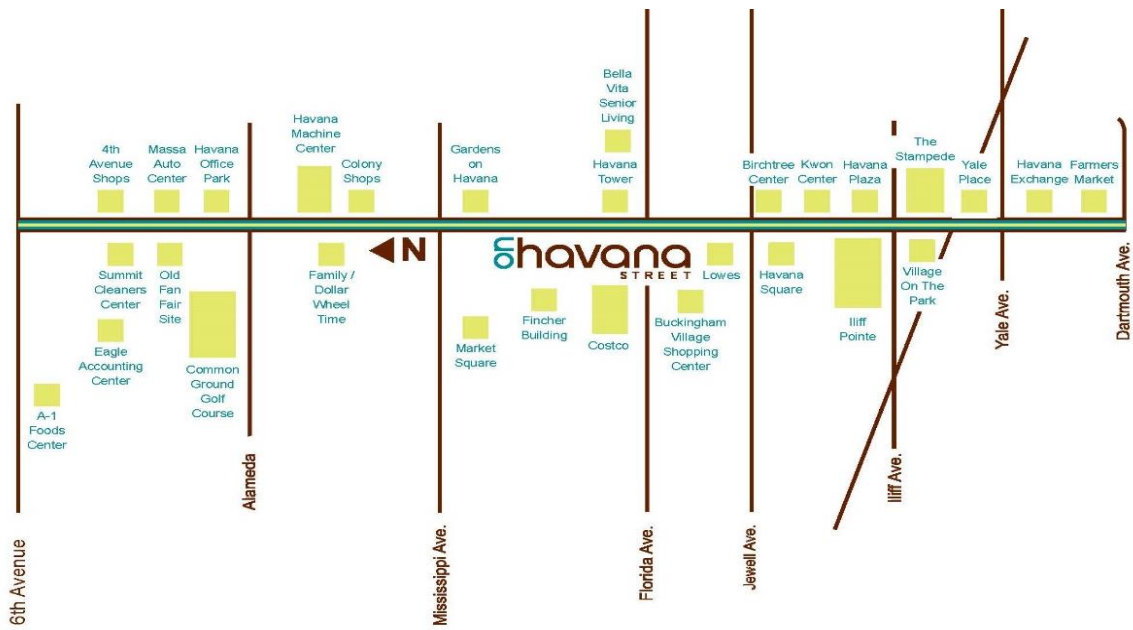
HAVANA BUSINESS IMPROVEMENT DISTRICT 2019 ANNUAL REPORT





Contents

Letter to Stakeholders _____	4
A Snapshot of the Havana BID By The Numbers _____	5
Havana BID Operating Budget _____	9
Accomplishments—Business and Economic Development _____	10
Accomplishments—People/Community _____	14
Accomplishments—Creating the Sense of Place _____	17



Map of the 4.3-mile district from 6th Avenue to Dartmouth Avenue



Photo: Argenta – 2020 Development – Coming Soon to On Havana Street

2019 ANNUAL REPORT HAVANA BUSINESS IMPROVEMENT DISTRICT

Business and Commercial Property Owners,

It is a privilege to share with you this annual report of the Havana Business Improvement District. This represents our 12th year of operation. The Havana BID is a special district that represents you, our business and commercial property stakeholders, who invest in the economic vitality, value and overall commercial appeal of the Havana District.

The BID began receiving funding in 2008. You entrusted us with your property tax dollars, and we promised to work together to make positive changes in the Havana District. We continue to work hard branding the district and creating a positive image through special projects and events that attract new customers and businesses to the district and encourage new investment in the district. We are proud to report that our combined efforts are working, and we are seeing measurable results, as we will outline in this annual report. We appreciate your support and assistance in our BID efforts and sharing our goal of creating an economically viable, attractive business district.

Sincerely,

2019 Havana BID Board of Directors

- Garrett Walls, BID President, Vice President of Operations of Western Centers/Havana Exchange, 10555 E Dartmouth, #360, Aurora CO 80014
- Yulissa Williams, BID Vice President, Branch Manager, Bank of the West, 1389 S Havana St., Aurora, CO 80012
- Matt Rauzi, Owner, Colorado's Pro Gym, 1961 S Havana St., Aurora CO 80014
- Donovan Welsh, GM, Havana Auto Parts, 901 S Havana St., Aurora CO 80012
- Brenda Soper, Property Manager of the Gardens on Havana, AmCap, 44 Cook St., #710, Denver CO 80206
- Gary Sliger, Owner of Gary's Full-Service Auto Repair, 30 S Havana St., 304-R, Aurora CO 80012
- Shannon Jones, President, First Bank, 2300 S Havana St., Aurora CO 80014
- Finn Ruehrdanz, Indoor Facility Manager, Colorado Rapids Youth Soccer Club, 111 Havana St., Suite 120, Aurora, CO 80010
- Devon Horan, Property Manager, Havana Tower, 1450 S Havana St., Aurora CO 80012

BID Staff:

- Chance Horiuchi, BID Executive Director
- Gayle Jetchick, BID Founder

Advisors/Liaisons:

- Tom George, Spencer Fane LLP, BID Attorney
- Leslie H. Larsen, Paralegal, Spencer Fane LLP
- Andrea Amonick, Manager of The Development Services Division includes Urban Renewal, Retail Assistance and Economic Development, Urban Renewal Project Manager, City of Aurora
- Chad Argentar, Havana BID Liaison, Planning Department, City of Aurora



Photo: Board members Shannon Jones, Donovan Welsh, Yulissa Williams, & Finn Ruehrdanz at the Art2C Gala at Schomp Subaru.

A SNAPSHOT OF THE HAVANA BID BY THE NUMBERS

The Havana Business Improvement District runs 4.3 miles along Havana Street from 6th Avenue to Dartmouth Avenue. It consists of 209 real commercial properties and over 600 businesses/tenants. On Havana Street has been managed by Gayle Jetchick for eleven years and on its 11th Year Anniversary year the Havana BID hired an Executive Director in Training. Chance Horiuchi was the incoming Executive Director who started in April 2018 as the Executive Director in Training and moved into the role of Executive Director in January 2019. Gayle Jetchick, the founder, continued to be engaged to support the On Havana Street operations full-time until April 2019 and part-time until the end of December 2019. The founder can be hired for consulting in future years for her expertise and event assistance. Both the Executive Director and the Founder of the On Havana Street planned/executed the events, marketing/ads, all programs and the day-to-day activities of the Havana BID, as directed by the 9-member Havana BID Board of Directors for the 2019 Operational Plan and Budget.

District Assessed Valuations: Arapahoe County's assessment of the value (AV) of the 209 real commercial properties in the Havana Business Improvement District is tracked annually. Note that commercial properties in Colorado are assessed at 29% of their actual value, compared to residential properties being assessed at 7.2% of their actual value.

Celebrating 12 Years On Havana Street

Havana District Assessed Valuations (AV) from Arapahoe County by year:

Up 45% since 2008

+\$32,480,501
2018 AV \$104,714,381
 2017 AV \$105,807,722
 2016 AV \$92,087,741
 2015 AV \$92,241,078
 2014 AV \$80,738,883
 2013 AV \$79,700,290
 2012 AV \$78,099,140
 2011 AV \$78,223,730
 2010 AV \$84,745,410
 2009 AV \$84,854,490
2008 AV \$72,233,880

Total Aurora City Sales Tax Revenues (3.75% tax) generated from the Havana BID businesses by year:

Up 73% since 2008

+\$8,927,085
2018 \$21,105,961
 2017 \$21,058,637
 2016 \$20,358,224
 2015 \$20,183,012
 2014 \$18,599,766
 2013 \$16,339,126
 2012 \$15,636,441
 2011 \$13,680,296
 2010 \$12,955,934
 2009 \$12,637,352
2008 \$12,178,876

***2019 Prelim. AV \$113,434,125**

**Since 2008 AV's have INCREASED --- 57%
 \$41,200,245**

***This is the AV valuations received by Arapahoe County on August 23, 2019.**

However, at the end of November 2019, the final certification of valuation will be received from the Arapahoe county.

Total Aurora City Sales Tax Revenues (3.75% tax) generated from the Havana BID businesses by year:

2019	\$15,768,701 (YTD end of Q3)	2018	\$21,105,961 --- \$15,751,773 (YTD end of Q3)
2017	\$21,058,637	2012	\$15,636,441
2016	\$20,358,224	2011	\$13,680,296
2015	\$20,183,012	2010	\$12,955,934
2014	\$18,599,766	2009	\$12,637,352
2013	\$16,339,126	2008	\$12,178,876

When comparing 2019 vs 2018 YTD's end of Q3, the BID is up \$16,928 from last year's YTD Total Sales Tax, up \$145,486 for Food & Sales, down \$265,587 for Auto Dealers & Parts, and down \$4,416 for Total Use Tax.

	Jan-18	Feb-18*	Mar-18	Apr-18	May-18**	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	2018 YTD
Total Sales Tax	\$2,167,248	\$1,516,776	\$1,562,833	\$2,048,329	\$1,251,546	\$1,692,190	\$1,784,980	\$1,707,941	1,901,909	2,038,790	1,639,857	1,793,563	\$21,105,961
Food and Dining	251,173	223,211	244,471	306,327	284,947	318,135	306,805	336,199	299,641	378,496	306,542	301,902	\$3,557,848
Auto Dealers & Parts	544,990	479,890	451,482	584,891	467,754	531,830	515,899	556,911	522,217	627,847	532,297	527,928	\$6,343,937
Total Use Tax	26,715	14,479	15,430	15,592	12,332	17,332	22,294	25,886	14,990	31,311	40,695	13,538	\$250,594

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	2019 YTD
Total Sales Tax	\$1,997,773	\$1,497,839	\$1,437,195	\$1,804,720	\$1,639,080	\$1,770,415	\$1,850,925	\$1,776,486	1,994,269				\$15,768,701
Food and Dining	331,498	283,603	271,665	326,374	315,277	318,176	344,299	319,815	309,504				\$2,820,211
Auto Dealers & Parts	450,673	426,913	387,455	519,724	438,082	524,774	505,092	570,376	566,295				\$4,389,385
Total Use Tax	19,302	12,805	14,930	14,740	19,765	13,241	15,965	14,684	15,467				\$140,898

* Starting January 1 2018, the City eliminated a Vendor Fee exemption for Sales Tax remittance.

** Starting May 2018, the City implemented a new tax processing system. This change allowed businesses with multiple locations in the city to submit a singular tax return. Due to changes in reporting requirements, sales tax for some sites in 2018 is estimated and may include a small amount of use tax.

Data based on Area Report 18-25 Crystal report and General Tax generated data for Havana BID

When comparing 2010 to 2019, the Total Sales Tax increased by 61.15% --- \$8,008,617, Auto Sales & Parts increased by 84.64% --- \$2,908,137 and Food & Dining increased by 98.89% --- \$1,768,993.

YEAR	AUTO DEALERS & PARTS	FOOD & DINING	TOTAL SALES TAX
2010	\$3,435,800	\$1,788,855	\$13,097,290
2011	\$3,769,713	\$2,019,244	\$13,680,196
2012	\$4,934,651	\$2,374,026	\$15,636,441
2013	\$5,295,256	\$2,424,008	\$16,339,128
2014	\$5,897,049	\$2,810,906	\$18,599,766
2015	\$6,546,804	\$3,081,998	\$20,193,012
2016	\$6,292,571	\$3,058,532	\$20,358,224
2017	\$6,628,639	\$3,072,734	\$21,049,286
2018	\$6,343,937	\$3,557,848	\$21,105,961
2019 Numbers will be shared by City of Aurora Tax after 2019			

RETAIL VACANCY RATE: Annually, we celebrate that we have a low vacancy rate and most of the leases in the district are fully leased. Every October we calculate the retail vacancy rate in the Havana District based on 18 retail shopping centers/strip malls in the District.

The results: **3.2% in 2019**, 1.8% in 2018, 2.5% in 2017, 4.7% in 2016, 4.2% in 2015, 2.3% in 2014, 2.8% in 2013, 6.7% in 2012, 8.5% in 2011 and 8.6% in 2010. In 2019, **96.8% of the retail available in the District is leased.** We have about 47,000 square feet available out of an estimated 1.5 million square feet of retail space On Havana Street.

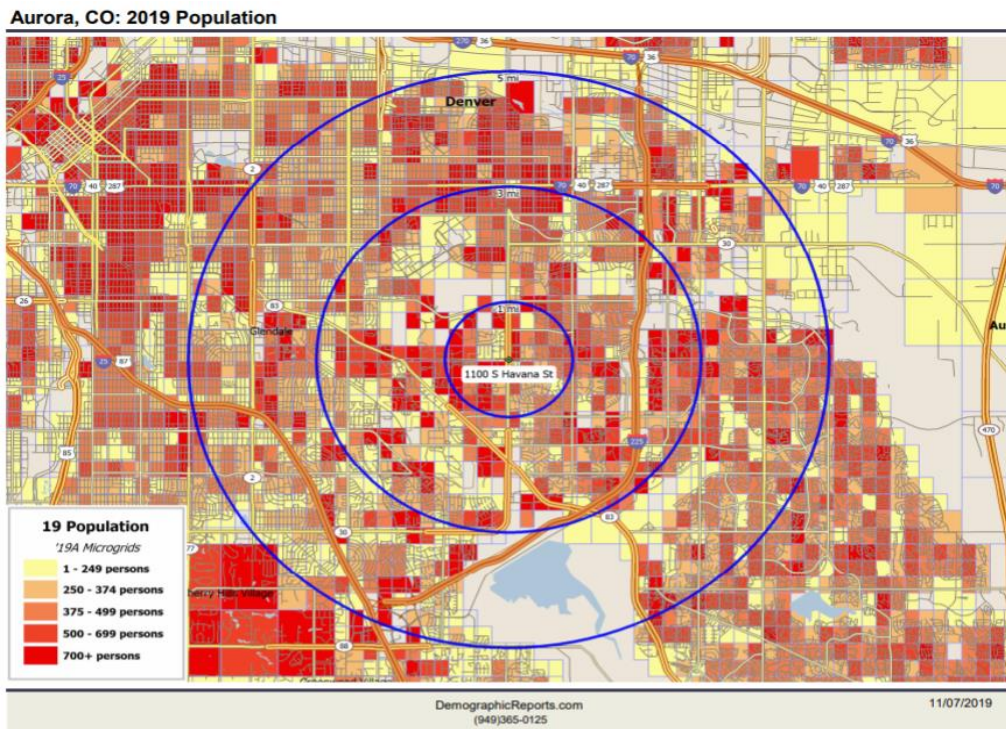
YEAR	% SF Vacant	% Occupied
2008	8.6%	91.4%
2009	8.0%	92.0%
2010	8.4%	91.6%
2011	8.6%	91.4%
2012	8.9%	91.1%
2013	2.8%	97.2%
2014	2.3%	97.7%
2015	4.2%	95.8%
2016	4.7%	95.3%
2017	2.5%	97.5%
2018	1.8%	98.2%
2019	3.2%	96.8%

STRONG 2019 HAVANA BUSINESS IMPROVEMENT DISTRICT DEMOGRAPHICS: We ran Demographic Comparison Reports in November to compare the changes over the years and determine how the business district and surrounding areas are improving. We requested data using 1-mile, 3-mile and 5-mile rings around the 1100 S Havana address, which is the intersection of Mississippi Ave and Havana. We compared the reports from DemographicsReports.com for 2015, 2017 and 2019 for a few major categories (below and attached). The data shows that the Havana District is wealthier, slightly older age wise and the housing values are a lot higher in 2019 than they were in 2015. The chart below shows the results of 2019 Population report.

Income Levels are Increasing

- The Total Aggregate Income of the area is up 36.5% in 2019 over 2015 in a one-mile radius, 36.3% in a three-mile radius and 38.1% in a five-mile radius.

- The average family income is up 34.6% in a one-mile radius, 27.2% in a three-mile radius, and 23.8% in a five-mile radius from 2019 over 2015.
- In 2019, the average household income was \$66,305 in a one-mile, \$74,923 in a three-mile radius and \$93,757 in a five-mile radius.



Source: DemographicReports.com

Population Surrounding the Corridor is Stable

- Our populations numbers are stable, only .5% less in the one-mile ring, .09% in a three-mile radius and a 2.2% more in the 5-mile ring from 2015 to 2019.
- The number of folks ages 20-54 is down around 2% while the number of folks ages 54-75 has increased 8% from 2015 to 2019. Also, the median age of the total population is 40.46 in a one-mile radius, 38.86 in a three-mile radius and 39.20 in a five-mile radius.
- Most of our population are in four major age groups of the twelve listed in the report with averages higher than 10%. 17.7% of the total population are within the ages 25 to 34 years at 17.7% in a one-mile radius.
- 13.3% are ages 25 to 44 years in a one-mile radius. 11.1% are ages 45 to 54 in a one-mile radius,
- 11% are ages 55 to 64 years in a one-mile radius and 9.9% are ages 65 to 74 years.

Significant Increases in Home Values since 2015

- The average home value in a 1-mile radius around Havana saw a 52.4% increase, a 56.5% increase in a three-mile radius and a 39.4% increase in a five-mile radius comparing home values from 2019 to 2015.
- The average home value in a one, three, and five-mile radius in 2019 was \$332,624.
- The median home value in a one, three, and five-mile radius in 2019 was \$259,505.
- The average contract for rent in a one, three, and five-mile radius in 2019 was \$1218.
- The median contract for rent in a one, three, and five-mile radius in 2019 was \$1061.
- The average number of household size in a one, three, and five-mile radius in 2019 was 2.25 and with an average family size at 3.20. Plus, the under the 2019 Total Housing Units under category "Occupied" we found that on average in a one, three and five-mile radius 97.4% are occupied with an average of 2.6% vacancy for housing units available.

	2015	2017	2019	CHANGE 2015 to 2019	% +/- CHANGE 2015 to 2019
TOTAL AGGREGATE INCOME (IN MILLIONS)					
1 MILE RING	\$669.4	\$832.6	\$913.8	\$244.4	36.5%
3 MILE RING	\$4,799.3	\$6,088.5	\$6,539.9	\$1,740.6	36.3%
5 MILE RING	\$13,883.5	\$17,937.4	\$19,172.9	\$5,289.4	38.1%
PER CAPITA INCOME					
1 MILE RING	\$22,873	\$28,132	\$31,386	\$8,513	37.2%
3 MILE RING	\$24,234	\$30,744	\$32,727	\$8,493	35.0%
5 MILE RING	\$29,343	\$37,351	\$39,668	\$10,325	35.2%
MEDIAN FAMILY INCOME					
1 MILE RING	\$47,219	\$57,983	\$63,541	\$16,322	34.6%
3 MILE RING	\$55,673	\$65,852	\$70,842	\$15,169	27.2%
5 MILE RING	\$70,062	\$81,605	\$86,726	\$16,664	23.8%
AVERAGE FAMILY INCOME					
1 MILE RING	\$55,813	\$69,133	\$78,184	\$22,371	40.1%
3 MILE RING	\$65,942	\$84,326	\$92,368	\$26,426	40.1%
5 MILE RING	\$84,537	\$109,060	\$119,242	\$34,705	41.1%
TOTAL POPULATION					
1 MILE RING	29,264	29,596	29,116	-148	-0.5%
3 MILE RING	198,044	198,039	199,834	1790	0.9%
5 MILE RING	473,144	480,242	483,327	10183	2.2%
MILLENNIALS (AGES 20-34)					
1 MILE RING	7,371	7,610	7,167	-204	-2.8%
3 MILE RING	48,074	48,445	49,018	944	2.0%
5 MILE RING	112,532	116,441	117,185	4653	4.1%
GEN X (AGES 35-54)					
1 MILE RING	7,299	7,291	7,138	-161	-2.2%
3 MILE RING	51,046	50,650	51,471	425	0.8%
5 MILE RING	127,771	129,618	130,882	3111	2.4%
BOOMERS (AGES 55-74)					
1 MILE RING	5,678	5,734	6,151	473	8.3%
3 MILE RING	37,273	38,259	39,531	2258	6.1%
5 MILE RING	87,570	90,363	93,418	5848	6.7%
AVERAGE HOME VALUE					
1 MILE RING	\$180,678	\$269,881	\$275,363	\$94,685	52.4%
3 MILE RING	\$208,500	\$302,527	\$326,297	\$117,797	56.5%
5 MILE RING	\$284,218	\$348,650	\$396,213	\$111,995	39.4%

We also discovered that in the 2019 report the population by race/ethnicity on average of the one, three and five-mile radiuses showed that the population was 58.37% for White, 19.3% for Black, 6.2% for Asian, .02% for Hawaiian/Pacific Islander, .80% for American Indian/AK Native, 15.23% for Other/Multiple races and 25.5% for Hispanic Origin.

The average vehicle per household in a one, three and five-mile radius in 2019 was 1.62.

Another interesting note was that in 2019 we found that on average in the one, three and five-mile radius 43.3% spend money on “Food Away from Home.” We have over 100 restaurant and dining options and over 25 international markets and grocery stores in our corridor.

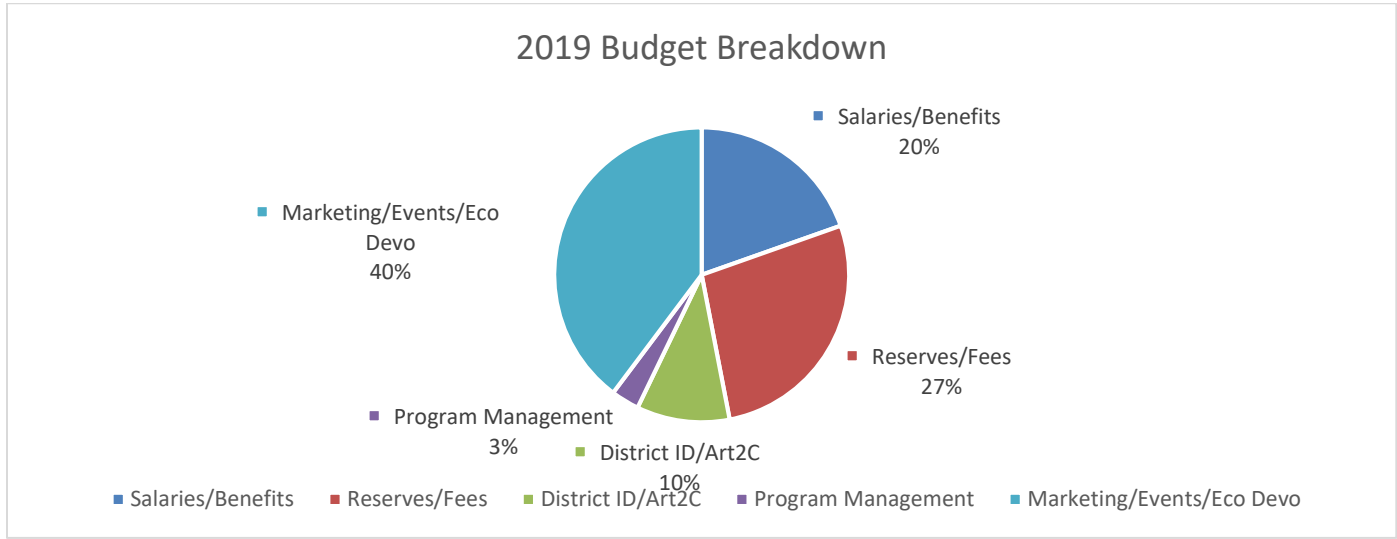
See more statistics and the maps showing the neighborhoods included in the 1-3-5-mile rings in the demographic reports from 2019 that we have linked on our website www.OnHavanaStreet.com

2019 HAVANA BID OPERATING BUDGET

Funding: The Havana BID is funded by a 4.5 mill commercial property tax levy approved in November 2007.

The original 2019 budget was **\$471,459**. Approximately \$471,459 in 2019 to be raised through a 4.5 mill levy based upon the assessed value of real commercial property which includes the “current year’s net total taxable assessed valuation” from page 2, line 4 of the Certification of Valuation document from Arapahoe County dated August 23, 2018 (\$89,377,998 x .0045 = \$402,201) plus the URA property tax increment from page 2, line 3 of the Certification of Valuation document from Arapahoe County dated August 23, 2018 (“total TIF area increment” of \$15,390,564 x .0045 = \$69,258), as well as an estimated \$25,000 in specific ownership tax and an anticipated \$8,000 in event sponsorships.

The BID Board, Executive Director and the BID Founder continued to take a conservative approach to budgeting and monitor return on investment in all areas. The pie chart below displays the breakdown of the 2019 budget in percentages.



2019 BUDGET ALLOCATIONS

Marketing/Events/Economic Development accounts for 40% of budget or \$257,000: Includes TV & radio marketing for the Havana Motor Mile and all District events, print/web ads, social media, website management, e-newsletter, marketing and branding planning and execution, and all expenses involved in planning and producing District events throughout the year. The Havana Motor Mile Auto Technician Tool incentive program, to address the severe shortage of auto techs in the area, also comes out of this budget category.

Program Management accounts for 3% of budget or \$20,000: Includes business watch program & graffiti removal supplies, the annual government audit required by the City of Aurora, accounting services, legal consul and services,

Special District insurance, mileage and taxes, office supplies & phones, Aurora Chamber membership, and annual meeting mailing and expenses. This category also contains a \$10,000 emergency snow removal fund.

District Identity/Image/Art 2C on Havana Program accounts for 10% of budget or \$66,000: This category includes the condominium newsrack maintenance agreement for weekly cleaning of all racks and graffiti removal. This budget also includes the replacement and repair of newsracks & handles, treatment for rust and repainting as needed and the “On Havana Street” logo panel District Identity program. The Art 2C on Havana program accounts for \$24,000 of this budget and includes artist stipends, awards, annual gala, and other program expenses. We publish an annual Art 2C on Havana guide. Art 2C on Havana is a partnership between the City of Aurora Art in Public Places and the Havana BID. Half of the condo newsracks on the street were replaced in 2017 with the second half of the rack replacement program completed in July 2018. In 2019 and 2020, we plan to add new district identity markers, maintain and repair current ones.

Board Reserves for special projects and succession planning & fees account for 27% of budget or \$176,903.

This category contains the required 3% Tabor reserves \$14,144 and the Arapahoe County Assessor fees \$7,072. \$155,687 was kept in board reserves for succession planning purposes to have enough money to hire an ED in training and pay current ED. Plus allow for the founder Gayle Jetchick to stay on for consulting or to hire a part-time employee to help the Executive Directory with BID operations. The board initially set aside \$56,000, but after the Final Assessed Values were sent at the end of November 2018, we received a significant amount more in property tax. Thus, we added the increased property tax collection to the board reserves. The board can also vote to utilize board reserves to fund special projects, including additional funding for the condo newspaper rack replacement or other unexpected expenses if needed.

Salaries/Benefits account for 20% of budget or \$126,704: \$108,287 for salaries for Executive Director and BID Founder consulting/part-time. This includes a 3% raise for the Executive Director and Founder’s part-time/consulting. Benefits total \$18,417 and include: up to \$8000 for group medical health insurance, \$6400 for mileage compensation and \$4017 for 401k matching. Historically, this budget is about 10-12% of the budget with one employee. This is the second year the Havana BID had one full-time & one partially full-time/part-time/consulting employees as of part of the planned budgeted succession plan. The Havana BID board prepared for this significant increase in the salaries/benefits budget by setting aside significant reserves in the past few years to account for the increase during the transition for the Founder to retire.

ACCOMPLISHMENTS: Business & Economic Development

The Havana BID led advocacy efforts for policies that impact and improve the business climate in the Havana District. We work to grow the retail base, attract more shoppers and bring in new business while retaining the businesses already located in the District.

New Business Growth and Investments: We saw over 60 new and remodeled businesses making major investments in 2019. Due to our very low retail vacancy rate we are running out of retail space. The Havana BID has been very busy working with business owners and prospective investors to provide details about the Havana BID activities, Havana District statistics, and available property details, being the liaison between businesses and the city staff and development services.

Here is a list of the new businesses that have opened in the last year, businesses that have completed major remodels, or are currently under construction along Havana:

ADI Autosport – purchased A-1 Auto, expansion – August 2019

AFC Urgent Care – Coming in 2020

Argenta Development – Phase I – 86 townhomes to break ground late 2019/early 2020

Asian Century Café/ Noodle King – NEW – August 2019

Auto Mart USA -NOW Auto Mart Mitsubishi

Bradley Gas, Stinker Stores – Remodel

Buckingham Shopping Center – Gibby’s/Denny’s – repaved parking lot

Circle K – Iliff – Remodel

Coco Loco added new brand Simply Hemp

Cody’s Café & Bar – relocation & remodel - Opened January 2019

Comcast Xfinity – remodeled and relocated

Community Enterprise Development Services – CEDS – moved locations and expansion

Concentric Consulting Group

Doug Shin American Family Insurance – Jan 2019

El Sabor De Abuelita Food Truck

Five Below – Village on the Park – Coming 2020

Flea Market – September 2019 – former Mueblas Furniture

Gianna’s Adult Day Care – May 2019

Gibby’s – new management & game area

Gio’s Hair – March 2019

Havana Flea Market – September 2019 – former Mueblas Furniture

High Point Home Care, LLC

Imone Korean Restaurant – former Menya Ramen & Poke – September 2019

J-Love African International Market – October 2019

Jeep – remodel – July 2019

Jordan Motors – purchased property

Koshari Time Cafe @Market Square Remodel and New Menu – June 2019

Kum & Go – 8 Pump Gas Station + Convenience Store – Late 2019 – former Salvage/Summit Restaurant

Kumon at Market Square – NEW - August 2019

La Pily Mexican Restaurant – September 2019 - former Thai Basil

Living Water Car Wash – NEW – December 2019

Lyft – New – former Shortline Mitsubishi – NEW – August 2019

Mathes Allstate Insurance – relocated from Havana Tower to US Bank On Havana

Metro Urgent Care in the Safeway

Menya Ramen & Poke – NEW – April 2019

Mike Naughton Ford Showroom – Remodel

Milan Laser Hair Removal – NEW - August 2019

Milkroll Rolled Ice Cream – NEW - Oct 2019

Muebles Furniture – former Sunrise Thrift – Summer 2019

My Favorite Muffin – June 2019

Perea Insurance Group

Powerhouse Nutrition & Fitness – Jan 2019

Prestige Adult Day Care – May 2019

Quinceaneras Leihla – Jan 2019

Ross – Remodel – August 2019

Seoul BBQ & Hot Pot + Seoul BBQ Catering – remodel & new hot pot feature – June 2019

Shortline Buick GMC – new signs

Specialist Barbers Club Barbershop & Beauty Salon

Stampede – New Ownership & Major Remodel

Tacos Adan Food Truck

Tacos LaCoquita Food Truck

Target Remodel – October 2019

Target – NEW Optical Retailer – October 2019

Target – NEW Starbucks – October 2019

Ten Seconds Yunnan Rice Noodles – Shi Miao Dao – New – April 2019

Thank Sool Pocha – Korean Pub – April 2019

THRIVE Affordable Pet Care in Petco

TJ Maxx – Remodel – September 2019

Torchy's Tacos – developing on a pad site near Chick Fil A at the Gardens on Havana

Trans Voyage Taxi

Uncle Joe's A Hong Kong Bistro – Opening 2019

Valentia Building LLC/Prime Management LLC - Havana Square Shopping Center - repaved the lot, new signage, & landscaping

Village on the Park – Old Navy – October 2019

Village on the Park - America's Best Contacts and Glasses – NEW - March 2019

Village on the Park – 5 Below – Coming Soon 2020!

Village on the Park – First Watch A Daytime Café – Coming 2020

Village on the Park – Sharetea – Coming 2020

Your Guardian Insurance Group, Woo Jae Kim

Closures – We had about 20 business closures. However, with the high demand and desire for businesses to be a part of the corridor most of the closures are occupied with a new retailer or are under lease negotiations for a future tenant.

A-1 Auto – August 2019, now the expanded operations of the Adi Autosport

Bentley's Pet Supplies – March 2019

B&B Shoe Repair – consolidated 2 locations to Parker – Feb 2019

Exotic Bird Emporium – relocated to Buckley – March 2019

Everest Wireless – May 2019

Furniture Express – May 2019, now Havana Flea Market

Havana Café – now Thank Sool Pocha

Koshari Time – November 2019

Lucky China – now Ten Seconds Yunnan Rice Noodles – Shi Miao Dao

Metro Urgent Care in Safeway – Fall 2019

Menya Ramen & Poke – September 2019, now Imone Korean Restaurant

Mueblas Furniture – Summer 2019, now Havana Flea Market

Paris Bakery – Menya Ramen & Poke, now Imone

Quinceaneras Leihla – November 2019

She A Beauty – May 2019

Shortline Mitsubishi – April 2019, now Lyft in August 2019

Sunrise Thrift – Mueblas Furniture – May 2019 & now Havana Flea Market

Thai Basil – September 2019, now La Pily Mexican Restaurant

Village Inn – June 2019

Business & Economic Development Accomplishments:

- **Havana North/Fan Fare:** The Aurora Urban Renewal Authority worked with the developer Dillon Place to develop the former Fan Fare site at 3rd and Havana. Argenta's for-sale townhomes, apartments, live/work units, office and retail will transform the north end of the BID corridor. The old Fan Fare building was demolished in January of 2014 and the BID looks forward to hosting events to attract visitors and residents to the North Havana corridor. On 8/5/19, City Council unanimously approved the sale of the Fan Fare/Argenta property to Dillon Place. Dillon Place has also purchased the properties of Woody's Wings and the gas station. The 1st Phase & groundbreaking will begin in late 2019/early 2020 on the 1st 3.6 acres for the 86 townhomes. Argenta is a phased master plan for 10.55 acres new mixed-use development consisting of 86 townhomes, 208 multi-family & 20,000 sq ft of small-scale retail. Dillon Place in the process of developing plans for phase 2 (multi-family units) and phase 3 (retail/office splash park, food truck area, and small concert venue) to the city.

- **Condominium Newspaper Rack Replacement Project:** In 2017, we replaced half of the condo news racks along Havana due to rust and deterioration. The second half of the newspaper racks were replaced in July 2018 to complete our replacement project. After a multimodal study is completed in 2020, the BID will work with the City of Aurora to update the news rack memorandum program. We will update the number of racks and reassign the locations to the new RTD bus stops with high traffic.
- **Business Watch Program & Prompt Graffiti Removal:** We made multiple daily business watch sweeps of the business district looking for people who are in the district begging, panhandling, urban camping and otherwise appearing to need some help, informing them about assistance available. We distributed the Aurora Homeless Resource Guide in Spanish and English and gave out bus passes to get people up to the new Day Resource Center (DRC) to get help, food, laundry services, showers, etc. The bus passes were purchased with our business watch budget money. We worked closely with the Aurora Homeless Street Outreach Team (HOT). Panhandling is legal in Aurora, but not aggressive panhandling, and a private commercial property owner has the right to ask the person to leave their private property. The person panhandling/begging/urban camping has the right to refuse any help or services offered to them. We responded to complaints from shoppers and business owners about aggressive panhandling on private commercial property. We distributed information and a Business Watch Card with key contacts and phone numbers to business owners and neighbors about how to contact the HOT team to get help for persons in need. After attempts are made to offer services and transportation up to the DRC and the person panhandling/begging/camping refuses any help/services, the private commercial property owner can call police and have the person trespassed off their property. But, first, the property owner needs to follow and comply with the trespass ordinance.
- **Trespass Ordinance Compliance:** We continued to work with business and property owners to get the proper “no trespassing” signs in place and a “letter of consent” from the property owner on file with Aurora Police to allow police to go on the private properties to enforce the trespassing ordinance if people camping/squatting on properties refused any and all assistance and refused to be transported to the Day Resource Center to receive help.
- **Low Retail Vacancy Rate:** We have one of the lowest retail vacancy rates of 3.2% in 2019 in the metro area. We look forward to the growth of new retail planned for Village on the Park and Argenta.
- **Online Business Directory:** We made regular Business Directory updates, adding new businesses as they open and updated the current business profile listings.
- **Available Properties List:** We maintain a list of available for sale and for lease commercial properties in the Havana District on the website and fielding calls from prospective business owners. It is the most navigated page on our website. 96.8% of the retail available in the District is leased.
- **Code Enforcement:** Working with businesses and city code enforcement officers on code violation resolution. The BID Executive Director is a member of the City of Aurora Code review project committee and the ED and incoming ED actively attend the Policy and Housing and Neighborhood Services meetings to stay informed and up to date regarding code enforcement and on-going issues.
- **Havana Motor Mile:** The dealership automotive service managers and independent service shop owners in the Havana Motor Mile worked together and with Pickens Technical College on an **auto technician tool incentive program**. This program addresses the severe shortage of automotive tech in the area. In 2019, we increased the budget to \$15,000 to allow for 6 more technicians in the program. This program has been a huge success and we budgeted \$19,000 in 2020 to continue this program and some of the car dealerships are looking to contribute more funds to this program.
- We hope the increase in the budget will allow for us to sponsor more students to engage working on the HMM. Plus, due to the cost of tools and the tool chest the board felt that it was necessary to increase the budget from \$15,000-\$19,000 in 2020. This workforce initiative growth will help to support our 17 car dealerships and over 100 automotive service businesses in our corridor.

ACCOMPLISHMENTS: ENGAGE PEOPLE/COMMUNITY

One of our goals is to enhance experiences for visitors, employees and residents coming into the Havana District. We strive to create and maintain a vibrant District, a gathering place for people to come to shop, dine, live and play. Our 2019 events were all FREE, created a buzz of activity and brought in an estimated 45,000+ people to the District from zip codes up and down the Front Range and even some from out of state.

Events:

In 2019, the Havana BID budgeted **\$100,000** of its annual budget hosting and marketing monthly events to put feet on the street and customers in our businesses, bringing thousands of people to the Havana District to shop, dine and have fun:

1. Sunday, February 3, 2019: [Big Game Football Party](#) Los Angeles vs New England - 4 pm - at Buffalo Wild Wings, Kick off at 4:30 pm
2. February 20, 2019: [Self Defense Training with Aurora Police at The Stampede On Havana Street](#) with the Chamber's Young Professionals
3. March 2019: [Celebrate Mom & Pop Business Month](#) - Small Business Spotlights, Snow! Event & Gift Card Giveaways
4. March 2, 2019: [It's Been a Wild Year Anniversary Party at Whispers On Havana](#)
5. May 1-8, 2019: [Restaurant Week - Eat On Havana Street](#)
6. March 12, 2019: [2019 Celebrating Small Businesses On Havana Street – Featured Business – Infiniti of Denver & Pure Barre Pop Up Event](#)
7. March 19, 2019: [2019 Celebrate Small Business On Havana Street – Networking Meet Up at Snow!](#)
8. March 30-31, 2019: [Petco Re-Grand Opening at The Gardens On Havana](#)
9. Saturday, May 4, 2019: [Rose Garden Clean Up](#)
10. May 23, 2019: Graduation [Havana Motor Mile Auto Tech Tool Incentive Program 2019](#)
11. Friday, June 7, 2019: [Cruzin Havana VIP & Volunteer Thank You Dinner](#)
12. Saturday, June 8, 2019: [12th Annual Cruzin' Havana Car Show](#)
13. Wednesday, June 19, 2019: [Asian Chamber Business After Hours at Seoul BBQ & Hot Pot](#)
14. Monday, June 24, 2019: [Ribbon Cutting – The Mathes Allstate Insurance Agency](#)
15. Tuesday June 25, 2019: [Women In Business Committee's Annual Progressive Luncheon On Havana Street](#)
16. Tuesday, June 25, 2019: [6 Million Dollar Band – the Ultimate 80s Experience Concert & Hoagie Night On Havana Street](#) Rose Garden Concert
17. Sunday, July 21, 2019: [Progressive Frozen Treats & Ice Cream Party](#) - Celebrate National Ice Cream Day On Havana Street
18. Tuesday, July 23, 2019: [The Byron Shaw Projex – R&B/Soul/Reggae Concert & Pizza Night On Havana Street](#)
19. Tuesday, August 27, 2019: [Tunisia Rose Garden Concert & Frozen Treats Social](#)
20. Monday, September 9, 2019: Football Season Kickoff Party at Gibby's – Denver vs Oakland
21. Tuesday, September 10, 2019: [Last Days of Summer Dotsero Concert at Stampede](#)
22. Tuesday, September 17, 2019: Comitis Crisis Center & Safeway: [Grocery Cart Races at Safeway On Havana Street](#)
23. Saturday, October 26, 2019: [Halloween Trick or Treating at Gardens on Havana & Halloween Contests & Prizes](#)
24. Thursday, November 14, 2019: [Art 2C On Havana Street Gala at Schomp Subaru](#)
25. Thursday, November 21, 2019: [Annual Stakeholders Meeting at the Stampede](#)
26. Saturday, November 30, 2019: [Black Friday Shopping Weekend Holiday Caroling with Aurora Singers at Shops at The Gardens on Havana + 2019 Secret Santa Event - Gift Card Giveaways to Shoppers as a "Thank you for supporting & shopping On Havana Street!"](#)

Promoting/marketing our businesses and events: To gain a better return on investment with our marketing budget on KUSA & KTVD, we combined the Havana Motor Mile and Event TV budgets again in 2019. We made two appearances on Colorado & Company on 9News for our event promotion and ran digital ads and home page takeovers for a few events,

which were well received. We continued to run regular ads in the Aurora Sentinel, both print and web ads, and print ads in the Glendale Cherry Creek Chronicle.

Strengthened Partnerships and Community Relations: In 2019, we established new relationships and strengthened relationships with various marketing partners that offered free opportunities to promote our district and events. We collaborated with the Asian Avenue Magazine throughout the year. This magazine “connects culture and links lives” in the Denver/Boulder area to over 240,000 readers a year with an annual income of more than \$60,000 and distributed at 400 locations. We have a very diverse community in the District and this magazine featured our businesses, cultural celebrations, dining, shopping, travel, arts and lifestyle. The magazine presented our businesses and events in their articles and social media at no cost. Many of the features were multiple page spreads on Restaurant Week, grand openings of new businesses, food trends, and highlights of hidden gems to visit in the District.

Another marketing partner was the Community-Campus Partnership. This partnership fosters, promotes and supports mutually beneficial collaborations between the Anschutz Medical Campus and the surrounding Aurora community neighborhoods to improve the health and economic well-being of the Aurora community. This relationship allowed us to promote our district and events to over 30,000 in their workforce at the Anschutz Medical Campus. This campus includes UHealth University of Colorado Hospital (UCH), Children’s Hospital of Colorado, the Rocky Mountain Regional VA Medical Center - VA Eastern Colorado Health Care System and the Bioscience/Fitzsimons Innovation Community.

We continued to partner with Visit Aurora and their affiliated partnerships in hospitality and events. We ran an On Havana Street ad in the Visit Aurora Guide. This guide is the definitive resource and most requested item for the 77.7 million visitors arriving annually to the state and has a year-long distribution of 100,000 copies. This is also a highly trusted and relied upon resource for important buying decisions in our community. The District partnered with Visit Aurora to connect the 65 hotel partners and member hotels in Aurora, Denver, Denver Tech Center and Stapleton. In 2019, Visit Aurora hosted numerous marketing campaigns, blogs, videos, photographers, social media promotions, giveaways and tours of On Havana Street restaurants and businesses. They also shared all the content, photos, video footage, commercials, and press captured at On Havana Street businesses at no cost. The businesses could use the same content in their own marketing to update their menus, website, and social media for additional exposure. Visit Aurora has been an extraordinary partner and promoted Things to do On Havana Street monthly on all their platforms.

In addition to the free online and print marketing promotions, Visit Aurora is hosting the Visit Aurora’s Savings Pass featuring our businesses in the District at no cost. In 2019, we began marketing the Visit Aurora Savings Pass to our district so that our merchants and businesses can include a discount through the savings pass. There is no cost to the District or the businesses and it’s completely up to the merchant on what they would like to offer. Visit Aurora has an annual contract with a company called, “Bandwango” and they create the pass for us. The Visit Aurora Savings Pass will be provided to convention and tournament attendees staying in Aurora or at one of our Denver partner hotels nearby. The Savings Passes will be distributed to the Gaylord Rockies convention groups, but there are several other groups throughout the year that have interest in the pass and staying at a hotel near On Havana Street. This partnership program will be a great benefit for exposure to the District and will draw business to On Havana Street during peak convention and tournament dates.

The Executive Director has hosted the Group Sales Teams and hotel management to showcase venues and locations in the District so that hotels can set up hotel site visits to On Havana Street and make reservations for travelers and groups at our restaurants and businesses. Groups of 10-30 visitors/conference groups from partner hotels hosted “offsite” meals and entertainment activities in the District. The hotel shuttled the visitors to Havana to experience our global

options of cuisines and entertainment options. This partnership connected the travelers to “Things to do On Havana Street” and attracted more diners and shoppers to the District during their stay in Colorado.

Visit Aurora hosted their Quarter One Hospitality Networking event at the Stampede and showcased the newly remodeled event center as one of the unique venues and meeting space options in the District. Visit Aurora invited many destination service industry professionals, hotels, city and state partnerships, group travel agencies, community partners, the Aurora Chamber of Commerce, our stakeholders and businesses on the BID corridor. The fun western themed event highlighted the new ownership and revealed updates to the venue space and dancefloor. Many discovered a country-western side of Colorado complete with a live bull, birds of prey, cowboy photo ops, music by Loose Change, line dancing, steer-roping lessons, and hardy appetizers by Rolling Smoke BBQ. Plus, many attendees shared nostalgic memories from 10-20+ years ago when they first met their spouse or enjoying The Chamber’s Taste event, and even the past “Girls’ Night Out” for the infamous “Stampede Ladies Nights.” This event helped us market the District and allowed our BID stakeholders a chance to connect and strengthen their relationships.

In 2019, we also focused on strengthening our partnerships with the local Chambers (Asian Chamber, Aurora Chamber, Hispanic Chamber, DTC/Greenwood Village Chamber, Chamber Young Professional Groups, & Women in Business committees), the Colorado Korean Association, Rocky Mountain K-Pop, Aurora Sister Cities International, Aurora Asian Pacific Development Center, Aurora Asian Pacific Community Partnership, 5280 Dragon – Dragonboat Festival, City of Aurora’s Office of International and Immigrant Affairs, Consulado de El Salvador en Aurora by promoting, collaborating and hosting events at On Havana Street businesses.

Throughout the year the Executive Director also collaborated on projects, shared updates, presented and hosted economic development and business tours along the corridor to the City of Aurora’s Ward 3 & Ward 4 meetings, City of Aurora Department of Communications & Marketing, City of Aurora Traffic Department, City of Aurora Mayoral candidates, Advantage Security, 2020 Census representatives, Aurora Be Counted, City of Aurora Planning & Economic Development (PED) meeting, Neighborhood Services (Horns) meeting, Aurora Rotary, Highland Park East Neighborhood Association, Del Mar Neighborhood Association, HD 42 Domonique Jackson, Colorado Food Bloggers, Colorado Yelp, Westword, Denver Post, Aurora Day Resource Center/Comitis Crisis Center/Aurora Street Outreach, Downtown Colorado Inc, Aurora Police Department, Cops Fighting Cancer, Buckley AFB Public Affairs, Community Relations, and Veteran Affairs Commission.

The City of Aurora featured our BID in their monthly newsletters, Aurora TV – Aurora 8, and the Yum Guide. This year we continued to market to travelers and hotel guests with the Capture Those Travelers hotel key card marketing and promotion of On Havana Street and the Havana Motor Mile with aloft Denver International Airport, Hilton Garden Inn Denver Airport, and TownPlace Suites By Marriott Denver Airport at Gateway Park. The Aloft hotel has 144 rooms and sees about 80,000 guests annually (about 60,000 impressions). The Hilton hotel has 157 rooms and sees about 90,000 guests annually (about ~60,000 impressions). The TownPlace Suites Marriott has 99 rooms and sees about 65,000 guests annually (about 40,000 impressions).

We also promoted and posted regularly on social media - Facebook and Instagram. Sometimes more than 5 times a day to engaged audiences and capture more followers. We created highlights, stories, and featured our events live on social media for more exposure and marketing of our BID businesses. We continued to partner with other stakeholders and collaborated on campaigns for #ThisisAurora, #OnHavanaStreet, #EatOnHavanaStreet, #HavanaMotorMile, #VisitAurora, #Auroragov, #AuroraCO, #AuroraRocks, AuroraGoBig, #AuroraCensus and so many more.

ACCOMPLISHMENTS: CREATING THE SENSE OF PLACE

Our goals include a clean, safe, attractive environment in which to work, shop, dine and play. We stay connected with our stakeholder businesses and area residents through store visits, newsletters, blog posts, social media, emails, regular BID meetings, and having the executive director and executive director in training regularly attend Ward, neighborhood, and policy committee meetings.

Broadening our On Havana Street Presence on all platforms: We have exponentially boosted our brand, digital, social media presence to connect the community to BID businesses and events.

- **Website & Social Media Marketing:** We regularly updated the On Havana Street website with stakeholder and District events, blog posts, press coverage, photos, new business directory listings, and available properties. We actively engaged and posted daily on Instagram and Facebook. Plus, we created lives, highlights and story highlights to feature the activities in the District. We updated our You Tube, Google, Instagram and Facebook profiles for marketing and events. We continued to utilize our “responsive” smart-phone friendly website and newsletter. We worked closely with Webolutions to continue the on-going maintenance, updates and effectiveness of our responsive website and newsletter. Both the website and newsletter have been well received.
- **Due to the updates, consistently posting blogs, and updating pages weekly:** We have seen an increase in traffic to the website. Site visits are up 64.61% over the previous year with 56,630 sessions. 97.6K Pageviews on the website, which was 47.9% up from last year. 47.76K Website Users, which was 68.3% up from last year. Channel Contribution for On Havana Street show that traffic from Organic search is up 86% over the previous year. Organic search accounted for 61% of website site visits. Social Media visits up 243% at 2,323 sessions which contributed 4.9% of traffic to the website. Email contribution to the website is up 8,450%.
- **Behavior Observations** showed that majority of the traffic entered the site via the business directory pages, which is up 231% over the previous year. This means that more users are directly going to the business directly listing to find information on a business. More than 18,000 sessions were started on business directly page versus 14,000 sessions that started on the Home Page. In the past year, the On Havana Street Newsletter list size has grown 1.75%, up to 4,235. Compared to the previous year, list size was down 2.98%, Open Rate was 18.86% declined slightly from 21.13% last year, but the Click Rate: 41.07% increased from 28.61%. Overall, the newsletter performed better in the most recent year, while open rate was down, more users clicked on stories in the newsletter.
- **In 2020, we also plan to add a new feature to our website to attract various audiences to explore, experience, eat, visit and live On Havana Street.** We are working on a website feature “Discover On Havana Street” to showcase the life, culture and lifestyle on the corridor. We want this page to showcase what we have to offer to new businesses, developers, visitors and residents on what there is to offer on our corridor.
- **New Social Media - Instagram Page:** In April 2018, we created an @OnHavanaStreet Instagram profile showing pictures of events and happenings in the District to show stakeholders, residents and potential developers and businesses looking to relocate to the District. We have also created trending hashtags like #OnHavanaStreet, #DogsOnHavanaStreet, #HavanaMotorMile, #EatOnHavanaStreet to create social media buzz and trending to increase followers and likes. We also partnered with the City of Aurora’s new branding campaign called, “#ThisisAurora” to showcase what our Havana corridor has to offer. We post daily and often post Instagram Stories and videos of events, promotions of businesses and feature businesses on our page. In September 2018, we had 555 followers and 281 posts on our Instagram profile. As of September 2019, we have 1037 followers, 713 posts, 50+ highlights/storyboards on events, shopping, Havana Motor Mile, food, art and more on our Instagram profile. Through our Instagram page we have established relationships with over 50 food and lifestyle bloggers.
- **We strive hard to work on branding the district and creating a positive image.** We have revived our special projects and events that attract new customers and businesses to the district and encourage new investment in the district.

Havana Street Overlay District Project: As a result of the Havana Street Overlay District, we saw over 10 commercial properties that repaved their parking lots or upgraded their landscaping with xeriscape and trees in 2019.

Art 2C On Havana Sculpture on the Street Project: 2019 marked the ninth year for our Art 2C On Havana Public Art Project. The BID board voted to partner with Aurora Art in Public Places to bring 12 sculptures on loan to the District for our 2018/2019 exhibits. We leveraged our \$24,000 budget to \$152,245 in sculptures on the street this year.

District “On Havana Street” Marker Project: We currently have On Havana Street logo panels in place at 38 locations in the 4.3 mile stretch of the BID. We did not add any new ones but have budgeted for new markers for two new future developments, Village on the Park and Argenta. We also budgeted for a new market at ADI Auto Sport. In 2019, panels were planned on the NW corner of Parker Road and Havana in the new Kimco shopping center – Village on the Park. At this time, Kimco has not engaged in updating the markers. In 2019, we did routine maintenance on the panel signs and did some touch up of the letters. In 2020, we plan to replace the older, weathered panels that were originally installed about 10 years ago.

Condominium News Rack Project: In past years, we completed installation of custom condo newspaper racks at 23 locations along Havana, providing 86 newspaper slots to replace the old multicolor plastic boxes at the Havana Street edge and improve the look of the street. In 2017, we replaced half of the racks and completed the second rack replacement project in July 2018. We also replaced news racks in 2 locations due to traffic accidents in November 2018. In 2019, we ordered new news rack handles that are sturdier with screws that require a specific tool. The new handles will make tapering with them more challenging and hopefully will hold up better in the well trafficked areas.

Water Projects Improvements: We have three ongoing Aurora Water projects to strengthen the infrastructure for current and future development/growth of the corridor.

1) 2018-2019 Water System Improvements Project: Havana Street between East 1st and East 6th, as well as along East 1st and East 3rd from Havana to Dayton. This project will improve water pressures to the Argenta site.

2) Easterly Creek Improvements, First Avenue and Kenton Street Detention Pond: This project will design and construct a regional detention pond in the Easterly Creek Basin (in the field to the East of the Mazda dealership on 1st Ave). The pond will substantially reduce flood flows downstream into Highland Park East.

3) Havana Street 30” Water Line Renewal Project: This project will go out to bid in January 2020. The project is located between E 1st and E 6th along Havana. This project has been deemed to be the best rehabilitation method for the water line renewal within Havana Street.

Kimco Village on the Park Redevelopment: Several of the existing building received new facades. TJ Maxx and Ross completed remodels just in time for holiday shopping. A \$14.5M redevelopment is in progress with new retail opening in late 2019 and in 2020. The southern portion of the center has been demolished and rebuilt. Old Navy occupies 13,800 square foot space in the new part of the center with Five Below in 8700 square feet and Sharetea in 1470 square feet coming soon. The former Dora’s on the S Parker Rd. area of the shopping center was demolished, and 3 new retail spaces completed construction in early 2019. America's Best Contacts & Eyeglasses occupies 3,515-square-foot space in the new center, adjacent to TJ Maxx. First Watch, A Daytime Café, restaurant concept is open in the 4160 square feet next to America’s Best Optical in 2020.

Live On Havana Street

Housing – We strived to support housing development on and near the corridor. Many of our workforce challenges on the corridor are housing related. On Havana Street is a desirable corridor due to its close proximity and access to transit and light rail stations.

- The Founder and Executive Director served on the City of Aurora Housing Task Force in 2019 to provide collaboration and input on the housing challenges and resources in Aurora.
- Viridian at The Gardens on Havana was sold and changed its name in the summer of 2017 to Centro: The 217 apartments and 10 townhomes are very desirable luxury apartments in the Village East Neighborhood in the district. **Year to date in 2019 Centro was 97.8% leased**, in 2018 Centro was 97.8% leased, and in 2017 Centro was 94% leased. In 2017, rents ranged from \$1175+/month for a 657 sf 1-bedroom apartment up to \$1871/month for a 3-bedroom apartment in 2017. In 2018, rent ranged from \$1270+/month for a 657 sf 1-bedroom apartment and starting at \$2188/month for a 3-bedroom apartment in 2018. **Rents now range from \$1345+/month for a 657 sf 1-bedroom apartment and starting at \$2396/month for a 3-bedroom apartment in 2019.**
- Crestone is a sister property to Centro along the Havana corridor in the Village East Neighborhood near Costco and The Gardens on Havana Shopping area. This property has **234 apartments at 96.58% leased in 2019. In 2019, rents for a 1-bedroom are starting at \$1250/month and for a 3-bedroom rents start at \$2100/month.**
- In addition to Argenta coming to the corridor, the **Mubarak Villa** coming near the Havana corridor off Havana & Colorado Avenue. There is a site plan for 20 duplex units in 10 buildings and a replat for 20 lots on 1.75 acres.
- The **Mountain View Church** near Havana and Jewel is partnering with Habitat for Humanity to build affordable single-family homes. This project in the very early stages and have not submitted a site plan but hosting community outreach events in November.
- **Village at Westerly Creek** – Aurora Housing Authority successfully redeveloped the 11-acre, \$51 million public housing site by deploying multiple funding mechanisms in three phases. The campus now provides 144 units of affordable housing for seniors and 50 units for families. The project was financed with a combination of Low-Income Housing Tax Credits as well as taxable and tax-exempt debt.

Work On Havana Street

Workforce Development – We actively promoted and advertised for our BID businesses’ open positions and job openings on our website, blogs, posts, newsletters, calendar and on social media platforms. We have also partnered with Downtown Colorado Inc, Aurora South Metro Small Business Development Center, and The Chamber’s Diversity & Inclusion Council to share resources. Through the partnerships we promoted opportunities for our BID businesses in hiring and employment process. In addition, we worked with the Arapahoe Douglas Works! and introduced our businesses in the corridor to the services and free programs that the county offers.



We also connect businesses to resources like the Community Enterprise Development Services, CEDS Finance, in the district. They support the American dream of financial self-sufficiency by assisting refugees, immigrants, and those from underserved communities in metro Denver who desire to own or strengthen businesses, develop assets, and empower themselves financially. We nominated this organization for the 2019 Diversity and Inclusion Champion award by Aurora Chamber of Commerce and they won. CEDS can help with micro-loans for small businesses and many of our diverse small businesses in the corridor benefit from their services.

Creating Jobs on our Havana Motor Mile



In 2019, we had 6 students awarded the Tool Incentive Program tool chests & tools: Erik Amaya, Joel Borunda, Luis Guillen, Gary Cameron, Mathew Lopez & Daniel Paz. The tools and chest are valued at about \$6000. Plus, we had one student Brandon Walker that received the toolbox from a student that left the program. Last year in 2018, we congratulated Adrian Faudoa, Brandon Whiting & Ryan Woodworth on completing the program and being awarded the Snap-On Tool chest.

2019 was also a special year for the Havana Motor Mile Tool Incentive Program because we got to award the first students in the program that completed the two- year commitment to the Havana Motor Mile. After the May 2019 graduation, Chance, Gayle and Rolf with Pickens Tech visited the shops On Havana Street to give each student the official keys to their tool chest.

2019 has been a success year for the Havana Business Improvement District and we look forward to the continued growth of the On Havana Street corridor in 2020. It truly is a privilege to serve the Havana Business Improvement District. We value the special district and in 2020 we will continue to serve our business and commercial property stakeholders, who invest in the economic vitality, value and overall commercial appeal of the Havana District.

We appreciate your support and assistance in our BID efforts and sharing our goal of creating an economically viable, attractive business district.

