

**June 2019 - What's Happening On Havana Street & BID Updates:**

**Community Outreach:** APD referrals for National Night Out and homeless outreach/crime, Ward 3 & Ward 4 JUNE 2019 meetings, Neighborhood Services (Horns) meeting, collaborated with City's #ThisisAurora #AuroraRocks campaign via social media, met with new City of Aurora Senior Communications and Marketing Specialist Communications Department regarding branding, marketing and advertising of the BID, AuroraTV/AuroraNews story boards featured Cruzin' Havana, collaborated with DTC & Aurora Chamber Young Professionals, Asian Chamber of Commerce hosted their Business After Hours at Seoul BBQ, Colorado Korean Association, Mecum Auctions, Colorado Korean American Restaurant Association, 303 Night Market, Colorado Food Bloggers, Aurora Chamber's Women in Business will be hosting a progressive lunch at the Havana Exchange Shopping Center – Havana & Yale on June 25, Buckely AFB/Defense Council, Tessa at CU Anschutz Medical Campus - Community-Campus Partnership will be helping us promote the events on the hospital campus, working with the Korean Association from Austin, TX to help organize the Rocky Mountain K-Pop Festival in Aurora, CO Coming Sept 2019, and Collector Car Council of Colorado.

**Social Media:** We visited businesses, shopping centers, car dealerships, auto services & public art sculptures to do features, promotions, stories, updates and posts. **Visit @OnHavanaStreet on Facebook & Instagram to view the highlights, posts and stories. Contact Chance at 720.788.8986 if you'd like to feature your business.**

Instagram @OnHavanaStreet Opened Acct April 4, 2018, about 100 stories to view (all organic, unpaid) + Highlights			Highlights: Facebook @OnHavanStreet - 2901 follows, 74 New Page Likes, 59 New Followers, 135 Check in's						
Month	Followers	# of Posts	@Cruzin'HavanaCarShow – 2445 follows, 44.2k reaches for the event post, 3.3k responses, 108 New Page Likes						
01/2019	725	442	Event: 393 Checked in as attended, 2.9k Interested, 190 Shared the event, Men 35-44, 14% reached, 28% of people reached had a Denver zip code						
03/2019	805	509	Month	1/2019	2/2019	3/2019	4/2019	5/2019	6/2019
4/2019	839	538	Reaches	1573	5.7k	13.4k	23.6k	11.8k	56.1 +
5/2019	919	566	Engaged	1.8k	1.3k	4.3k	15.7k	3k	26.1 +
6/2019	943	613							

We worked with Webolutions to redesign event templates to make the website more user-friendly and less text blocks of information. We will also be reassigned a new account manager starting in July.

National CineMedia: Mobile pop up banners – **Delivered Impressions 621,541** contracted 609,342, Delivered Clicks 490, **Average CTR .08%**, Over-delivery Impressions 12,199, Over-delivery Value \$100.15, **Delivered eCPM \$8.04**. Week Campaign Flight Dates: 5/24/19 – 6/6/19, Geo-targeting: Local moviegoers in select zips in a 10 mile radius of Havana will be targeted, Behavioral Targeting Using our exclusive data we have on moviegoers at our local movie theaters, NCM will effectively reach only the most relevant subset of that audience that fits the target demo, ages 18+, HHI = below \$125k, Eats out at least once a month, Additional Parameters, Ads served between 10am and 10pm only

We worked with the City of Aurora Communications Department for the updated YUM GUIDE.

Visit Aurora hired a food videographer and photographer to visit 6 of our restaurants for their Visit Aurora marketing of On Havana Street (June 6) and we created a program with BandWango for a Visit Aurora Savings Pass that travelers can download for discounts.

Chance continues to set up hotel site visits to On Havana Street restaurants. We have groups of 10-30 visitors/conference groups from DEN hotels wanting to host “offsite” breakfasts and lunches. The hotel shuttles the visitors to Havana to experience our options of cuisines and dining experiences. During the summer we will have many sports tournaments visiting our restaurants and Visit Aurora has helped coordinate the options to visitors. We will be working with Wingate by Wyndam on June 27, 2019 to connect their travelers to On Havana Things to do.

A local pod cast company has also reached out and wanted to do features of the BID, board, and On Havana Street businesses. I will connect Dennis Strater with the BID this summer to set up pod cast sessions. **Any board members or businesses interested? Dennis also shared video footage of the demo of Buckingham Square Mall for the Gardens on Havana development.**

Other Ads & Features: Westword, GDCC, CCCC Newsletter, & The Latest Scoop: Cruzin’ Havana, Sentinel: Cruzin’ Havana FULL PAGE Ads, HMM auto services, & the June 25<sup>th</sup> Concert

### **Past & Upcoming Events:**

- Friday, June 7, 2019: VIP Volunteer Dinner at Mr. Super Panda Buffet – about 80 volunteers attended, passed out volunteer shirts and car show information, & enjoyed 100 buffet menu items with great company.
- Saturday, June 8, 2019: Cruzin’ Havana Car Show – Noon to 6 pm –5k attendees, more vendors, more families in attendance, no issues regarding crime, hailed after 3-6pm. The Stampede is excited for next year and plans to expand and host a beer garden, live music, and the taco truck was a HUGE success. Many enjoyed the opportunity to be inside and escape the heat. We also had over 70 make and take kits made with families, about 12 raced RC cars on the newly renovated dance floor, and Colpar brought a variety of model car kits for purchase.
- June 18, 2019: Post Cruzin’ Event meeting with Collector Car Council of Colorado: Feedback --- 5k attendees, 3k classic cars, update car show timeframe to 10-3p, relocate restrooms at festival sites, get more BID businesses involved, 2 hr volunteer shifts worked well, more signage & traffic flaggers, rearrange layout of map/traffic, RC cars & slot car racing was a big hit, Mini Model Cruise was not the best attended, challenge with lighting, but we had over 70 families participate in the Make & Takes.
- June 19, 2019: Asian Chamber Business After Hours: 40-50 professionals ate at Seoul BBQ & Hot Pot, revealed new renovations and featured the private room seating.
- Tuesday, June 25, 2019: Women in Business Progressive Lunch & Networking On Havana Street: 40 professionals paid \$30 each and attended the progressive lunch at Chutney, El Tequileno, & Happy Tea at the Havana Exchange Shopping Center. This event is hosted by the Aurora Chamber and every year the WIB highlight a new area of economic development in Aurora.
- Tuesday, June 25, 2019: 1st Summer Rose Garden Concert & Hoagie Night: 6-8pm – **In need of volunteers to pass out hoagies, pick up trash at the end, and give out concert flyers.**
- July 21, 2019 National Frozen Treats Day – We will feature 6 locations and do a \$300 value of Elitch Gardens Season Passes giveaway.

### **Branding Identity Updates**

- Art 2C: July 1<sup>st</sup> meeting with AAIPP, Andy Miller and Trey Duval of Art Management and Planning with CoA, the

Planning Dept. will be handling the scheduling and de-installs and installs this year.

- Kum & Go construction and BID have worked out the deinstall of the current Justin Deister piece and the pad size for future sculpture in 2020
- Schomp & Subaru Corp. approved the public art sculpture. Now working with Schomp and the City of Aurora on the location of the art piece on the property.
- In process of adding Schomp Subaru to the list of sites, we can pay to add a concrete pad before 9/2019, place the 13th "Kum & Go piece" at Schomp Subaru in 2019, and increase the 2020 budget to account for 14 sculptures. Schomp offered to help cover part of the cost. Schomp did graciously host the gala for free and plans to host future galas.

#### **BID Banking**

- Signers on First Bank account: Shannon Jones, Yuly Williams, Garrett Walls, Finn Ruehrdanz & Chance Horiuchi. This account will be our operating accounting as of June 2019. We are waiting for the Key Bank checks to clear and then we will transfer the remaining balance to the First Bank account.
- Arapahoe County deposited into the First Bank account on June 10, 2019,
- We ordered First Bank checks for the operating account, but they needed to be re-ordered after received due to the error in the 2 signature lines required. First Bank expedited the new checks with dual signature lines and added a policy to our account where 2 signers are required for every check to clear funds.

#### **Redevelopment Activity & Business Updates:**

- Fan Fare/Argenta: For updates, click this link:  
<http://aurora4biz.org/developmentplanreviewpub/MyProjects/Files.aspx?frsn=zKzzVP5R0wg> Dan Osoba & Chris Johnson, city planners, will give an update at the board meeting. 1st Phase & groundbreaking will begin after July 1<sup>st</sup> 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.
- DollarTree/Family Dollar: June REMODEL + DollarTree purchased all the Family Dollars, more inventory, renovated/updated, new design layout, new inventory/sales/refrigeration systems.
- Tierra Maya Sports Bar & Grill Closed – Near DollarTree/Family Dollar – 455 Havana St
- Village on the Park - VOTP: Kimco Realty Corp. Old Navy's 13,800 square feet space building is now up. Kimco will announce the name of the restaurant concept that will take on the 2 retail leases by Fall 2019.
- 2160 S Havana St – vacant lot between Bradley Gas office and Tynan's Used Car lot- STINKER STORES pulled a CONDITIONAL USE AND SITE PLAN Location: QS:13C - NE CORNER OF S HAVANA ST AND E WARREN AVE Lot 001, Block 001, WARANA SUBDIVISION FILING NO. 1, Public Meeting TBA.
- AmCap – GOH: new business inquired to city about the plot near Chick Fil A, Milan Laser coming soon near Dick's Sporting Goods, & prospect inquired for Toys R Us. Market Square/KingSoopers Center: New monument sign along Havana coming soon, waiting for renderings & new tenant next to Windsor Dental TBA
- Bicycle Village/Havana Exchange Shopping Center: Milkroll Rolled Ice Cream – Construction in Progress, to open Fall 2019 & Uncle Joe's Hong Kong Style Bistro - 2020
- My Favorite Muffin near Safeway – Opened early June 2019, Grand Opening Event on July 26 & 27<sup>th</sup>, 2019
- Living Water Car Wash - 857 Havana St. - Cornerstone Capital - groundbreaking and construction has begun and opening Fall 2019
- Kum & Go - STORE NO. 2312 - SITE PLAN AND CONDITIONAL USE – 2700 S Havana St – former Salvage: 5,600 SQUARE FOOT CONVENIENCE STORE WITH AN 8 PUMP FUELING STATION, plans do have a relocation site for our public art, proposed 40 ft flag pole and a wrought iron fence at the corner of the lot

- **Property Update:** We are at a **98% occupancy On Havana Street**, not many leases are available but we have updated our resource page "View Available Property List" <https://onhavanastreet.com/aurora-colorado-available-properties/> Our Available Properties page on our website is one of the most visited pages. **Tim Gonerka (COA Retail Specialists) and Jonathan Woodward with AEDC have been working with Chance for referrals and interest in the BID corridor.** Havana is a very desirable area and the top 5 producing area for COA sales tax generation and revenue.

**Havana Motor Mile:** Met with Kim Fox with Fox Media & Marketing to create new creative for the Cruzin' Havana commercial with Comcast and 9News. We are waiting on the number of impressions and reaches from the commercials. We selected From the Hip Photography to capture video and photos at Cruzin' Havana to update the 2020 commercial. We have not used new v-roll since 2013/2014. We will use the drone footage and photos for next year's marketing of the car show.

HMM Membership Fees are updated. We have had other dealerships reach out and want to be included in our marketing, branding, advertising, and tool incentive workforce program. We will have a board and stakeholder discussion on the fees for other dealerships that do not reside in the BID corridor. We are proposing 4.5 mils of their Denver AV. See an example of what their dues could be:

Denver Side Properties	DENVER 2010 AV		DENVER AV 2018	4.5 Mills
Cherry Creek Dodge	\$1,562,650		\$1,550,520	\$6,977
Mile High Acura	\$1,099,390		\$1,346,990	\$6,061
Mile High Honda	\$1,791,440		\$2,227,380	\$10,023

Chance is visiting the dealerships to connect for the car show and offer our resources + free promotions on our blog, newsletter, and social media.

**Website Development: Restaurants + Motor Mile Marketing Focus:** Working with Webolutions to update SEO of our website directory, pages & assist in creative for social media content for future signature events. We also **updated about 20+ online business directory pages, content and photos on website.** We will be changing the template and designs to make the events more user friendly for 2020 Restaurant Week and Cruzin' Havana.

**Business Watch Updates:**

See below for crime states from Lexis Nexis Community Crime Map for the Havana District. We continue to do daily "biz watch drives" of the district, reporting and addressing graffiti, illegally parked vehicles, trash dumped, damaged traffic signage and visible poverty/travelers/homeless issues as part of our Havana District "Clean and Safe" efforts. **GREAT TOOL: Visit <https://www.communitycrimemap.com/> & enter your address to see the crime reported in your area.**

In the past 30 days we have seen **an increase in the number of panhandlers and visible-poverty due to the nicer weather. We have found some new graffiti (removed right away) & some excessive amount of trash.** We have also seen issues with the excessive trash at the **recycle collection bins** and working with the City of Aurora in resolving this challenge on our properties. Byron with Street Outreach and APD have been very proactive and visited camps and have followed up daily on the situation. We are so grateful.

**Crime in the District –May 14, 2019 to June 16, 2019 from Lexis Nexis Community Crime Map**

DATE	TIME	CRIME	ADDRESS	WHERE
5/14/2019	12:08 AM	BURGLARY FORCED ENTRY NONRES	29XX S HAVANA ST	CAR DEALER/PARTS
5/14/2019	10:18 AM	FRAUD SWINDLE/THEFT RENT PROP	14XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
5/14/2019	3:57 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
5/15/2019	8:28 PM	ASLT - BATTERY	4XX S IRONTON ST	HIGHWAY/ROAD/ALLEY
5/16/2019	6:41 PM	ASLT - BATTERY	11XX S IOLA ST	AIR/BUS/TRAIN TERMINAL
5/17/2019	2:00 PM	LARCENY FROM YARDS	11XX S HAVANA ST	GROCERY/SUPERMARKET

5/17/2019	2:20 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
5/17/2019	6:27 PM	DAMAGED-KEY/SCRATCH VEH PUB	107XX E EXPOSITION AVE	PARKING LOT/GARAGE
5/19/2019	1:43 PM	LARCENY FROM BUILDING	11XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
5/20/2019	12:38 PM	ASLT - BATTERY	5XX N HAVANA ST	SPECIALTY STORE
05/20/2019	6:06 PM	LARCENY SHOPLIFT	11XX S IRONTON ST	GROCERY/SUPERMARKET
5/20/2019	7:45 PM	LARCENY FROM BUILDING	3XX S IRONTON ST	GROCERY/SUPERMARKET
5/21/2019	10:30 AM	LARCENY SHOPLIFT	15XX S HAVANA ST	DRUG STORE/MEDICAL BLDG/HOSPITAL
5/21/2019	12:00 PM	LARCENY FROM BUILDING	10XX S JAMAICA ST	COMMERCIAL/OFFICE BUILDING
5/21/2019	5:47 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
5/21/2019	7:42 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
5/21/2019	11:00 PM	VEHICLE-MOTOR VEHICLE THEFT	20XX S HAVANA ST	PARKING LOT/GARAGE
5/22/2019	12:00 PM	LARCENY FROM AUTO	103XX E 6TH AVE	LIQUOR STORE
5/22/2019	1:31 PM	FRAUD SWINDLE/THEFT RENT PROP	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
5/22/2019	2:30 PM	robbery	10XX S HAVANA ST	windsor
5/23/2019	8:00 PM	auto-theft	10XX S HAVANA ST	windsor
5/23/2019	5:58 PM	LARCENY FROM BUILDING	106XX E GARDEN DR	RESTAURANT
5/24/2019	5:06 AM	THEFT OF SERVICES	15XX S HAVANA ST	RESTAURANT
5/24/2019	10:26 AM	ASLT - BATTERY	11XX S HAVANA ST	CONVENIENCE STORE
5/24/2019	7:06 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
5/25/2019	1:14 AM	BATTERY	15XX S HAVANA ST	BAR/NIGHT CLUB
05/25/2019	8:22 PM	DAMAGED PROPERTY-PRIVATE	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
5/26/2019	12:45 AM	ASLT - BATTERY	24XX S HAVANA ST	PARKING LOT/GARAGE
5/26/2019	8:10 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
5/27/2019	12:25 AM	ASLT - BATTERY	24XX S HAVANA ST	BAR/NIGHT CLUB
5/27/2019	10:00 PM	FRAUD ILLEGAL USE CREDIT CARDS	23XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
5/28/2019	4:33 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
5/28/2019	8:47 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
5/29/2019	12:00 PM	larceny	5XX S HAVANA ST	windsor
5/29/2019	1:30 PM	larceny	10XX S HAVANA ST	windsor
5/30/2019	5:42 PM	DAMAGED PROP-WINDOWS VEH PRIV	11XX S HAVANA ST	PARKING LOT/GARAGE
5/30/2019	7:00 PM	DAMAGED PROP-WINDOWS VEH PRIV	S HAVANA AVE & E FLORIDA ST	HIGHWAY/ROAD/ALLEY
5/30/2019	9:44 PM	BURGLARY NO FORCE ENTRY NONRES	21XX S HAVANA ST	RENTAL STORE
5/30/2019	10:30 PM	LARCENY FROM AUTO	27XX S HAVANA ST	COMMERCIAL/OFFICE BUILDING
06/01/2019	8:00 AM	LARCENY LICENSE PLATE/TEMP TAG	14XX S HAVANA ST	SPECIALTY STORE
6/1/2019	4:09 PM	LARCENY FROM BUILDING	105XX E IOWA AVE	COMMERCIAL/OFFICE BUILDING
6/1/2019	7:35 PM	LARCENY SHOPLIFT	16XX S HAVANA ST	COMMERCIAL/OFFICE BUILDING
6/2/2019	2:00 AM	auto-theft	6XX S HAVANA ST	windsor
6/2/2019	12:48 PM	LARCENY SHOPLIFT	11XX S HAVANA ST	GROCERY/SUPERMARKET
6/3/2019	12:10 PM	LARCENY SHOPLIFT	14XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
06/03/2019	10:00 PM	ASLT AGG-NON FAMILY WP ADULT	107XX E ILIFF AVE	PARKING LOT/GARAGE
6/4/2019	3:55 PM	ROBBERY BANK TYPE INSTITUTE	13XX S HAVANA ST	BANK/SAVINGS AND LOAN
6/5/2019	8:07 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
6/6/2019	1:30 AM	LARCENY FROM BUILDING	24XX S HAVANA ST	BAR/NIGHT CLUB
6/6/2019	1:30 AM	LARCENY FROM BUILDING	24XX S HAVANA ST	BAR/NIGHT CLUB
6/6/2019	2:00 PM	LARCENY SHOPLIFT	22XX S PARKER RD	CONVENIENCE STORE
6/8/2019	3:00 PM	ASLT - BATTERY	8XX S HAVANA ST	PARKING LOT/GARAGE

6/8/2019	6:30 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
6/8/2019	8:00 PM	auto-theft	6XX S HAVANA ST	windsor
6/9/2019	11:13 AM	LARCENY SHOPLIFT	14XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
6/9/2019	3:08 AM	ASLT - BATTERY	24XX S HAVANA ST	BAR/NIGHT CLUB
6/10/2019	3:40 PM	LARCENY FREE TEXT	23XX S PARKER RD	RESTAURANT
6/10/2019	11:00 PM	ASLT AGG-NON FAMILY GUN ADULT	E MISSISSIPPI ST & S HAVANA AVE	HIGHWAY/ROAD/ALLEY
6/11/2019	12:01 PM	auto-theft	6XX S HAVANA ST	windsor
6/11/2019	12:30 PM	VEHICLE-MOTOR VEHICLE THEFT	4XX N HAVANA ST	SPECIALTY STORE
6/12/2019	4:48 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
6/12/2019	9:08 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
6/12/2019	9:20 AM	FRAUD IDENTITY THEFT	16XX S IOLA ST	COMMERCIAL/OFFICE BUILDING
6/14/2019	1:01 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
6/15/2019	3:30 PM	VEHICLE-MOTOR VEHICLE THEFT	30XX S HAVANA ST	PARKING LOT/GARAGE
6/16/2019	4:45 PM	ROBBERY CARJACKING	16XX S HAVANA ST	SERVICE/GAS STATION