

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

Community Outreach: Ward 3 & Ward 4 April 2019, Aurora Housing Task Force meetings, Neighborhood Services (Horns) meeting, collaborated with City's #ThisisAurora #AuroraRoks campaign via social media, Insta- Stories/Facebook promotions to promote the businesses On Havana Street, plus helped with the State of the City video showcasing Aurora & On Havana Street restaurants, Aurora Sister Cities International, Aurora Young Professionals, Women in Business interested in hosting a progressive lunch in Aurora, Tessa at CU Anschutz Medical Campus - Community-Campus Partnership will be helping us promote the events on the campus.

Social Media: We have seen some unusual activity on our social media this past month with the increase in engagement. Our organic posts are reaching more than paid. This is very rare, and no one can explain it, but we are very fortunate. EX: Our July 27, 2019 concert event was posted on a Saturday and by Monday we had 36k views and responses. **The Byron Shaw Band event on Facebook has been posted from March 14th until April 17, 2019, it was not boosted with no paid pushes, and has 99.6k reaches, 6,444 responses, 404 RSVP'ed as GOING, 6k as INTERESTED (our concerts really only host 300-400 max) and 113 website click throughs from FB organically.** In reaches: 78.3% are woman, 21.7% are men (unheard of since FB is 60% woman and 40% men), 24% are women from 35-44, the top city that visits our events are 40% are from Denver, 12 % from Aurora, 5% from the Colorado Springs, 3% Venezuela, & 2% Alabama. In 6.4k Responses: 85.9% Women, 14.1% Men, Top location: 45% Denver, 17% Aurora, 6% Colorado Springs, 1% Lakewood, & 1% Littleton. Many businesses pay big investments for numbers like these and engagement.

We visited businesses, especially the small businesses, shopping centers & 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.**

Facebook @OnHavanStreet - 2865 follows				
@Cruzin'HavanaCarShow – 2396 follows				
Month	1/2019 Reaches	2/2019 Reaches	3/2019 Reaches	4/1/2019 Reaches
Reaches	1573	5.7k	13.4k	23.6k
Engaged	1.8k	1.3k	4.3k	15.7k

Instagram @OnHavanaStreet Opened Acct April 4, 2018, about 40 stories to view (all organic, unpaid)		
Month	Followers	# of Posts
01/2019	725	442
03/2019	805	509
4/2019	839	538

We worked with Webolutions for future social media marketing strategies for May - Restaurant Week events and giveaways. We have **created a form for the Enter to win \$500 VISA and \$500 in value of gift cards** to On Havana Street Restaurants. We will be capturing zip codes and the emails to follow up for future Restaurant Weeks and New Restaurant Opening announcements. We are working with the City of Aurora Communications Department for the State of the City video, Yum Guide and future ads/marketing to capture photos/videos of On Havana Street. We are also working with Visit Aurora to schedule a food videographer to visit our new restaurants for their Visit Aurora marketing of On Havana Street. In addition to film, we will be giving an assortment of restaurant gift cards to Visit Aurora (\$50 to Cody's, Bettola & others) to do giveaways during the Restaurant Week too. Chance is setting up hotel site visits to On Havana Street restaurants. We have groups of 15-30 visitors from local hotels wanting to host "offsite" breakfasts and lunches. The hotel shuttles the visitors to Havana to experience our options of cuisines and dining experiences.

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.

Past & Upcoming Events:

- Visit Aurora Networking Event at the Stampede on March 21, 2019 – over 100 hotel, event and travel industry professionals attended. Chris Swank did an incredible job showcasing our new event center and concert venue On Havana Street. Visit Aurora
- Grand Opening of Remodel of Petco – March 30 & 31, 2019 – coupons, deals, giveaways
- Saturday, May 4, 2019, 9am -11am: Rose Garden Clean Up – Volunteers Needed
- May 1st to 8th, 2019, Wednesday to Wednesday – **Eat On Havana Street for Restaurant Week – Enter to win \$500 VISA & \$500 in On Havana Street Restaurant Gift Cards**, Encourage employees or guests to enter
- Saturday, June 8, 2019: Cruzin’ Havana Car Show – Noon to 6 pm
- 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.
- Grocery Cart Races --- September 2019 --- Safeway will be selecting a date soon

Branding Identity

- Art 2C: AAIPP accepted applications for the 2019 Art 2C NEW art sculptures, selection committee selected art on March 27th, Chance Horiuchi, Yuly Williams and Paula Wiens with Schomp represented our BID. The AIPP commission will meet 4/17 to approve the selection and the request to have an additional location added to our list of sculptures.
- ISSUES for 2019 Art 2C: Kum & Go construction may conflict with the deinstall of the Rooster by Justin Deister at Havana & Yale, plan to remove before ground breaking due to liability & insurance, pad at this site will not be available during the construction, new owner has in its site plans to relocate and add in a concrete pad with an easement. Chance was planning to attend the 4/17 public meeting to ask the developers to request a concrete pad that is 3x5 or larger and update the board, but the public meeting was cancelled to the closures of the schools.
- NEW EXPENSES for Art 2C to be discussed with 2019 BID BOD budget. Challenges with COA permits and having a license general contractor with the COA could increase our investment to about \$4000 this year and up to \$10,000 in the future years. This year we may need to use our reserves to cover the unexpected change in permitting & use about \$3250 to cover the permits for 13 sculptures. In the past, the city only charged us a flat fee of \$250 for our installs and now the new fees would charge us \$250 per install.
- The issue is that in our call for artists we committed to 13 sculptures for 2019 and only have 12 pad sites available this year.
- Solution 1: Add Schomp to the list of sites, pay to add a concrete pad before 9/2019, place the 13th “Kum & Go piece” at Schomp in 2019, and increase the 2020 budget to account for 14 sculptures. Schomp offered to help cover part of the cost, Schomp did propose to be added to the program in 2020, but due to the Kum and Go hiccup we suggested to add in the concrete pad in 2019 and include Schomp one year earlier. Schomp did graciously host the gala for free and plans to host future galas.
- Solution 2: Contact 1 of the 13 artists this year and let them know that due to the development we only need 12 sculpture pads in 2019 and then budget for 14 next year
- Notes: In future years we may have 15 sculptures On Havana due to the sculpture proposed for Argenta. These additional sculptures will require an increase in our Art 2C budget for a new concrete pad, maintenance and additional \$1000 stipends for each additional site for artists. Argenta and Kum & GO concrete pads would probably not fall on our budget and seem to be on the site plans for new developments, but the maintenance and additional stipends for the art sculptures would. Due to the permitting issue with the city we have proposed to save costs on install/deinstall and permits to update our programs frequency of art. We suggested switching out the art every 24 months. This would save the BID budget on the \$6600 gala, additional permitting of ~\$3750 for 15 sculptures and

also would delay maintenance and cleaning of the pads for a long period of time. Despite the savings we would still have to increase the stipends for each artist from \$1000 for 12 months (\$13,000-15,000) to \$2000 for 24 months (\$26,000-30,000). We are waiting on the commissioners to vote on these issues then as a board we can decide if we want to continue to add sculptures, approve Schomp to be a new site in 2019, increase the number of months of the program, and possibly decrease the number of sculptures to accommodate our current budget.

- We are exploring the traffic/electrical box canvas wrap opportunity that the COA offered us. Costs start at \$2500 but last about 5-10 years, 2nd offered district in COA, can design the wraps, set up a license agreement & COA will oversee the process since the boxes are their property. Traffic is also interested in helping us with the news racks license agreement, will help decrease the racks we are responsible for and interested in wrapping the new racks too.
- NEW On Havana Street District Marker - ADI Auto Sport COMING SOON! We will cut a check for \$8000 for this 2-year planned marker and look into costs of future maintenance of the current markers that are 10 years old.

BID Banking

- Opened a BOTW account in Feb. 2019 with Signers: Yuly Williams, Garrett Walls, Finn Ruehrdanz & Chance Horiuchi. This account does not allow online banking and will host our reserves.
- We will open a First Bank account in April 2019 with Signers: Yuly Williams, Garrett Walls, Finn Ruehrdanz, Shannon Jones & Chance Horiuchi. This account will receive the Arap. County monthly direct deposits and be the operating account. After this account is open and transactions clear with Key Bank, we will transfer the balance to the First Bank account, and we will close the Key Bank account.
- Removal of signers was a board discussion in 2018 in exploring a new account, 2 other Board members were removed due to a discussion limiting 4-5 board members on the signer list, Brenda Soper was removed due to a leave of absence and Matt Rauzi was removed to add in the Board President, Vice President and new ED. When updating our Key Bank account and opening an account with Bank of the West with Gayle and Chance both as the signers list, we had 7 total signers.

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 & ground breaking will begin in Quarter 2 of 2019 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.
- Village on the Park - VOTP: Kimco Realty Corp. Old Navy in progress, will occupy at 13,800 square foot space in the new part of the center, near South Havana. Kimco will announce the name of the restaurant concept that will take on the 2 retail leases by May 2019.
- 2160 S Havana St – vacant lot between Bradly 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
- 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: New monument sign along Havana coming soon, waiting for renderings & new tenant next to Windsor Dental TBA
- Shortline Mitsubishi – Closing, after the closing there will be only 2 dealerships in CO left
- NEW auto repair industry to go into Mitsubishi’s dealership, will announce company at next board meeting
- Bicycle Village/Havana Exchange Shopping Center: New Gianna’s Adult Day Care now opened, Milkroll Rolled Ice Cream & Uncle Joe’s Hong Kong Style Bistro Coming soon!

- My Favorite Muffin near Safeway - Coming Summer 2019
- Living Water Car Wash - 857 Havana St. - Cornerstone Capital, Chad Roach shared expected ground breaking later in Q2, and opening in the late Summer or Fall 2019, BID BOD submitted comments on the new “creative sign” under creative sign code to city and Chad Roach, concern with the design was it was not a standard monument sign with our ledgestone overlay district code, but a pole sign with a car image cut out, which has different standards for the City of Aurora. “After reviewing the Overlay/Restrictions, the board agreed that if the sign meets our overlay, that’s it, we should support, anything else is the city’s issue.” We will let the City of Aurora decide on the “creative use” code.
- 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, Board did not find any concerns at this time especially since the new owners will be investing in “sprucing up” the corner with landscaping and a huge investment with a drainage system. Public Meeting on 4/17 was cancelled and will be rescheduled before the 3rd review is due back.
- Seoul BBQ & Sushi’s new owner has rebranded to Seoul BBQ & Hot Pot, renovated the café & catering for hot pot
- Menya Ramen & Poke opened early April 2019 – former Paris Bakery, next to Taqueria Corona
- Thank Sool Pocha K Pub opened early April 2019 – former Havana Café, next to Muse Norebang Karaoke
- 10 Second Rice Noodles to open this week, former Lucky China next M Mart in the same shopping center as Seoul BBQ, across from Chevrolet dealership, this is part of a franchise that has over 700 locations in China & Manhattan, NY.

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 9News & Kim Fox with Fox Media & Marketing to create new creative for 2 commercials for auto dealerships and services and social media marketing. 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 30+ 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 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, and visible poverty/travelers/homeless issues as part of our Havana District “Clean and Safe” efforts.

In the past 30 days we have seen an increase in the number of panhandlers and visible-poverty due to the nicer weather. However, we did see less crime activity on Crime Stats. We have found some new graffiti (removed right away), abandoned campers on fire, donation bins overflowing/broken into, some excessive amount of trash and 2 new tents at campsites. Byron with Street Outreach and APD have been very proactive and visited both camps and have followed up daily on the situation. We are so grateful.

Crime in the District – March 19, 2019 to April 16, 2019 from Lexis Nexis Community Crime Map

GREAT TOOL: Visit <https://www.communitycrimemap.com/> & enter your address to see the crime reported in your area.

DATE	TIME	CRIME	ADDRESS	WHERE
3/19/2019	1:10 PM	FRAUD ILLEGAL USE CREDIT CARDS	30XX S HAVANA ST	SERVICE/GAS STATION
3/19/2019	2:20 PM	LARCENY FROM AUTO	102XX E ILIFF AVE	PARKING LOT
3/20/2019	5:41 AM	ROBBERY BUSINESS GUN	15XX S HAVANA ST	RESTAURANT
3/20/2019	4:10 PM	LARCENY SHOPLIFT	11XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
3/20/2019	4:30 PM	14XX S HAVANA ST	14XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
3/21/2019	12:29 PM	EMBEZZLE BUSINESS PROPERTY	17XX S HAVANA ST	SPECIALTY STORE
3/21/2019	3:50 PM	ROBBERY CARJACKING	E 6TH ST & N HAVANA AVE	HIGHWAY/ROAD/ALLEY
3/21/2019	6:45 PM	LARCENY FROM BUILDING	11XX S HAVANA ST	RESTAURANT
3/23/2019	8:30 AM	LARCENY LICENSE PLATE/TEMP TAG	21XX S HAVANA ST	RESTAURANT
3/23/2019	2:40 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
3/23/2019	3:30 PM	LARCENY FREE TEXT	23XX S PARKER RD	DEPARTMENT/DISCOUNT STORE
3/24/2019	1:15 AM	DAMAGED PROPERTY-PRIVATE	15XX S HAVANA ST	PARKING LOT/GARAGE
3/24/2019	1:18 PM	LARCENY FROM BUILDING	102XX E ILIFF AVE	RESTAURANT
3/24/2019	8:00 PM	LARCENY LICENSE PLATE/TEMP TAG	10XX S JAMAICA ST	PARKING LOT/GARAGE
3/25/2019	4:05 AM	LARCENY FROM BUILDING	10XX S HAVANA ST	PARKING LOT/GARAGE
3/25/2019	10:00 PM	DAMAGED PROP-WINDOWS VEH PRIV	E ALAMEDA ST & S IRONTON	HIGHWAY/ROAD/ALLEY
3/25/2019	10:41 PM	INTIMIDATION OR STALKING	E FLORIDA ST & S HAVANA AVE	HIGHWAY/ROAD/ALLEY
3/26/2019	11:33 AM	FRAUD ILLEGAL USE CREDIT CARDS	11XX S IRONTON ST	GROCERY/SUPERMARKET
3/25/2019	5:46 PM	SPECIALTY STORE	23XX S PARKER RD	SPECIALTY STORE
3/26/2019	8:30 PM	BURGLARY NO FORCE ENTRY NONRES	10XX S HAVANA ST	PARKING LOT/GARAGE
3/27/2019	8:35 AM	VEHICLE O/S RECOVERY NO ARREST	18XX S HAVANA ST	PARKING LOT/GARAGE
3/27/2019	12:08 PM	ASLT - BATTERY	11XX S HAVANA ST	GROCERY/SUPERMARKET
3/27/2019	5:39 PM	LARCENY FREE TEXT	16XX S HAVANA ST	PARKING LOT/GARAGE
3/28/2019	10:45 PM	FRAUD ILLEGAL USE CREDIT CARDS	15XX S JOLIET ST	HIGHWAY/ROAD/ALLEY
3/29/2019	10:40 AM	LARCENY SHOPLIFT	14XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
3/29/2019	9:39 PM	FORGERY POSS COUNTERFEIT OBJ	23XX S HAVANA ST	RESTAURANT
03/30/2019	11:00 AM	ASLT AGG-NON FAMILY WP ADULT	22XX S HAVANA ST	PARKING LOT/GARAGE
3/30/2019	10:18 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
3/30/2019	6:31 PM	theft-from-motor-vehicle	33XX S HAVANA ST	hampden
3/30/2019	1:16 AM	ASLT - BATTERY	19XX S HAVANA ST	BAR/NIGHT CLUB
3/31/2019	1:06 AM	ASLT AGG-NONFAMILY STGARM ADUL	4XX N HAVANA ST	BAR/NIGHT CLUB
3/31/2019	8:44 AM	LARCENY SHOPLIFT	14XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
3/31/2019	9:00 PM	ASLT - BATTERY	11XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
3/31/2019	2:44 AM	THEFT OF SERVICES	15XX S HAVANA ST	RESTAURANT
4/1/2019	9:21 AM	LARCENY SHOPLIFT	14XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
4/1/2019	6:15 PM	LARCENY SHOPLIFT	23XX S PARKER RD	DEPARTMENT/DISCOUNT STOR
4/3/2019	1:30 AM	DAMAGED PROPERTY-BUSINESS	28XX S HAVANA ST	PARKING LOT/GARAGE
4/3/2019	5:45 PM	ROBBERY STREET STRONGARM	21XX S HAVANA ST	SERVICE/GAS STATION
04/04/2019	7:32 AM	LARCENY FROM YARDS	18XX S HAVANA ST	RENTAL STORAGE FACILITY
4/4/2019	5:00 PM	ASLT AGG-NON FAMILY GUN ADULT	105XX E ASBURY AVE	PARKING LOT/GARAGE
4/4/2019	10:25 PM	ROBBERY STREET STRONGARM	E 6TH ST & N HAVANA AVE	HIGHWAY/ROAD/ALLEY
4/7/2019	1:30 PM	VEHICLE-MOTOR VEHICLE THEFT	16XX S GALENA ST	PARKING LOT/GARAGE
4/7/2019	3:00 PM	LARCENY FROM BUILDING	23XX S PARKER RD	RESTAURANT

4/8/2019	9:12 PM	LARCENY FREE TEXT	19XX S HAVANA ST	SPECIALTY STORE
4/9/2019	4:00 PM	LARCENY LICENSE PLATE/TEMP TAG	14XX S HAVANA ST	PARKING LOT/GARAGE
4/9/2019	4:30 PM	LARCENY FROM YARDS	11XX S IRONTON ST	GROCERY/SUPERMARKET
4/11/2019	3:20 PM	VEHICLE-MOTOR VEHICLE THEFT	13XX S IRONTON ST	PARKING LOT/GARAGE
4/13/2019	4:35 PM	OBSTRUCT POLICE RESIST OFFICER	13XX S IRONTON STREET	OTHER/UNKNOWN
4/13/2019	5:05 PM	ASLT AGG-NONFAMILY STGARM ADUL	11XX S HAVANA ST	PARKING LOT/GARAGE
4/14/2019	2:25 AM	ASLT SIMPLE	E 4TH ST & N HAVANA WAY	HIGHWAY/ROAD/ALLEY
4/14/2019	7:00 PM	ASLT - BATTERY	22XX S HAVANA ST	HOTEL/MOTEL/ETC.