

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

**Community Outreach:** Ward 3 & Ward 4 March 2019, Aurora Housing Task Force meeting, Neighborhood Services (Horns) meeting, Executive Round Table at Webolutions, collaborated with City's #ThisisAurora campaign via social media, Insta- Stories/Facebook promotions to promote the businesses On Havana Street, Aurora Asian Pacific Community Partnership, Aurora History Museum, Aurora Sister Cities International, Chamber Defense Council, Yelp Elite event, Aurora Young Professionals, Chamber Gala, Aurora History Museum Aurora Sister Cities International Winter Celebration – featured On Havana Street International restaurants, SDA Legislative Webinar, CCCC Car Council Meeting at Lincoln Tech -to recruit volunteers/site managers, DU community neighbors, Sentinel's new staff and learned about new marketing products, & hosted the CCCC Volunteer & Site Manager Meeting at El Tequileno.

**Social Media:** Chance has been ramping up our social media presence. She does about 100 posts and stories a month on Facebook and Instagram. Facebook – 13.4k reaches in March, 5.7k reaches in Feb & Jan. at 1573 Reaches & engaged with 4.3k in March, 1.3k in Feb. & 1.8k in Jan. page engagements, 52 new page likes in March, 18 new page likes in Feb & 15 new page likes in Jan. Our message response is 100%, total likes 2,702 with 2527 follows. Instagram – In 11 months – we have 805 from 725 followers in Jan, 509 posts from 442 in Jan. 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 her at 720.788.8986 if you'd like to feature your business.

We worked with Webolutions for future social media marketing strategies for March – Celebrate Small Businesses On Havana & May - Restaurant Week events.

March – Celebrated Small Businesses On Havana Street: Hosted \$100 social media Gift Card Giveaways, an event at Snowl, and blogs and Insta/Facebook stories and posts featuring our small businesses (over 50) throughout the month. Stephanie S. won the \$100 gift card to Santiago's, Teresa F. won the \$100 gift certificates to El Camaron Loco and we still have 2 more giveaways. Our next 2 giveaways are \$100 gift certificate to Coco Loco Grab & Go Juices and a \$100 Visa to promote The Mathes Allstate Agency. We hosted a networking event with the Chamber's Diversity and Inclusion Council, membership, BID community advocates and businesses on Havana on March 19 at Snowl. 22 guests enjoyed the frozen desserts, taiyaki tea, and boba drinks. Then we visited the 70 vendors at the Aurora Antique Mall across the street and shared the taiyaki treats with customers and vendors.

**Art 2C** - Please visit the 13 new sculptures On Havana Street from 6<sup>th</sup> Ave. to Dartmouth. The exhibition provides residents and visitors a unique way to experience the Business District. Public art boosts real estate values and creates opportunities for local businesses to thrive. Calling all artists, **AAIPP accepted applications for the 2019 NEW ART sculptures and the deadline was March 17, 2019.** Art 2C on Havana artist selection panel meeting: Wednesday March 27, from 1:30-3:30 at the Aurora Municipal Center.

**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.**

**Havana Motor Mile:** Met with 9News & Kim Fox with Fox Media & Marketing to create **new creative for commercials and social media marketing.**

Infiniti of Denver hosted a Pure Barre Pop-up on Tues, 3/12 at 6:45pm. Over 40 guests joined to do Pure Barre, enjoyed drinks, appetizers & raised money will support the All-Stars Club, which benefited individuals with special needs. This

was a small business celebration Amy Meyers Smith at Infiniti also sponsored hair braids, styling, hair cut/color coupons, brow wax and maintenance for all the attendees from local small businesses in the area.

**Redevelopment Activity:**

**Village on the Park - VOTP:** Kimco Realty Corp. is in the process of a \$14.5 million redevelopment of The Village on the Park shopping center. Old Navy construction in progress. Old Navy will occupy at 13,800 square foot space in the new part of the center, near South Havana. The two other retail spaces adjacent to TJ Maxx do not have leases yet. However, soon Kimco will announce the name of the restaurant concept that will take on the 2 retail leases by early April 2019. When the development is complete there will be 11 new retail leases to VOTP.

**AmCap/Gardens on Havana:** Planners shared that the City of Aurora received a proposal for one of the plots near Chick Fil A, but no other details to share. New Business coming to GOH to be announced soon. Lee Tailor & Shoe Repair: Closed at the Market Square King Soopers Shopping Center. After 10 years in this lease the owners Jennifer and Shannon Lee shared that they were consolidating the Aurora to the Parker location. Their last day was 2/28/19. Bentley's Pet Stuff: Closed on 3/10/19 with only a few days' notice from their corporate.

**Toys R Us Site:** AmCap shared no new updates on new prospects for the space

**Fan Fare/Argenta:** For updates, click this link:

<http://aurora4biz.org/developmentplanreviewpub/MyProjects/Files.aspx?frsn=zKzzVP5R0wg>

Dan Osoba, a city planner, shared that the 3rd Review for the development process has begun as the applicant finished their submittal. The review was due back to the applicant by March 18th.

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.

**Exotic Bird Emporium** – Currently located near Lamar's Donuts on Iliff will be relocating to Buckley and Mexico: 1740 S Buckley Rd #5, Aurora, CO 80013. They are in progress with a build out in their new space but will remain operating at the Iliff location until the new location is ready. The last day On Havana Street is March 31<sup>st</sup>, 2019. Grand Opening of the new location will be April 6th, 2019 at 11am. Owners Jeshua and Kristen Bailey will be missed On Havana Street.

**New Businesses:**

Sunny's Hair Salon is now **Gio Hair** in the Birchtree Shopping Center – Havana & Yale – 1930 S Havana St. #9

**10 Second Noodles:** former Lucky China next M Mart in the same shopping center as Seoul BBQ, across from Chevrolet dealership

**Kum & Go Store #2312:** Former Salvage – 2700 S Havana St., SITE PLAN AND CONDITIONAL USE INCORPORATING OUR "ON HAVANA STREET" LOGO PANEL, CONDITIONAL USE FOR A FUELING STATION IN B-3 ZONE DISTRICT AND A SITE PLAN FOR A 5,600 SQUARE FOOT CONVENIENCE STORE WITH AN 8 PUMP FUELING STATION

**Living Water Car Wash:** Near the corner of Kentucky Drive and Havana at 857 S. Havana Street, just north of the existing gas station. Chad Roach with Cornerstone Capital shared that they received approval from the City of Aurora Planning Commission. They are working with the city to complete the approval process and building permits. Expected ground

breaking later in Q1 & opening in the Summer or Fall 2019. See more details <https://onhavanastreet.com/coming-to-on-havana-street-living-water-express-car-wash-view-site-plan/>

**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.

**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 sweeps 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 a decrease in the number of panhandlers and visible-poverty and less crime activity on Crime Stats. We believe due to the drastic weather change we have not seen many panhandlers.

The homeless camps off Havana have been mostly cleaned up near 10000 Colorado (Near Havana & Jewel); however, 2-3 campers still go there to sleep during COLD NIGHTS.

Byron with street outreach tried his best in assisting a mother and daughter at the Safeway shopping center, but the mother refused help.

Comitis & ADRC Cold Weather Activation – There is an Emergency Shelter at the ADRC due to the cold and wet weather.

**Want to help us out this winter?** The shelter needs: \*Blankets!! Warm but not too heavy. \*Socks - nice thick new in all sizes. Boots and shoes in all sizes. \*Sleeping bags. \*Fleece jackets, Hoodies, Jackets \*Gloves, mittens, scarves, hats.

**Sock Drive! Thank you to BID businesses for supporting and having donations boxes in your businesses. The Rock It Sock It website listed the locations as “Havana Business District Members: Colorado Rapids Youth Soccer Club – 111 N. Havana St. #120, Auto Mart – 835 S. Havana St., Bank of The West – 1389 S. Havana St., Napa Auto Parts – 901 S. Havana St.”** The goal was to collect 2,000 pairs of socks, then stuff each one with needed travel-sized toiletries to make Sock Care Kits. This fundraiser exceeded their goal and collected over 3000 pairs of socks for Comitis Crisis Center. APD also shared that Auto Mart’s location collected over 300 pairs of socks and NS Suleiman, his company creates the On Havana Street mile markers, coordinated over a dozen other businesses in Denver to help collect socks for the drive too. Officer Graham drove all over Denver to collect them for the fundraiser.

**Crime in the District – February 17, 2019 to March 19, 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                   |
|-----------|----------|------------------------------|------------------|-------------------------|
| 2/17/2019 | 4:54 AM  | BURGLARY FORCED ENTRY NONRES | 19XX S HAVANA ST | ELECTRONICS/TV/STEREO   |
| 2/17/2019 | 12:09 PM | LARCENY SHOPLIFT             | 11XX S HAVANA ST | GROCERY/SUPERMARKET     |
| 2/17/2019 | 2:01 PM  | LARCENY SHOPLIFT             | 11XX S HAVANA ST | GROCERY/SUPERMARKET     |
| 2/17/2019 | 5:00 PM  | LARCENY FROM AUTO            | 15XX S HAVANA ST | PARKING LOT/GARAGE      |
| 2/17/2019 | 6:14 PM  | BURGLARY FORCED ENTRY NONRES | 17XX S HAVANA ST | RENTAL STORAGE FACILITY |

|            |          |                                |                          |                           |
|------------|----------|--------------------------------|--------------------------|---------------------------|
| 2/18/2019  | 12:37 PM | LARCENY SHOPLIFT               | 14XX S HAVANA ST         | DEPARTMENT/DISCOUNT STORE |
| 2/19/2019  | 1:50 PM  | LARCENY SHOPLIFT               | 23XX S PARKER RD         | DEPARTMENT/DISCOUNT STORE |
| 2/21/2019  | 2:27 AM  | VEHICLE-MOTOR VEHICLE THEFT    | 20XX S HAVANA ST         | AUTO DEALERSHIP NEW/USED  |
| 2/22/2019  | 10:10 AM | LARCENY SHOPLIFT               | 28XX S HAVANA ST         | SPECIALTY STORE           |
| 2/22/2019  | 1:00 PM  | LARCENY SHOPLIFT               | 23XX S PARKER RD         | SPECIALTY STORE           |
| 2/22/2019  | 5:29 PM  | FORGERY POSS COUNTERFEIT OBJ   | 11XX S HAVANA ST         | RESTAURANT                |
| 2/23/2019  | 2:00 PM  | FORGERY CHECKS                 | 14XX S HAVANA ST         | DEPARTMENT/DISCOUNT STORE |
| 2/23/2019  | 4:03 PM  | DAMAGED PROPERTY-PRIVATE       | 102XX E ILIFF AVE        | RESTAURANT                |
| 2/23/2019  | 10:36 PM | LARCENY SHOPLIFT               | 13XX S IRONTON ST        | CONVENIENCE STORE         |
| 2/24/2019  | 1:18 PM  | LARCENY SHOPLIFT               | 13XX S IRONTON ST        | DEPARTMENT/DISCOUNT STORE |
| 2/25/2019  | 1:48 AM  | LARCENY SHOPLIFT               | 107XX E ALAMEDA AVE      | CONVENIENCE STORE         |
| 2/25/2019  | 9:00 AM  | ASLT AGG-NON FAMILY GUN ADULT  | 107XX E EXPOSITION AVE   | PARKING LOT/GARAGE        |
| 2/25/2019  | 3:56 PM  | LARCENY FROM BANK TYPE INST    | 13XX S HAVANA ST         | BANK/SAVINGS AND LOAN     |
| 2/25/2019  | 5:30 PM  | LARCENY SHOPLIFT               | 11XX S IRONTON ST        | SPECIALTY STORE           |
| 2/26/2019  | 1:00 PM  | LARCENY LICENSE PLATE/TEMP TAG | 107XX E ALAMEDA AVE      | PARKING LOT/GARAGE        |
| 2/26/2019  | 1:11 PM  | LARCENY SHOPLIFT               | 18XX S HAVANA ST         | SPECIALTY STORE           |
| 02/26/2019 | 3:26 PM  | EMBEZZLE BUSINESS PROPERTY     | 11XX S IRONTON ST        | SPECIALTY STORE           |
| 2/27/2019  | 9:45 AM  | VEHICLE-MOTOR VEHICLE THEFT    | 22XX S HAVANA ST         | HOTEL/MOTEL/ETC.          |
| 2/27/2019  | 10:00 AM | FRAUD CONFIDENCE GAME          | 106XX E GARDEN DR        | OTHER/UNKNOWN             |
| 2/27/2019  | 1:13 PM  | ASLT AGG-NON FAMILY WP ADULT   | 11XX S HAVANA ST         | GROCERY/SUPERMARKET       |
| 2/27/2019  | 7:35 PM  | ROBBERY STREET GUN             | 22XX S HAVANA ST         | HOTEL/MOTEL/ETC.          |
| 03/01/2019 | 7:39 PM  | VEHICLE O/S RECOVERY NO ARREST | E KENTUCKY ST & S HAVANA | HIGHWAY/ROAD/ALLEY        |
| 3/2/2019   | 5:30 PM  | LARCENY LICENSE PLATE/TEMP TAG | 11XX S HAVANA ST         | GROCERY/SUPERMARKET       |
| 3/3/2019   | 10:00 AM | FRAUD ILLEGAL USE CREDIT CARDS | 14XX S HAVANA ST         | DEPARTMENT/DISCOUNT STORE |
| 03/03/2019 | 10:05 AM | LARCENY SHOPLIFT               | 14XX S HAVANA ST - GOH   | DEPARTMENT/DISCOUNT STORE |
| 3/4/2019   | 1:10 PM  | LARCENY SHOPLIFT               | 14XX S HAVANA ST - GOH   | DEPARTMENT/DISCOUNT STORE |
| 3/4/2019   | 11:40 AM | LARCENY SHOPLIFT               | 13XX S IRONTON ST        | DEPARTMENT/DISCOUNT STORE |
| 3/4/2019   | 8:03 PM  | ASLT - BATTERY                 | 22XX S HAVANA ST         | HOTEL/MOTEL/ETC.          |
| 3/5/2019   | 6:20 PM  | FRAUD ILLEGAL USE CREDIT CARDS | 11XX S IRONTON ST        | GROCERY/SUPERMARKET       |
| 3/5/2019   | 2:20 PM  | VEHICLE-MOTOR VEHICLE THEFT    | 4XX N HAVANA ST          | GROCERY/SUPERMARKET       |
| 3/5/2019   | 9:00 PM  | LARCENY LICENSE PLATE/TEMP TAG | 16XX S FULTON WAY        | PARKING LOT/GARAGE        |
| 3/9/2019   | 12:50 AM | ASLT - BATTERY                 | 24XX S HAVANA ST         | BAR/NIGHT CLUB            |
| 3/10/2019  | 12:36 AM | ASLT AGG-NON FAMILY WP ADULT   | 4XX N HAVANA ST          | BAR/NIGHT CLUB            |

|           |          |                                |                        |                       |
|-----------|----------|--------------------------------|------------------------|-----------------------|
| 3/11/2019 | 3:02 PM  | FORGERY CHECKS                 | 13XX S HAVANA ST       | BANK/SAVINGS AND LOAN |
| 3/12/2019 | 2:13 AM  | LARCENY FROM BUILDING          | 106XX E EXPOSITION AVE | RESIDENCE/HOME        |
| 3/12/2019 | 8:00 AM  | LARCENY LICENSE PLATE/TEMP TAG | 23XX S HAVANA ST       | PARKING LOT/GARAGE    |
| 3/12/2019 | 2:00 PM  | LARCENY LICENSE PLATE/TEMP TAG | 17XX S HAVANA ST       | SPECIALTY STORE       |
| 3/12/2019 | 9:30 PM  | LARCENY LICENSE PLATE/TEMP TAG | 26XX BLOCK S LIMA ST   | HIGHWAY/ROAD/ALLEY    |
| 3/13/2019 | 10:30 AM | ROBBERY RESIDENCE WEAPON       | 107XX E EXPOSITION AVE | APARTMENT/CONDOMINIUM |
| 3/13/2019 | 1:21 AM  | BURGLARY FORCED ENTRY NONRES   | 29XX S HAVANA ST       | STORAGE UNIT/SHED     |
| 3/14/2019 | 12:13 AM | BURGLARY FORCED ENTRY NONRES   | 10XX S IRONTON ST      | OTHER                 |
| 3/14/2019 | 3:40 PM  | LARCENY LICENSE PLATE/TEMP TAG | 14XX S HAVANA ST       | SPECIALTY STORE       |
| 3/15/2019 | 6:53 PM  | LARCENY FROM AUTO              | 15XX S HAVANA ST       | PARKING LOT/GARAGE    |
| 3/16/2019 | 11:20 PM | LARCENY PURSE SNATCH NO FORCE  | 102XX E ILIFF AVE      | RESTAURANT            |
| 3/17/2019 | 12:33 PM | FORGERY PASS COUNTERFEIT OBJ   | 107XX E ALAMEDA AVE    | CONVENIENCE STORE     |