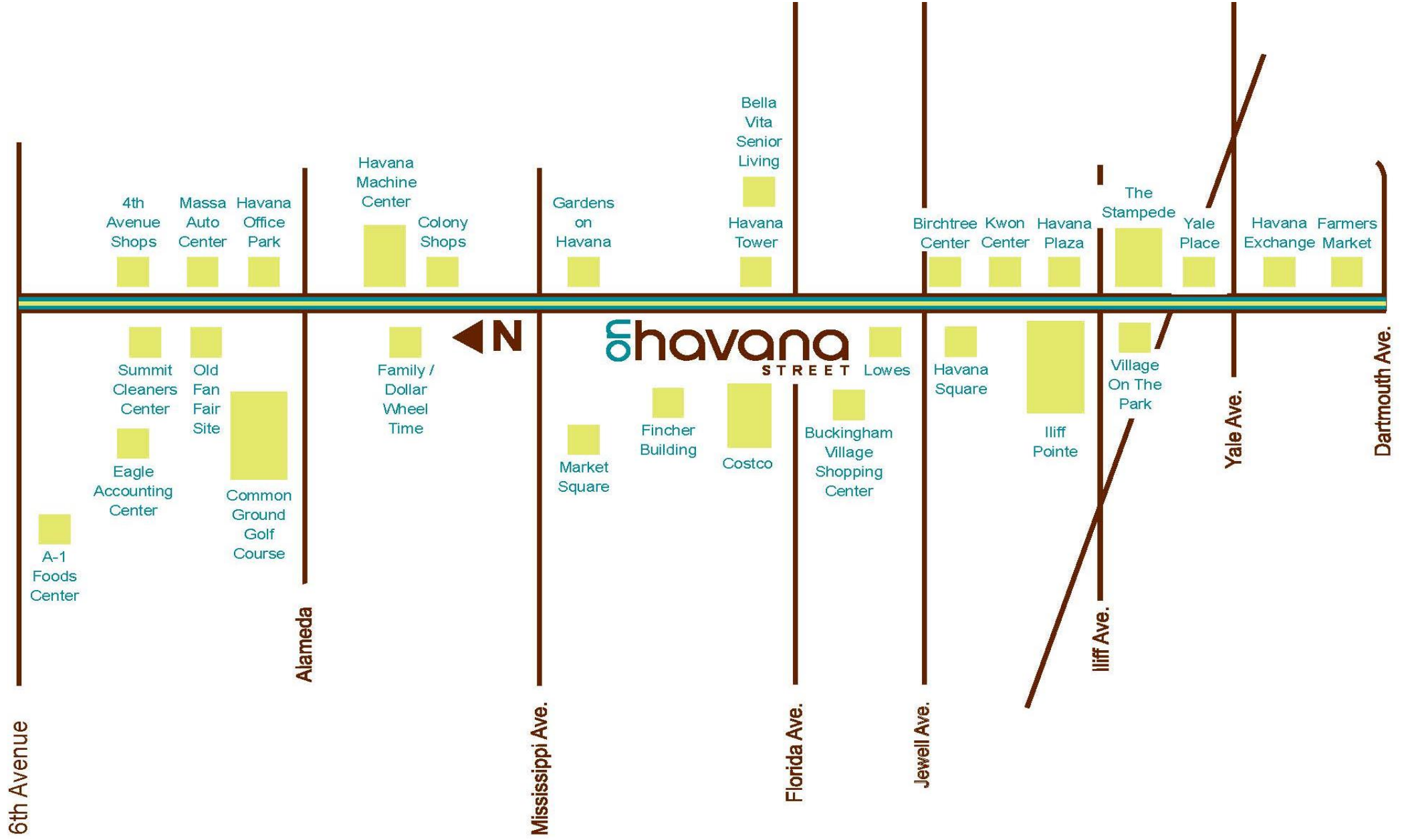


ehavana  
STREET

# What is a BID? Business Improvement District

- We are not a non-profit, for profit business or membership organization
- We are a Colorado state special district similar to a water & fire district
- 11 years ago businesses & commercial property owners along the corridor, voted to tax themselves to revitalize the area within the district
- The tax collected is operated and managed by the Havana BID to support programs outlined in the operational plan



# Our Branding

Havana BID has been branded as



Our sub-brands in the BID include



for our 20+ auto dealerships, 100 + repair shops and auto parts/services businesses



for our sculpture-on-the-street public art program.



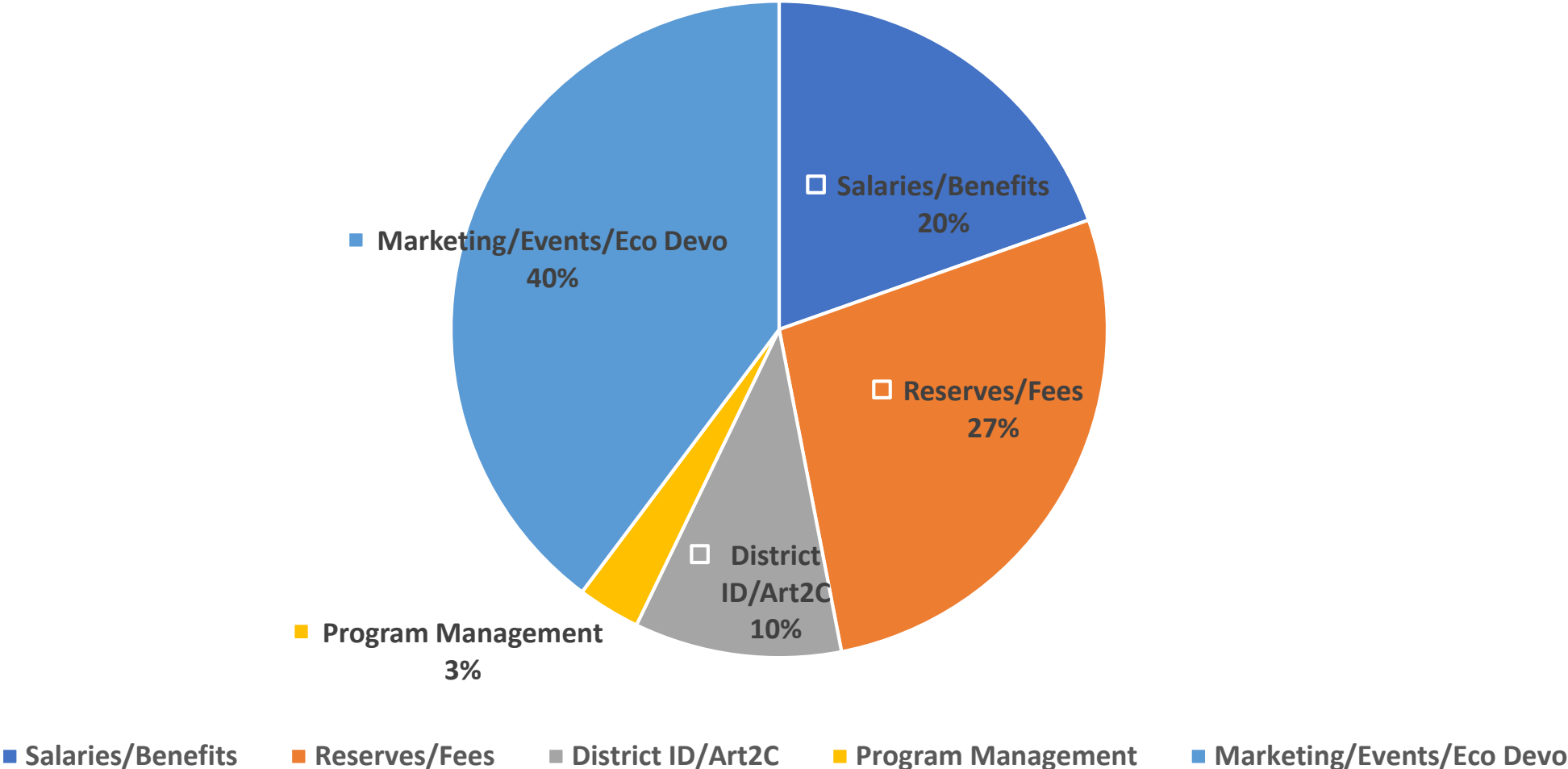
to support our over 100+ diverse restaurants



# Havana Business Improvement District

- Focus on unique, culturally diverse events and fun new things to do
- Provides programming & benefits to business and commercial properties
- Economic Vitality, Community Engagement, Job Creation
- Economic development, establishing a district identity for the area and advocacy programs

# 2019 Budget Breakdown



# 2019 On Havana Street Budget

- Marketing/Events/Economic Development including the Havana Motor Mile = 40% of budget
- Program Management = 3% of budget
- District Identity & Image / Art 2C on Havana = 10% of budget
- Salaries & Benefits = 20% of budget (Historically for 10 years it's been 10- 12% but in 2018/2019 we have 2 FTE)
- Board Reserves, Tabor Reserves & Fees = 27% of budget



NEW BUSINESS & ECONOMIC DEVELOPMENT

# Argenta

- Havana & 3rd – Old Fan Fare site
- Master Plan includes **10.55 acres of mixed-use development in 3 phases**
- **86 for-sale townhomes (row homes)**; 208 multifamily residential units in 2 buildings including, 20,000 sf of retail and 17,400 sf of office use.
- Developer: Dillon Place
- Phase I (row homes) groundbreaking late 4th Quarter of 2019/early 2020



The former Fan Fare building, a 1960s discount shopping center. The structure was raised five years ago with environmental remediation completed. Soon to be replaced with a mixed-use development called “Argenta.”

“The spot is ripe for development, Mercado said, because it sits so close to the Anschutz Medical Campus to the north, Lowry to the west, Stanley Marketplace to the north and along bustling Havana.”







# Argenta



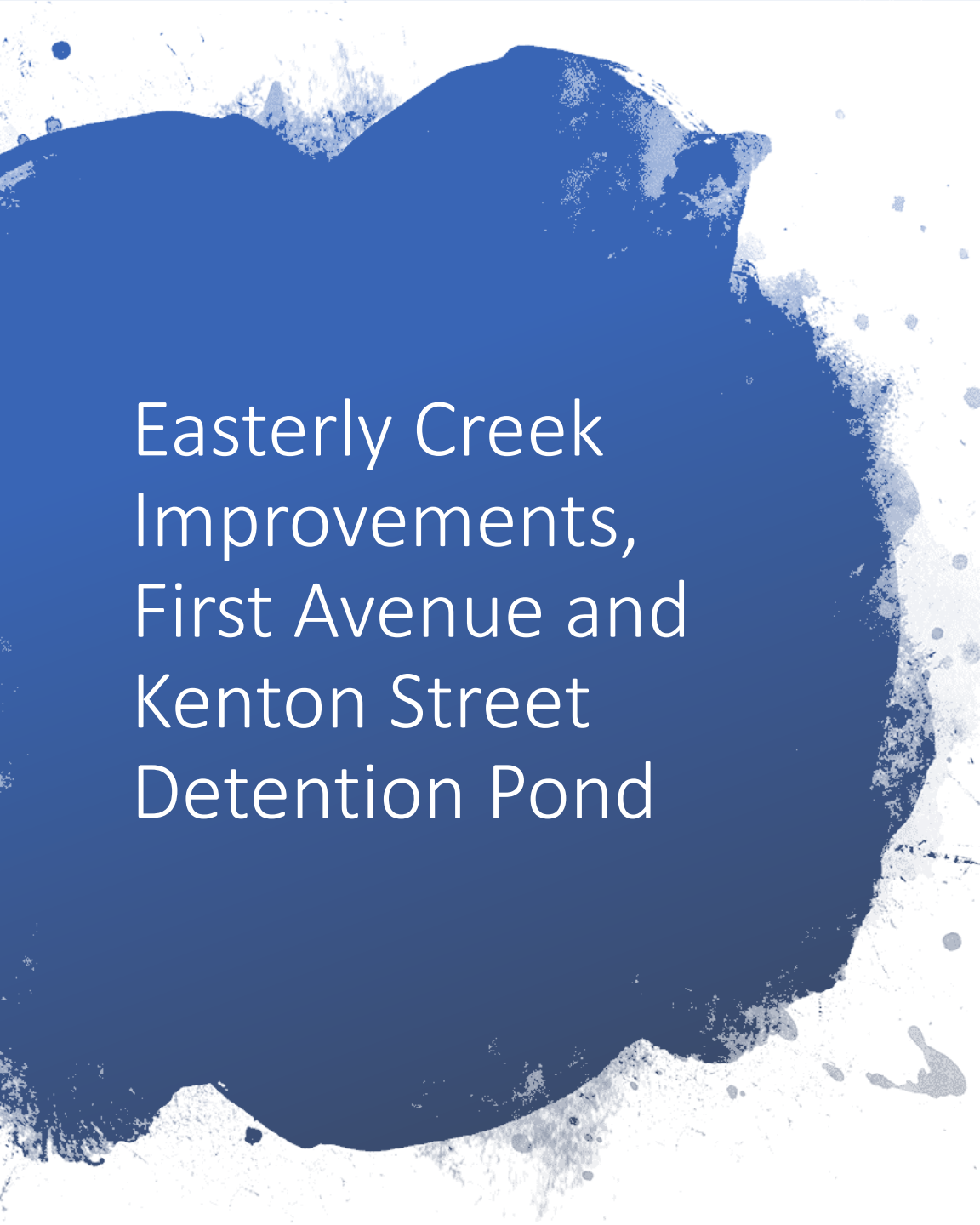




Easterly Creek Improvements, First Avenue and Kenton Street  
Detention Pond







## 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 Schomp Mazda dealership on 1st Ave).

The pond will substantially reduce flood flows downstream into Highland Park East.

# 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.**

# 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.**

# Business 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

# New Business & Remodels

- 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 – acquired 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

# New Business & Remodels

- 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

# New Business & Remodels

- Trans Voyage Taxi
- 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
- 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





# Opened January 2019, Closed Fall 2019

They are open 7 days a week, including today from 8:00am to 8:00pm seeing walk-in patients with non-emergent healthcare conditions.

Metro Urgent Care Havana Safeway  
1677 S Havana St, Aurora, CO, 80012





2740 S Havana Street Unit M  
Havana Exchange Shopping Center, near  
Bicycle Village  
Opened January 2019  
Closed November 2019



*Quinceañeras Leihla*

EL VESTIDO DE TUS SUEÑOS









## Ten Seconds Yunnan Rice Noodles 2000 S Havana St, Aurora, CO 80014

Westword Feature: Aurora Gets Its First Yunnanese Rice Noodle Specialist

MARK ANTONATION | APRIL 23, 2019 | 9:58AM

"Ten Seconds is a branch of the Shi Miao Dao chain of noodle shops that number more than 750 locations in China but only a handful in North America, mostly in New York City and Toronto. Shi Miao Dao translates roughly to "ready in ten seconds," hence the restaurant's name in English."













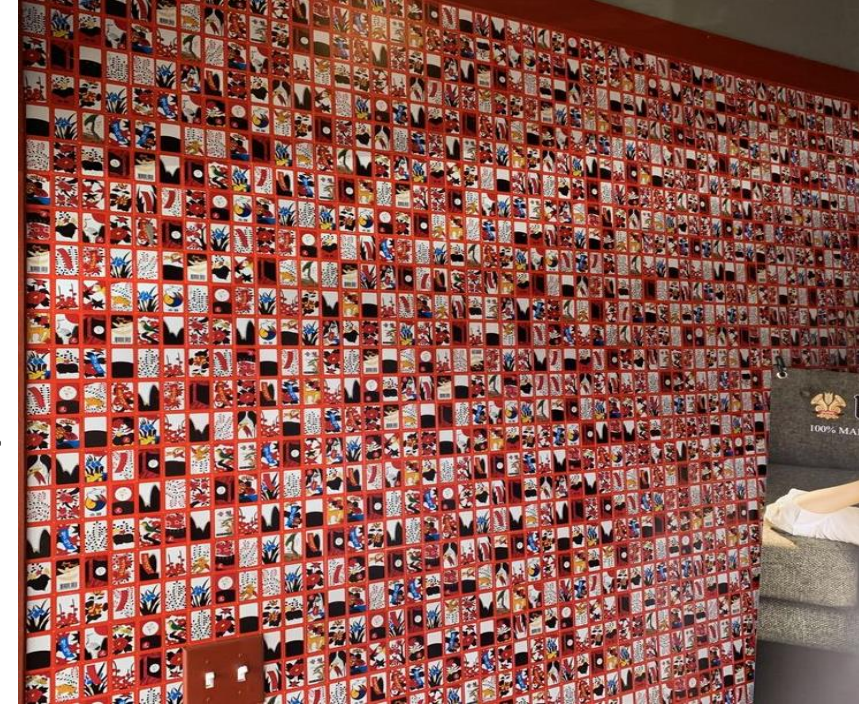
# Imone Korean Restaurant

Opened Sept. 2019  
Former Menya Ramen & Poke





2222 S Havana St Unit E, Aurora, CO 80014  
Korean Pub  
Opened April 2019







# My Favorite Muffin

“ My Favorite Muffin® in Aurora is a local family owned and operated business. Salvador and Linette

Mendoza have 11 children, 7 grandkids and counting. Having lived in the Denver area for years, the

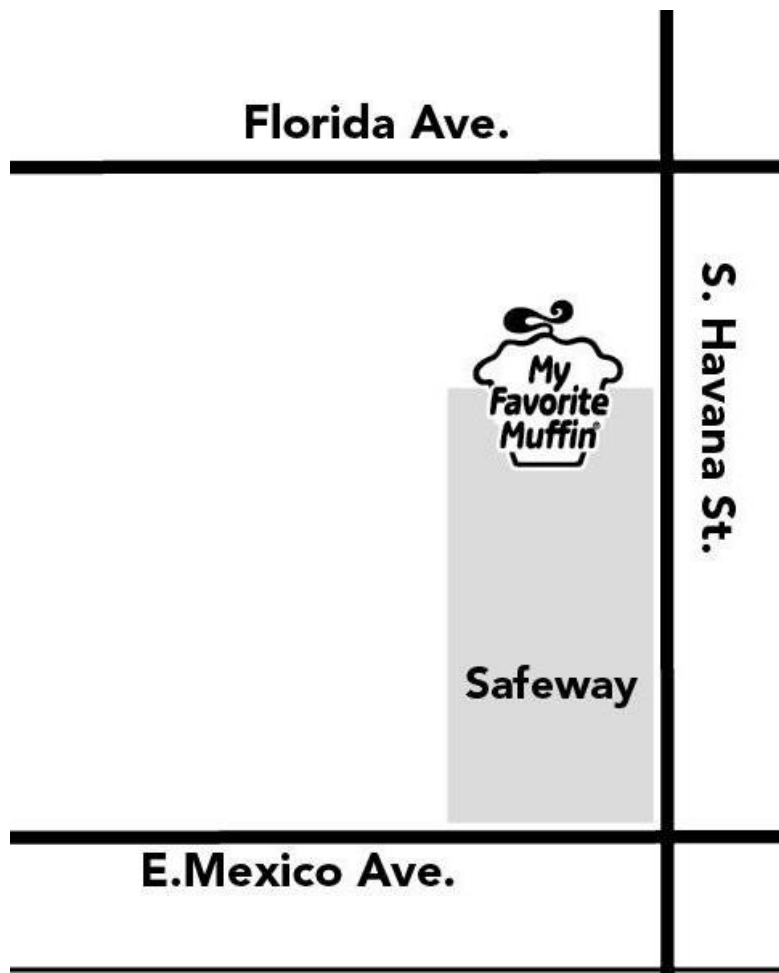
Mendoza family was drawn to Aurora’s diversity. They spend a lot of their leisure time in the community and are regulars to many of the local restaurants.

They love the varieties of cuisines the city has to offer and felt that My Favorite Muffin® would be a great addition to the area.

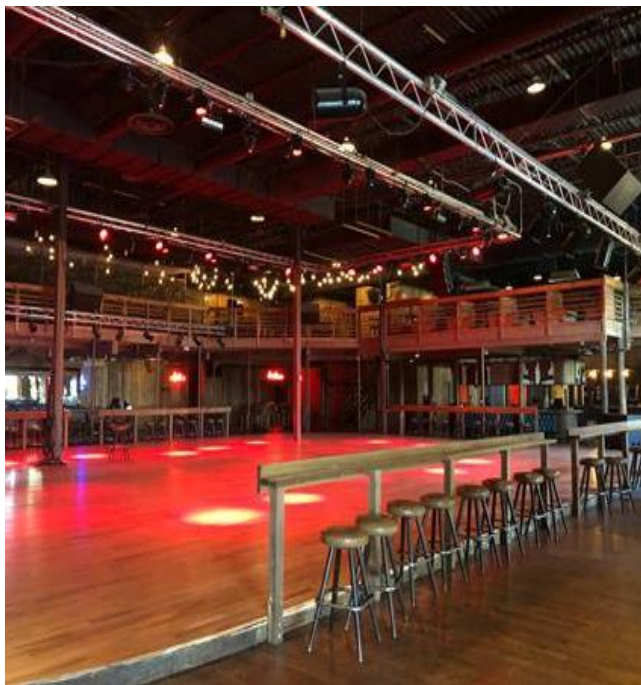
They are very excited to cater to the cultural melting pot that Aurora represents.”

**1627 S Havana St. Unit B Aurora, CO 80012**

<https://myfavoritemuffin.com/about-us/>







## New Ownership & Remodel in Progress at The Stampede

NEW Dance Floor /Bar Reno – June 2018

Stadium Restrooms on 2<sup>nd</sup> Fl

HUGE community driven addition, hosts many of our events



# National Night Out at Utah Park

## Ricky Law & BBQ - Sponsored by The Stampede





COME VISIT  
THE NEWLY RENOVATED

# Stampede

IT'S BACK!

WEDNESDAY IS

*Ladies  
Night*



Join the Stampede for  
Ladies Night – NIGHT  
Before Thanksgiving –  
November 27<sup>th</sup>,  
2019

**EVERY WEDNESDAY IS LADIES NIGHT!**

**Don't Miss Out on the BUSIEST LADIES NIGHT OF THE YEAR!**

**Doors are at 6PM cover is only \$5 and ladies drink for FREE till 11PM!**

**Dance lessons from 6:30 to 7:30PM.**





Stampede Opened During Cruzin' Havana for the 1<sup>st</sup> Year

# Living Water Car Wash – Opening December 2019

- Near the corner of Kentucky Drive and Havana at 857 S. Havana Street
- North of the existing gas station & across the street from StevO's Pizza & the Havana Machine







Living Water Car Wash – December 2019





Opening December 2019



# Kum & Go – Former Salvage Restaurant

**Kum & Go - STORE NO. 2312**

**2700 S Havana St**

**5,600 SQUARE FOOT CONVENIENCE STORE  
WITH AN 8 PUMP FUELING STATION**

**Plans do have a relocation site for our public art and will add the On Havana Street district marker to their monument sign.**



DESIGN REPRESENTATION ONLY - NOT FOR CONSTRUCTION  
The building images shown are a representation of the current design intent only. The building images may not reflect variations in color, form, size, site, shading, and/or lighting intensity, materials, textures, contrast, form style, construction variations required by building codes or inspectors, material availability, or final design detailing.

02

04/12/2019



2353 S. Havana Street Unit -14 Aurora, Colorado

[www.cocolocolorado.com](http://www.cocolocolorado.com)

Coco Loco is a Grab n Go Juice restaurant that opened in July/August 2018 and in 2019 they added on another wellness brand - Simply Hemp.

**Coco Loco** is pleased to bring you Fresh Juices, Smoothies, Boba Teas, Breakfast Bowls, Wraps, and more. Using fresh RAW produce to manufacture our Cold Pressed juices they are proud to provide natural, healthy alternatives for your drinking pleasure.

**Simply Hemp** offers natural hemp/CBD products: hemp/CBD edibles, hemp extract oils, CBD natural healthy vegan pet treats, massage oils, butters/lotions, salves, isolate, capsules, cream, CBD oil tinctures & coffee.



Simply Hemp



# Village on the Park

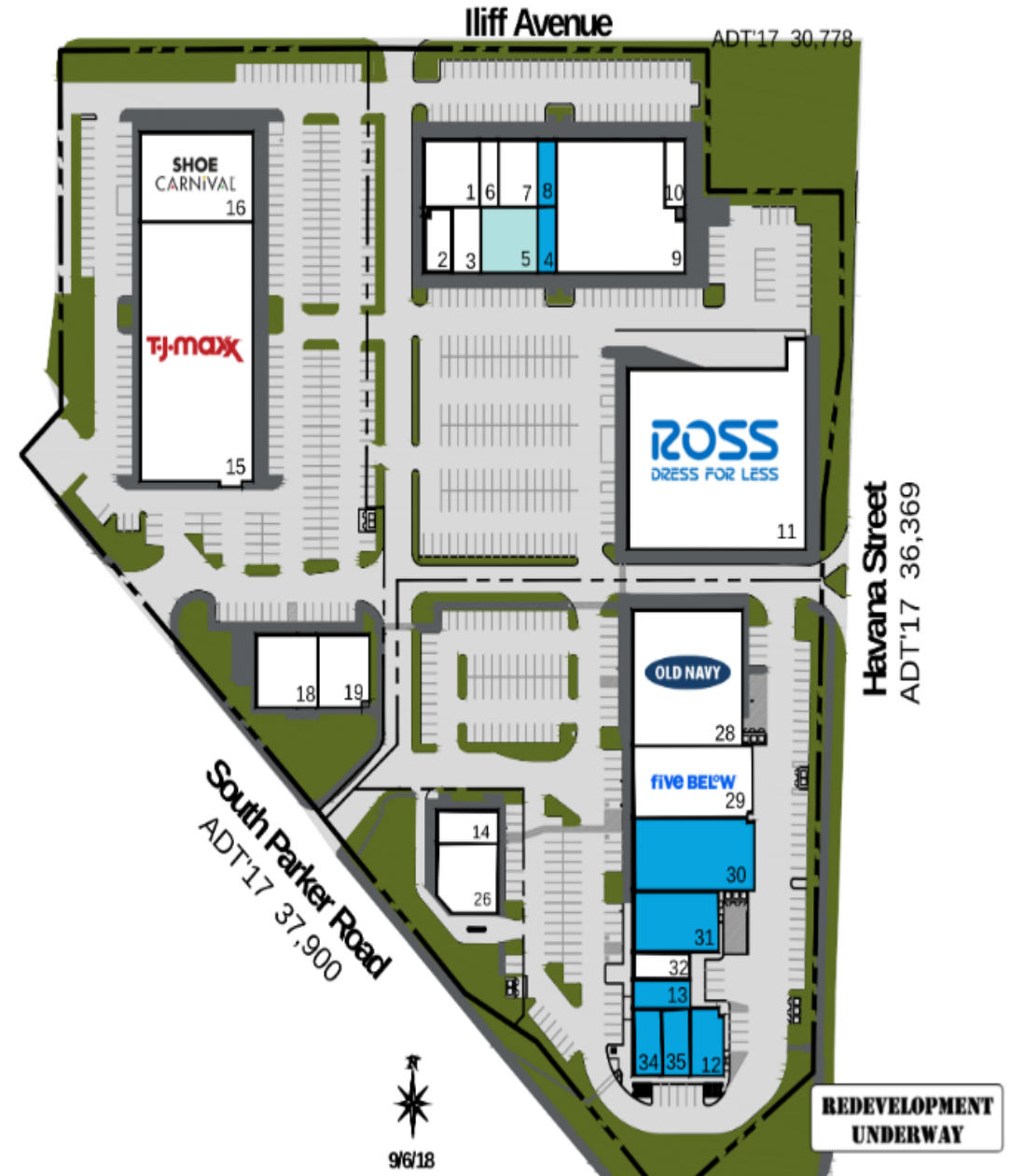
**\$14.5 M re-development & new retail construction in progress**

**2019 Opening 3 NEW RETAIL Stores – American's Best Optical, OLD NAVY and 1<sup>st</sup> Watch Cafe**

**33,564 sq ft available & 9 leases available!**

**Facelift & Remodel to existing TJ Maxx & Ross in 2019-2020**

**My First Watch – A Daytime Café – Opening 2020**





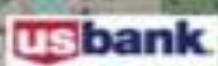


SUITE	TENANTS	SQ. FT.
1	TJ Maxx	28,140 SF
2	Shoe Carnival	9,600 SF
3	Tofu House	3,600 SF
4	Juno Hair	1,195 SF
5	Sir Speedy	2,400 SF
6	AVAILABLE	1,130 SF
7	Glasstek	15,270 SF
8	Smoothie/Tea	1,261 SF
9	Tarboosh	1,800 SF
10	Deluxe Nails	1,860 SF
11	R. Stafford Beauty	3,660 SF
12	AVAILABLE	1,200 SF
13	Ross Dress For Less	30,187 SF
14	Old Navy	13,800 SF
15A	LOI NEG.	8,000 SF
15B	AVAILABLE	8,000 SF
16	AVAILABLE	5,000 SF
17A	PENDING	1,500 SF
17B	AVAILABLE	1,500 SF
18A	AVAILABLE	3,000 SF
18B	PENDING	3,000 SF
19	Jersey Mike's Subs	1,800 SF
20	US Bank	4,200 SF
21	First Watch	4,160 SF
22	America's Best	3,515 SF

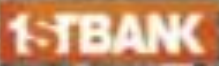




Parker Rd



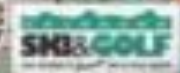
Iliff Ave



Iliff Ave

**VILLAGE ON THE PARK**  
**TJ-maxx** **ROSS**  
**SHOE CARNIVAL**  
**usbank** **OLD NAVY**  
**FIRST WATCH** **Jimmy John's**

**SITE**



Yale Ave



Parker Rd



# Village on the Park

## TRADE AREA DEMOGRAPHICS

	1 Mile	3 Mile	5 Mile
<b>Population</b>	17,919	169,835	441,268
<b>Average HH Income</b>	\$86,079	\$77,238	\$93,036
<b>Businesses</b>	1,540	7,306	21,325
<b>Employees</b>	13,141	64,835	226,942

Source: Applied Geographic Solutions, 2019 Estimates

## TRAFFIC COUNTS

<b>On Parker Rd northwest of Havana St</b>	40,313 Cars/day
<b>On Parker Rd southeast of Havana St</b>	39,726 Cars/day
<b>On Havana Street south of Parker Road</b>	29,508 Cars/day
<b>On Havana Street north of Parker Road</b>	33,564 Cars/day
<b>On Iliff Avenue east of Parker Road</b>	36,228 Cars/day
<b>On Iliff Avenue west of Parker Road</b>	30,713 Cars/day

Source: CDOT 2018



JUNE 2018



AUG 2018



Sept/Oct 2018

# Village on the Park Construction Update





Village on the  
Park –  
America's Best  
Optical &  
Glasses Opened



**Grand Opening was January 25<sup>th</sup> & 26<sup>th</sup>, 2019**  
**2406 South Parker Road Suite C Denver, CO 80231**

We are very excited to welcome General Manager, Sherree Davis and her team to On Havana Street.

IT'S NOT JUST A BETTER DEAL. IT'S AMERICA'S BEST.®

**2 Pairs of Eyeglasses for \$69.95**

Choose frames priced \$59.95 with single-vision, uncoated plastic lenses and get a free eye exam when you buy 2 pairs!





First Watch Café will OPEN  
next to America's Best Optical

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OLD NAVY GRAND OPENING  
October 2019

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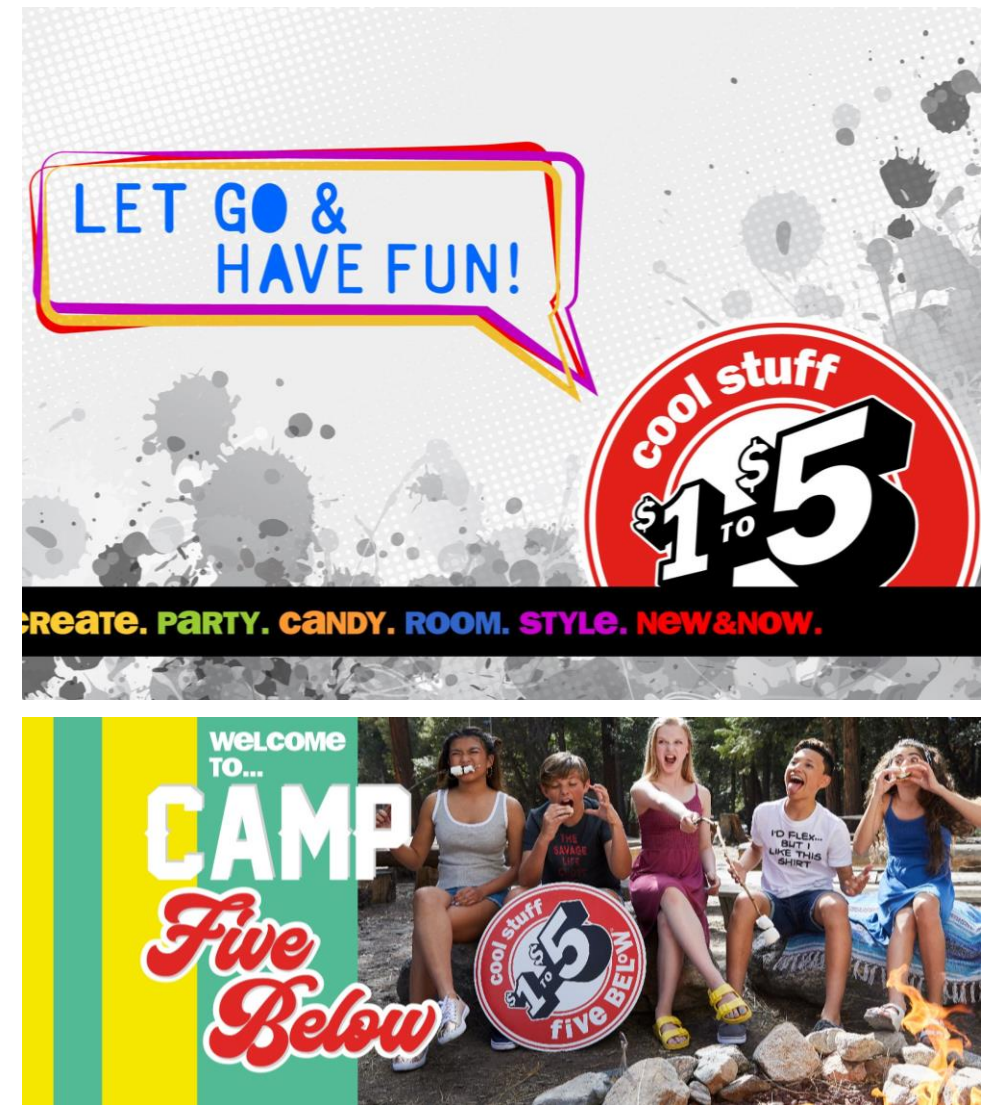
Old Navy – NOW OPEN!





Old Navy – NOW OPEN!

# five BELOW



Opening 2020  
<https://www.fivebelow.com/>



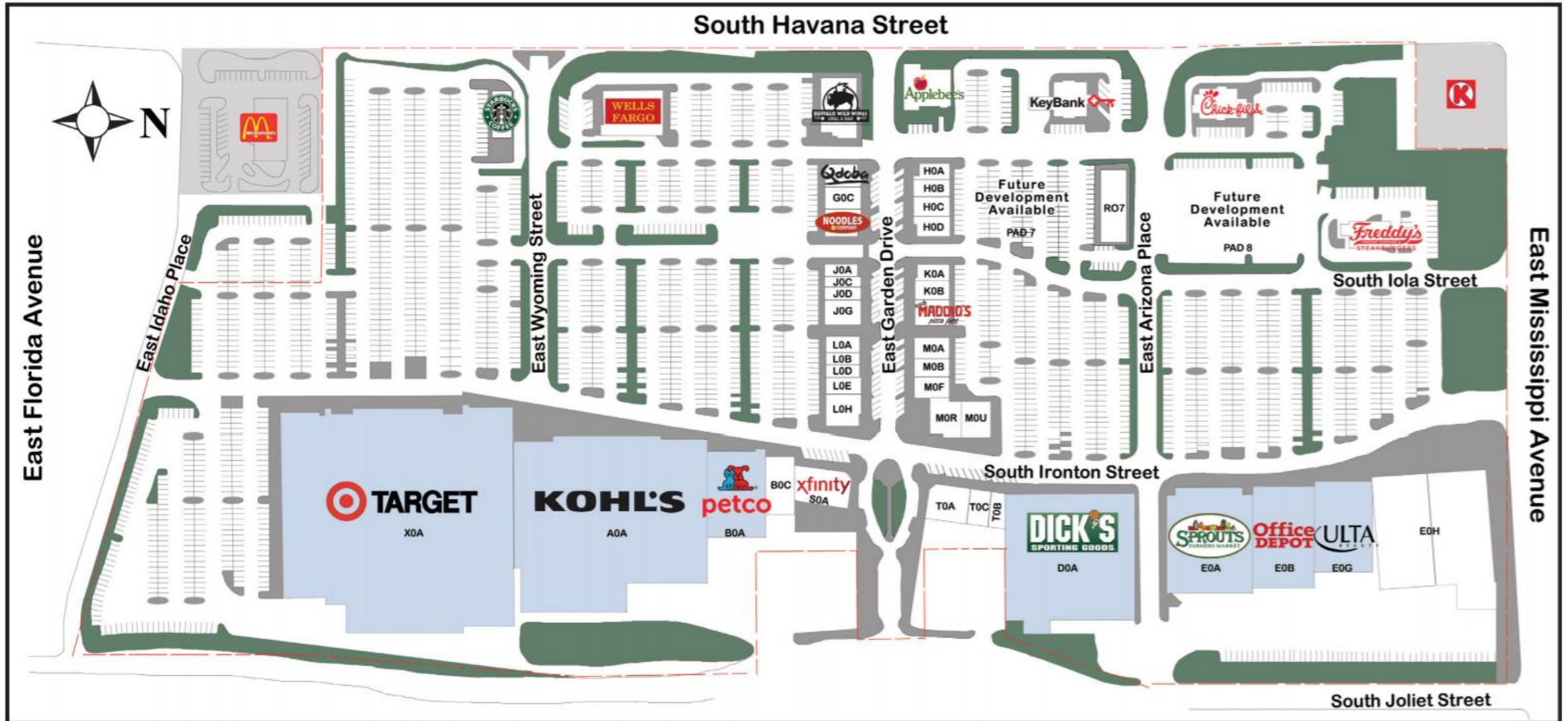
# Market Square - AMCAP

- King Soopers Center/Amcap  
Havana & Mississippi
- 2019: 5484 sq ft - 2 spaces vacant
- Available: Unit 5: 2100 sf &  
Unit 47: 584 sf
- Unit 27: 2800 sf: martial arts  
lease closing soon!



1155-1205 South Havana Street		
A	King Soopers	61,518
5	Available	2,100
9	Fantastic Sam's	1,300
11	A+ Mail Room	1,320
12	Ace Cash Express	1,080
13	Fred Loya Insurance Agency	1,100
15	Rainbow Apparel	6,000
23	Dollar Tree	12,285
25	Bright Stars Child Care & Preschool	4,000
27	Available	2,800
29	Buckingham Easy Clean Laundry	1,600
33	New Age Barbershop	600
35	Koshari Time Cafe	880
39	Kumon	1,200
43/45	Windsor Dental Care & Orthodontics	1,664
47	Available	584
49/53	D'Lux Spa & Nails	2,120
55	H&R Block	2,000
B1	Chipotle Mexican Grill	2,200
B2	Sprint	1,377
63	Baskin-Robbins	1,000
65	M&H Discount Liquors	3,000
67	Subway	1,340
69	Big Daddy's Pizza	1,430
A1	Bank of America	4,000
A2	Wing Stop	2,000
Total		120,498

# The Gardens On Havana - AMCAP





# Gardens On Havana

- Gardens On Havana: South Havana Street & E. Mississippi Ave - Aurora, CO - AMCAP
- PAD 7 & 8: Pad 8 will be a TBA restaurant coming in 2020 - near Chick Fil A
- Pad 7 is leased, AFC Urgent Care Coming Soon!
- 4 leases available: 23,649 sf + 2,209 sf + 3,207 sf + 1,776 sf = 30,841 TOTAL SQ FT
- <https://www.amcap.com/properties-post/the-gardens-on-havana/>



Toys R Us – Leased ½ of former Toys R US

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Amcap's AFC Urgent Care on Pad #7 at The Gardens on Havana, just east of Key Bank has been approved by Planning Commission.

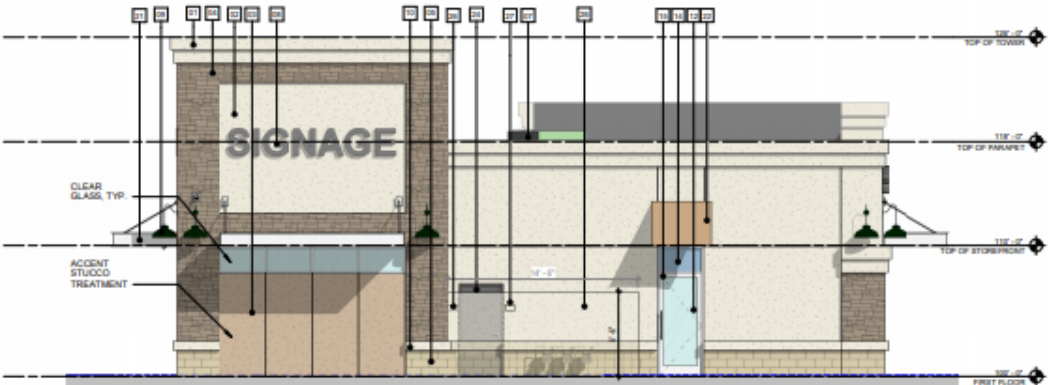
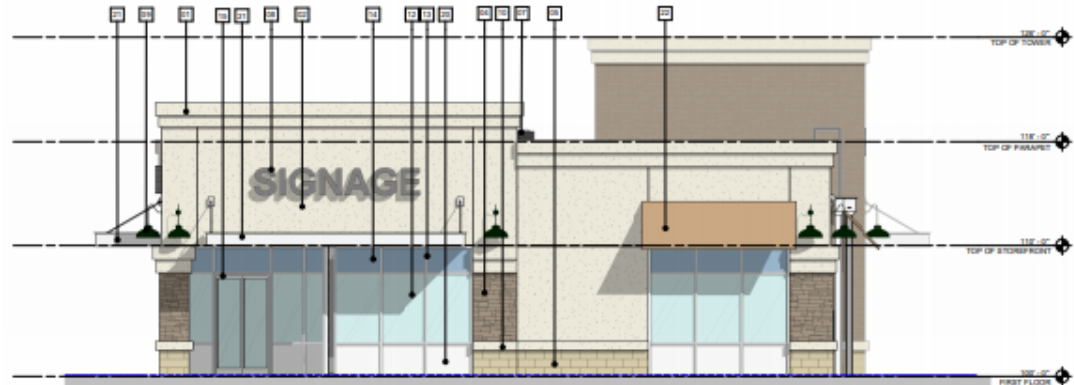
AFC URGENT CARE AT GARDENS ON HAVANA  
SITE PLAN

LOT 5 BLOCK 1 BUCKINGHAM SQUARE SUBDIVISION FILING NO.8, NORTHWEST 1/4 SECTION 23, TOWNSHIP 4 SOUTH,  
RANGE 67 WEST OF THE 6TH P.M. CITY OF AURORA, COUNTY OF ARAPAHOE, STATE OF COLORADO



1 NORTH ELEVATION  
3/16" = 1'-0"

PLANNING ELEVATION KEYNOTES	
01	PARAPET PRECAST CORNING, PAINT TO MATCH STUCCO
02	STUCCO/TOMEGA BRK, VANILLA CREAM
03	ACCENT STUCCO (ORISIA #232, SONOMAS)
04	STONE VENEER (SUNSET STONE, CHEYENNE COBBLE LEDGE)
05	CMU BLOCK, RUNNING BOND, SPLIT FACE (BEST BLOCK #M1, SPLIT FACE)
06	DOWNSPOUT AND OVERFLOW SCUPPER, PAINT TO MATCH STUCCO
07	ROOFTOP UNITS, SCREENED BY PARAPET WALLS
08	SHRUBS FOR CODE, PROVIDED BY TENANT
09	EXTERIOR WALL MOUNT LIGHTING
10	PRECAST SILL, PAINT TO MATCH STUCCO
11	GLAZING, CLEAR W/ LOW E COATING
12	STOREFRONT MULLION (KAWNEER #18, CHAMPAGNE)
13	SPANDREL PANEL (VIRACON, WARM GRAY #V92)
14	STOREFRONT DOORS FRAME (KAWNEER #18, CHAMPAGNE)
15	TRASH ENCLOSURE GATE
16	PRECAST SILL, PAINT TO MATCH STUCCO
17	INSULATED METAL PANELS, PAINT TO MATCH STOREFRONT
18	STEEL SUNSHADE CANOPY (BERRIDGE, DARK BRONZE GALVANIZED)
19	FABRIC SUNSHADE CANOPY (SHERWIN-WILLIAMS, BALANCED BEIGE, SW705)
20	ROOF LADDER W/ SECURITY DOOR
21	METAL DOOR AND FRAME PAINTED TO MATCH CMU
22	SCREEN WALL, PAINT TO MATCH BUILDING ELEVATION
23	ACCESS SIGN





Target Remodel + NEW  
Starbucks & Optical  
Retail Store

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Milan Laser - Opened August 2019

Next to Maurice's and Dick's Sporting Goods

1250 S Ironton St Suite #100,  
Aurora, CO 80012



## Petco Remodel, NEW THRIVE Pet Clinic

Re-Grand Opening March 30 & 31, 2019

Store Services: Full-Service Grooming, Dog Training, Pet Hospital, Aquatics Department

Our PetCo was 1/4 locations in Colorado to get a new veterinarian clinic.



# Havana Exchange Shopping Center (Bicycle Village, Havana & Yale)



# Havana Exchange Shopping Center – Western Centers

- 89,170 sq. ft.
- This high traffic center on Havana is located on the cusp of Denver and Aurora. Anchored by Bicycle Village – the largest bike store in the state and includes other local and national retailers. It has a strong local following with a local farmers market and participates in the “On Havana Street” neighborhood walk.

## Property Features:

- High traffic location with approximately 53,000 cars per day along South Havana Street
- Anchored by Bicycle Village — one of the largest bike stores in America
- Ample parking
- Diverse tenant mix with national tenants and local businesses





 Milkroll Rolled Ice Cream



# Havana Exchange Shopping Center

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# Havana Exchange Shopping Center – Havana & Yale



p: (303) 642-5502

2720 S Havana St Unit E Aurora, CO 80014

<https://www.angelsfamilyhomehealthcare.com/angel-s-adult-day-program>

If you or a loved one need in-home health care services, please call Angel's Family. We will work with you to figure out which of our services are best suited for you. Our staff are highly experienced and trained. As our name indicates, we will take care of you or your loved one like family.



# Yale Place – Havana & Yale



p: (720) 476-3898

2680 S Havana St Unit C, Aurora, CO 80014

Near Las Fajitas and Yum Yum Cake & Pastries

<https://www.prestigeadc.com/>

Prestige ADC – Enhance Your Golden Years With Fun and Friends  
at Adult Day Care Center

## Our Mission

Prestige Adult Day Care endeavors to show love and care to all  
those who come under our umbrella.

Ours is a compassionate environment where adults are cared for  
with kindness and empathy.

We have highly trained and qualified staff capable of providing  
professional care. Our desire is to see the elderly amongst us  
living a healthy and dignified life.



A-1 Auto Sales Closed in July/August 2019  
ADI Autosport purchased the property & expanded their dealership

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# Lyft – Aurora Corporate Office - Gathering Place

- p: (855) 865-9553
- 2930 S Havana St,  
Aurora, CO 80014
- <https://www.lyftcolorado.com/>
- Monday – Friday: 9am-6pm
- Saturday & Sunday:  
Closed
- Former Shortline  
Mitsubishi dealership



# Bradley Gas – Stinker Stores Remodel

- 2160 S Havana St – vacant lot between Bradly Gas office and Tynan's Used Car lot
- Location: QS:13C - NE CORNER OF S HAVANA ST AND E WARREN AVE
- The C-store is going to be 3598 sq ft with parking to the east of the building (where the vacant currently is located).
- There will be 6 new pump islands replacing the existing old pumps, new landscaping, a sidewalk and better circulation through the site.





# Other NEW BUSINESSES & REMODELS



Auto Mart USA is NOW  
Auto Mart Mitsubishi



# On Havana Street Property Update

- We are at a 96.8% **retail occupancy On Havana Street as of Oct. 2019**
- 3.2% leases are available
- See updated resource page  
“View Available Property List”  
<https://onhavanastreet.com/aura-colorado-available-properties/>

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%



The background of the slide features a series of thin, curved lines in shades of gray, creating a sense of motion and depth. These lines are more prominent on the left side and fade towards the right.

## Attracting Consumers & Building Community

# Bringing people into the District

- Monthly events to bring people into the District to shop at our retailers and dine in our restaurants
- 2019 monthly events brought in an estimated 45,000+ people from zip codes up and down the Front Range and from out of state
- All marketing portrays the Havana District in a very positive light

## Sunday, February 3, 2019: Super Bowl Party – Buffalo Wild Wings at the Gardens on Havana



**We sponsored over 300 wings for the attendees, a variety of appetizers and gave away 12 \$20 Buffalo Wild Wings Gift Cards at Half-time.**

**We had about 260 people participate in the door prize gift card giveaways. BWW did \$21k in sales, \$16k was in dining in, served 675 people, \$10,000 in take-out orders, and hit their numbers.**





Chamber YP Self Defense Class with APD at the Stampede – Feb 2019





March 2019: Mom & Pop Business Month

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**May 1st through 8th, 2019 - Explore, Experience and Eat**

**Travel the world through global cuisines On Havana Street**

**We gave away restaurant gift cards so that foodies could taste the most unique, traditional fare at an affordable cost.**

**Check out our Facebook & Instagram for MORE GIVEAWAYS throughout the year**

**It's all about discovering the most authentic, global cuisines and immersive experiences of On Havana Street.**



Thank you to Aurora TV for featuring On Havana  
Street events and businesses!









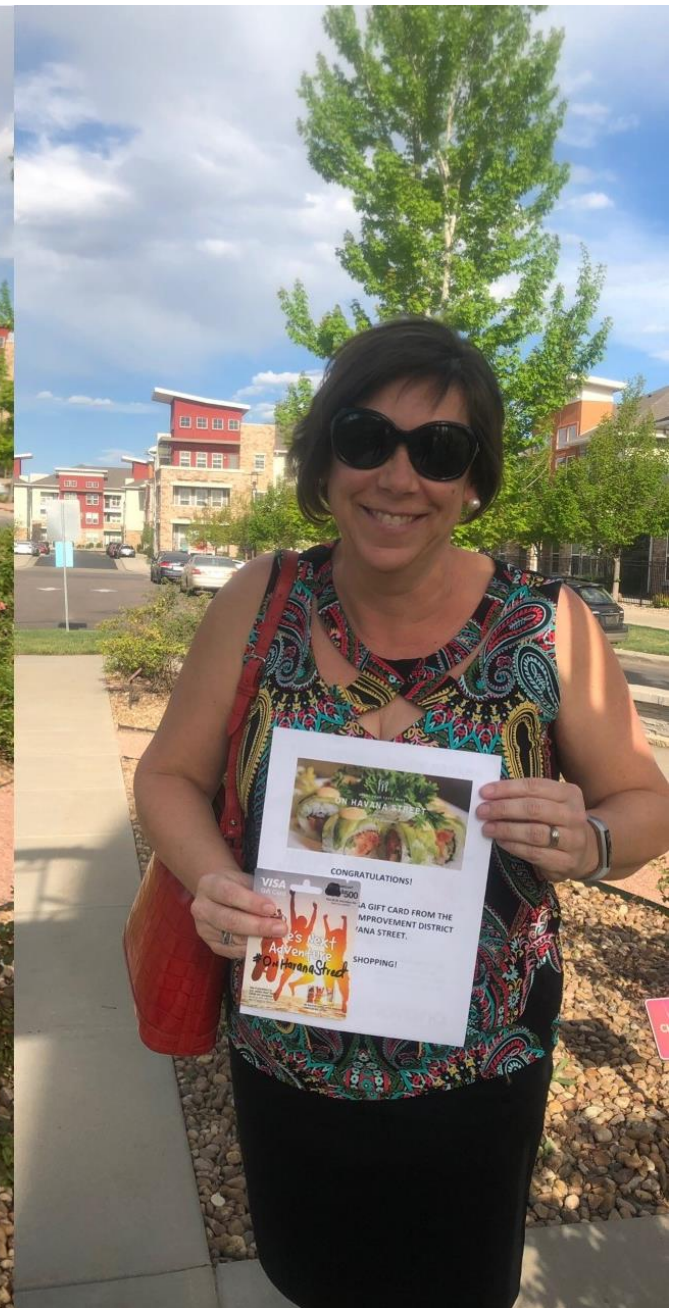
**VILLAGE ON THE PARK**  
NEW RETAIL SPACE | EXPECTED COMPLETION MID-AUG

AuroraTV



**TRICK-OR-TREAT ON HAVANA STREET**  
SAT., OCT. 26 | STARTS AT 12 PM







## 📍 75 PHO RESTAURANT



## Restaurant Week

### MOLCAJETE

MEXICAN RESTAURANT

1911 S HAVANA ST AURORA  
CO 80014



\$100 GIFT  
CERTIFICATE  
GIVEAWAY

ON HAVANA STREET  
RESTAURANT WEEK  
GIVEAWAY TIME

**\$500 VISA  
GIVEAWAY**

Enter to Win  
[www.OnHavanaStreet.com](http://www.OnHavanaStreet.com)

Restaurant Week Wednesday to Wednesday  
May 1-8, 2019 – On Havana Street



Community Spring  
Rose Garden Clean-Up  
May 4, 2019 at  
Gardens on Havana  
Every Volunteer  
received a Lunch Gift  
Card for their time







# Mathes Allstate Insurance Ribbon Cutting New Location On Havana

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## Asian Chamber Business After Hours at Seoul BBQ & Hot Pot

Asian Chamber Business After Hours at Seoul BBQ & Hot Pot Re-Grand Opening  
June 19, 2019





Aurora Chamber's Women in Business Progressive Lunch was hosted at On Havana Street businesses at the Havana Exchange Shopping Center on Tuesday, June 25, 2019.

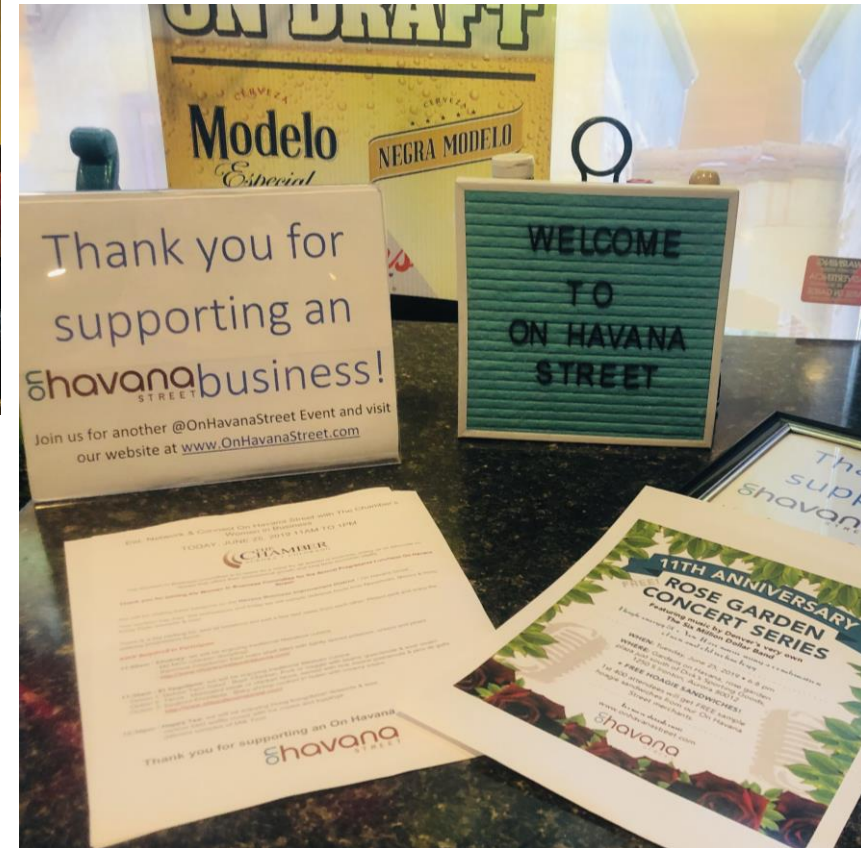




Eat, Network and Connect  
1<sup>st</sup> Stop – Appetizers at Chutney Restaurant

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2<sup>nd</sup> Stop – Lunch Entrée at  
El Tequileño Mexican Restaurant





Last Stop – Dessert at Happy Tea



# Aurora Asian Pacific Community Network Partnership

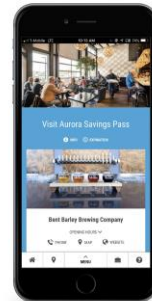
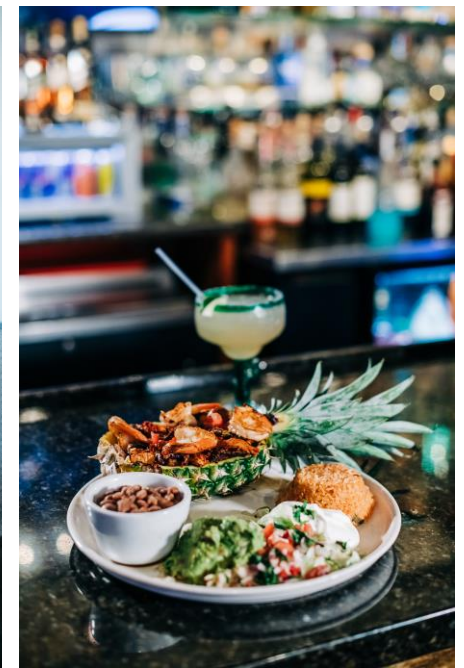






## WHY JOIN THE NEW VISIT AURORA SAVINGS PASS?

Make it easy for visitors to find your business with the Visitor's Saving Pass app! Recently launched by Visit Aurora, this mobile-exclusive savings pass provides offers and coupons to convention and tournament visitors. Designed to promote and drive traffic to your business, it is free to join and for users to access. Discover our top 5 reasons to become a featured partner of the Visit Aurora Visitor's Savings Pass below.



Contact Jennifer Buckley at [Dir.Services@visitaaurora.com](mailto:Dir.Services@visitaaurora.com) to learn more or visit <https://bit.ly/2Y0upkK> to sign up now.



### TOP 5 REASONS TO JOIN

1. The Visit Aurora Savings Pass will be targeted toward convention attendees visiting the Gaylord Rockies Convention Center. This program will give you an opportunity to drive these incoming visitors into your business.
2. Convenient mobile delivery improves the customer experience and ultimately increases the likelihood they will visit your business and spend money.
3. Mapping, hours of operations, directions, phone numbers, and "near me" functionality make it easier for visitors to find your business and spend money with you.
4. There is zero integration and minimal staff training is required. Offers are delivered through our mobile system and redemption is easy - via one simple click directly on the customer's mobile phone.
5. There is no cost for you to participate. All we need is some simple business information and a coupon to feature within the passport program.



*Visit*  
**AURORA**  
**COLORADO**

THE OFFICIAL CONVENTION & VISITORS BUREAU

# Visit Aurora Partnerships





BID Board Networking Lunch +  
Visit Aurora's Tour of the Gaylord Rockies – May 2019

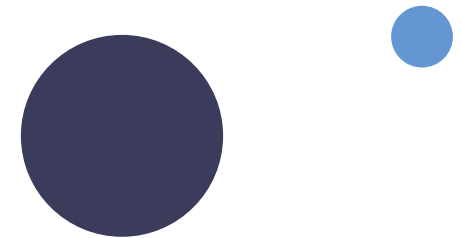


- Location: Aurora, CO --- 10 miles from district
- Land Area: Six Square Miles of land
- Branches of Service: 9, including international partners
- Workforce up to 15,000
- 2020 - Marketing & Ads on base
- 2020 Events: Concerts, Restaurant Week, Small Business Month, Trick or Treat, Holiday Caroling, Military Mondays



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## Buckley Air Force Base Partnership



# Senior Discounts

**A&W Restaurants:** 55 + Get a 10 percent discount, amount may vary by location

**Applebee's:** 60 + with a Golden Apple Card program discounts range from 10 to 15 percent,

**Burger King:** 60+10 percent off and additional discounts on coffee and soft drinks

**Church's Chicken:** 55+ Get a 10% discount

**Chick fil-A:** 55+ Get a 10% discount or FREE small beverage + Cow Appreciation Day - Dress like a Cow and receive a free meal, Tuesday in mid July, opening to 7pm

**Dunkin' Donuts:** AARP member discount of 10 percent

**Denny's:** 55+ or AARP members Get a 15 percent discount

**KFC:** 55+ Get a 10 percent discount

**Kohl's:** 15% off on Wednesday's for 60+

**McDonald's:** 55+ Get a discount on coffe

**Taco Bell:** 65+ receive 5 percent off their meal and a free soft drink

**Ross:** 55+ Get a 10% off on Tuesday's

**Sam's #3:** 55+ Get a 10% off

**Subway:** 60+ Get a 10% off discount

**Village Inn:** 60+ Get 10% off, FREE pie Wednesday's

**Wendy's:** 55+ Get a 10% off discount

**And lots MORE**









Watch the Havana Motor Mile commercials:

[Commercial Parts 1](#)

[Commercial Services 2](#)

[Commercial Restaurants 3](#)

[Commercial Auto Dealers 4](#)

[Commercial 2019 Cruzin' Havana Classic Car Show](#)



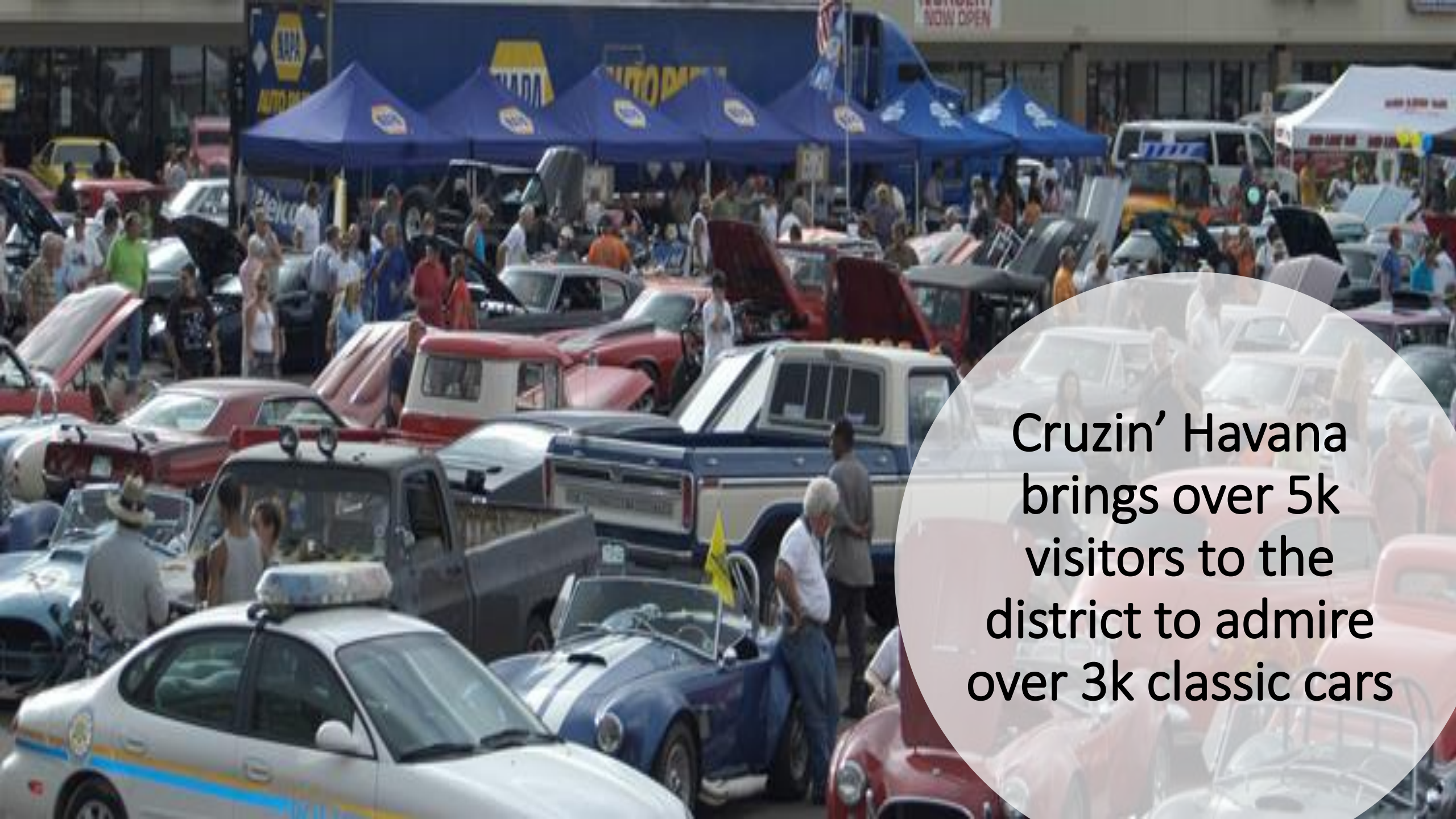




Three Havana Motor Mile Commercials ran from Jan-July 2019 and we had over **3.7 Million Impressions** and November 4-18, 2019 we will run an updated HMM commercial (last one for the year)







Cruzin' Havana  
brings over 5k  
visitors to the  
district to admire  
over 3k classic cars



# Lots of Display Set Ups

- Slot Race Car Racing
- Mini Model Cruise
- RC Cars in the Stampede
- Make & Takes
- RAT RODS
- Denver Hearse Club





Saturday, June 8, 2019 12 p.m. - 6 p.m.

## FREE 12th Annual Cruzin' Havana Car Show & Poker Run

PRESENTED BY SPONSOR: HAVANA AUTO PARTS

HOSTED BY: Collector Car Council of Colorado, CCCC, and Havana Business Improvement District organizes the event

THREE FESTIVAL SITES IN 2018: **No "registration" needed, just attend—this is a free event.**

1. Havana Machine, 840 S Havana Street
2. Kasier Permanente & Stampede, 2350 S Havana Street at Parker Rd. -  
**NEW IN 2019**
3. Havana Exchange Shopping Center, 2822 S Havana Street at Yale (Bicycle Village)





# Title Sponsor for 13 YEARS!



# 2019 Cruzin' Havana Logo Contest

## Hosted by Haggerty Insurance

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**Our 2019 Cruzin' Havana Logo featured three beautiful Cadillacs: A Green 1954 Cadillac Series 62 owned by Dan Jetter, a purple 1955 Cadillac Coupe Deville owned by Roger Jetter and 1956 Copper Butterscotch Dreamsicle Series 62 Cadillac owned by Ron Brown.**





# 2020 Logo Contest Winner







# JOIN US on June 20, 2020 13<sup>th</sup> Annual Cruzin' Havana



- Over 3000 classic cars
- Poker Runs at the Festival Site with the vendors
- Enter to win an Ocean Cruise
- Play to win gas & gift cards
- Enter the Second Chance drawing to win a Bicycle Village bike<sup>3</sup>
- Festival Sites – Kaiser & Stampede
- \*\*\*\* NEW TIME \*\*\*\* 10am-3pm
- LIVE Music, DJs & Bands
- Food Trucks, Vendors, & Prize giveaways



Havana Motor Mile - Auto Tech Tool Incentive Program Works with Pickens Tech's Automotive Program. The HMM dealerships/shops hired 6 of the top graduates. This program provides about \$6k worth of tools to use as they start their auto technician career on the Havana Motor Mile.



2019 HMM Tool Incentive Program Awardees



Congratulations to our  
very 1<sup>st</sup> students!

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### Shortline Buick GMC – NEW SIGNAGE IN 2019

New Ownership in Oct 2018

Don Hicks and John Bowell of Shortline Auto Group have also been major players and contributors to Havana Street. We are so very fortunate to have the Buick GMC dealership now owned by the Shortline Family.

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Mike Naughton Ford

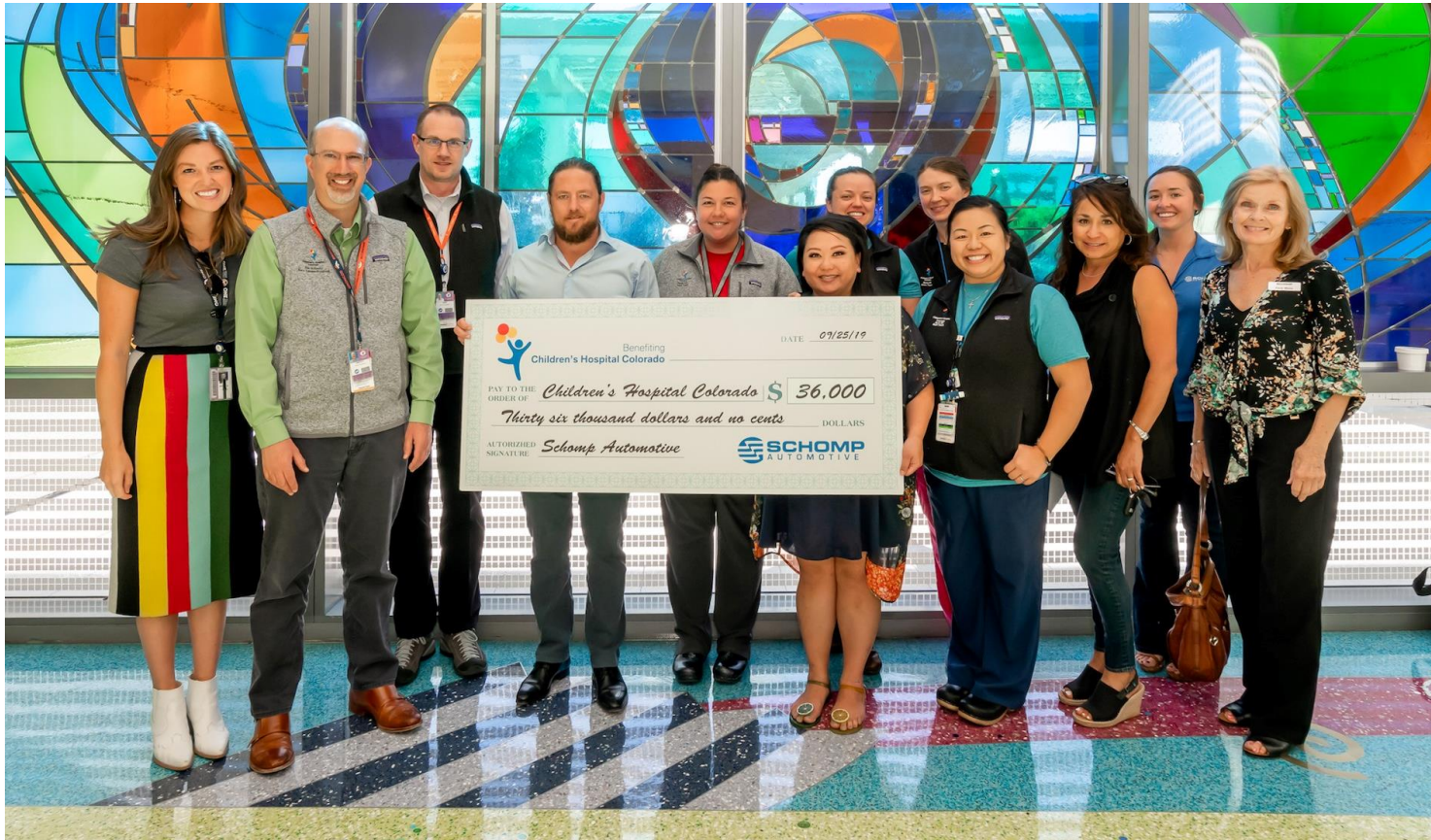
New Showroom REMODEL built by Trustmark

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Coming soon!



*Big Mike*  
**Naughton**  
*Aurora Ford Denver*



# Schomp Automotive

Every summer, Schomp hosts their Children's Hospital Sale Event where a portion of every car sold goes to the Children's Hospital Burn Unit.

After acquiring three new brands (Subaru, Mazda, and Hyundai) Schomp Automotive was able to donate \$36,000 this year from the car sales.

Thank you to every customer, employee, and volunteer who made this possible!

You are making an incredible difference in these kid's lives.





**Schomp Subaru donated \$56,000 with the help of our customers! May we all continue to cherish and conserve our beautiful Colorado trails.**







Larry H Miller is tearing down the current dealership and will reveal a brand-  
NEW BUILDING & NEW EXCLUSIVE JEEP DEALERSHIP

This dealership was selected as 1 of the 4 dealerships in Colorado.

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- The C-store is going to be 3598 sqft with parking to the east of the building (where the vacant currently is located).
- There will be 6 new pump islands replacing the existing old pumps, new landscaping, a sidewalk and better circulation through the site.

Bradley Gas – NEW STINKER  
GAS – Coming Soon!



# 2019 FREE Summer Concerts Series

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## 2019 CONCERT DATES

| June 25th | July 23rd | August 27<sup>th</sup>

**THE ROSE GARDEN PLAZA**  
**On Havana Street | 6-8PM**

**Plus a NEW Last Days of Summer Concert at The  
Stampede September 10th**



# 2019 FREE SUMMER CONCERT SERIES

**JUNE 25: 6 MILLION DOLLAR BAND – 80' s Dance Music –  
Hoagie Sandwich Sampler**

**Over 450 attendees + 1000 subs**

**JULY 23: BYRON SHAW PROJEX R&B / REGGAE CONCERT -  
Pizza Party**

**Over 600 attendees + 2000 slices of pizza**

**AUGUST 27: TUNISIA POP CONCERT - Ice Cream Social**

**Over 500 attendees + 500 ice cream samples**

**THE GARDENS ON HAVANA**

**1250 S IRONTON ST. AURORA, CO 80012**

**6-8pm**

**Last Days of Summer Concert at The Stampede**

**SEPTEMBER 10: DOTSERO CONTEMPORARY**

**JAZZ CONCERT- 600-700 attendees &**

**Argentinian Buffet**







LAST CONCERT at  
The Rose Garden  
August 27<sup>th</sup>  
6-8pm  
Free  
Ice Cream Social





CENSUS 2020

AuroraCensus2020.org







# Last Days of Summer Dotsero Concert at Stampede

Tuesday, September 24, 2019  
6-8pm

2500s RSVP'ed on social media &  
Eventbrite

Chris Swank ordered 1000 folding  
chairs

600-700 attendees on a Tuesday night

Everyone enjoyed the Argentinian  
buffet, carving station, & patio grilling  
station.

Gift Card Giveaways







Aurora TV Featured Dotsero & On Havana Street



AuroraTV



A photograph of a live music performance on an outdoor stage. A band of several musicians is performing on a stage with a white backdrop. In the foreground, a large crowd of people is seated, watching the performance. A large, semi-transparent white circle is overlaid on the left side of the image, containing text. The background shows a building and some trees.

# 2020 FREE Summer Concerts Series Dates

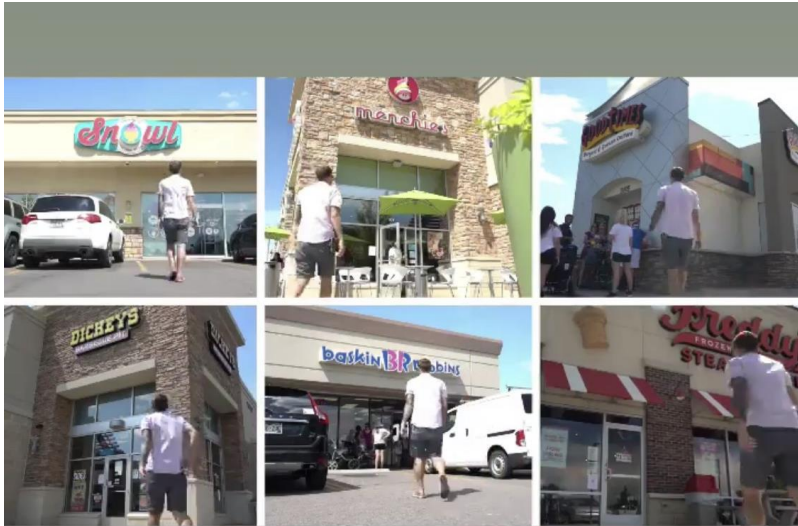
**June 22rd | July 27th | Aug 27<sup>th</sup>**  
**THE LISA STRAWN ROSE GARDEN PLAZA**  
**On Havana Street | 6-8PM**

**Sept 24th | Last Days of Summer**  
**The Stampede | 6-8PM**









@ONHAVANASTREET



@ONHAVANASTREET



CHECK OUT AUORATV.ORG  
FOR THE FULL STORY

@ONHAVANASTREET

Aurora TV Feature of the Frozen Treats Event by Matt Howshar

---



**havana**  
restaurant week

Coming Soon in May 2020





# 2019 Fall Events

## Bronco Party at Gibby's

September 9, 2019

Denver vs Oakland



Many brought their family & friends, wore blue and orange and watched the game on the Big Screen TVs at Gibby's as the Denver played the Oakland.

On Havana Street provided some FREE appetizers & \$150 in gift cards door prizes (no purchase necessary to win door prizes).





# 2019 Safeway Grocery Cart Race



## 9News Colorado and Company Feature



Comitis serves over 111,000 meals to those experiencing homelessness every year and more than 90 people each month access Colfax Community Network's food pantry for support.

This is one of our largest fundraisers and donations will be used to purchase perishable food and supplies throughout the year to support our kitchen and Colfax Community Network's food pantry.



# Join us on Saturday October 26, 2019 for Halloween Trick-or-Treating at The Gardens On Havana



Best Overall Costume –  
Noah's Ark - \$100 Visa  
Card

Photos Courtesy of Brian Molitoris

Best Adult Costume – Day  
of the Dead Couple -  
\$100 Visa Card







Thank you to our  
incredible volunteers!

---



## GoodTimes Pawbenders for Furry Friends at the Trick or Treat





# Holiday Events – Coming Soon!

**Holiday Caroling Event on November 30, 2019  
with the Aurora Singers at The Gardens on  
Havana**

**We will meet at Ulta at 10:30am and carol until  
12:30pm**

**Holiday Giving – We will hand out \$5,000+  
worth gift cards from On Havana Street Shops to  
shoppers as a “Thank you for shopping and  
supporting the On Havana Street - Havana BID.”**





Our sculpture-on-the-street public art program



# 2019-2020 ART 2C



Matriarchal Moon Creature  
Reven Swanson  
Havana Tower



Canyone Cirque  
Frank Morbillo  
Bella Vita Senior Living



Summer Wheat  
Kyle Cunniff  
Gardens on Havana

# 2018-2019 ART 2C continued...



Bending Sound  
Steve Southerland  
Havana Exchange



Sandy Springs with Clouds  
Justin Deister  
Mark Vissering State Farm



Cold Moon  
Sandy Friedman  
Stampede



# 2019-2020 ART 2C continued...



Chief-Eye-Heart-Gut Archer of the  
West

Jimmy Descant

Havana Machine/StevO's Pizza & Ribs



Zafira

Pavia Justinian

Autawash



La Catrina #3

Victoria Patti

Molcajete

Photos by Carina Banuelos – Harrison



# 2019-2020 ART 2C continued...



Cahaya  
Pavia Justinian  
Concorde



Tide Pool Dreams  
Annette Coleman  
Shortline Buick GMC



George Jetson Travels to Aurora Borealis  
Annette Coleman  
M Mart

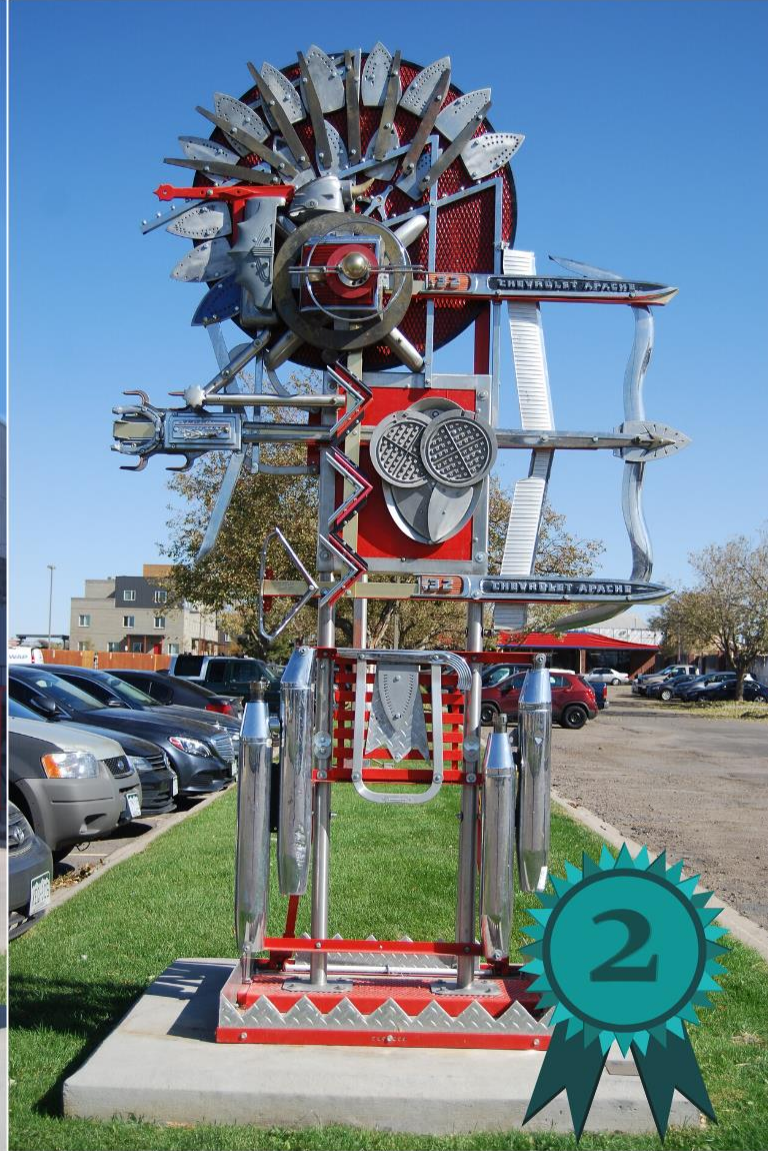
Photos by Carina Banuelos – Harrison



# 2019-2020 ART 2C WINNERS



La Catrina #3 by Victoria Patti



Chief-Eye-Heart- Gut  
Arher of the West by Jimmy Descant



Zafira by Pavia Justiniani



Photos courtesy of Schomp Automotive – Roman Tofoya







# ART 2C On Havana Street

Thank you to the Schomp Automotive Team

Photos courtesy of Schomp Automotive – Roman Tofoya





# ART 2C On Havana Street

Schomp Automotive Team and Havana BID

Photos courtesy of Schomp Automotive – Roman Tofoya





Art 2C Feature on November 14, 2019  
9News Colorado & Company

Watch segment [here](#)

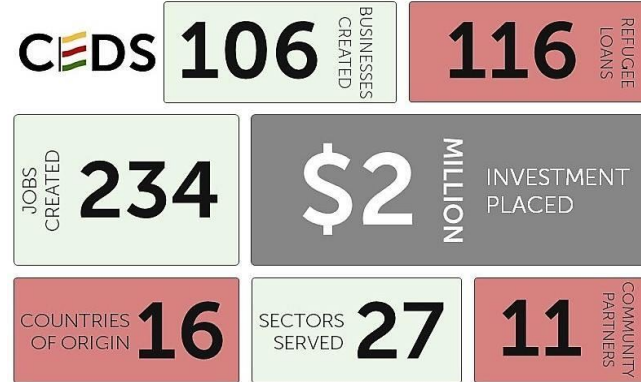


### **District Identity Projects Continued**

**The 2nd & final phase of our condo newspaper rack replacement was completed on July 13, 2018.**

**We continue to maintain the 96 slots on the BID corridor with a monthly maintenance contract with the Aurora Media Group.**





Comitis  
Crisis  
Center

Program of  
Mile High Behavioral Healthcare



# We Connect Our Community to Resources





# Our Challenges





# On Havana Street Giving Back to the Community



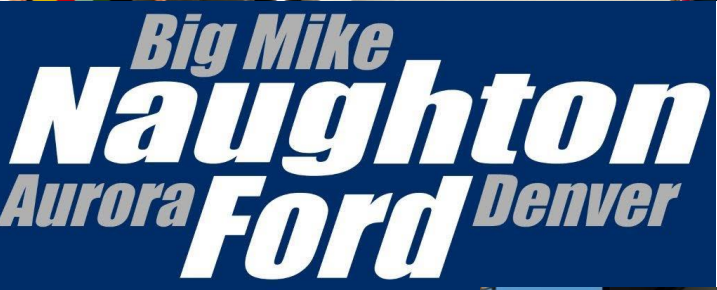




**Safeway's Christmas in July Event**



# BID Businesses Giving Back On Havana Street



# Marijuana Tax Revenue

- The new Aurora Homeless Day Resource Center opened in July 2017 on the Anschutz Campus.
- The Street Outreach Team operated by Comitis Crisis Center is up and making regular rounds along Havana Street.
- The Homeward Bound Program has received funding and we are already helping some stranded homeless along Havana get home.



# “HOT” Homeless Outreach Team helping the homeless by Havana Machine





# Trespass Ordinance Compliance



# 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.**

	Jan 2017-2018	Feb 2017-2018	Mar 2017-2018	Apr 2017-2018	May 2017-2018	Jun 2017-2018	Jul 2017-2018	Aug 2017-2018	Sep 2017-2018	Oct 2017-2018	Nov 2017-2018	Dec 2017-2018	YTD 2017-2018
Total Sales Tax	2.4%	2.1%	8.1%	8.7%	-30.2%	-2.3%	-1.7%	-1.8%	8.3%	9.7%	-1.7%	1.6%	0.2%
Food and Dining	-1.1%	-1.1%	4.3%	-7.2%	12.6%	18.3%	10.3%	26.8%	17.9%	26.3%	13.5%	22.2%	11.9%
Auto Dealers & Parts	-7.0%	-1.9%	-7.8%	2.8%	-10.5%	-11.3%	-3.6%	-6.9%	-11.8%	13.7%	-3.0%	-2.8%	-4.2%
Total Use Tax	-20.5%	-8.3%	-13.9%	-16.1%	-51.3%	6.7%	61.4%	27.3%	-13.1%	28.8%	150.5%	-16.3%	6.4%

	Jan 2018-2019	Feb 2018-2019	Mar 2018-2019	Apr 2018-2019	May 2018-2019	Jun 2018-2019	Jul 2018-2019	Aug 2018-2019	Sep 2018-2019	Oct 2018-2019	Nov 2018-2019	Dec 2018-2019	YTD 2018-2019
Total Sales Tax	-7.8%	-1.2%	-8.0%	-11.9%	31.0%	4.6%	3.7%	4.0%	4.9%				0.9%
Food and Dining	32.0%	27.1%	11.1%	6.5%	10.6%	0.0%	12.2%	-4.9%	3.3%				9.7%
Auto Dealers & Parts	-17.3%	-11.0%	-14.2%	-11.1%	-6.3%	-1.3%	-2.1%	2.4%	8.4%				-5.7%
Total Use Tax	-27.7%	-11.6%	-3.2%	-5.5%	60.3%	-23.6%	-28.4%	-43.3%	3.2%				-14.6%

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

**Restaurant sales tax up 11.9%.** Our social media efforts, promotions, marketing and reviving restaurant week appear to be working!

**Car Sales are – 4.2% YTD** This may be due to many of the transitioning of ownerships and brands. Nationally, auto sales have slowed down to the lowest level in a decade. All of these factors impacted car sales this year. The City of Aurora Finance Dept has been expecting a **huge** drop in car sales for a few years now, based on national figures.

Havana Motor Mile TV commercials ran in February, early April and late June/early July. The sales tax from Auto Dealers & Parts was down less in the months associated with those TV commercial flights than the other months. We have one more flight of commercials to run after the elections are over, later in November.

**Total Use tax up 6.4% YTD:** Use tax is collected on personal property items purchased over the internet or outside the State of Colorado on which no sales tax was collected at the time of purchase. Historically, we have seen an uptick in use tax with redevelopment of properties when building materials are purchased from outside Colorado. Some speculate that the total use tax may be lower to online shopping.



# Sales Tax Revenue 2018 & 2019

	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 sytem. 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.

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**2018 Sales Tax YTD: \$15, 751, 773**  
**As of the end of September 2018**  
**Food & Sales: \$2, 674, 725**  
**Auto Dealers & Parts: \$4, 645, 972**  
**Total Use Tax: \$145, 314**

**2019 Sales Tax YTD: \$15, 768, 701**  
**As of the end of September 2019**  
**Food & Sales: \$2,820,211**  
**Auto Dealers & Parts: \$4,389,385**  
**Total Use Tax: \$140,898**

**Up \$16,928 from last year's YTD Total Sales Tax**

**Food & Sales: Up \$145,486**

**Auto Dealers & Parts: Down \$265,587**

**Total Use Tax: Down \$4,416**



From 2010 --- Total Sales Tax increased by 61.15% --- \$8,008,617  
 Auto Sales & Parts increased by 84.64% --- \$2,908,137  
 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			

# Celebrating 12 Years On Havana Street

**RETAIL VACANCY RATE: 3.2% in 2019 vs. 1.8% in 2018 vs 2.5% in 2017 vs 8.6% in 2008**

- Every October we calculate the retail vacancy rate in the Havana District based on 18 retail centers/strip malls in the District.

**Over the decade, we have seen the income, home, and commercial property values ALL INCREASED**

**See website for MORE DETAILED DEMOGRAPHIC REPORTS [HERE](#)**

## **Diverse Entrepreneurs Representation**

- Over 26 countries are represented On Havana Street
- Over 100+ Restaurants
- 25+ global marketplaces

## **Havana Motor Mile**

- 23 car dealerships
- Over 100+ auto services and parts businesses
- 18 retail shopping centers





SIGN UP FOR Our Newsletter – 4400 Subscribers receive monthly exclusive email offers from On Havana merchants, as well as exciting upcoming event news, and other fun lifestyle tidbits.

[www.OnHavanaStreet.com](http://www.OnHavanaStreet.com)



DICK'S SPORTING GOODS (1200 S. IRONTON STREET, AURORA, CO)

# HOLIDAY CAROLING & GIFT CARD GIVEAWAYS ON HAVANA STREET

November 30<sup>th</sup>, 2019

Saturday after Black Friday

Volunteers will meet at Ulta to join the Aurora Singers at 10:30am

Then we will carol around the Gardens on Havana Shopping Center until 12:30pm

**Look for the On Havana Street elves! We will be handing out gift cards to shoppers as a "Thank you for supporting and shopping On Havana Street"**



📍 CHICK-FIL-A GARDENS ON HAVANA





# CONTACT INFO:

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SEE YOU SOON



THANK YOU!