

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

**Community Outreach:** Ward 3 & Ward 4 May 2019, Aurora Housing Task Force meetings, Neighborhood Services (Horns) meeting, collaborated with City's #ThisisAurora #AuroraRocks 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 & our restaurants, AuroraTV/AuroraNews story boards, 5280 & Westword features, Chamber's Women in Business will be hosting a progressive lunch at the Havana Exchange Shopping Center – Havana & Yale on June 25, Tessa at CU Anschutz Medical Campus - Community-Campus Partnership will be helping us promote the events on the campus.

**Social Media:** We visited businesses, especially the restaurants for Restaurant Week, small 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. This is completely FREE.**

Instagram @OnHavanaStreet Opened Acct April 4, 2018, about 40 stories to view (all organic, unpaid)			Highlights:					
Month			Facebook @OnHavanStreet - 2901 follows, 55 New Page Likes, 59 New Followers					
Followers			@Cruzin'HavanaCarShow – 2377 follows, 37.9k reaches for the event post, 2.6k responses, 8 New Page Likes, 8 New Followers					
# of Posts			Month	1/2019	2/2019	3/2019	4/2019	5/2019
01/2019	725	442	Reaches	1573	5.7k	13.4k	23.6k	11.8k
03/2019	805	509	Engaged	1.8k	1.3k	4.3k	15.7k	3k
4/2019	839	538						
5/2019	919	566						

We worked with Webolutions to redesign event templates to make the website more user-friendly and less text blocks of information. 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 captured zip codes and the emails to follow up for future Restaurant Weeks and New Restaurant Opening announcements. **246 leads via the Facebook forms, with only \$200 spent, \$0.81/lead, which is insanely low! Webolutions shared that typically they spend \$20-\$30/lead for other ad campaigns.**

National CineMedia: Mobile pop up banners – **Delivered Impressions 310,770**, contracted for 304,670, Delivered Clicks 234, **Average CTR .08%**, Over-delivery Impressions 6,100, Over-delivery Value \$50.08, **Delivered eCPM \$8.04**. Week Campaign Flight Dates: 4/19/19 – 5/7/19, 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

On Havana Street has a feature in the May 2019 5280 Magazine: "Aurora is Rising": <https://onhavanastreet.com/aurora-is-growing-fast-and-isnt-slowing-down/>

Lots of Filming in May --- VIDEOS: AuroraTV/AuroraNow: featured Restaurant Week, Snowl <https://onhavanastreet.com/snowl-cafe-and-on-havana-street-restaurant-week-feature-on-aurora-tv/>, Menya Ramen & Poke <https://www.auroratv.org/video/menya-ramen-poke>, Seoul BBQ & Hot Pot <https://onhavanastreet.com/auroratv-featured-restaurant-week-seoul-bbq-hot-pot/>

We worked with the City of Aurora Communications Department for the updated YUM GUIDE State of the City video <https://onhavanastreet.com/aurora-state-of-the-city-video-premieres-at-annual-event-features-on-havana-street/> 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 (June 6) and are creating a program with BandWango for a Visit Aurora Savings Pass that travelers can download for discounts. We also gave an assortment of restaurant gift cards to Visit Aurora (\$50 to Cody's, Bettola & others) to do giveaways during the Restaurant Week.

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.

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?**

Other Ads & Features: Westword, GDCC, CCCC Newsletter, & The Latest Scoop: Cruzin' Havana, Sentinel: HMM auto services, Rose Garden Clean Up & Restaurant Week, 9News banners + 9News Facebook Ads for restaurants did not get delivered so we will move that budget to promote another event, Hotel Key Cards – 3 hotels (See Samples at board meeting)

#### Past & Upcoming Events:

- Saturday, May 4, 2019, 9am -11am: Rose Garden Clean Up – About 15 volunteers attended, we gave Thank you gift cards to all volunteers from Chick Fil A GOH, Freddy's, & Uncle Maddio's, & we dined at Uncle Maddio's as a group after the clean-up and enjoyed the pizza & salad deal with 15% off Restaurant Week promo.
- May 1st to 8th, 2019, Wednesday to Wednesday – **Eat On Havana Street for Restaurant Week – We hosted a \$500 VISA & \$500 in On Havana Street Restaurant Gift Cards**, 516 entries to the giveaways from the website entry form and social media autofill entry form, Shelley B. of 80247 was Winner of the \$500 VISA & Rich M. of 80012 was the Winner of the \$500 in restaurant gift cards. Chance met the winners on 5/15/19 at the Rose Garden.
- 9News.com digital campaign ran from 4/18-5/8/19 for Restaurant Week – **avg. 501,157 impressions, 241 total clicks, & avg CTR: 0.05%**, Facebook 9News ads did not run so we will run another Facebook campaign with another event in 2019.
- Friday, June 7, 2019: VIP Volunteer Dinner at Mr. Super Panda Buffet – RSVP Required
- Saturday, June 8, 2019: Cruzin' Havana Car Show – Noon to 6 pm – We hope to see board members!
- 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 giveaway.

## **Branding Identity Updates**

- Art 2C: Additional permit costs and possible additional expenses no longer an issue
- 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
- Issue: In our call for artists we committed to 13 sculptures for 2019 and only have 12 pad sites available this year.
- 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 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. We are waiting to hear back from Subaru Corp. regarding approval of a public art piece near their Subaru branding sign.
- 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. We are the 2<sup>nd</sup> offered district in COA for this pilot program. We 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.
- Colorado Rapids Youth Soccer Club is proposing a art mural. We can explore branding of On Havana Street with CRYSC.

## **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 opened a First Bank account in April & transferred the \$500 deposit to keep the FirstBank account open until we can set up the Arapahoe County deposit set up, set up Arapahoe County Deposits to begin in June 2019, ordered First Bank checks, after all the KeyBank transactions are complete, we will transfer the entire balance to FirstBank.

## **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 Summer 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, 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
- Sunrise Thrift above Pleasures closed – April 2019, Mueblas Furniture – New Business, former Sunrise Thrift
- Sun Chinese Acupuncture and Herb Center, Inc., 10305 E Iliff Ave, Aurora, CO 80247, closed

- Bicycle Village/Havana Exchange Shopping Center: Milkroll Rolled Ice Cream - Fall 2019 & Uncle Joe’s Hong Kong Style Bistro - 2020
- My Favorite Muffin near Safeway – Expected to open the week of May 20, 2019
- Living Water Car Wash - 857 Havana St. - Cornerstone Capital, Chad Roach shared expected groundbreaking later in Q2, 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
- Kum & Go Public Meeting on 5/7 was attended by 10-12 community neighbors, Woolpert, and executives/site development team from Kum & Go Corporate. Most neighbors were concerned about lighting, safety, number of deliveries, number of employees, hours of operations, traffic and the no turn left on Havana. Some attended were in support of the construction especially with the millions of dollars planned for landscaping upgrades & the water drainage/filtration improvements to the area. Kum & Go shared that they are family owned, plan to open 64 stores in metro Denver area, this store would create 12-20 jobs, community core values, investing 10% back into the community, plans to be an active stakeholder, & huge supporter of public art, development plans show 40 ft flag pole & concrete pad for the BID’s Art2C program, and another sculpture that they install at every location. Board & other stakeholders 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.
- **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 also are in the process of selecting a videographer for the Cruzin’ Havana event to update the 2020 commercial. We have not used new v-roll since 2013/2014.

HMM Membership Fees are being 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 10+ 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 2019 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.

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 and 2 new tents at campsites with more campers. 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. We have helped several families to connect with the Homeward bound program and get assistance with housing & jobs. **Thank you to our wonderful stakeholders and businesses like Western Centers, Bicycle Village and Thai Basil for sharing compassion for the families in need at the Havana Exchange Shopping Center.** As a partnership the BID businesses and ARDC/HOT/Byron and Armondo helped a family living in a SUV during a hard time.

**Crime in the District – April 16, 2019 to May 14, 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
4/16/2019	12:03 AM	FORGERY PASS COUNTERFEIT OBJ	25XX S HAVANA ST	RESTAURANT
4/17/2019	6:00 PM	BURGLARY FORCED ENTRY NONRE	2XX N HAVANA ST	CAR DEALER/PARTS
4/17/2019	8:19 PM	VEHICLE POSSESS STOLEN	18XX S HAVANA ST	PARKING LOT/GARAGE
4/18/2019				
4/19/2019	3:52 PM	LARCENY FROM BUILDING	11XX S HAVANA ST	GROCERY/SUPERMARKET
4/19/2019	5:17 PM	ASLT AGG-NON FAMILY GUN ADULT	14XX S HAVANA ST	SPECIALTY STORE
4/19/2019	9:45 PM	VEHICLE-MOTOR VEHICLE THEFT	17XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
4/19/2019	11:15 PM	FRAUD ILLEGAL USE CREDIT CARDS	105XX E GARDEN DR	RESTAURANT
4/21/2019	10:20 AM	LARCENY PARTS FROM VEHICLE	4XX S IRONTON ST	PARKING LOT/GARAGE
4/22/2019	8:20 PM	VEHICLE-MOTOR VEHICLE THEFT	11XX S IRONTON ST	SPECIALTY STORE
4/23/2019	10:00 AM	LARCENY SHOPLIFT	17XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
4/23/2019	1:36 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
4/23/2019	9:01 PM	BATTERY	30XX S HAVANA ST	COMMERCIAL/OFFICE BUILDING
4/24/2019	10:00 AM	LARCENY FROM YARDS	10XX S IRONTON ST	PARKING LOT/GARAGE
4/24/2019	7:30 PM	ASLT - BATTERY	14XX S HAVANA ST	RESTAURANT
4/26/2019	5:12 AM	OBSTRUCT POLICE RESIST OFFICER	E 1ST ST & N HAVANA AVE	HIGHWAY/ROAD/ALLEY
4/27/2019	2:48 AM	TRAFFIC-DUI LIQUOR	E 6TH ST & N HAVANA AVE	HIGHWAY/ROAD/ALLEY
4/27/2019	2:40 PM	FRAUD CONFIDENCE GAME	11XX S HAVANA ST	GROCERY/SUPERMARKET
4/28/2019	1:41 AM	TRAFFIC-DUI LIQUOR	S HAVANA AVE & E MISSISSIPPI ST	HIGHWAY/ROAD/ALLEY
4/28/2019	2:17 AM	TRAFFIC-DUI LIQUOR	7XX S HAVANA ST	HIGHWAY/ROAD/ALLEY
4/28/2019	6:24 PM	LARCENY SHOPLIFT	12XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
4/29/2019	4:19 PM	ROBBERY BANK TYPE INSTITUTE	17XX S HAVANA ST	BANK/SAVINGS AND LOAN
4/30/2019	1:00 PM	FRAUD SWINDLE/THEFT RENT PROP	14XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
4/30/2019	5:06 PM	LARCENY SHOPLIFT	11XX S IRONTON ST	SPECIALTY STORE
4/30/2019	7:10 PM	robbery	S HAVANA ST / E YALE AVE	hampden
5/1/2019	4:10 PM	TRAFFIC-DUI LIQUOR	E ALAMEDA ST & S HAVANA AVE	HIGHWAY/ROAD/ALLEY

5/1/2019	5:53 PM	LARCENY SHOPLIFT	12XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
5/3/2019	7:31 AM	DAMAGED PROPERTY-BUSINESS	103XX E 6TH AVE	SPECIALTY STORE
5/3/2019	8:00 PM	DAMAGED PROPERTY-BUSINESS	24XX S HAVANA ST	CONSTRUCTION SITE
5/3/2019	9:00 PM	VEHICLE-MOTOR VEHICLE THEFT	102XX E ILIFF AVE	PARKING LOT/GARAGE
5/3/2019	9:55 PM	THEFT OF SERVICES	15XX S HAVANA ST	RESTAURANT
5/5/2019	7:58 PM	VEHICLE O/S RECOVERY NO ARRES	23XX S HAVANA ST	PARKING LOT/GARAGE
5/6/2019	10:35 AM	LARCENY SHOPLIFT	14XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
5/6/2019	6:50 AM	LARC/BURGL FROM COIN MACHINE	106XX E MISSISSIPPI AVE	CAR WASH
5/6/2019	1:35 PM	ASLT AGG-NON FAMILY WP ADULT	16XX S HAVANA ST	GROCERY/SUPERMARKET
5/6/2019	4:05 PM	LARCENY SHOPLIFT	16XX S HAVANA ST	GROCERY/SUPERMARKET
5/7/2019	4:00 PM	LARCENY FROM BUILDING	8XX S HAVANA ST	COMMERCIAL/OFFICE BUILDING
5/8/2019	7:00 PM	BURGLARY FORCED ENTRY NONRES	3XX S HAVANA ST	CAR DEALER/PARTS
5/8/2019	9:06 PM	TRAFFIC-DUI LIQUOR	S HAVANA RD & S PARKER ST	HIGHWAY/ROAD/ALLEY
5/11/2019	2:29 PM	ASLT - BATTERY	22XX S HAVANA ST	HOTEL/MOTEL/ETC.
5/11/2019	8:00 PM	FRAUD IMPERSONATION	E MISSISSIPPI ST & S HAVANA	HIGHWAY/ROAD/ALLEY
5/12/2019	4:45 PM	ASLT - BATTERY	8XX S HAVANA ST	PARKING LOT/GARAGE
5/13/2019	5:30 PM	FRAUD SWINDLE/THEFT RENT PROP	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE