

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

**Community Outreach:** Ward 3 & Ward 4 meetings, 2020 Census Training meeting for Aurora Be Counted, Neighborhood Services (Horns) meeting, collaborated with City's #ThisisAurora, #AuroraRocks, Census 2020, campaign via social media, met with new City of Aurora Senior Communications and Marketing Specialist Communications Department regarding branding, marketing and advertising of the BID, hosting an economic development tour on the BID with the CoA Communications team on 8/15, AuroraTV/AuroraNews story boards featured Frozen Treats and BID events, Colorado Food Bloggers, Tessa at CU Anschutz Medical Campus - Community-Campus Partnership will be helping us promote the events on the hospital campus, meeting with Buckely AFB Public Affairs, Community Relations, and Veteran Affairs Commission to collaborate on future events On Havana Street.

**Social Media:** We visited businesses, shopping centers, car dealerships, auto services & public art sculptures to do features, promotions, stories, updates and posts.

Instagram @OnHavanaStreet Opened Acct April 4, 2018, about 50 stories to view (all organic, unpaid) + 1000 Highlights			Highlights: Facebook @OnHavanStreet - 2901 follows, 71 New Page Likes, 135 Check in's, 8500 watched the Frozen Treats video created by Aurora TV, Most view post was a Sam's No 3 post with 1.8k views @Cruzin'HavanaCarShow – 2436 follows								
Month	Followers	# of Posts	Month	1/2019	2/2019	3/2019	4/2019	5/2019	6/2019	7/2019	8/2019
01/2019	725	442	Reaches	1573	5.7k	13.4k	23.6k	11.8k	56.1 +	17k	26k+
03/2019	805	509	Engaged	1.8k	1.3k	4.3k	15.7k	3k	26.1 +	4.6k	4.6K+
4/2019	839	538	<b>Website Development: Restaurants + Motor Mile Marketing Focus:</b> Working with Webolutions with the monthly updates to directory listings and pages. We also updated about 15+ online business directory pages, content and photos on website. Webolutions would like to create a 2020 event plan for marketing. Chance also met with our new account manager Doug Griffin.								
5/2019	919	566	We worked with the City of Aurora Communications Department for the updated 2020 YUM GUIDE and future branding and marketing campaigns for Aurora.								
6/2019	943	613	Visit Aurora – Chance will be meeting with the new Group Sales contact at Visit Aurora Casey Collinsworth to continue 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. This partnership connects their travelers to Things to do On Havana Street. Visit Aurora produced blogs for Things to do in August and feature our events.								
7/2019	966	645									
8/2019	979	668									

Other Ads & Features: Visit Aurora blogs, City of Aurora Newsletter, Sentinel: Frozen Treat Event + Concert ads, HMM: 4 commercials running promoting auto services, auto parts, car dealerships, and restaurants.

**Past & Upcoming Events:**

**Past & Upcoming Events:**

- **FirstBank On Havana Street hosted the Summer of Savings event.** The bank hosted free food and drinks from food trucks on July 13 & 27th, for their Customer Appreciation event. “Summer of Savings” was a celebration of saving money, while indulging in your favorite weekend foods, from well-known, award-winning vendors. Many stopped by FirstBank
- **July 21, 2019 National Frozen Treats Day** – We featured 6 locations: Good Times Burgers & Frozen Custard, Menchie’s Frozen Yogurt, Baskin-Robbins, Freddy’s Frozen Custard & Steakburgers, Dickey’s Barbecue Pit, and Snowl. 300 participants SAMPLED FREE frozen treats & ice cream from 12-4p. Our lucky winner Michael M. won 4 passes to Elitch Gardens. This six-year-old has never been to Elitch Gardens and was very excited to take his family this summer.
- **July 23, 2019 – Byron Shaw Projex Concert & Pizza Party** - Our free outdoor Reggae & R&B concert, pizza party & gift card giveaways draw our largest crowd. It was a beautiful Colorado evening in the Gardens on Havana rose garden. Stevo’s Pizza & Ribs’ Scooby Doo and the Mystery Machine joined us with over 600 attendees, over 200 pizzas with over 2000 slices from

6 different shops along Havana. We had about 16 volunteers from Aurora Asian/Pacific Community Partnership, Aurora Chamber of Commerce ambassadors, ACC – Asian Chamber of Commerce, Aurora South Metro SBDC, BID businesses, neighbors & the community.

- **August 6, 2019 – National Night Out** - APD PAR Officers & BID businesses hosted the 35th Anniversary of National Night Out. National Night Out is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie. The goal of the campaign is to make Aurora a safer place. Even though this event was not physically hosted On Havana Street this event was hosted by our PAR officers and businesses in the district. The stage, entertainment by Richie Law and BBQ pulled pork were sponsored by the Stampede and chairs & table rentals were from All Seasons Rent All, Falck Rocky Mountain provided & grilled the hot dogs and burgers, and Bimbo Bakery USA who distributes all the breads to our On Havana Street groceries stores donated 1000s of buns and baked snacks. In addition, our APD officers raffled gift cards donated by On Havana Street businesses to the crowd in between entertainment sets. The free community event was full of live music by Richie Law, salsa lessons, prophetic dancers, prophetic poetry-rap, comedians, free BBQ, hot dogs, burgers, salad, cole slaw, cookies, face painting, bouncy house fun, animal balloon making and great community bonding.
- **Tuesday, August 27, 2019: Tunisia Rose Garden Concert & Frozen Treats Social** — Looking for Volunteers to hand out FREE frozen treats!
- **Monday, September 9, 2019: Football Season Kickoff Party at Gibby's, Denver vs Oakland, 7:30p-11:30p**
- **Tuesday, September 17, 2019: Comitis Crisis Center & Safeway: Grocery Cart Race at Safeway On Havana Street, 6-9p**
- **Tuesday, September 24, 2019: Last Days of Summer Dotsero Concert at Stampede, 6-8pm, Doors open at 5pm**
- **Friday, October 25, 2019: Deliver a pallet of Halloween candy to 35+ shops** the day before the big event at the Gardens on Havana – Need Volunteers with wagons to deliver candy to participating stores.
- **Saturday, October 26, 2019: Halloween Trick or Treating at Gardens on Havana & Halloween Contests & Prizes + FREE GoodTimes Pawbenders for pets in costume 12-4pm**, (Yuly & Brenda signed up to help + We welcome more board members, decorate garden 11-12pm, get waivers signed, hand out candy, manage the long lines 12-2pm)

#### **Branding Identity Updates**

- Art 2C: Natalie Becker, Andy Miller and Trey Duval of Art Management and Planning with CoA, the Planning Dept. scheduling and de-installs and installs for this September/October. We are waiting for approval for the update to the Master Plan for Schomp Subaru and hope to have the concrete pad installed before October.

#### **BID Banking**

- We closed the Key Bank account and transferred the remaining balance to our First Bank operating account on 8/8/2019. We have our reserves in the Bank of the West account and use only the First Bank account.

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

- Fan Fare/Argenta Progress: On 8/5/19, City Council unanimously approved the sale of the Argenta property to Dillon Place. Plus, Dillon Place has also purchased Woody's Wings and the gas station. 1st Phase & groundbreaking will begin in the Fall 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. Liz Fuselier, city planner, will give a more extensive update at the board meeting.
- Village on the Park - VOTP: Kimco Realty Corp. Old Navy's 13,800 square feet space building is now up and Kimco will turn over the space to Old Navy to complete the buildout. Kimco will announce the name of the new restaurant concept that will take on the 2 retail leases next to America's Best Optical by Fall 2019. TJ Maxx should finish their remodel by October 2019. Ross completed their remodel and storefront update in early August 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: Milan Laser now open near Dick's Sporting Goods and promoting an "Up to 60% off Grand Opening Promotion" if you "Ditch Your Razor." Target's remodel is in progress and the drainage improvement will begin soon. GNC's owner will be selling his business to GNC Corp. This is one of the top stores in the metro area, but GNC will be closing 900 stores this upcoming year. Market Square/KingSoopers Center: New monument sign along Havana coming soon, waiting

for renderings & the Kumon is now open next to the Windsor Dental. Koshari Time, the metro area’s only Egyptian restaurant, has a new and expanded menu.

- Bicycle Village/Havana Exchange Shopping Center: Milkroll Rolled Ice Cream – Construction in Progress, to open Fall 2019 & Uncle Joe’s Hong Kong Style Bistro - 2020
- My Favorite Muffin near Safeway – Opened early June 2019 & hosted their Grand Opening Event on July 26 & 27<sup>th</sup>, 2019 with a Buy One, Get 2 Free special.
- Living Water Car Wash - 857 Havana St. - Cornerstone Capital - groundbreaking and construction has begun and opening Fall 2019
- Kum & Go - STORE NO. 2312 - SITE PLAN AND CONDITIONAL USE – 2700 S Havana St – former Salvage: 5,600 SQUARE FOOT CONVENIENCE STORE WITH AN 8 PUMP FUELING STATION, plans do have a relocation site for our public art and add the On Havana Street district marker to their monument sign. BID and Garrett attended to support the development at CoA Planning Commission.
- Havana Motor Mile: ADI Autosport purchased A-1 Auto Sales at 1990 S Havana St, Aurora, CO 80014 and A-1 Auto Sales closed their business. ADI Autosport will occupy both properties and plans to have a new dealership sign up by next year. Larry H. Miller Dealerships announced that Larry H. Miller Colorado Jeep in Aurora completed their \$4 million re-branding and complete reconstruction of their stand-alone dealership. This will be the first in the Denver Metro area, one of only 14 in the U.S.
- **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. **Frank Butz (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 in the top 5 producing areas for CoA sales tax generation and revenue.

**Business Watch Updates:**

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

In the past 30 days we have seen new faces with panhandlers and visible-poverty due to the nicer weather. Byron with Street Outreach and APD have been very proactive by visiting our referrals, know camp sites and have followed up daily on the situation. We are so grateful.

**Crime in the District – July 17, 2019 to August 13, 2019 from Lexis Nexis Community Crime Map**

DATE	TIME	CRIME	ADDRESS	WHERE
7/16/2019	10:13 PM	ASLT - BATTERY	E MISSISSIPPI ST & S HAVANA AVE	HIGHWAY/ROAD/ALLEY
7/17/2019	1:00 PM	larceny	10XX S HAVANA ST	windsor
7/17/2019	11:20 AM	VEHICLE-MOTOR VEHICLE THEFT	1XX S HAVANA ST	AUTO DEALERSHIP NEW/USED
7/17/2019	3:06 PM	LARCENY SHOPLIFT	11XX S HAVANA ST	GROCERY/SUPERMARKET
7/17/2019	7:30 PM	FRAUD IDENTITY THEFT	16XX S IOLA ST	DEPARTMENT/DISCOUNT STORE
7/18/2019	1:00 PM	LARCENY FROM BUILDING	1XX N HAVANA ST	SERVICE/GAS STATION
7/18/2019	1:00 PM	DAMAGED-SLASHED TIRES PRIVATE	E ILIFF ST & S HAVANA AVE	PARKING LOT/GARAGE
7/19/2019	1:49 AM	LARCENY FROM BUILDING	27XX S HAVANA ST	BAR/NIGHT CLUB
7/19/2019	4:43 PM	ROBBERY STREET WEAPON	28XX S HAVANA ST	HIGHWAY/ROAD/ALLEY
7/19/2019	9:15 PM	VEHICLE O/S RECOVERY NO ARREST	E ALAMEDA ST & S HAVANA AVE	HIGHWAY/ROAD/ALLEY
7/20/2019	9:31 AM	LARCENY SHOPLIFT	30XX S HAVANA ST	CONVENIENCE STORE

7/21/2019	1:47 PM	LARCENY SHOPLIFT	14XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
7/22/2019	4:28 PM	FRAUD SWINDLE/THEFT RENT PROP	23XX S HAVANA ST	RESTAURANT
7/22/2019	7:17 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
7/23/2019	5:12 PM	FORGERY CHECKS	11XX S HAVANA ST	BANK/SAVINGS AND LOAN
7/24/2019	4:30 AM	VEHICLE-MOTOR VEHICLE THEFT	3XX S IRONTON ST	HIGHWAY/ROAD/ALLEY
7/24/2019	12:40 PM	LARCENY SHOPLIFT	22XX S HAVANA ST	CONVENIENCE STORE
7/24/2019	4:26 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
7/24/2019	7:46 PM	FRAUD IDENTITY THEFT	14XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
7/25/2019	10:20 AM	ASLT AGG-NON FAMILY WP ADULT	E BAYAUD ST & S HAVANA AVE	HIGHWAY/ROAD/ALLEY
7/26/2019	2:00 AM	ROBBERY STREET GUN	E ILIFF ST & S HAVANA AVE	PARKING LOT/GARAGE
7/27/2019	2:20 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	SPECIALTY STORE
7/28/2019	1:29 AM	ASLT AGG-NON FAMILY GUN ADULT	102XX E ILIFF AVE	BAR/NIGHT CLUB
7/29/2019	12:41 PM	ASLT AGG-NON FAMILY WP ADULT	E MISSISSIPPI ST & S IRONTON AVE	HIGHWAY/ROAD/ALLEY
7/29/2019	4:00 PM	LARCENY SHOPLIFT	14XX S HAVANA ST	SPECIALTY STORE
7/30/2019	12:48 AM	BURGLARY FORCED ENTRY NONRES	11XX S HAVANA ST	RESTAURANT/FAST FOOD
7/30/2019	11:00 AM	LARCENY LICENSE PLATE/TEMP TAG	106XX E ILIFF AVE	PARKING LOT/GARAGE
7/30/2019	5:46 PM	ASLT - BATTERY	17XX S HAVANA ST	SPECIALTY STORE
7/31/2019	2:00 AM	ROBBERY STREET WEAPON	S HAVANA AVE & E ILIFF ST	HIGHWAY/ROAD/ALLEY
7/31/2019	5:45 PM	LARCENY SHOPLIFT	28XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
8/1/2019	12:07 AM	LARCENY FREE TEXT	14XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
8/1/2019	5:17 AM	FRAUD IDENTITY THEFT	5XX N HAVANA ST	HIGHWAY/ROAD/ALLEY
8/1/2019	11:00 AM	BURGLARY FORCED ENTRY NONRES	106XX E ILIFF AVE	RENTAL STORAGE FACILITY
8/2/2019	6:10 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
8/3/2019	1:55 AM	ASLT - BATTERY	11XX S HAVANA ST	PARKING LOT/GARAGE
8/4/2019	10:03 AM	BURGLARY FORCED ENTRY NONRES	107XX E ILIFF AVE	OTHER
8/5/2019	5:00 AM	BURGLARY FORCED ENTRY NONRES	107XX E ILIFF AVE	MALL/SHOPPING CENTER (BUS NON SPECIFIC)
8/6/2019	5:00 PM	VEHICLE-MOTOR VEHICLE THEFT	13XX S IRONTON ST	SPECIALTY STORE
8/8/2019	1:16 PM	ASLT - BATTERY	14XX S HAVANA ST	SERVICE/GAS STATION

Nothing Reported from 8/8 to 8/13 as of 8/14/2019