

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

**Community Outreach:** Ward 3 & Ward 4 meetings, Denver Post – Listening Tour with leaders in Aurora, 2020 Census Training meeting for Aurora Be Counted, CoA Planning & Economic Development (PED) meeting, Neighborhood Services (Horns) meeting, collaborated with City's #AuroraGOBIG #ThisisAurora, #AuroraRocks campaigns, Census 2020: campaign via social media, presented to the Highland Park East Neighborhood Assoc. meeting on 9/5/19, hosted an economic development tour on the BID with the Meljun Kruk with Buckely AFB in 8/2019, HD 42 N. Jackson on 9/4/19, and James at Streetscapes (newsrack company owner), AuroraTV/AuroraNews story boards featured Dotsero concert, other BID events and VOTP development, City of Aurora retail specialist – Frank Butz, Colorado Food Bloggers, visited Aurora Day Resource Center/Comitis Crisis Center/HOT, Asian Avenue Magazine featured on Shi Miao Dao & the list of boba tea shops in our district, attended the Downtown Colorado Inc and networked with 40 other special districts in Manitou Springs, met with Jim Seneca with APD Cops Fighting Cancer, met with Andrew Miller – Tynan's VW/VW Car Clubs (want to host a Trunk or Treat), visited RESTAURANTS to help with workforce/hiring resources, helped Rabee at Jordan Motors needed assistance with property, Tessa at CU Anschutz Medical Campus - Community-Campus Partnership will be helping us promote the events on the hospital campuses – VA, UCH, Children's, 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.

Highlights: Facebook **@OnHavanStreet** - 3129 follows, 52 New Page Likes, 257 Check in's, Most viewed post was Aurora TV's feature of Dotsero Stampede concert with 1.4k views, Grocery Cart Race event reached 12.2k, 35% Denver, 33% Aurora, 26% of people reached were Women 35-44  
**@Cruzin'HavanaCarShow** – 2431 follows + Posted Havana Auto Parts photoshoot on 9/15

Month	1/2019	2/2019	3/2019	4/2019	5/2019	6/2019	7/2019	8/2019	9/2019
Reaches	1573	5.7k	13.4k	23.6k	11.8k	56.1 +	17k	26k+	6.6k
Engaged	1.8k	1.3k	4.3k	15.7k	3k	26.1 +	4.6k	4.6K+	3.2k

Instagram **@OnHavanaStreet**  
 Opened Acct April 4, 2018, about 50 stories to view (all organic, unpaid) + 1000 Highlights

Month	Followers	# of Posts
01/2019	725	442
03/2019	805	509
4/2019	839	538
5/2019	919	566
6/2019	943	613
7/2019	966	645
8/2019	979	668
9/2019	1032	713

**Website Development: Restaurants + Motor Mile Marketing Focus:** Worked with Webolutions to update over 30 directory pages with the monthly updates to directory listings and pages. We shared the Webolutions contract with Garrett and Yuly to review and research companies that offer their services for 2020.

Visit Aurora – We updated the OHS pages on their NEW website and added in businesses, programs and events that would be great to market to visitors. Visit Aurora produced blogs for Things to do in September and featured our events. We also began marketing the Visit Aurora Savings Pass – OHS merchants and businesses can include a discount through the savings pass, THERE IS NO COST to them and it's completely up to the merchant on what they would like to offer. Visit Aurora has an annual contract with a company called, "Bandwango" and they create the pass for us.

Other Ads & Features: Sentinel & 9NEWS ads: Gibby's Football party, Dotsero concert and Trick or Treat On Havana Street Events, Visit Aurora blogs, City of Aurora Newsletter, GDCC – Trick or Treat Event, HMM: preparing for the WINTER --- commercials promoting auto services, auto parts, car dealerships, and restaurants.

Colorado and Company 9NEWS featured our BID + Kris Staff from Safeway Corp. and Jeremy Stern from MHBH Comitis Crisis Center highlighted the Grocery Cart Race event.

Havana Motor Mile: We are working on the November commercial spots with Fox Media. Commercials will run for 2 weeks after the election from 11/4 to 11/18 – prime time. If we have extra monies in the budget, we may do another run of commercials in December with a winter/holiday addition.

Schomp Automotive/Schomp Subaru: Rally for the Canal-ly was a success--9News and 7News were both there and aired segments about the High Line Canal Conservancy's cleanup efforts in Aurora (Mile 52 behind Schomp Subaru) with support from a \$56,000 check from Schomp Subaru and the Subaru Love Promise program. Schomp Subaru is the Valet and Valedictorian Sponsor of the Aurora Public Schools Foundation Gala this Friday at the Stanley Marketplace. We've supported several education foundations over the years (Littleton, Jeffco, Douglas County, Englewood, Cherry Creek).

#### **Past & Upcoming Events:**

- **Tuesday, August 27, 2019: Tunisia Rose Garden Concert & Frozen Treats Social** — We passed out 400+ frozen treats and ice cream from Freddy's Frozen Custard & Steakburgers, Baskin Robins, Menchie's, and GoodTimes Burgers & Frozen Custard, 350 attendees (number of giveaways tickets). Thank you to our 15 wonderful volunteers from the Aurora Chamber of Commerce's Staff and Ambassador Team, Aurora Asian Pacific Community Partnership, City of Aurora, City of Aurora Census 2020, The Mathes Allstate Agency On Havana Street, community supporters, and our two Board of Directors Yuly Williams with Bank of the West and Donovan Welsh with Havana Auto Parts.
- **Monday, September 9, 2019: Football Season Kickoff Party at Gibby's, Denver vs Oakland, 7:30p-11:30p** 100 guests participated in the \$150 gift card giveaways. Gibby's shared that the evening was a great turn out for a Monday Night Football game, but a low turnout for a Broncos' game. The crowd started to leave after half-time, so we did not order the 3rd round of food. We spent \$150 in Gibby's Gift Card Giveaways and about \$425 on food with tax and tip. Our budget for this event was \$1000 and we only spent \$575.33.
- **Tuesday, September 17, 2019: Comitis Crisis Center & Safeway: Grocery Cart Race at Safeway On Havana Street, 6-9p** Colorado and Company Feature on event with Kris Staff with Safeway & Jeremy Stern with Comitis Crisis Center (CH9 gave us a \$3000-5000 COCO feature for free), Race: 20 teams, \$20,000 was fundraised, well attended after party ~50-60 people, the hired the former host David Ruprecht with Supermarket Sweep for our emcee, he added energy & fun, Aurora 8 did a feature that will air 9/18, the stretch goal for our 10<sup>th</sup> anniversary in 2020 will be \$75,000. 2019 Budget was \$850: spent \$482.91 on 6 grocery cart trophies, hosted the Gibby's After Party \$223.77 (got a discount), trophy stickers \$17.76 = \$724.44
- **Tuesday, September 24, 2019: Last Days of Summer Dotsero Concert at Stampede, 6-8pm, Doors open at 5pm – over 1500s** RSVP'ed on social media, spoke to Chris Swank – we will order 500 folding chairs
- **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. worked with the BID to begin the de-installs and installs for this September/October. We are waiting for approval for the update to the Master Plan from Shortline for Schomp Subaru and hope to have the concrete pad installed before October. However, Shortline's legal has asked to add legal language that the city planners cannot add to the amendment to the site plan. We may not be able to include Schomp Subaru in the program. NEWSRACKS: We had challenges this year with broken and missing handles. We received the new newsrack handles from Streetscapes. The new screws and specialty bits should be more challenging to taper with.

#### **BID Banking**

- We have our reserves in the Bank of the West account and use only the First Bank account. We deposited the \$100 gift from Village Inn property owner and the \$43.17 reimbursement check from the CO State Treasury to the 1<sup>st</sup> Bank account.

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

- The Mubarak Villa/Mubarak Estates plans appear to be moving along. SITE PLAN FOR 20 DUPLEX UNITS IN 10 BUILDINGS AND A REPLAT FOR 20 LOTS ON 1.75 ACRES. WAIVERS ARE BEING REQUESTED FOR SETBACK, MODIFIED STREET SECTION AND LANDSCAPING They were required to pay \$13,000+ into the tree mitigation fund & they cleaned up the homeless encampment. Liz Fuselier will share more updates at the board meeting.

- 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 early October 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. Dillon Place (Jim Mercado and Tom Klein) closed on the property late August 2019 & purchased the Fan Fare property from the City of Aurora. Jim and Tom will be pulling permits mid Sept. 2019 and have been told it will take the city 2-3 weeks for permit approval. We should start seeing infrastructure work on the site by late September 2019. An "Argenta—Coming Soon" banner with details and a website will be hung on the fence in 2 weeks or so. Jim and Tom want to plan a big celebration/party. Party date TBD. Once the townhome buildings start to go vertical, Jim and Tom plan a big ribbon cutting ceremony. Jim and Tom are taking plans for phase 2 (condos) and phase 3 (retail/office splash park, food truck area, and small concert venue) to the city in next month or so. Liz Fuselier, city planner, will give a more extensive update at the board meeting.
- Cozy Café: Trevor Vaughn from Aurora Tax and Licensing will visit after hours to document any illegal activity, after reports received from the neighbors.
- Maya has lost their liquor license and has been open & serving food only. Jim and Tom with Dillon Place are in the process of finalizing the purchase of the outparcels for the Maya, Gas Station and Woody's. Dillon Place now owns the lot to the west of the gas station, too.
- Chance and Gayle are working with T. Vaughn to get a sales tax report. Gayle has also worked hard on updating the BID directory list to prepare to invite the stakeholders to the upcoming Annual Meeting on November 21st for lunch at the STAMPEDE.

Water Projects: We have 3 ongoing Aurora Water Projects:

**1) 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. (Note that the rough road on E 4th Way will be patched temporarily and once the city has test results back on this water pipe project E 4th way will be asphalted over.)

**2) 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 Mazda dealership on 1st Ave). The pond will substantially reduce flood flows downstream into Highland Park East.

**3) 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.

- Village Inn: VI is permanently closed. VI corporate sold out to American Blue-Ribbon Holdings a few years ago. ABRH has decided to close many Village Inns across the country. The property owner, which is a family trust based in Texas, is in the process of finding another tenant. VI had 2 years left on their lease on Havana, but the property owner can lease to another tenant if one is found before that time. The property owner has hired a security company and Alpine Trash to keep the property clean. We visit the site daily as part of our business watch efforts to make sure we don't have any vandalism, illegally parked vehicles or campers.
- 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 Bradley 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.
- Bicycle Village/Havana Exchange Shopping Center: Milkroll Rolled Ice Cream – Construction in Progress, to open mid Oct. 2019 & HIRING + Uncle Joe's Hong Kong Style Bistro –Coming in 2020

- Living Water Car Wash - 857 Havana St. - Cornerstone Capital - 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.
- 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 added new signage.
- **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 and will be updated in October. **Frank Butz (COA Retail Specialist) 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. West of Cell Tower behind Maya—lots of trash and graffiti. *Note: Panhandling is legal in Aurora, but the panhandler cannot be on a median and cannot step off the curb into traffic.*  
**Crime in the District –August 8, 2019 to September 17, 2019 from Lexis Nexis Community Crime Map --- Do you all enjoy seeing the crime stats?**

DATE	TIME	CRIME	ADDRESS	WHERE
8/8/2019	1:16 PM	ASLT - BATTERY	14XX S HAVANA ST	SERVICE/GAS STATION
8/8/2019	6:30 PM	ASLT - BATTERY	22XX S HAVANA ST	RESTAURANT
8/8/2019	6:36 PM	LARCENY SHOPLIFT	11XX S IRONTON ST	SPECIALTY STORE
8/9/2019	1:23 PM	LARCENY SHOPLIFT	14XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
08/09/2019	4:15 PM	LARCENY FROM BUILDING	10XX S HAVANA ST	SERVICE/GAS STATION
8/9/2019	4:50 PM	LARCENY LICENSE PLATE/TEMP TAG	11XX S HAVANA ST	GROCERY/SUPERMARKET
8/10/2019	9:25 AM	LARCENY FROM AUTO	107XX E ALAMEDA AVE	COMMERCIAL/OFFICE BUILDING
8/10/2019	3:38 PM	COMMERCIAL/OFFICE BUILDING	11XX S IRONTON ST	LARCENY SHOPLIFT
8/11/2019	12:02 AM	BURGLARY FREE TEXT	18XX S HAVANA ST	PARKING LOT/GARAGE
8/11/2019	11:45 AM	DAMAGED PROPERTY-PRIVATE	E EXPOSITION ST & S HAVANA AVE	HIGHWAY/ROAD/ALLEY
8/11/2019	1:30 PM	LARCENY FROM BUILDING	27XX S HAVANA ST	RESTAURANT
8/12/2019	11:00 AM	FORGERY PASS COUNTERFEIT OBJ	11XX S HAVANA ST	RESTAURANT
8/12/2019	11:11 AM	LARCENY SHOPLIFT	23XX S PARKER RD	SPECIALTY STORE
8/12/2019	8:28 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
8/12/2019	9:05 PM	ASLT - BATTERY	20XX S HAVANA ST	PARKING LOT/GARAGE
8/12/2019	10:17 PM	LARCENY SHOPLIFT	15XX S HAVANA ST	LIQUOR STORE
8/13/2019	1:45 AM	BURGLARY FORCED ENTRY NONRES	26XX S HAVANA ST	RESTAURANT/FAST FOOD
8/13/2019	6:06 PM	INTIMIDATION OR STALKING	E 4TH ST & N HAVANA WAY	HIGHWAY/ROAD/ALLEY
8/13/2019	6:28 PM	LARCENY SHOPLIFT	14XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
8/13/2019	9:00 PM	VEHICLE-MOTOR VEHICLE THEFT	4XX S IRONTON ST	HIGHWAY/ROAD/ALLEY
8/14/2019	12:33 PM	ASLT SIMPLE	2XX S HAVANA ST	SERVICE/GAS STATION
8/15/2019	1:39 AM	BURGLARY FORCED ENTRY NONRES	7XX S HAVANA ST	CAR DEALER/PARTS

8/16/2019	6:11 PM	INTIMIDATION OR STALKING	15XX S HAVANA ST	RESTAURANT
8/17/2019	12:00 AM	VEHICLE-MOTOR VEHICLE THEFT	27XX S HAVANA ST	SPECIALTY STORE
8/17/2019	5:24 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
8/17/2019	8:00 PM	ASLT AGG-NON FAMILY GUN ADULT	11XX S HAVANA ST	RESTAURANT
8/18/2019	1:20 AM	ASLT - BATTERY	24XX S HAVANA ST	BAR/NIGHT CLUB
8/20/2019	10:01 AM	ROBBERY BUSINESS STRONGARM	12XX S IRONTON ST	SPECIALTY STORE
8/20/2019	10:16 AM	VEHICLE O/S RECOVERY NO ARREST	2XX N HAVANA ST	SPECIALTY STORE
8/21/2019	1:00 PM	LARCENY FREE TEXT	11XX S HAVANA ST	RESTAURANT
8/21/2019	3:23 PM	INTIMIDATION OR STALKING	107XX E EXPOSITION AVE	COMMERCIAL/OFFICE BUILDING
8/22/2019	8:45 PM	VEHICLE-MOTOR VEHICLE THEFT	3XX S IRONTON ST	PARKING LOT/GARAGE
8/24/2019	12:15 AM	BURGLARY FORCED ENTRY NONRES	103XX E 6TH AVE	SERVICE/GAS STATION
8/24/2019	11:56 PM	ASLT AGG-NON FAMILY WP ADULT	24XX S HAVANA ST	BAR/NIGHT CLUB
8/24/2019	11:57 PM	ASLT - BATTERY	24XX S HAVANA ST	BAR/NIGHT CLUB
8/25/2019	1:21 AM	ASLT - BATTERY	24XX S HAVANA ST	BAR/NIGHT CLUB
8/26/2019	1:53 AM	DAMAGED PROPERTY-BUSINESS	14XX S HAVANA ST	RESTAURANT
8/25/2019	3:56 PM	LARCENY SHOPLIFT	11XX S IRONTON ST	SPECIALTY STORE
8/27/2019	1:56 AM	DAMAGED PROPERTY-BUSINESS	102XX E MISSISSIPPI AVE	CONVENIENCE STORE
8/27/2019	6:40 AM	DAMAGED-SLASHED TIRES PRIVATE	109XX E GARDEN DR	PARKING LOT/GARAGE
8/27/2019	8:30 AM	ASLT - BATTERY	XX S HAVANA ST	SPECIALTY STORE
8/27/2019	9:20 AM	ASLT - BATTERY	3XX S IRONTON ST	OTHER/UNKNOWN
8/28/2019	10:30 AM	LARCENY SHOPLIFT	16XX S HAVANA ST	GROCERY/SUPERMARKET
8/30/2019	1:47 AM	LARCENY FREE TEXT	106XX E MISSISSIPPI AVE	CAR WASH
8/30/2019	1:24 PM	ASLT - BATTERY	102XX E ILIFF AVE	RESTAURANT
8/31/2019	12:00 AM	BURGLARY FORCED ENTRY NONRES	106XX E ILIFF AVE	STORAGE UNIT/SHED
8/31/2019	3:00 AM	FRAUD ILLEGAL USE CREDIT CARDS	3XX N HAVANA ST	RESTAURANT
9/2/2019	3:22 AM	ASLT - BATTERY	2XX S HAVANA ST	CONVENIENCE STORE
9/2/2019	6:45 PM	VEHICLE O/S RECOVERY NO ARREST	105XX E GARDEN DR	PARKING LOT/GARAGE
9/3/2019	1:48 AM	BURGLARY FORCED ENTRY NONRES	106XX E ILIFF AVE	STORAGE UNIT/SHED
9/3/2019	2:30 PM	ASLT - BATTERY	15XX S HAVANA ST	RESTAURANT
9/4/2019	1:47 PM	FORGERY CHECKS	16XX S HAVANA ST	BANK/SAVINGS AND LOAN
9/4/2019	8:18 PM	VEHICLE POSSESS STOLEN	E VIRGINIA ST & S HAVANA AVE	HIGHWAY/ROAD/ALLEY
9/5/2019	1:20 PM	LARCENY FROM AUTO	8XX S IRONTON ST	PARKING LOT/GARAGE
9/5/2019	8:15 PM	VEHICLE-MOTOR VEHICLE THEFT	27XX S HAVANA ST	RESTAURANT
9/6/2019	9:00 AM	LARCENY SHOPLIFT	22XX S HAVANA ST	CONVENIENCE STORE
9/6/2019	1:45 PM	LARCENY SHOPLIFT	11XX S IRONTON ST	GROCERY/SUPERMARKET
9/7/2019	11:02 AM	larceny	S HAVANA ST / E MISSISSIPPI	windsor
9/7/2019	7:30 PM	LARCENY LICENSE PLATE/TEMP TAG	106XX E JEWELL AVE	PARKING LOT/GARAGE
9/11/2019	1:12 AM	BURGLARY FORCED ENTRY NONRES	19XX S HAVANA ST	DRUG STORE
9/12/2019	7:05 PM	LARCENY SHOPLIFT	19XX S HAVANA ST	SPECIALTY STORE
9/12/2019	9:40 PM	MOTOR VEHICLE TRESPASS	20XX S HAVANA ST	AUTO DEALERSHIP NEW/USED
9/13/2019	12:50 AM	LARC/BURGL FROM COIN MACHINE	106XX E MISSISSIPPI AVE	CAR WASH
9/14/2019	2:19 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
9/15/2019	9/15/2019	OBSTRUCT POLICE RESIST OFFICER	24XX S HAVANA ST	BAR/NIGHT CLUB
Nothing Reported from 9/16 to 9/18 as of 9/18/2019				