

April 2020 - What's Happening On Havana Street & BID Updates:

Past & Upcoming Events:

- March 2020: Celebrate Small Business OHS - \$500 giveaway on website – Met Cindy M., gave her the gift cards, & posted photo on all platforms.
- April 2020: #OnHavanaStreet2go giveaway – 1st Winner was Jim M. - \$25 Sam's No 3-gift card for using the hashtag #OnHavanaStreet2go when supporting our restaurants for takeout & delivery. BID randomly selects a photo with the hashtag and gives a thank you gift card from a restaurant OHS so the winner can continue to enjoy takeout and delivery from our restaurants on us.
- YELP Event Campaign – YELP BIG NIGHT IN – 4/11 at 6pm – promoted the event via social media & connected food bloggers to our restaurants for more engagement and participation.
- May 2020 – Celebrate our 100+ Restaurants – Encourage diners to explore a new cuisine via take out and delivery & “Eat On Havana Street” + \$500 Giveaway --- running ads NOW due to the Covid 19
- April, May and June's Cruzin' events were cancelled at the March board meeting.
- June, July and August Events (Board will decide at the April board meeting whether we will reschedule concerts to the Stampede in Oct/Nov/later date or cancel the concerts, pay musicians and save funds for recovery marketing efforts.
 - Tuesday, June 23, 2020: 1st Summer Rose Garden Concert – 6MDB & Hoagie Night
 - JULY EVENTS: Yappy Hour – Pet Event (easy to cancel), Frozen Treats Progressive Event (easy to cancel), July 28 Concert – Pizza, Progressive Networking Lunch with Chamber on July 10 (easy to cancel)
 - August Events: 8/4/2020 National Night Out to support APD, 8/25/2020 Tunisia – Frozen Treats, Buckley AFB – Social with Leadership + Buckley AFB with CONG – Defense Council
- **Options during Covid 19 closures and no public gatherings**
 - HOST other YELP + CRA + Great American take out events to support
 - HOST A ZOOM/VIRTUAL EVENT
 - HOST videos or trainings with our auto parts/services on “how to...” or training videos for car maintenance or services that one can do at home safely
 - LIVE videos with businesses in the district featuring products or services
 - Personal Phone Calls and Check in's with BID businesses daily for outreach
 - Connect businesses with From the Hip Photo – Offering free/discounted costs to help businesses during this time with virtual tours, photography of products and food for online marketing, and digital ads.
 - Partner with Door Dash/ Grub Hub – purchase gift cards, send to attendees to purchase and order delivery to their homes, order from OHS restaurants, eat and support OHS, BID can host a zoom call with an agenda. EX: How to Market Your Business During Uncertain Times + Zoom Networking/Collaborating via SBDC or Chamber or Realtors Association

Covid 19 Crisis On Havana Street

- [112+ Closures reported](#), but I am sure there are more.
- [90+ Restaurants open](#) for take-out, delivery, drive thru and #ColoradoCurbside
- UPDATE the OPEN for Business Link daily and share with partners

MASKS PURCHASE/CAMPAIGN USING marketing/giveaway dollars in event budget

- Plan to use marketing budget and ads in contracts for recovery efforts after BID is re-opened
- MASKS Support and Campaign for BID – giveaway or promotion EX 1st 20 Customers receive a free mask from OHS, purchase \$25 or more and receive a free cloth mask for FREE from On Havana Street
- CH was looking into purchasing cloth masks from a local non-profit, Mile High Workshop, who has a program where when you purchase a \$10 cloth mask the nonprofit makes a mask donation to first responders. CH is proposing we purchase 200 cloth masks from the event giveaway budget for \$2000 to support the BID. BID businesses have shared that they can't find masks and also would love to do a promotion to let shoppers know that they are open for business.
- MASK Collaboration with City of Aurora – Purchase in bulk with co-branding of 2020 Census/OHS logo for giveaways and outreach for 2020 CENSUS promotion PLUS encourage the use of wearing a mask in public places
- Called and connected over 25 businesses to Mile High Workshop to provide, purchase or distribute cloth face masks to customers, employees, 1st responders and essential workers.
- Connecting businesses with Colorado Safety Supply to get needed sanitizers, cleaning and protection equipment for employees and customers. Located on 700 Billings St Unit B Aurora CO 80011, 303-537-5832, Ask for Tyler

- Weekly Conference Call with CRA, Chamber and City leadership on Monday's at 10am – Share resources, updates and challenges of businesses.
- Chance attends as many webinars on the PPP, SBA, ARP, CARES ACT, rental assistance, food pantries, assistance with online ordering platforms/Door Dash/YELP/GrubHub etc, and outreach calls to support the BID and represent that the BID is OPEN FOR BUSINESS.
- We sponsored the local paper's CAFE CURB APPEAL online and in print: Restaurants serving non-contact orders during the virus crisis — NEW LISTINGS in the Sentinel. It is a designated webpage featuring all the restaurants OHS: <https://sentinelcolorado.com/news/metro/cafecurbappeal-restaurants-serving-non-contact-orders-during-the-virus-crisis/>
- Covid 19 Updates, Closures and Ways to Support On Havana Street/Take out list of Restaurants link is being updated throughout the day: <https://onhavanastreet.com/covid-19-on-havana-street-business-closures-adjusted-hours-updates/>
- Promoting ways to help OHS businesses: <https://onhavanastreet.com/how-to-stay-safe-and-support-on-havana-street-businesses/>
- Sharing blogs and news updates on ways to help small businesses or access resources during this crisis
- Sharing resources from the health departments, CDC, state, Colorado Restaurant Association, & SBDC regarding mandates and loans
- Campus Community Partnership – shares our updates, resources and lists of businesses open for businesses via email
- Collaborating with hospitals at the Anschutz Medical Campus, YELP Colorado, Sentinel and the Restaurant Association to support our businesses: <https://onhavanastreet.com/five-ways-you-can-support-your-favorite-businesses-during-coronavirus/>
- Purchasing gift cards from OHS businesses to support them during this time: Colpar, Seoul Korean BBQ, Bettola Bistro, Cody's Café, Molcajete, Santiago's, Coco Loco, El Camaron Loco, Yum Yum Cake and Pastries, Honey Baked Ham, Uncle Maddio's Pizza, Menchie's, Heriloom Antiques, Sam's No3 and working on the list to call MORE (ten \$25 GC).
- Continue to post over 25x a day to promote OHS businesses, creating stories and sharing them with collaborators so that posts go viral
- Collaborating with social media influencers and food bloggers to promote our restaurants, retail and BID businesses
- Creating content and digital ads for some small businesses to promote their business
- Creating & designing gift cards for the BID to purchase to support the businesses, many of the small shops do not have gift certificates to sell to their customers, use the template to them print more to sell to customers that want to support
- Continue to make phone calls, send texts, social media private messages, and emails to OHS businesses to check in and see how the BID can help
- **Working with Kim Fox to create new creative for April Commercial roll out (\$20k) – promotion for the HMM dealerships, parts & services, plus an updated restaurant commercial to encourage take away/ColoradoCurbside. The original budget for April's commercials and ads were \$30k, but we decided to reserve the \$10k on digital ads on 9News' website for future ads in May. Some of the dealerships shared that it would be best to reserve monies and use the marketing dollars for OHS recovery efforts after Covid 19.**
- We may use our future ad monies from the summer concerts budget to do some promotion of OHS during this Covid 19 crisis. Many of our concerts are well attended and don't need more exposure. The monies for digital ads on 9NEWS can be used to promote Covid 19 ads instead. Also, since Cruzin' is cancelled we will have additional monies scheduled for May/June to be used for Covid 19.
- **Chance and Kim rewrote the scripts for all 4 commercial spots, contracted a new voice over for the commercials and the new creative will be out to public April 15, 2020 to May 15, 2020. Kim Fox negotiated a buy two get one free deal with our commercials, we have an extra 33% more spots and views. TV ads are doing 50-70% MORE due to the stay at home order. We will be running them for a whole month instead of 2 weeks at prime spots. Many other advertisers pulled out of their prime spots due to Covid 19 so we benefited and now have more screen time at a lower cost.**
- Re-designed April/May ads to promote take out at restaurants and encourage the community to continue to think of the HMM for auto maintenance and services.
- Worked with City to acknowledge the future budget challenges and assistance in the campaign to support businesses that are still open. The BID contributes about \$21M in sales tax and the promotion of the district's essential businesses is vital for the future of the community and city's budget.
- Holding off on creating content for the Cruzin' Havana Car Show and concerts due to uncertainty with summer events.

Business Updates & New Businesses

- 2020 Census Outreach – reorganizing since we can't host events and large gatherings, hosted FACEBOOK LIVE on 4/13/2020 with CREA Results and the City of Aurora's communications. BID is in the "HARD TO COUNT" population and now more than ever we need to get CENSUS engagement, especially for future funds for the Covid 19 Recovery efforts. Also, working on a campaign to ask essential businesses to place a business card in the takeout/deliveries to encourage the community to complete the CENSUS online, by phone or by mail. Chance also wrote a letter of support to the community asking them to support the outreach efforts of the City of Aurora and CREA Results.
- Letter of Support was written to Arapahoe County for the support of the Canterbury Park improvements and grant funding for the City of Aurora. BID has sent a letter of support of the project in 2019 when it was first announced, but the City asked for a follow up letter explaining how the parks improvements would be a great addition to the BID district and community.
- **2020 On Havana Street Multi-modal study on-going.** The City of Aurora contracted Michael Baker to study solutions to improve transit, pedestrian and cyclist's safety on the Havana corridor from Montview Blvd on the north and Dartmouth Avenue on the south. Postponed the scheduling of our 1st outreach meeting due to the uncertainty of shelter in place mandates. Currently using Microsoft Teams to conduct meetings from now on. The 1st virtual meeting was on 3/24/2020 where we discussed challenges and adaptations to the study due to the disruption of Covid 19 (EX: traffic counts may be used from 2018 +2% growth since 2020 traffic counts done now will not be accurate stats for the study). The 2nd was on 4/13/2020 where we discussed postponing physical townhall public meetings until at least August/September, promoting the website resource link https://www.auroragov.org/business_services/planning/plans_and_studies/transportation_planning/havana_street_corridor_study, continuing to do digital and social media outreach to BID about the study and feedback on challenges, promoting a survey to the BID, & postponing the DCI BID outreach until FALL 2020. The meeting also covered a PMT update: Freddy Ha is leaving MBI and Jennifer Carpenter will be our new lead and contact, project status update, shared data collection and baseline conditions, set up tools for the land use – Aurora Places, & discussed project schedule and public engagement challenges. The study requested reports from Chance. Chance created lists, reports, photos and Google Maps images from archived documents and current lists on the logo panels/district markers, public art locations, and newsracks. The study will be mapping these assets in the BID. The study also requested a list of overlay improvements over the years, but the BID did not keep a list of improvements. We do share some of the improvements in the Annual Report, but don't have a running list from over 12 years. However, the City of Aurora may be able to help collect that data through the Planning Dept. and the experienced OHS planners may be able to share more insight on improvements over the years.
- The Downtown Colorado Inc. proposed an outreach lunch networking event and rescheduled tentatively for FALL 2020. This outreach is on hold. DCI's conference is now virtual, and CH has attended virtual conferences with other special districts on what actions they are taking to help their businesses. Many have focused their efforts on relief programs using reserves and others plan to do more recovery efforts after the mandates are lifted on dine in services and non-essential businesses. Some have created grant and loan programs through their foundations or DDA's. Unfortunately, it would be difficult for our BID to create programs with grants and loans since we would have to offer it to every stakeholder in the district and not exclude anyone.

Branding and Identity

Art2C – Call for Artists is live for 2020-2022 – We updated the stipend from \$1000-2500 and increased the timeframe from one year to 2 years. See the call for art here: https://artist.callforentry.org/festivals_unique_info.php?ID=7578 The program's 2 year program will now offer a \$2500 stipend, \$1250 to be paid at the install and \$1250 to be paid at the de-install. **The call for art was extended due to Covid 19. The deadline is now April 30, 2020.** We will also host the gala every other year, but only do an award ceremony every other year. Schomp Automotive will host the 2020 10th Annual Art2C on November 12, 2020 at Schomp Subaru. **Chance is concerned about the future event because Schomp did let go their event staff so we hope we can still host this gala at Schomp Subaru in November.**

Newsrack – We are working with Leslie Gaylord at the city to update and discontinue the program. Unfortunately, the city would like to re-purpose the newsracks to other areas in the city and publications have notified us that they are no longer using certain locations on the BID due to the lack of pick up rate. Many of the newsracks are floating in the corridor and no longer near a bus stop or pedestrian traffic area. Many have become a trash collection or hazard to the city. **Due to Covid 19 the city does not have staffing to manage this newsrack issue. Leslie shared that if we need to dispose or junk them immediately then to do so.** Chance is looking into having a junk company pick up the racks with limited costs to the BID.

Housing On Havana Street Update

- Mubarak Villa: This is a 20-unit duplex development in ten buildings on 1.75 acres proposed on the north side of Jewell Avenue, about a quarter mile west of Havana Street. This project received approval from the Planning Commission at the end of January, so it is now in the technical review period prior to officially recording plans and releasing permits to begin work. **No other updates have been shared by the planners in April.**
- Argenta: Phase 1- 3.6 acres for 86 townhomes construction is in progress. Ground-Breaking Celebration to be scheduled in in Quarter 1 of 2020. 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. City of Aurora planner, Chris Johnson spoke with Planner Brandon Cammarata and he shared there is not much new to report, but that technical issues are moving along on the review side. **Argenta Phase 2: The Developer has submitted a Site Plan set for this next phase; It includes retail fronting on Havana Street; Condominiums and apartments are included in-between the retail and the townhomes that are going vertical. The site plan is in the review process.**
- Mountain View Church/Habitat for Humanity project: The applicant team is currently working on a revised preliminary plan and are coordinating with Neighborhood Services to schedule another preliminary neighborhood meeting concerning the project. **No official submittal has been made and no new updates have been shared with the BID as of April 2020.**
- Kum & Go - STORE NO. 2312 – 2700 S Havana St – former Salvage: Jacob Cox in the Office of Development Assistance and Planner Chris Johnson organized a meeting with the City’s Public Works department mid-February 2020. The Kum & Go team and the city has made some significant headway. There were a lot of engineering related issues with Kum & Go’s Civil Plan submittal. The Kum & Go team said they plan to resubmit a revised Site Plan to the Planner this week, which could likely be their last submittal before recording the plans. Chance noticed pre-demolition activity in early January, but **no movement in construction in February or March. The area is fenced with Coming Soon banners and marketing, but no activity on site.** This is a 5,600 SQUARE FOOT CONVENIENCE STORE WITH AN 8 PUMP FUELING STATION. The plans do have a relocation site for our public art and add the On Havana Street district marker to their monument sign.
- Village on the Park - VOTP: Kimco Realty Corp. Old Navy’s 13,800 square feet space building is now up. \$14.5 million development in progress, new leases TBA, Old Navy (NOW OPEN, but closed due to mandates), Five Below (construction in progress & to open June 12, 2020), ShareTea – in progress, & First Watch’s Grand Opening was 2/10/2020. First Watch typically does not do take out so closed and re-opened with a Takeout program due to the no dine in mandate by the Governor Polis. Unfortunately, after April 13, 2020, after a busy Easter brunch weekend, the **corporate First Watch decided to close all locations during this time and discontinue take out due to the safety of their employees and the community.**
- Bicycle Village/Havana Exchange Shopping Center: **Uncle Joe’s Hong Kong Style Bistro –Plans for opening in 2020 are delayed. The 14-week buildout has been on pause due to Covid19. The construction began at end of February and paused mid-March.** Mike Lamb with Williams Construction Corp. (Director of Client Services) reached out to the BID and plans to update the community when construction begins again. Unfortunately, many of the businesses in this shopping center are closed during this shelter in place/stay at home mandate. Many of the shops were retail, gyms, hair/barber shops and frozen treats.
- 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, 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. **During a business watch drive in late March Chance saw that the construction has begun on site.**

- **AMCAP: GOH: AMCAP** leased half the Toys R Us space and the construction has begun for Ross to fulfill the space. Plus, AmCap has leased Pad 7 in front of KeyBank with AFC Urgent Care. GOH also has a deal to lease Pad 8 in front of Chick Fil A (to be a restaurant concept). AFC Urgent care – The Planner Chris Johnson shared that he spoke briefly with a few of the retail representatives in the Development Services Division and they shared that they believe everything is worked out for the Urgent Care. The architectural details and concerns were addressed. The Planner also shared that he is waiting for AFC Urgent Care to print and submit Mylars to the Planning Department. **No new updates from the planners as of April 14, 2020.**
- **Property Update:** We are at a **97% occupancy On Havana Street as of October 2019**, 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. Havana is a very desirable area and in the top 5 producing areas for CoA sales tax generation and revenue. Trevor Vaughn with the city shared the 2019 Sales Tax report, see below. YTD 2018-2019 Total Sales Tax is up 0.9%, Food Sales Tax is up 9.7% and car sales tax is down 5.7%. **The 2020 request for Q1 sales tax has come in. We expected numbers to decrease due to the closures of businesses and the Covid 19 shelter in place mandates. However, there has been a little decline. Total Sales Tax is up 4.7%, Food and Dining is down 5.2%, auto dealers and parts are up 6.9% and the Total Use Tax is down 12.6%. We will have to wait to review 2020 Q2’s numbers to see the true impact of Covid 19 on sales tax in the district. We also expect a significant change in the occupancy of the properties in future months.**

| 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 | \$5,923,499 | \$3,760,494 | \$21,150,961 |
| YTD 2020 | \$1,349,640 | \$872,086 | \$5,200,820 |

| | 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 | \$1,997,748 | \$1,497,839 | \$1,437,195 | \$1,804,685 | \$1,639,002 | \$1,771,070 | \$1,852,229 | \$1,776,653 | 1,994,192 | 1,863,367 | 1,739,147 | 1,777,833 | \$21,150,961 |
| Food and Dining | 331,498 | 283,603 | 271,665 | 326,374 | 315,277 | 318,176 | 344,299 | 319,815 | 309,504 | 336,046 | 308,511 | 295,726 | \$3,760,494 |
| Auto Dealers & Parts | 450,673 | 426,913 | 387,455 | 519,724 | 438,082 | 524,774 | 505,092 | 570,376 | 566,295 | 507,035 | 548,411 | 478,668 | \$5,923,499 |
| Total Use Tax | 19,302 | 12,805 | 14,930 | 14,740 | 19,765 | 13,241 | 15,965 | 14,684 | 15,467 | 22,080 | 17,209 | 14,863 | \$195,050 |
| | Jan-20 | Feb-20 | Mar-20 | Apr-20 | May-20 | Jun-20 | Jul-20 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | 2020 YTD |
| Total Sales Tax | \$2,086,480 | \$1,609,994 | \$1,504,346 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$5,200,820 |
| Food and Dining | 318,449 | 296,131 | 257,506 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | \$872,086 |
| Auto Dealers & Parts | 486,539 | 448,924 | 414,177 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | \$1,349,640 |
| Total Use Tax | 23,310 | 13,180 | 13,048 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | \$49,537 |
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | YTD |
| Total Sales Tax | 2019-2020 | 2019-2020 | 2019-2020 | 2019-2020 | 2019-2020 | 2019-2020 | 2019-2020 | 2019-2020 | 2019-2020 | 2019-2020 | 2019-2020 | 2019-2020 | 2019-2020 |
| Total Sales Tax | 4.4% | 7.5% | 4.7% | | | | | | | | | | -67.0% |
| Food and Dining | -3.9% | 4.4% | -5.2% | | | | | | | | | | -69.1% |
| Auto Dealers & Parts | 8.0% | 5.2% | 6.9% | | | | | | | | | | -69.3% |
| Total Use Tax | 20.8% | 2.9% | -12.6% | | | | | | | | | | -64.8% |

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

Received the Q1 Report on 4/15/2020 from Bill Levine, Revenue Analyst, Finance Department | City of Aurora

Community Outreach: Hosted a Facebook LIVE with CREA Results, Census 2020, and the City of Aurora Communications, Multi Modal Study with Partners via WebX, Collaborated with the BAB, SBDC, Minority Business Alliance, and Colorado SBA/SBDC on PPP, SBA loans, CARES ACTS and Aurora Relief Program, Partnered with OCN Eats, Yelp Colorado & Colorado Restaurant Association due to the Covid 19 disruption to restaurants businesses, supported the YELP BIG NIGHT IN 4/11/2020, attended the virtual Downtown

Colorado Inc. workshops with other special districts, Aurora Asian Pacific Partnership – conference calls, virtual CoA Planning & Economic Development (PED) meeting, collaborated with City’s #AuroraStrong, #AuroraGOBIG #ThisisAurora, #AuroraRocks and 2020 Census campaigns, AuroraTV/AuroraNews story boards featured our events and businesses (Check out the [“Eat On Havana Street” Feature](#)), Asian Avenue Magazine featured our district and created a shareable list of Asian Restaurants which included many OHS restaurants, + working on more 2020 article features, Tessa at CU Anschutz Medical Campus - Community-Campus Partnership will be helping us promote the restaurant list and resources to the hospital campuses – VA, UCH, Children’s, & Aurora Chamber’s Diversity and Inclusion Council.

Social Media: We promoted the OHS businesses, shopping centers, car dealerships, auto services & public art sculptures to do features, promotions, stories, updates and posts. Remotely doing marketing and advertising promotions of OHS businesses.

| Highlights: Facebook @OnHavanStreet - 3162 follows with 70% women & 29% men, 29 New Page Likes, 29 Check in’s, @Cruzin’HavanaCarShow – 2432 follows | | | | | | | | | | | | | | | | |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Month | Jan-19 | Feb-19 | Mar-19 | Apr-19 | May-19 | Jun-19 | Jul-19 | Aug-19 | Sep-19 | Oct-19 | Nov-19 | Dec-19 | Jan-20 | Feb-20 | Mar-20 | Apr-20 |
| Reaches | 1573 | 5.7k | 13.4k | 23.6k | 11.8k | 56.1+ | 17k | 26k+ | 6.6k | 5.6k | 5.8K | 2.8K | 3.1k | 4.9k | 4.6k | 4.3k |
| Engaged | 1.8k | 1.5k | 4.3k | 15.7k | 3k | 26.1+ | 4.6k | 4.6K+ | 3.2k | 3.5k | 4.1K | 1.8K | 2.3k | 2.5k | 4.6k | 5.6k |
| Instagram @OnHavanaStreet Opened Acct April 4, 2018, about 400 stories to view (all organic, unpaid) + 2k Highlights + 12k impressions, 41% Women, 29% Men, Top 5 Locations: Denver, Aurora, Honolulu, Westminster, Centennial, 39% 25-34, 29% 35-44, & 13% 45-54 | | | | | | | | | | | | | | | | |
| Followers | 725 | 768 | 805 | 839 | 919 | 943 | 966 | 979 | 1032 | 1067 | 1090 | 1113 | 1126 | 1168 | 1217 | 1246 |
| # of posts | 442 | 484 | 509 | 538 | 566 | 613 | 645 | 668 | 713 | 747 | 775 | 804 | 821 | 871 | 933 | 1033 |

Website Development: Restaurants + Motor Mile Marketing Focus + Covid 19 Updates: Attended a Zoom meeting with account manager Doug, reviewed the website statistics, brainstormed virtual event ideas and marketing tools to support businesses and also created a new feature to the website for Covid 19. **Webolutions added a pop-up banner that I can edit to direct traffic to the list of restaurants and Covid 19 updates.** Webolutions is also working on a blog for our website to help support local during this crisis.

Ongoing Directory updates – 100+ restaurants, 100 automotive services with 23 car dealerships, 30 international markets and groceries. Webolutions helped update and redirect about 5+ business pages.

Havana Motor Mile On Havana Street Commercials running 04/15/20-05/15/20. We targeted times during the local news, Ellen, & Saturday Night Live. **We are working on promoting the HMM during this time of crisis. Many dealerships have updated hours and let go staff. Not many cars are being sold during this time. We are working with Kim Fox do creative for HMM marketing to support on HMM dealerships, parts and service businesses.**

Business Watch Updates: See below for crime states from Lexis Nexis Community Crime Map for the Havana District. **Due to Covid 19, Chance does a bi-weekly “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. *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 –March 19, 2020 to April 13, 2020 from Lexis Nexis Community Crime Map**

REPORTING AS OF 4.15.2020

| DATE | TIME | CRIME | ADDRESS | WHERE |
|--|----------|--------------------------------|-------------------------|--|
| 3/19/2020 | 9:42 PM | ASLT - BATTERY | 5XX N HAVANA ST | SERVICE/GAS STATION |
| 3/20/2020 | 5:32 AM | BURGLARY FORCED ENTRY NONRES | 19XX S HAVANA ST | CAR DEALER/PARTS |
| 3/21/2020 | 4:15 AM | BURGLARY FORCED ENTRY NONRES | 5XX N HAVANA ST | DRUG STORE |
| 3/21/2020 | 9:00 PM | VEHICLE MVT RUNNING UNATTENDED | 12XX S HAVANA ST | RESTAURANT |
| 3/23/2020 | 6:00 AM | LARCENY FROM BUILDING | 22XX S HAVANA ST | HOTEL/MOTEL/ETC. |
| 3/23/2020 | 2:26 PM | LARCENY SHOPLIFT | 5XX N HAVANA ST | CONVENIENCE STORE |
| 3/23/2020 | 3:46 PM | ASLT AGG-FAMILY WEAPON-ADULT | 22XX S HAVANA ST | HOTEL/MOTEL/ETC. |
| 3/25/2020 | 12:30 AM | FRAUD IMPERSONATION | E 6TH ST & N HAVANA AVE | HIGHWAY/ROAD/ALLEY |
| 3/25/2020 | 2:37 AM | BURGLARY FORCED ENTRY NONRES | 5XX N HAVANA ST | DRUG STORE |
| 3/25/2020 | 11:51 AM | FRAUD ILLEGAL USE CREDIT CARDS | 14XX S HAVANA ST | SPECIALTY STORE |
| 3/26/2020 | 8:00 AM | DAMAGED-KEY/SCRATCH VEH PRIV | 11XX S HAVANA ST | PARKING LOT/GARAGE |
| 3/27/2020 | 6:00 PM | LARCENY SHOPLIFT | 14XX S HAVANA ST | DEPARTMENT/DISCOUNT STORE |
| 3/28/2020 | 2:52 PM | LARCENY SHOPLIFT | 11XX S IRONTON ST | COMMERCIAL/OFFICE BUILDING |
| 3/29/2020 | 11:00 AM | FRAUD ILLEGAL USE CREDIT CARDS | 10XX S HAVANA ST | BANK/SAVINGS AND LOAN |
| 3/30/2020 | 9:27 AM | FRAUD SWINDLE/THEFT RENT PROP | 9XX S HAVANA ST | OTHER/UNKNOWN |
| 3/31/2020 | 2:15 AM | LARCENY SHOPLIFT | 11XX S HAVANA ST | SERVICE/GAS STATION |
| 3/31/2020 | 7:02 PM | LARCENY SHOPLIFT | 11XX S IRONTON ST | GROCERY/SUPERMARKET |
| 4/2/2020 | 1:04 PM | FORGERY CHECKS | 16XX S HAVANA ST | BANK/SAVINGS AND LOAN |
| 4/3/2020 | 4:30 AM | BURGLARY FORCED ENTRY NONRES | 29XX S HAVANA ST | CAR DEALER/PARTS |
| 4/3/2020 | 8:53 AM | BURGLARY FORCED ENTRY NONRES | 26XX S HAVANA ST | STORES(RETAIL)-OTHER |
| 4/3/2020 | 8:10 PM | LARCENY SHOPLIFT | 11XX S HAVANA ST | GROCERY/SUPERMARKET |
| 4/3/2020 | 8:30 PM | BURGLARY FORCED ENTRY NONRES | 22XX S HAVANA ST | GROCERY STORE/SUPERMARKET |
| 4/4/2020 | 6:10 PM | ASLT - BATTERY | 29XX S HAVANA ST | RENTAL STORAGE FACILITY |
| 4/5/2020 | 5:14 AM | BURGLARY FORCED ENTRY NONRES | 3XX S IRONTON ST | GROCERY STORE/SUPERMARKET (NOT IN BID) |
| 4/5/2020 | 10:00 PM | DAMAGED PROPERTY-WINDOWS PRIV | 28XX S HAVANA ST | SPECIALTY STORE |
| 4/6/2020 | 6:00 AM | VEHICLE-MOTOR VEHICLE THEFT | 29XX S HAVANA ST | AUTO DEALERSHIP NEW/USED |
| 4/10/2020 | 4:20 PM | LARCENY SHOPLIFT | 100XX E ILIFF AVE | DEPARTMENT/DISCOUNT STORE |
| 4/11/2020 | 5:45 PM | LARCENY FREE TEXT | 22XX S HAVANA ST | SERVICE/GAS STATION |
| 4/12/2020 | 4:00 PM | SEX OFFENSE-INDECENT EXPOSURE | 23XX S HAVANA ST | PARKING LOT/GARAGE |
| 4/13/2020 | 4:59 AM | BURGLARY FORCED ENTRY NONRES | 15XX S HAVANA ST | GROCERY STORE/SUPERMARKET |
| No more reports listed as of 4/15/2020 | | | | |