

October 2020 – What’s Happening On Havana Street & BID Updates:

BID Budget & Operations:

- Completed the CSD Pool 2021 Workers' Compensation Renewal Update
- Negotiated marketing and ad contracts for 2021
- Requested a new sales contact at the Sentinel to complete our \$10,000 2020 contract, unfortunately the Sentinel had to lay off all their sales team. We are in the process of trying to schedule our ads for November-December 2020.
- Art2C checks for artist stipends have been cut and distributed to the artists
- Jimmy Descant Check for \$1250 was returned and deposited (This was the Havana Machine sculpture that was sold prior to install)
- Devon Horan with Ventana Capital (Havana Tower) is no longer on the board and resigned from Ventana Capital.
- Chad Argentar has scheduled for the BID’s 2021 budget to be presented at Manage & Finance on 10/27 and will be presented at the City of Aurora Study Session and Council on 11/16. We must submit our OP Plan and Budget by 10/15 after the board meeting.
- Received the sales tax report from the City of Aurora, review [here](#), YTD Total Sales Tax is \$15.3M as of 9/2020
- Sales Tax by percent change from prior year as of 9/2020
 - Total Sales Tax is at -2.8% YTD
 - Food & Dining is at -15% YTD
 - Auto Dealers is at -12.7% YTD
 - total Use tax is at -6.5%YTD

Sales Tax Revenue Jan 2014-Sept 2020													
	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	\$2,089,457	\$1,610,020	\$1,505,088	\$1,570,003	\$1,174,022	\$1,694,205	\$1,897,677	\$1,789,989	\$1,998,300	\$0	\$0	\$0	\$15,328,761
Food and Dining	321,528	296,131	257,340	228,291	211,368	230,893	253,347	312,682	286,698	0	0	0	\$2,398,277
Auto Dealers & Parts	486,539	448,924	414,382	378,517	264,015	462,953	455,349	466,400	453,478	0	0	0	\$3,830,556
Total Use Tax	23,263	13,233	12,850	16,068	15,022	11,554	11,394	13,348	15,049	0	0	0	\$131,782

* 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 system. 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.

Percent Change from Prior Year By Month													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
	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	4.6%	7.5%	4.7%	-13.0%	-28.4%	-4.3%	2.5%	0.8%	0.2%				-2.8%
Food and Dining	-3.0%	4.4%	-5.3%	-30.1%	-33.0%	-27.4%	-26.4%	-2.2%	-7.4%				-15.0%
Auto Dealers & Parts	8.0%	5.2%	6.9%	-27.2%	-39.7%	-11.8%	-9.8%	-18.2%	-19.9%				-12.7%
Total Use Tax	20.5%	3.3%	-13.9%	9.0%	-24.0%	-12.7%	-28.6%	-9.1%	-2.7%				-6.5%

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

Past Events:

- [Grocery Cart Race](#) – Sept.- Oct. 2020 with a November award ceremony – Virtual – host boxes at businesses in the corridor
- Sept. 14, 2020 – New Board appointment vote at City Council
- September 25, 2020 Tour for [Mile High United Way – United Business Program](#) On Havana Street
- September 30, 2020 12-1:15pm [Mile High United for Business – Jobs in the Wake of Covid-19](#)
- September 30, 2020 Colorado Restaurant Association – Colorado Restaurant & Bar Show Educational Series - Click to listen to the recording – [“Cash is King: How Not to Run Out”](#)
- October 7, 2020 Colorado Restaurant Association - CRB Show EDU Series – Click to listen to [“Let’s Take This Outside: Creative Solutions to Winter Outdoor Dining”](#)
- [Multi-Modal Study Public Meeting Outreach – virtual - Sept. 30th, 2020, 6-7:30pm](#)
- [Visit Aurora’s 7-days](#) of giveaways featured On Havana Street businesses from 10/19 to 10/25

Upcoming Events:

- [Fermented – Wine 101, Wine Tasting Event at Cody's Café & Bar](#) Oct. 19, 5-6pm, \$35, Register by calling 303-751-1288
- [CONTRATOS DE ARRENDAMIENTOS COMERCIALES EN LA ERA DE COVID-19](#) United for Business Workshop in Spanish 10/21, 12-1:15pm – Help businesses with legal and understanding their lease agreements
- Aurora Sister Cities Leadership – [Around the World Scavenger Hunt in Aurora](#) – Oct. 24-29, 2020, BID sponsored the app & gift card prizes
- Halloween Costume Party - [Parents Night Out & Kids Night In!](#) Oct. 30, 6-9pm, \$20, Hosted by High Altitude Martial Arts
- [Halloween Costume Contest](#) – Virtual Event - October 2020
- Annual Stakeholder Meeting – Virtual Event – November 19, 2020 – must send out invites in 10/2020
- No Holiday Caroling & Secret Santa Event, but a small group of board members will distribute the gift cards to shoppers

Covid-19 Update On Havana Street

- \$20,000 Visit Aurora Community Funds Stakeholder Outreach in progress
 - 11/24 8a-9pm, Grub Hub Event, Promotion and Social Media Campaign, spoke to Bruce & he approves
 - List of OHS restaurants on Grub Hub [here](#)
- Webolutions – Covid-19 website updates for BID businesses, quote is delayed due to acct. exec. out for 6-8 weeks
- [112+ Closures reported](#) prior to the May 8, 2020 Stay at Home Orders, 3 businesses [remained closed](#) as of October 9, 2020 (bars, hookah, & karaoke) and we had 13 permanent closures this year.
- [101+ Restaurants open](#) for take-out, delivery, drive thru and dine-in services.
- Shared [Food, Housing & Support Resources from Arapahoe County](#)
- Promoted and shared the [Colorado Enterprise GAP FUND](#) (business can access up to \$35,000 in financial assistance through a mix of grants & loans), Round 2 is NOW OPEN until 10/26
- **Tri County Health Dept. Outreach** continues, posted updates, hosted business round tables on the new DIAL, [Halloween Guidelines](#), & shared COVID-19 CONTACT INFORMATION.
- COVID-19 Call Center They are available Monday-Friday from 8 a.m.-5 p.m. to answer questions from providers, businesses, and the public. Connect with one of our health professionals by calling the Call Center at 303-220-9200 or emailing callcenter@tchd.org.
- Provider Disease Reporting Line: To report a suspected case or for additional guidance, call our Disease Reporting Line at 303-220-9200 and ask for communicable disease. Colorado Health Emergency Line for the Public (CO HELP).
- For general COVID-19 questions, you can call CO HELP at 303-389-1687 or 1-877-462-2911 for answers in many languages. Email COHELP@RMPDC.org for answers in English. This is an emerging, rapidly evolving situation and the [CDC](#) and the [state health department](#) will provide updated information as it becomes available, in addition to updated guidance. Thank you for your patience.
- **3rd Party Delivery Service Fee Cap Proposal** – View [here](#)
 - **10/6 BAB Special Meeting voted to support the 3rd Party Delivery Fee Cap Proposal to help businesses during the pandemic**
 - We encouraged the BID to complete the survey hosted by the Colorado Restaurant Association: <https://www.voterveoice.net/CORA/campaigns/77643/respond>, send statements to Chance and to review the [CRA's fact sheet](#) outlining the benefits this proposal will bring to Aurora restaurants

Development Updates

- Expecting Opening Christmas 2020 - Kum & Go - STORE NO. 2312 at 2700 S Havana St – former Salvage: This 5,600 SF convenience store with an 8-pump fueling station. **Construction is in progress. Contacted R. Fiebig about the public art pad and shared the engineering details for the pad.**
- Village on the Park - KIMCO: The \$14.5 million development still in progress. New leases still TBA next to Old Navy. **New Curbside Pick Up designated areas.**
- **Stinker Stores is in progress** - 2160 S Havana St – Near Bradly Gas office and Tynan's Used Car lot, located at the corner of S Havana St. & Warren Ave. The C-store is going to be 3598 SF with parking to the east of the building There will be 6 new pump islands replacing the existing old pumps, new landscaping, a sidewalk, and better circulation through the site.
- Chance will be updating our [View Available Properties](#) listings by the end of October. In October 2019, the BID was at 97% occupancy in the corridor and will see what 2020 vacancies are like due to the pandemic.

Live 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. **“Mubarak Villa is still under technical reviews, they had to make some**

pretty big changes to their plans after some new information that came from Xcel Energy fairly late in the game. It is finally getting very close and I am hoping it can be finalized in the coming months, depending on how quickly they resubmit and finish their civil plans.” Update notes from C. Johnson in 10/2020

- **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 SF of small-scale retail. “Argenta is also in technical reviews, a letter was sent to them on September 1st. So we are waiting a resubmittal now.” Update notes from C. Johnson in 10/2020
- Colorado Times (Korean Newspaper) Featured our Virtual Halloween Event: <https://www.coloradotimesnews.com/this-years-on-havana-street-halloween-costume-contest-goes-virtual/>

On Havana Street Multi-modal study is on-going with monthly meetings and stakeholder outreach. The City of Aurora contracted Michael Baker International (MBI) 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. Website for Project [here](#). **MBI presented to the PED meeting in August 2020 and hosted a stakeholder public outreach meeting on September 30, 2020 at 6-7:30pm virtually. The outreach was a success and the project received lots of feedback and discussion. We had about 55 attendees (not including consultants and staff) and over 90 robust questions and discussions tracked during the outreach. The also BID promoted the study’s [survey](#) with a goal to achieve at least 100 responses. A stakeholder engagement and charrette meeting will be hosted at the end of October 2020.**

Social Media Update

Highlights: Facebook @OnHavanaStreet - 3305 follows with 70% women & 29% men, 13 New Page Likes, 345 Check in’s @Cruzin’HavanaCarShow – 2462 follows, Facebook & IG traffic is down in May-Oct. due to cancelled events and no more giveaways

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	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-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	12.3k	7.3k	3.7k	4.8k	3.9k	2.7k
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	9k	3.7K	2.8k	2k	2.1k	1.2k
Instagram @OnHavanaStreet Opened Acct April 4, 2018, reached +7.7% more accounts, 332 content interactions, 10k impressions, about 800 stories to view (all organic, unpaid), 67% Women, 33% Men, Top 5 Locations: Denver, Aurora, Colorado Springs, Boulder, & Centennial. 39% 25-34, 30% 35-44, & 12% 45-54																						
Followers	725	768	805	839	919	943	966	979	1032	1067	1090	1113	1126	1168	1217	1246	1341	1401	1491	1531	1606	1654
# of posts	442	484	509	538	566	613	645	668	713	747	775	804	821	871	933	1033	1279	1415	1560	1613	1711	1793

Business Watch Updates: See below for crime states from [Lexis Nexis Community Crime Map](#) for the Havana District. Due to Covid-19, Chance does periodic “biz watch drives” of the district, reporting and addressing graffiti, signage, illegally parked vehicles, trash dumped, damaged traffic signage and visible poverty/travelers/homeless issues as part of our Havana District “Clean and Safe” efforts. *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 – 09.10.2020 10.10.2020 from Lexis Nexis Community Crime Map (REPORTING AS OF 10/11/2020)

DATE	TIME	CRIME	ADDRESS	WHERE
9/11/2020	10:58 AM	DAMAGED PROPERTY-WINDOWS BUS	30XX S HAVANA ST	CONVENIENCE STORE
9/12/2020	5:15 PM	BURGLARY NO FORCE ENTRY NONRES	5XX N HANOVER WAY	STORAGE UNIT/SHED
9/12/2020	11:45 AM	ASLT - BATTERY	S HAVANA AVE & E ALAMEDA ST	HIGHWAY/ROAD/ALLEY
9/13/2020	6:00 AM	BURGLARY NO FORCE ENTRY NONRES	8XX S HAVANA ST	OTHER/UNKNOWN
9/14/2020	11:15 AM	LARCENY SHOPLIFT	17XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
9/14/2020	6:00 PM	LARCENY LICENSE PLATE/TEMP TAG	104XX E IDAHO PL	AUTO DEALERSHIP NEW/USED
9/14/2020	1:30 AM	ROBBERY STREET WEAPON	22XX S HAVANA ST	PARKING LOT/GARAGE
9/14/2020	4:15 AM	ASLT - BATTERY	22XX S HAVANA ST	CONVENIENCE STORE
9/14/2020	10:35 PM	OBSTRUCT POLICE RESIST OFFICER	19XX S HAVANA ST	PARKING LOT/GARAGE
9/16/2020	4:30 PM	ASLT - BATTERY	22XX S HAVANA ST	HOTEL/MOTEL/ETC.
9/16/2020	6:00 PM	ASLT AGG-NON FAMILY GUN ADULT	S HAVANA AVE & E FLORIDA ST	HIGHWAY/ROAD/ALLEY

9/17/2020	12:30 PM	LARCENY SHOPLIFT	17XX S HAVANA ST	SPECIALTY STORE
9/18/2020	2:45 PM	LARCENY SHOPLIFT	17XX S HAVANA ST	DEPARTMENT/DISCOUNT
9/18/2020	6:00 PM	LARCENY FROM AUTO	106XX E TENNESSEE AVE	PARKING LOT/GARAGE
9/18/2020	11:30 PM	theft-from-motor-vehicle	101XX E VIRGINIA AVE	windsor
9/19/2020	2:45 PM	ROBBERY BUSINESS STRONGARM	23XX S PARKER RD	DEPARTMENT/DISCOUNT STORE
9/20/2020	11:45 AM	ASLT - BATTERY	102XX E 3RD AVE	DRUG STORE/MEDICAL
9/20/2020	4:13 PM	VEHICLE O/S RECOVERY NO ARREST	106XX E ALAMEDA AVE	PARKING LOT/GARAGE
9/20/2020	7:45 PM	LARCENY SHOPLIFT	9XX S HAVANA ST	SPECIALTY STORE
9/21/2020	12:34 PM	VEHICLE-MOTOR VEHICLE THEFT	106XX E EXPOSITION AVE	PARKING LOT/GARAGE
9/22/2020	12:00 AM	VEHICLE-MOTOR VEHICLE THEFT	21XX S HAVANA ST	PARKING LOT/GARAGE
9/23/2020	7:56 PM	LARCENY SHOPLIFT	12XX S IRONTON ST	SPECIALTY STORE
9/23/2020	9:00 PM	auto-theft	9XX S HAVANA ST	windsor
9/24/2020	3:39 PM	ROBBERY BUSINESS WEAPON	17XX S HAVANA ST	SPECIALTY STORE
9/27/2020	1:57 PM	LARCENY FROM AUTO	4XX N HAVANA ST	PARKING LOT/GARAGE
9/28/2020	6:00 PM	DAMAGED PROPERTY-BUSINESS	9XX S HAVANA ST	BANK/FINANCIAL INST.
9/28/2020	8:00 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT
9/29/2020	4:09 PM	VEHICLE-MOTOR VEHICLE THEFT	14XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
9/30/2020	5:00 PM	VEHICLE-MOTOR VEHICLE THEFT	19XX S HAVANA ST	CONVENIENCE STORE
9/30/2020	5:03 PM	LARCENY SHOPLIFT	106XX E ALAMEDA AVE	CONVENIENCE STORE
10/1/2020	9:49 AM	LARCENY FROM BUILDING	26XX S HAVANA ST	SPECIALTY STORE
10/3/2020	2:16 AM	VEHICLE-MOTOR VEHICLE THEFT	106XX E ILIFF AVE	RENTAL STORAGE FACILITY
10/3/2020	11:44 PM	ASLT - BATTERY	15XX S HAVANA ST	BAR/NIGHT CLUB
10/5/2020	2:00 AM	ROBBERY CARJACKING	25XX S HAVANA ST	PARKING LOT/GARAGE
10/5/2020	3:05 AM	VEHICLE-MOTOR VEHICLE THEFT	5XX N HAVANA ST	AUTO DEALERSHIP NEW/USED
10/6/2020	6:00 PM	DAMAGED PROP-WINDOWS VEH PRIV	23XX S PARKER RD	PARKING LOT/GARAGE
10/8/2020	1:15 AM	LARCENY LICENSE PLATE/TEMP TAG	22XX S HAVANA ST	PARKING LOT/GARAGE
10/8/2020	12:59 PM	ROBBERY BUSINESS WEAPON	XX S HAVANA ST	LIQUOR STORE
10/9/2020	10:17 PM	ASLT - BATTERY	20XX S HAVANA ST	HIGHWAY/ROAD/ALLEY
10/10/2020	6:45 AM	LARC/BURGL FROM COIN MACHINE	106XX E MISSISSIPPI AVE	CAR WASH