

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

Past & Upcoming Events:

- April, May, June and July scheduled events were cancelled at the March and April board meetings due to no public gathering. In May the board cancelled the August concert event due to no public gathering allowed. Other August events have been rescheduled to November or later dates.
- On-going #OnHavanaStreet2go #OnHavanaStreet #EatOnHavanaStreet giveaways were mailed an OHS restaurant gift card. Amber C., Erin F. and food blogger groups received a gift card for using the hashtags 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.
- **June 12, 2020 to July 15, 2020 (TAX DAY) – Celebrate our 100+ Restaurants – WE ARE OPEN! DINE-IN SERVICES OPEN TOO! Encouraged diners to explore a new cuisine via take-out and delivery & “Eat On Havana Street” + \$500 SUMMER Giveaway --- WINNER will be ANNOUNCED ON JULY 15 and entry form live on website and social media on June 12, 2020.**
- We can reschedule concerts to the Stampede in Oct/Nov/later date or cancel the concerts, pay musicians, and save funds for recovery marketing efforts.
 - 6MDB, BSP & Tunisia Bands are both willing to reschedule dates to the Stampede
 - Chance can reach out to bands and Stampede again in August to reschedule depending on when large gathering is allowed.

Event Options during Covid 19 closures and no public gatherings

- Preparing to host a VIRTUAL EVENT in July/August with approved \$500 budget 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 Update On Havana Street

- [112+ Closures reported](#), prior to the May 8, 2020 Stay at Home Orders, [18 remain closed](#) as of June 14, 2020 (Gyms, bars, event centers, spas, & the Bingo hall) with 3 permanent closures: Windsor Dental, La Pily & Imone Korean Restaurant
- NEW BUSINESSES: Seoul Man Doo – Korean Dumpling To-go restaurant (Grand Opening 5/14/2020) & Nail Salon Coming Soon to Havana Exchange Shopping Center
- [101+ Restaurants open](#) for take-out, delivery, drive thru and #ColoradoCurbside
- UPDATED the OPEN for Business Link daily and shared with partners
- **Collaboration with city, state and federal initiatives, conference calls and campaigns**
 - Weekly Conference Call with CRA, Chamber and City leadership on Monday's at 10am – Shared resources, updates, and challenges of businesses.
 - Scheduled one on one phone calls with CM Gardner & Gruber with restaurants and the Havana Motor Mile
 - Scheduled one on one phone calls Mayor Coffman regarding feedback on the restaurant guidelines and Covid-19 challenges – 6/11/2020, 2-3pm
 - Chance would like to invite other CM to join to host calls with BID businesses in the summer months to hear recovery feedback and Covid-19 concerns
 - 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.
 - Continued to collaborate with the Colorado Statewide Campaign with DORA – Best Practices for Opening During Covid 19
- **Purchased gift cards from OHS businesses** to support them during this time.
- **Webinars for BID with Tri-County Health Department, Arapahoe Douglas Works!, Aurora & African Chambers, SBA, SBDC, CRA, CEDS FINANCE, COLORADO ENTERPRISE FUND, AND MORE.**
- **Other resources for BID:**
 - Mobile Food Pantry in Aurora Distributing 9,000 Meals a week, Additional dates for the mobile food pantry will continue through the summer. Location details will be announced soon at [AuroraGov.org/MobileFoodPantry](#). For more information, call 720.557.6444
 - **Free Photos** - Connected 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.
 - **Safety Supplies** – Connected 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

- **Check in's** - Continued 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
- **Code Enforcement help and Signage for Covid 19** – We helped businesses with signage and code enforcement requirements. Many businesses have put up banners during Covid19 and want to make sure they do not receive fines. Contact Keegan Meagher, HBID Code Enforcement Officer | City of Aurora, office 303.739.7404, kmeagher@auroragov.org
- **Mask Distribution for Essential Workers were delivered – We have some left. If a BID business needs masks for employees, then please contact Chance at 720-788-8986. (Limited Supplies Left)**
- **Marketing and Advertising during Covid 19**
 - 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/cafе-curb-appeal-restaurants-serving-non-contact-orders-during-the-virus-crisis/>
 - Delayed ads for summer events for GDCC & Sentinel
 - 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/>
 - Shared blogs and news updates on ways to help small businesses or access resources during this crisis
 - Shared resources from the health departments, CDC, state, Colorado Restaurant Association, & SBDC regarding mandates and loans
 - **Campus Community Partnership** – shared our updates, resources, and lists of businesses open for businesses via email + Collaborated with hospitals at the Anschutz Medical Campus
 - **Marketing with YELP** Colorado, 5280 Magazine, Westword, Asian Avenue Magazine, Sentinel and the Restaurant Association to support our 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
 - **Covid 19 Social Media Engagement:**
 - 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.
 - Over 136 posts a month, 500 stories a month, about 10-12 a day, increased check-ins from 29 to 310, Followers increased by about 60
 - Continued to post 5-20x a day to promote OHS businesses, creating stories and sharing them with collaborators so that posts go viral
 - Collaborated with social media influencers and food bloggers to promote our restaurants, retail centers and BID businesses

Highlights: Facebook @OnHavanaStreet - 3.2K follows with 70% women & 29% men, 22 New Page Likes, 310 Check in's from 29 in April @Cruzin'HavanaCarShow – 2432 follows, Traffic is a litte down in May-June due to no giveaway and cancelled events																		
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
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
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
Instagram @OnHavanaStreet Opened Acct April 4, 2018, over 136 posts in one month, about 500 stories to view (all organic, unpaid) + 18K Highlights + Over 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	1341	1401
# of posts	442	484	509	538	566	613	645	668	713	747	775	804	821	871	933	1033	1279	1415

- **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, blogs, and worked on the new website page for \$500 Summer Giveaway linked to our newsletter.
- Traffic in May (vs May 2019) up 1.75%, Organic traffic in May (vs May 2019) up 48.16%,
- **Resource Page:** Doug also created a page where businesses can ask questions about Covid 19 support and the BID can direct the businesses to resources: <https://onhavanastreet.com/business-resource-questions/> **Chance updates this page daily and we have seen traffic increase 214% to this page & Over 10k page views**
- **Ongoing Directory updates – This page is up 91%.** 100+ restaurants, 100 automotive services with 23 car dealerships, 30 international markets and groceries.
- **HMM–** Continued promotion for the HMM dealerships, parts & services. The April/May 2020 Covid-19 updated commercials were also shared with Aurora 8 locally and will be aired during Aurora TV’s broadcasts.
- **HMM Tool Incentive Program – Tools and chests for students were purchased, however due to Covid-19 the school was not sure how graduation ceremonies will go. Typically, we give the students the tools and chests on their last day of class/graduation ceremony. Gary Sliger plans to update the board about the program we have with Pickens Technical College at the board meeting.**

Business Updates & New Businesses

- **2020 Census Outreach** – reorganizing since we cannot host events and large gatherings, hosted FACEBOOK LIVES and an Aurora TV interview on June 17, 2020. The 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.
- **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. 1st outreach on July 7, 2020 11-12:30pm with BID Board & Havana Motor Mile Stakeholders. More outreach meetings with stakeholders will be hosted in the future. Website for Project is live in March: https://www.auroragov.org/business_services/planning/plans_and_studies/transportation_planning/havana_street_corridor_study Our next meeting is scheduled for June 24, 2020 to prepare for the stakeholder outreach virtual meeting.
- **The Downtown Colorado Inc.** - BID attended virtual conferences with other special districts on what actions they are taking to help their businesses. All districts are sharing best practices, resources, and marketing support. Long discussions on post Covid-19 recovery efforts, diversity, and inclusivity statements & efforts, plus the challenges of riots, lootings and protests in other districts in CO.

Branding and Identity

Art2C 2020-2022 Selection Complete – 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 to April 30, 2020 due to Covid-19 and we hosted a **virtual selection committee on June 8, 2020. Donovan Welsh, Garrett Walls, Yulissa Williams, and Chris Swank participated in the online jury selection round 1 and Donovan participated on the virtual call for the final selection. Chance will reach out to the property owners to share the selected sculptures. Due to the extension of the call some of the sculptures may not be available. We had 144 sculptures entered in the program this year.** 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. Sam’s No 3 is interested in hosting a sculpture in the future.

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 is in technical review; Looks like it will be a few weeks before it will have a finalized Site Plan that may be recorded. Update notes from Liz Fuselier.**
- **Argenta:** Phase 1- 3.6 acres for 86 townhomes construction is in progress. Ground-Breaking Celebration to be scheduled 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. **Argenta Phase 1 is still in progress. Phase 2 is currently in 2nd review, proceeding along. Site Plan is scheduled to go before Planning Commission in late July. Update notes from Liz Fuselier.**

- Kum & Go - STORE NO. 2312 – 2700 S Havana St – former Salvage: **Rob at Kum & Go shared that the project received a building permit from Aurora on June 5, 2020. The project has been delayed 7 months and shared that working with the city has been challenging. The BID should “see a lot of dirt work going on in June and they will be installing the building pad and placing in tanks. Steel will be going up in July/August and then the project is expected to be complete by late December 2020.” Rob did confirm that the art concrete pad is 8 x 8 and will be installed by October 2020 so that the ART2C 2020-2022 public art piece can be installed.** 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: The \$14.5 million development still in progress. Brittany Garnick did share that “any of the prospective leases all died when the Corona Virus hit.” New leases still TBA next to Old Navy (NOW OPEN) and there are a few prospects in the works. **Five Below’s soft opening is June 22, 2020 and the GRAND OPENING is June 26, 2020.** Due to Covid-19 ShareTea is no longer Coming to Havana. TJ Maxx, Shoe Carnival & Ross all re-opened and are very BUSY with shoppers despite the limited capacity allowed in each store.
- Bicycle Village/Havana Exchange Shopping Center: Unfortunately, many of the businesses in this shopping center were closed during the shelter in place/Stay at Home mandate until May 8, 2020. Many of the businesses did re-open at limited capacity and are serving customers as of May 9, 2020 with the Safer at Home order.
- 2160 S Havana St – vacant lot between Bradly Gas office and Tynan’s Used Car lot- STINKER STORES is in progress. **During the business watch drives Chance saw that the construction is moving along, and the steel is up.** 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.
- AMCAP: GOH: AMCAP leased half the Toys R Us space and the construction has begun for Ross to fulfill the space. Ross plans to host a grand opening at the end of the summer. Unfortunately, due to Covid-19, the leased pad in front of KeyBank is no longer moving forward. The AFC Urgent Care project is still going forward and a few new leases to be announced at the end of the summer. **Market Square had no new updates to share this month.**
- **Property Update:** We are at a **97% occupancy On Havana Street as of October 2019** (updated annually). The resource page is “View Available Properties List” <https://onhavanastreet.com/aurora-colorado-available-properties/> **We have received prospective leads. Despite uncertain times businesses are inquiring for lease space in our corridor (bakery, music venue & restaurants (BBQ + Soul Food). Many businesses are inquiring about drive-thru leases in the corridor.**

Business Watch Updates: See below for crime states from Lexis Nexis Community Crime Map for the Havana District.

Due to Covid 19, Chance does “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 –5.15.2020 to 06.15.2020 from Lexis Nexis Community Crime Map (REPORTING AS OF 6.15.2020)**

DATE	TIME	CRIME	ADDRESS	WHERE
5/16/2020	9:34 AM	VEHICLE O/S RECOVERY NO ARREST	20XX S HAVANA ST	HIGHWAY/ROAD/ALLEY
5/16/2020	12:00 PM	LARCENY LICENSE PLATE/TEMP TAG	20XX S HAVANA ST	AUTO DEALERSHIP NEW/USED
5/16/2020	1:20 PM	LARCENY SHOPLIFT	26XX S HAVANA ST	SPECIALTY STORE
5/16/2020	4:00 PM	LARCENY FREE TEXT	11XX S HAVANA ST	GROCERY/SUPERMARKET
5/17/2020	3:30 AM	VEHICLE-MOTOR VEHICLE THEFT	22XX S HAVANA ST	PARKING LOT/GARAGE
5/17/2020	9:58 AM	VEHICLE POSSESS STOLEN	106XX E JEWELL AVE	RESIDENCE/HOME
5/17/2020	1:43 PM	LARCENY LICENSE PLATE/TEMP TAG	E ILIFF ST & S HAVANA AVE	HIGHWAY/ROAD/ALLEY
5/17/2020	5:37 PM	DAMAGED-KEY/SCRATCH VEH PRIV	11XX S IOLA ST	PARKING LOT/GARAGE
5/18/2020	7:30 PM	theft-from-motor-vehicle	6XX S HAVANA ST	windsor
5/18/2020	9:57 PM	MURDER NONFAMILY GUN	22XX S HAVANA ST	HOTEL/MOTEL/ETC.

5/19/2020	3:31 PM	ASLT SIMPLE	27XX S HAVANA ST	SPECIALTY STORE
5/19/2020	6:36 PM	Aggravated Assault	HIGHWAY/ROAD/ALLEY	S Parker Rd / E Iliff Ave, Unincorp Arapahoe
5/19/2020	7:30 PM	VEHICLE-MOTOR VEHICLE THEFT	8XX S HAVANA ST	AUTO DEALERSHIP NEW/USED
5/19/2020	7:51 PM	DAMAGED PROPERTY-WINDOWS BUS	15XX S HAVANA ST	BAR/NIGHT CLUB
5/21/2020	3:30 PM	INTIMIDATION OR STALKING	E EXPOSITION ST & S HAVANA	AIR/BUS/TRAIN TERMINAL
5/22/2020	1:23 PM	LARCENY SHOPLIFT	23XX S PARKER RD	SPECIALTY STORE
05/22/2020	8:10 PM	ASLT - BATTERY	10XX S IRONTON ST	GROCERY/SUPERMARKET
5/22/2020	10:00 PM	LARCENY FROM AUTO	13XX S FULTON WAY	PARKING LOT/GARAGE
5/23/2020	9:16 AM	VEHICLE-MOTOR VEHICLE THEFT	22XX S PARKER RD	SERVICE/GAS STATION
5/23/2020	12:00 PM	BURGLARY FORCED ENTRY NONRES	29XX S HAVANA ST	STORAGE UNIT/SHED
5/23/2020	3:30 PM	LARCENY LICENSE PLATE/TEMP TAG	11XX S HAVANA ST	PARKING LOT/GARAGE
5/23/2020	5:00 PM	BURGLARY FORCED ENTRY NONRES	29XX S HAVANA ST	RENTAL STORAGE FACILITY
5/26/2020	1:44 PM	LARCENY SHOPLIFT	2XX S HAVANA ST	SERVICE/GAS STATION
5/26/2020	11:54 PM	FRAUD IDENTITY THEFT	22XX S HAVANA ST	PARKING LOT/GARAGE
5/27/2020	6:20 PM	VEHICLE-MOTOR VEHICLE THEFT	8XX S HAVANA ST	SPECIALTY STORE
5/29/2020	12:30 AM	DAMAGED PROPERTY-BUSINESS	29XX S HAVANA ST	RENTAL STORAGE FACILITY
5/29/2020	2:30 PM	LARCENY LICENSE PLATE/TEMP TAG	7XX S HAVANA ST	PARKING LOT/GARAGE
5/29/2020	3:09 PM	LARCENY SHOPLIFT	8XX S HAVANA ST	LIQUOR STORE
5/29/2020	7:30 PM	ROBBERY BUSINESS STRONGARM	11XX S HAVANA ST	GROCERY/SUPERMARKET
5/30/2020	6:00 PM	BURGLARY FORCED ENTRY NONRES	29XX S HAVANA ST	STORAGE UNIT/SHED
5/30/2020	10:00 PM	BURGLARY FORCED ENTRY NONRES	XX S HAVANA ST	STORAGE UNIT/SHED
5/30/2020	11:03 PM	LARCENY SHOPLIFT	11XX S HAVANA ST	LIQUOR STORE
5/30/2020	1:38 PM	ROBBERY BUSINESS WEAPON	23XX S PARKER RD	SPECIALTY STORE
6/1/2020	2:39 AM	BURGLARY FORCED ENTRY NONRES	19XX S HAVANA ST	SPECIALTY STORE
6/1/2020	11:00 AM	BURGLARY FORCED ENTRY NONRES	29XX S HAVANA ST	STORAGE UNIT/SHED
6/1/2020	5:15 PM	BURGLARY FORCED ENTRY NONRES	29XX S HAVANA ST	RENTAL STORAGE FACILITY
6/2/2020	6:39 AM	VEHICLE-MOTOR VEHICLE THEFT	XX S HAVANA ST	PARKING LOT/GARAGE
6/4/2020	1:18 PM	ASLT AGG-NON FAMILY GUN ADULT	11XX S HAVANA ST	PARKING LOT/GARAGE
6/6/2020	6:03 AM	FORGERY PASS COUNTERFEIT OBJ	11XX S HAVANA ST	SERVICE/GAS STATION
6/7/2020	9:30 PM	DAMAGED-KEY/SCRATCH VEH PRIV	14XX S HAVANA ST	COMMERCIAL/OFFICE BUILDING
6/8/2020	2:00 PM	LARCENY SHOPLIFT	12XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
6/8/2020	11:00 PM	VEHICLE-MOTOR VEHICLE THEFT	106XX E EXPOSITION AVE	PARKING LOT/GARAGE
6/9/2020	1:10 PM	LARCENY FROM YARDS	17XX S HAVANA ST	SPECIALTY STORE
6/11/2020	12:36 AM	LARCENY SHOPLIFT	5XX N HAVANA ST	CONVENIENCE STORE
6/12/2020	9:00 AM	LARCENY FROM AUTO	21XX S HAVANA ST	PARKING LOT/GARAGE
6/12/2020	10:33 PM	ASLT - BATTERY	S HAVANA AVE & E MISSISSIPPI	HIGHWAY/ROAD/ALLEY
6/13/2020	3:50 AM	DAMAGED PROPERTY-WINDOWS BUS	11XX S HAVANA ST	SERVICE/GAS STATION

No more reports listed as of 6/15/2020