

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

Community Outreach: CoA Planning & Economic Development (PED) meeting, Neighborhood Services (Horns) meeting, Visit Aurora – sponsorship for 2020, collaborated with City's #AuroraGOBIG #ThisisAurora, #AuroraRocks campaigns, AuroraTV/AuroraNews story boards featured our events, Denver Post Business tour with Helen Richardson on 10/8/19, City of Aurora retail specialist – Frank Butz, Colorado Food Bloggers, Asian Avenue Magazine featured on Shi Miao Dao & the list of boba tea shops in our district, met with Andrew Miller – Tynan's VW/VW Car Clubs (want to host a Trunk or Treat), 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 Buckley AFB Public Affairs, Community Relations to collaborate on future events On Havana Street & create Military Monday's, Job Store – OHS workforce development, & met with OHS commercial brokers.

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 - 3152 follows, 30 New Page Likes, 265 Check in's, @Cruzin'HavanaCarShow – 2431 follows										
Month	1/2019	2/2019	3/2019	4/2019	5/2019	6/2019	7/2019	8/2019	9/2019	10/2019
Reaches	1573	5.7k	13.4k	23.6k	11.8k	56.1 +	17k	26k+	6.6k	5.6k
Engaged	1.8k	1.5k	4.3k	15.7k	3k	26.1 +	4.6k	4.6K+	3.2k	3.5k
Instagram @OnHavanaStreet Opened Acct April 4, 2018, about 50 stories to view (all organic, unpaid) + 1000 Highlights + 5.5k impressions, 64% Women, 36% Men, Top 5 Locations: Mostly Denver, Aurora, Colorado Springs, Highlands Ranch, & New York, 39% 25-34, 28% 35-44, & 12% 45-54, Peak Posting 3-6pm										
Followers	725	768	805	839	919	943	966	979	1032	1067
# of posts	442	484	509	538	566	613	645	668	713	747

Website Development: Restaurants + Motor Mile Marketing Focus: Worked with Webolutions to update over 10 directory pages with the monthly updates to directory listings and pages. Due to the updates, consistently posting blogs, and updating pages weekly: We have seen an increase in traffic to the website. Site visits are up 64.61% over the previous year with 56,630 sessions. 97.6K Pageviews on the website, which was 47.9% up from last year. 47.76K Website Users, which was 68.3% up from last year. Channel Contribution for On Havana Street:

- Traffic from Organic search is up 86% over the previous year. Organic search accounted for 61% of website site visits. Social Media visits up 243% at 2,323 sessions which contributed 4.9% of traffic to the website. Email contribution to the website is up 8,450%. Behavior Observations showed that majority of the traffic entered the site via the business directory pages, which is up 231% over the previous year.
- Most of the traffic entered the site via business directory pages, this is up 231% over previous year. This means that more users are directly going to the business directly listing to find information on a business. More than 18,000 sessions were started on business directly page versus 14,000 sessions that started on the Home Page. In the past year, the On Havana Street Newsletter list size has grown 1.75%, up to 4,235. Compared to the previous year, list size was down 2.98%, Open Rate was 18.86% declined slightly from 21.13% last year, but the Click Rate: 41.07% increased from 28.61%. Overall, the newsletter performed better in the most recent year, while open rate was down, more users clicked on stories in the newsletter.

Visit Aurora –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: GDCC, Sentinel & 9NEWS ads: Trick or Treat On Havana Street Events, Visit Aurora blogs, City of Aurora Newsletter

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.

Past & Upcoming Events:

- **Tuesday, September 24, 2019: Last Days of Summer Dotsero Concert at Stampede**, 6-8pm, Doors open at 5pm – over 2500s RSVP'ed on social media & Eventbrite, Chris Swank ordered 1000 folding chairs, 600-700 attendees on a Tuesday night, everyone enjoyed the Argentinian buffet, carving station, & patio grilling station.
- **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)
- **Saturday, November 30th, 2019: Holiday Caroling & Gift Card Giveaways – 10:30am-12:30pm**, Meet at Ulta at the Gardens On Havana at 10:30am and carol around the center while handing out “Thank you for shopping & supporting OHS businesses” gift cards to shoppers.
- **Thursday, November 14, 2019: Art 2C Gala: 5:30pm-7pm at Schomp Subaru – North Showroom**
- **Thursday, November 21, 2019: Annual Stakeholders’ BBQ Lunch Meeting: 11:30am-1pm, The Stampede – 2430 S Havana St, Aurora, CO 80014**, RSVP for lunch to CHANCE at 720.788.8986 or email her at Chance@OnHavanaStreet.com
Gayle 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. Herrada Printing mailed and printed our postcard invitations.
- **No December Secret Santa** – merging the event with the holiday caroling due to volunteers & weather challenges in early December
- In December, we will promote and support OHS business events like the Tynan’s VW Holiday Cruise, HMM end of year sales, holiday shopping promotions/blogs
- **NEW DATE ---- JUNE 20, 2020 – 13TH ANNUAL CRUZIN’ HAVANA** – Most of the planning will need to be done before January 2020. CCCC President will be working full-time Jan-April 2020. Chance is working on festival site locations – Kaiser & Stampede.

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 and completed the de-installs and installs in September/October.
- Justin Deister - Mr. Toolman update: We were waiting for approval for the update to the Master Plan from Shortline for Schomp Subaru and hoped 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 will not be able to include Schomp Subaru in the program. We did explore working with another stakeholder Infiniti of Denver; however, we are still waiting to hear back from Infiniti corporate’s approval. Western Centers and BOTW are also exploring being the NEW site for Mr. Toolman if Infiniti of Denver is not able to be a location this year.
- GALA: Catering is ordered, deposit paid, Lucy’s Flowers - event flowers were paid, invitations will go out this month, & prepared Gala presentations.

Redevelopment Activity & Business Updates:

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.

- NEW HOUSING: The Mubarak Villa/Mubarak Estates plans appear to be moving along. 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.
- NEW RE-DEVELOPMENT: Fan Fare/Argenta Progress: 1st Phase & groundbreaking will begin in the late 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 pulled permits in 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 October 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.
- ANNUAL SALES TAX REPORT: T. Vaughn gave the BID sales tax report on 10/15/19.
- NEW RE-DEVELOPMENT: Village on the Park - VOTP: Kimco Realty Corp. Old Navy's 13,800 square feet space building is now up and Kimco shared that they will open FALL 2019. Kimco announced that The First Watch – A Daytime Café will take on the 2 retail leases next to America's Best Optical. TJ Maxx should finish their remodel by the end of October 2019. Ross completed their remodel and storefront update in early August 2019.
- NEW RE-DEVELOPMENT: 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.
- Bicycle Village/Havana Exchange Shopping Center: Milkroll Rolled Ice Cream – Construction in Progress, to open late Oct. 2019 & HIRING + Uncle Joe's Hong Kong Style Bistro – Coming in 2020
- Living Water Car Wash - 857 Havana St. - Cornerstone Capital - Construction IN PROGRESS and opening early December 2019, LWCW concerned about express car wash site plan for Havana & Mississippi & would like BID support.
- AMCAP: A martial arts business will be going into 2800 sq ft at Market Sq. GOH: AMCAP leased half the Toys R Us space. Plus, they have leased Pad 7 in front of KeyBank. Amcap has an application pending for AFC Urgent Care and it is going to planning commission 11/13/19. They have a deal to lease Pad 8 in front of Chick Fil A (to be a restaurant concept).
- 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.
- Closed: Thai Basil – NOW – La Pily Mexican Restaurant and Menya Ramen & Poke Closed – NOW - Imone Korean Restaurant
- **Property Update:** We are at a **97% 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. **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. *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 –September 15, 2019 to October 15, 2019 from Lexis Nexis Community Crime Map**

DATE	TIME	CRIME	ADDRESS	WHERE
9/15/2019	1:20 AM	OBSTRUCT POLICE RESIST OFFICER	24XX S HAVANA ST	BAR/NIGHT CLUB
9/17/2019	11:00 PM	FRAUD ILLEGAL USE CREDIT CARDS	105XX E GARDEN DR	SERVICE/GAS STATION
9/19/2019	8:10 AM	ROBBERY STREET STRONGARM	107XX E ILIFF AVE	PARKING LOT/GARAGE
9/20/2019	3:58 PM	FORGERY POSS FORGED OBJECT	17XX S HAVANA ST	BANK/SAVINGS AND LOAN
9/20/2019	10:00 PM	ASLT AGG-NON FAMILY GUN ADULT	S HAVANA AVE & E MISSISSIPPI	HIGHWAY/ROAD/ALLEY
9/22/2019	3:00 AM	ROBBERY STREET WEAPON	30XX S HAVANA ST	PARKING LOT/GARAGE
9/22/2019	5:45 AM	FORGERY PASS COUNTERFEIT OBJ	30XX S HAVANA ST	CONVENIENCE STORE
9/23/2019	3:02 PM	ASLT - BATTERY	11XX S HAVANA ST	GROCERY/SUPERMARKET
9/24/2019	8:30 AM	VEHICLE MVT RUNNING UNATTENDED	E 1ST ST & N HAVANA AVE	PARKING LOT/GARAGE
9/25/2019	6:50 AM	aggravated-assault	S HAVANA ST / E DARTMOUTH	hampden
9/25/2019	5:31 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
9/27/2019	12:32 PM	FORGERY PASS COUNTERFEIT OBJ	11XX S HAVANA ST	RESTAURANT
9/27/2019	5:23 PM	LARCENY FREE TEXT	8XX S HAVANA ST	CONSTRUCTION SITE
9/30/2019	10:40 AM	LARCENY FROM BUILDING	14XX S HAVANA ST	RESTAURANT
9/30/2019	11:25 AM	LARCENY SHOPLIFT	16XX S HAVANA ST	GROCERY/SUPERMARKET
9/30/2019	7:57 PM	ASLT AGG-NONFAMILY STGARM ADUL	15XX S IOLA ST	HIGHWAY/ROAD/ALLEY
10/2/2019	3:00 PM	LARCENY FROM AUTO	4XX S HAVANA ST	AUTO DEALERSHIP NEW/USED
10/4/2019	7:00 AM	DAMAGED PROP-WINDOWS VEH PRIV	13XX S HAVANA ST	BANK/SAVINGS AND LOAN
10/4/2019	4:59 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE
10/5/2019	4:00 PM	VEHICLE-MOTOR VEHICLE THEFT	17XX S HAVANA ST	PARKING LOT/GARAGE
10/5/2019	5:04 PM	DAMAGED PROPERTY-BUSINESS	2XX S HAVANA ST	OTHER/UNKNOWN
10/6/2019	2:23 PM	LARCENY FROM BUILDING	15XX S HAVANA ST	BAR/NIGHT CLUB
10/8/2019	7:20 AM	DAMAGED PROP-WINDOWS VEH PRIV	25XX S PARKER RD	BANK/SAVINGS AND LOAN
10/8/2019	12:16 PM	LARCENY SHOPLIFT	16XX S HAVANA ST	GROCERY/SUPERMARKET
10/8/2019	1:41 PM	ROBBERY BUSINESS STRONGARM	11XX S HAVANA ST	DEPARTMENT/DISCOUNT STORE
10/8/2019	2:48 PM	LARCENY SHOPLIFT	12XX S IRONTON ST	SPECIALTY STORE
10/8/2019	6:30 PM	DAMAGED PROP-WINDOWS VEH PRIV	4XX N HAVANA ST	PARKING LOT/GARAGE
10/9/2019	7:52 PM	LARCENY FROM AUTO	3XX S IRONTON ST	PARKING LOT/GARAGE
10/10/2019	9:15 PM	ASLT AGG-NON FAMILY GUN ADULT	9XX S HAVANA ST	RESTAURANT
10/12/2019	1:50 PM	LARCENY FROM BUILDING	19XX S HAVANA ST	SPECIALTY STORE
10/12/2019	10:30 PM	VEHICLE-MOTOR VEHICLE THEFT	24XX S HAVANA ST	PARKING LOT/GARAGE
10/13/2019	4:03 PM	LARCENY SHOPLIFT	13XX S IRONTON ST	DEPARTMENT/DISCOUNT STORE

REPORTING AS OF 10.15.2019