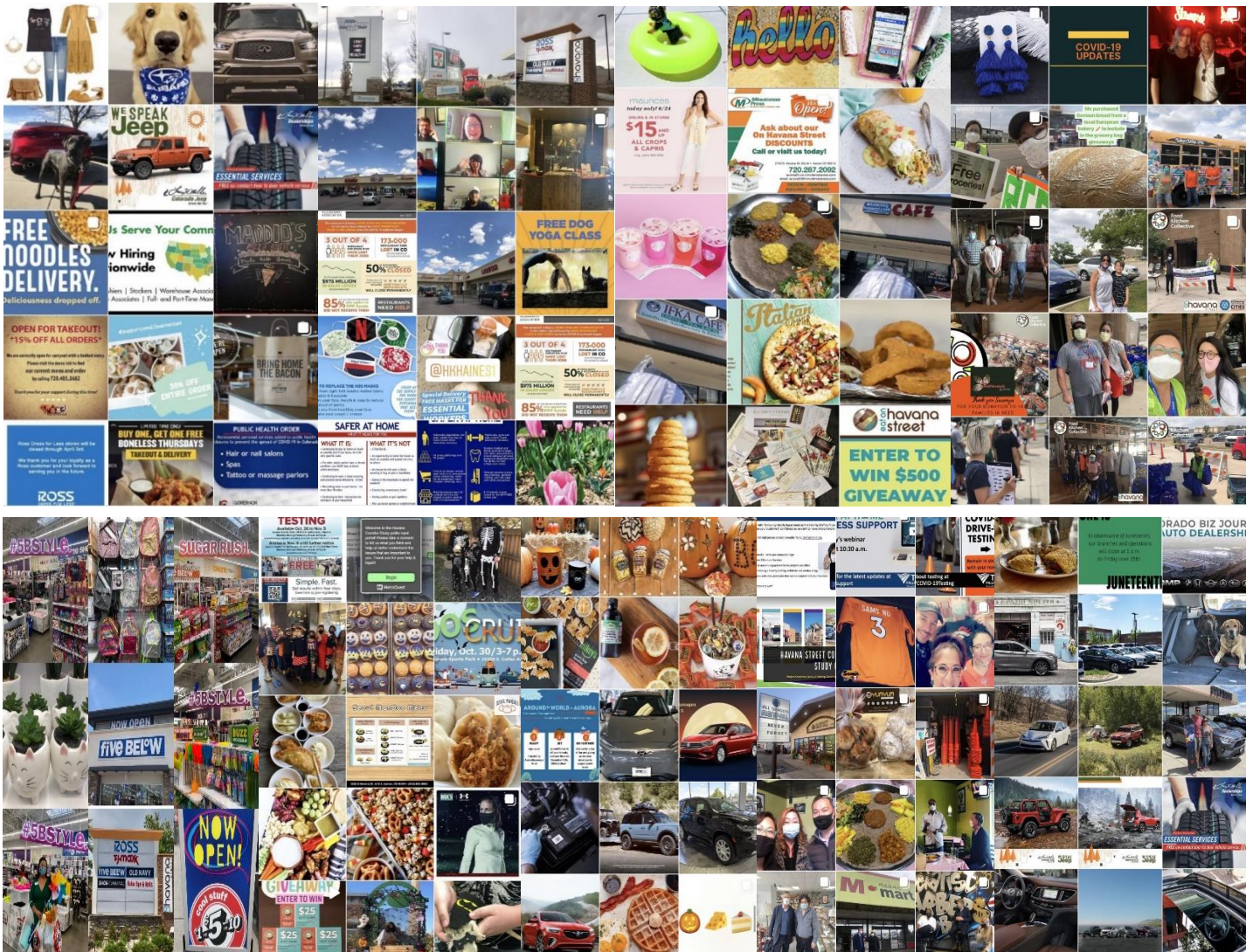




HAVANA BUSINESS IMPROVEMENT DISTRICT

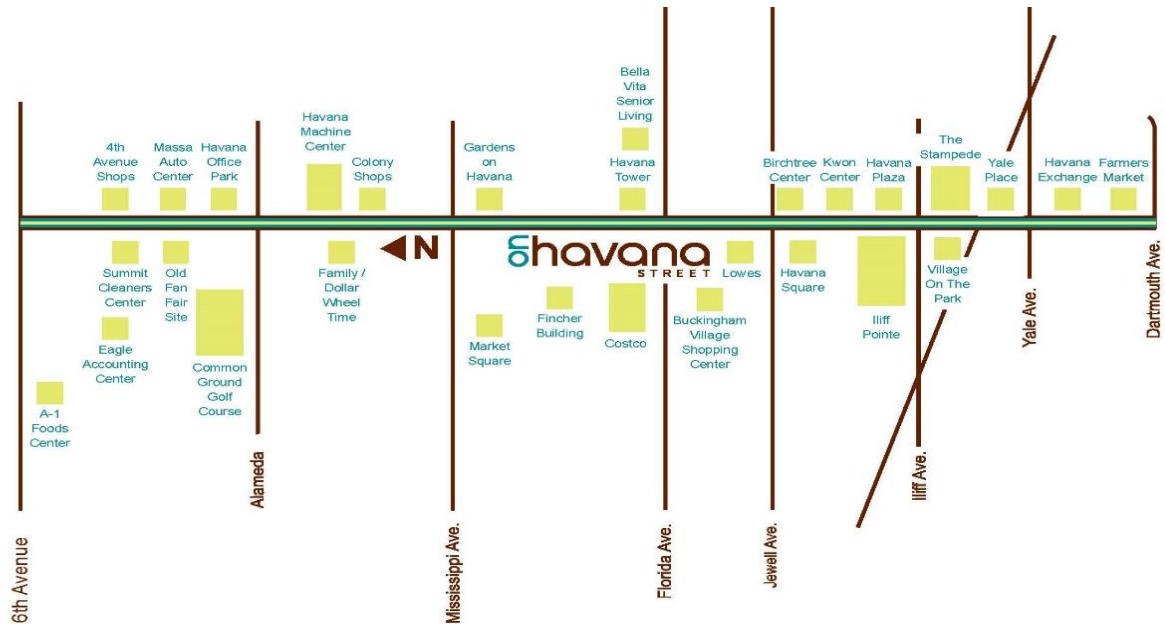
2020 ANNUAL REPORT



A collection of social media promotions for the Havana Stakeholders in 2020.



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Map of the 4.3-mile district from 6th Avenue to Dartmouth Avenue



Photo: Argenta – 2020 Development in Progress – Live On Havana Street – Coming Soon!

2020 ANNUAL REPORT HAVANA BUSINESS IMPROVEMENT DISTRICT

Business and Commercial Property Owners,

It is a privilege to share with you this 2020 annual report of the Havana Business Improvement District. This represents our 13th year of operation. The Havana BID is a special district representing our business and commercial property stakeholders, who invested in the economic vitality, value, and overall commercial appeal of the Havana District.

On Havana Street began receiving funding in 2008. The Havana stakeholders entrusted the Havana BID with your property tax dollars, and we promised to work together to make positive changes in the Havana District. We continued to work hard branding the district and creating a positive image through special projects and events that attracted new customers and businesses to the district and encouraged new investment in the district. We are proud to report that our combined efforts are working, and we are seeing measurable results, as we will outline in this annual report. 2020 has been a challenging year for businesses and the Havana BID is your partner surviving this Covid-19 global pandemic. We appreciate your support and assistance in our BID efforts and sharing our goal of creating an economically viable, attractive business district. Together, we will overcome this pandemic.

Sincerely,

2020 Havana BID Board of Directors

- Garrett Walls, BID President, Vice President of Operations of Western Centers/Havana Exchange, 10555 E Dartmouth, #360, Aurora CO 80014
- Yulissa Williams, BID Vice President, Branch Manager, Bank of the West, 1389 S Havana St., Aurora, CO 80012
- Matt Rauzi, Owner, Colorado's Pro Gym, 1961 S Havana St., Aurora CO 80014
- Donovan Welsh, GM, Havana Auto Parts, 901 S Havana St., Aurora CO 80012
- Gary Sliger, Owner of Gary's Full-Service Auto Repair, 30 S Havana St., 304-R, Aurora CO 80012
- Sean Choi, Senior Vice President, First Bank, 2300 S Havana St., Aurora CO 80014
- Patrick Armatas, Owner, Sam's No. 3 Aurora, 2580 S Havana St. Aurora, CO 80014
- Brenda Soper, Property Manager of the Gardens on Havana, AmCap, 44 Cook St., #710, Denver CO 80206

BID Staff:

- Chance Horiuchi, Havana BID Executive Director

Advisors/Liaisons:

- Tom George, Spencer Fane LLP, BID Attorney
- Wendi McLaughlin, Paralegal, Spencer Fane LLP
- Bill Flynn, CPA, Simmons & Wheeler, P.C.
- Andrea Amonick, Manager of The Development Services Division includes Urban Renewal, Retail Assistance and Economic Development, Urban Renewal Project Manager, City of Aurora
- Chad Argentar, Havana BID Liaison, Planning Department, City of Aurora
- Keegan Meagher, Code Enforcement Officer, City of Aurora



Photo: On Havana Street stakeholders at the Annual Art2C award reception at Schomp Subaru in November 2019. Due to Covid-19 restrictions and safety precautions On Havana Street did not host in-person events after March 2020 and will host a virtual Art2C event in December 2020.

A SNAPSHOT OF THE HAVANA BID BY THE NUMBERS

The Havana Business Improvement District – On Havana Street runs 4.3 miles along Havana Street from 6th Avenue to Dartmouth Avenue along Arapahoe County, in the Denver/Aurora border in Colorado. This global special district offers experiences in the arts, shopping, dining, living and more. We are a special district created to provide benefits to business & commercial properties located along the Havana corridor. We focus on branding, marketing, economic vitality and development, special events, a district identity for the area and advocacy programming.

We are the largest and most diverse business improvement district in the Colorado and in the country. The District consists of 209 real commercial properties and over 600 businesses and tenants. On Havana Street consists of 80% small, local, and independently owned small businesses. On Havana Street businesses are very diverse in the Global City of Aurora, Colorado. Aurora is the most diverse city in Colorado and one of the 10 most diverse cities in the nation. One in five residents were born internationally, and about 140 countries are represented. In Aurora, Colorado 1 in 3 are bilingual and over 160 languages are spoken. Our communities diversity makes On Havana Street a global business district and a destination for international dining and shopping in Colorado.

Not only is the District diverse, but we also have a diversity of industries represented in our corridor. We have 100+ restaurants, 20+ auto dealerships, 100+ automotive parts and services businesses, 20+ international markets and 20+ retail shopping centers. As a diverse shopping district On Havana Street contributes over \$21 Million in sales tax annually to the City of Aurora. We are one of the five major shopping districts in Aurora, CO. Our sales tax contributions are about 10-12% of the City of Aurora's entire revenue and budget. On Havana Street has increased sales tax from \$12M in 2008 to \$21M in 2019 and the assessed valuations increased from \$72M in 2008 to about \$115M in 2020. The Havana BID's Certification of Valuation by Arapahoe County for 2020 was \$115,423,393 and \$113,901,131 in 2019.

| YTD TOTAL SALES TAX COMPARISONS | |
|------------------------------------|--------------|
| 2019 | \$21,150,961 |
| 2018 | \$21,105,961 |
| 2017 | \$21,058,637 |
| 2016 | \$20,358,224 |
| 2015 | \$20,183,012 |
| 2014 | \$18,599,766 |
| 2013 | \$16,339,126 |
| 2012 | \$15,636,441 |
| 2011 | \$13,680,296 |
| 2010 | \$12,955,934 |
| 2009 | \$12,637,352 |
| 2008 | \$12,178,876 |

Destination for Businesses in the Metro Area: The District continues to be a business destination and remained almost 100% leased during the Covid-19 pandemic. The District did see about 20 closures or relocations, but majority of the closures or relocations were released within 1-6 months. In 2008, our properties were at 91% occupancy and we maintained high occupancies over the decade. As of November 2020, the District is at 94% occupancy with 80% of the retail centers at 90-100% leased. In 2019, the District was at 97% occupancy and the decrease is due to the \$14.5M

redevelopment at Village on the Park. Over 19,000 SF was redeveloped and added in 2020. The inclusion of the additional 19,000 SF in the occupancy report resulted in the slight decline in our occupancy rate for 2020.

History of On Havana Street: On Havana Street was founded and managed by Gayle Jetchick for eleven years and on its 11th Year Anniversary the Havana BID hired an Executive Director in Training. Chance Horiuchi was the incoming Executive Director who started in April 2018 and moved into the role of Executive Director in January 2019. Gayle Jetchick, the founder, continued to be engaged to support the On Havana Street operations full-time until April 2019 and part-time until the end of December 2019. In 2020, the Executive Director, Chance Horiuchi, planned and executed the events, marketing/ads, programming, business advocacy, economic development and the day-to-day activities and operations of the Havana BID, as directed by the 9-member Havana BID Board of Directors for the 2020 Operational Plan and Budget. Due to the Covid-19 pandemic our district pivoted like many other businesses and assisted our stakeholders with resources and opportunities to survive these uncertain times.

District Assessed Valuations: Arapahoe County's assessment of the value (AV) of the 209 real commercial properties in the Havana Business Improvement District is tracked annually. Note that commercial properties in Colorado are assessed at 29% of their actual value, compared to residential properties being assessed at 7.2% of their actual value. In the 13 years, the Havana BID's AV's have increased about \$43.2M and 60% since 2008. 2020's AV's are \$115,423,393 vs the \$72,233,880 in 2008. In 2019, our AV were \$113,901,131 and our AV's have increased by \$1,522,262 despite the challenges of the Covid-19 pandemic on our property owners and businesses in the corridor.

Celebrating 13 Years On Havana Street

Havana District Assessed
Valuations (AV) from Arapahoe
County by year:

Up 60% since 2008

+\$43,189,513

2020 AV \$115,423,393

2019 AV \$113,901,131

2018 AV \$104,714,381

2017 AV \$105,807,722

2016 AV \$92,087,741

2015 AV \$92,241,078

2014 AV \$80,738,883

2013 AV \$79,700,290

2012 AV \$78,099,140

2011 AV \$78,223,730

2010 AV \$84,745,410

2009 AV \$84,854,490

2008 AV \$72,233,880

Total Aurora City Sales Tax Revenues
(3.75% tax) generated from the Havana
BID businesses by year:

Up 74% since 2008

+\$8,972,085

2020 Q3 \$15,328,761

2019 \$21,150,961

2018 \$21,105,961

2017 \$21,058,637

2016 \$20,358,224

2015 \$20,183,012

2014 \$18,599,766

2013 \$16,339,126

2012 \$15,636,441

2011 \$13,680,296

2010 \$12,955,934

2009 \$12,637,352

2008 \$12,178,876

***2020 Prelim. AV \$115,423,393**

*This is the AV valuations received by Arapahoe County on
10/2020.

2019 AV \$113,901,131

On November 27, 2019, the final certification of valuation was
received from the Arapahoe county.

**2019 to 2020 AV's have
INCREASED \$1,522,262**

| Percent Change from Prior Year by Month | | | | | | | | | | | | | |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | YTD |
| | 2018-2019 | 2018-2019 | 2018-2019 | 2018-2019 | 2018-2019 | 2018-2019 | 2018-2019 | 2018-2019 | 2018-2019 | 2018-2019 | 2018-2019 | 2018-2019 | 2018-2019 |
| Total Sales Tax | -7.8% | -1.2% | -8.0% | -11.9% | 31.0% | 4.7% | 3.8% | 4.0% | 4.9% | -8.6% | 6.1% | -0.9% | 0.2% |
| Food and Dining | 32.0% | 27.1% | 11.1% | 6.5% | 10.6% | 0.0% | 12.2% | -4.9% | 3.3% | -11.2% | 0.6% | -2.0% | 5.7% |
| Auto Dealers & Parts | -17.3% | -11.0% | -14.2% | -11.1% | -6.3% | -1.3% | -2.1% | 2.4% | 8.4% | -19.2% | 3.0% | -9.3% | -6.6% |
| Total Use Tax | -27.7% | -11.6% | -3.2% | -5.5% | 60.3% | -23.6% | -28.4% | -43.3% | 3.2% | -29.5% | -57.7% | 9.8% | -22.2% |
| | 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

Reports provided by the City of Aurora's Finance Department's Revenue Analyst Bill Levine on October 8, 2020

| Sales Tax Revenue Jan 2019 - Sept 2020 | | | | | | | | | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------|-----------|-----------|--------------|
| | 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 | \$2,089,457 | \$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

Reports provided by the City of Aurora's Finance Department's Revenue Analyst Bill Levine on October 8, 2020

City Sales Tax Revenue History: We have seen percentage increases in all three city sales tax categories since we started tracking in 2010. However due to the Covid-19 pandemic we have seen declines in collections in 2020 as of September. Bill Levine at the City of Aurora a Sales Tax Report as of September 2020, review [here](#). Levine shared that when comparing 2019 and 2020's YTD, as of the end of September 2020, the Total Sales Tax collected was at \$131,782 6.5% down compared to the \$146,831 total sales tax collected YTD in September 2019. YTD Total Sales Tax collected was \$15.3M as of 9/2020. Food and Dining Sales Tax was about \$2.4M, Auto Dealers & Parts was about \$3.8M and Total Use Taxes was about \$131,782.

Our Sales Tax by percent change from prior year as of 9/2020: Total Sales Tax is at -2.8% YTD as of September 2020, Food & Dining is at -15% YTD, Auto Dealers is at -12.7% YTD, and total Use tax is at -6.5%YTD due to the challenges and mandates of the Covid-19 pandemic. Overall, the District is doing better than most shopping districts and special districts, despite the pandemic. However, we expect the sales tax to decline as we expect more business closures and empty leases in the next two to six months due to the challenges of Covid-19.

| YTD END OF Q3 SALES TAX COMPARISONS | |
|-------------------------------------|---------------------|
| YEAR | YTD END OF Q3 |
| 2018 | \$15,751,773 |
| 2019 | \$15,768,701 |
| 2020 | \$15,328,761 |

The 2020's YTD END OF Q3, September 2020's sales tax collections, were only down \$439,940 from September 2019. The pandemic has hit the Havana corridor, but due to support programs, city, state, and federal relief and financial assistance many of our businesses remained open in 2020. Our business corridor is also made up of essential businesses and services. Many of your retail, restaurants and automotive parts, services and dealerships all remained open to serve the community and first responders. Due to the diversity of businesses of On Havana Street our total sales tax has not been dramatically affected yet. The TOTAL SALES TAX as of September 2020 was down 2.8%. We expect our total sales tax to be significantly affected in Q4 in 2020 and Q1 & Q2 in 2021. Our BID stakeholders shared that the 100+ restaurants and automotive industry expect a decline in sales in the next coming months.

| HAVANA BID SALES TAX BY YEAR FROM 2010 TO 2020 | | | |
|--|----------------------|--------------------|---------------------|
| 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 |
| 2020 as of 9/2020 | \$3,830,556 | \$2,398,277 | \$15,328,761 |

When comparing 2010 to 2019, the Total Sales Tax increased by 61.15%, \$8,008,617, Auto Sales & Parts increased by 84.64%, \$2,908,137 and Food & Dining increased by 98.89%, \$1,768,993.

Total Aurora City Sales Tax Revenues (3.75% tax) generated from the Havana BID businesses by year.

Retail Vacancy Rate: Annually, we celebrate that we have a low vacancy rate and most of the properties in the district are fully leased. Every October we calculate the retail vacancy rate in the Havana Business Improvement District based on 20+ retail shopping centers/strip malls in the District.

The results of our retail vacancies: **6% in 2020**, 3.2% in 2019, 1.8% in 2018, 2.5% in 2017, 4.7% in 2016, 4.2% in 2015, 2.3% in 2014, 2.8% in 2013, 6.7% in 2012, 8.5% in 2011 and 8.6% in 2010. In 2019, 96.6% of the retail available in the District were leased. In 2020, 94% of the retail available in the District was leased. We have about 29 leases available out of 469 total leases, 92,986 square feet available out of an estimated 1,549,571 square feet of retail space On Havana Street.

| TOTALS FROM PREVIOUS YEARS | % SF Vacant | % Occupied |
|----------------------------|-------------|------------|
| 2008 | 8.6% | 91.4% |
| 2009 | 8.0% | 92.0% |
| 2010 | 8.4% | 91.6% |
| 2011 | 8.6% | 91.4% |
| 2012 | 8.9% | 91.1% |
| 2013 | 2.8% | 97.2% |
| 2014 | 2.3% | 97.7% |
| 2015 | 4.2% | 95.8% |
| 2016 | 4.7% | 95.3% |
| 2017 | 2.5% | 97.5% |
| 2018 | 1.8% | 98.2% |
| 2019 | 3.4% | 96.6% |
| 2020 | 6.0% | 94.0% |

Strong 2020 Havana Business Improvement District Demographics: The [Havana Multi Modal Study's Existing Conditions report](#) shared an overview of the demographics in the area on pages 16-20.

Population: The total population within one-half mile of the On Havana Street corridor is approximately 89,505, which is projected to increase to 98,311 in 2040. Within this area, 46.7% of residents identified as minorities which is 10% higher than the City of Aurora. Children ages 5 to 17 years old account for 12.5% of the population, which is 6.6% lower than the City. Individuals over 65 years old account for 11.3% of the total population, and individuals with disabilities account for 6.4% of the total population. These population groups are more likely to rely on non-automobile travel, such as walking, bicycling, or using transit.

Table 3.1.1 presents the major population statistics within one-half, one, three and five miles of the Havana Street corridor compared to the City of Aurora. Figure 3.1.1 shows the area encompassed by the one-half, one, three, and five-mile buffers. Figure 3.1.2 shows total population by census tract within the study area.

Table 3.1.1: Havana Street Corridor Population Demographics^{3,4}

| Population | ½-Mile | 1-Mile | 3-Mile | 5-Mile | City of Aurora |
|--------------------------------|--------|---------|---------|---------|----------------|
| Total Population (2020) | 89,505 | 144,102 | 430,949 | 735,690 | 379,286 (2019) |
| Total Population (2040) | 98,311 | 154,634 | 484,179 | 825,322 | 738,784 |
| Population older than 65 years | 11.3% | 11.8% | 12.5% | 11.9% | 10.8% |
| Children ages 5-17 years | 12.5% | 16.0% | 15.8% | 16.1% | 19.1% |
| Minority persons | 46.7% | 44.6% | 40.4% | 36.9% | 36.8% |
| English as Second Language | 5,797 | 10,403 | 26,597 | 39,155 | 29,712 |
| Individuals with disabilities | 6.4% | 6.0% | 5.5% | 5.1% | 9.8% |

³ Source: DRCOG Vulnerable Population Dataset; ESRI Business Analyst; U.S. Census Bureau, ACS 2018 (5-Year Estimates)
⁴ Some data is based on Census tracts or other geographies that may include multiple jurisdictions; data is Aurora specific to the greatest extent possible.

Figure 3.1.1: One, Three, & Five Mile Buffer Zones

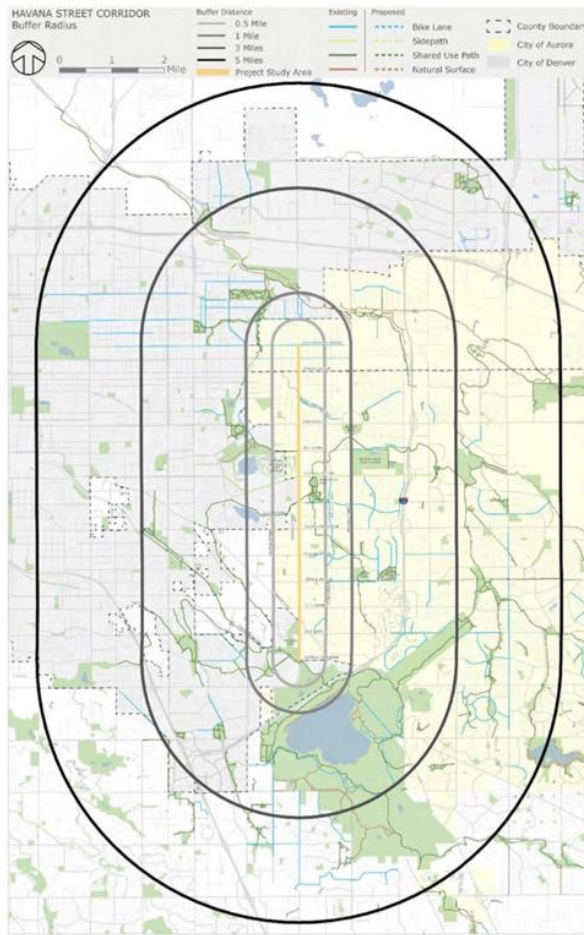
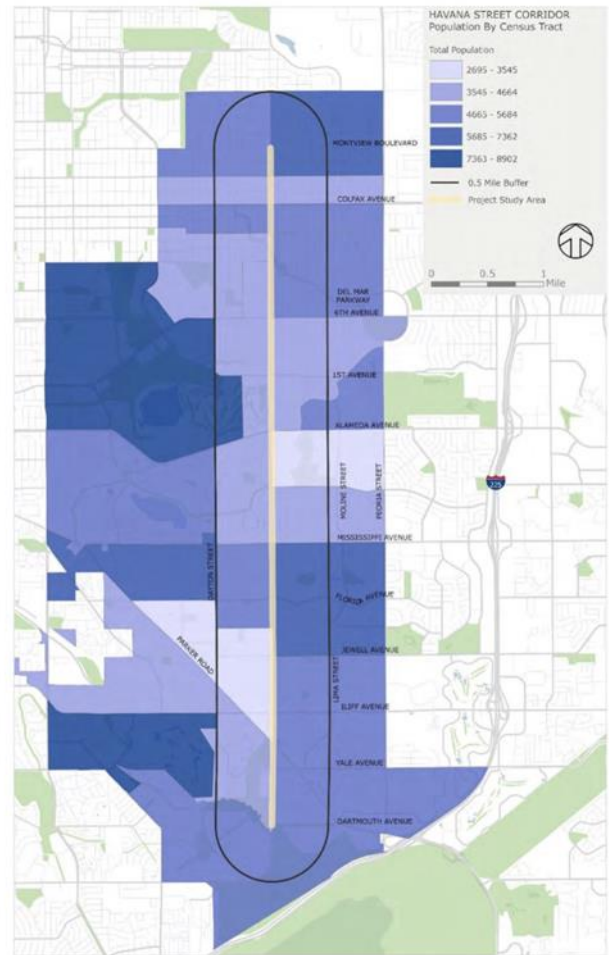


Figure 3.1.2: Population within the Study Area



Households: As shown in Table 3.1.2, there are approximately 21,343 households within one-half mile of the Havana Street corridor. The 2019 median household income is \$48,783, which is 22% lower than the City, and low-income households (percent of households with income below the poverty line) comprise 21.0% of households in the area compared to 12% in the City. Households without a motor vehicle account for 16.0% of the total households in this area, or approximately 14,000 people.

Table 3.1.2: Havana Street Corridor Household Demographics³⁴

| Households | ¼-Mile | 1-Mile | 3-Mile | 5-Mile | City of Aurora |
|------------------------------------|----------|----------|----------|----------|----------------|
| Total Households (2020) | 21,343 | 51,783 | 161,670 | 273,907 | 128,182 |
| 2019 Median household income | \$48,783 | \$51,639 | \$58,200 | \$65,712 | \$62,541 |
| Households without a motor vehicle | 16.0% | 10.3% | 8.7% | 7.8% | 5.8% |
| Low income households | 21.0% | 14.3% | 13.2% | 12.3% | 12.0% |

Employment: As shown on Table 3.1.3, there are 35,133 jobs within one-half mile of the corridor, which is estimated to grow to 46,062 in 2040. Commercial and residential development between 2018 and 2019 includes 153,460 SF of commercial and 153 residential dwelling units. Within one-half mile of the corridor there are 162 health care facilities,

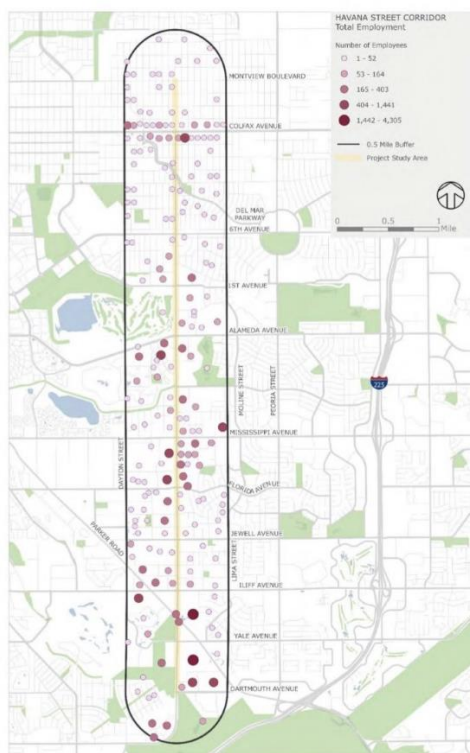
approximately 40% of the facilities Citywide. Figure 3.1.3 shows total employment within the study area (half mile radius around Havana Street).

Table 3.1.3: Havana Street Corridor Jobs and Developments^{5,6}

| Businesses | ½-Mile | 1-Mile | 3-Mile | 5-Mile | City of Aurora |
|--|---------|---------|-----------|-----------|----------------|
| Jobs (2020) | 35,133 | 48,245 | 192,523 | 460,788 | 183,514 |
| Jobs (2040) | 46,062 | 63,313 | 247,276 | 543,453 | 329,927 |
| Commercial Development, in SF (2018-2019) ⁷ | 153,460 | 159,198 | 1,146,779 | 1,760,758 | 11,011,563 |
| Residential Units Developed in Last 2 years (2018-2019) ⁵ | 153 | 164 | 1,349 | 1,349 | 6,648 |
| Health Care Facilities | 162 | 233 | 681 | 1,168 | 396 |

⁵ Source: DRCOG Vulnerable Population Dataset; ESRI Business Analyst; U.S. Census Bureau, ACS 2018 (5-Year Estimates) ⁶ Some data is based on Census tracts or other geographies that may include multiple jurisdictions; data is Aurora specific to the greatest extent possible. ⁷ City of Aurora permits only; does not include other municipality/county data

Figure 3.1.3: Employment within the Study Area

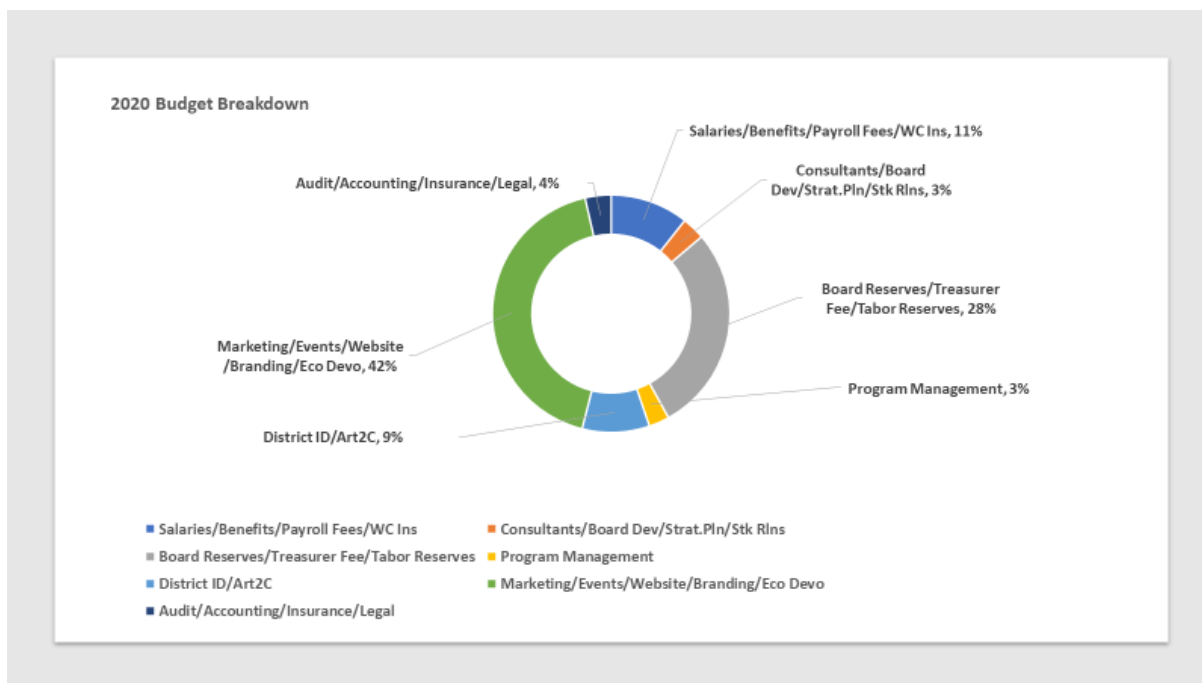


2020 HAVANA BID OPERATING BUDGET

Funding: The Havana BID is funded by a 4.5 mill commercial property tax levy approved in November 2007.

The original 2020 budget was **\$1,253,932** including the beginning fund balance at \$347,159. Approximately \$906,773 in 2020 is to be raised through a 4.5 mill levy based upon the assessed value of real commercial property. This estimation includes the “current year’s net total taxable assessed valuation” from page 2, line 4 of the Certification of Valuation document from Arapahoe County dated November 27, 2019 ($\$97,663,367 \times .0045$) = \$439,485 plus the URA property tax increment from page 2, line 3 of the Certification of Valuation document from Arapahoe County dated November 27, 2019 (“total TIF area increment” of $(\$16,237,764 \times .0045 = \$73,069)$, as well as an estimated \$37,000 in specific ownership tax and an anticipated \$10,000 in event sponsorships. For 2020’s budget, the estimated Certification of Valuation for the Havana Business Improvement District for 2019 was \$113,901,131 at a 4.5 mill levy.

The BID Board and the Executive Director continued to take a conservative approach to budgeting and monitor return on investment in all areas. In 2020, due to the limitations by Covid-19 and public health mandates and restrictions, the District conservatively reserved funds and utilized community partnerships to support the stakeholders with Covid-19 recovery. We continued our advocacy, branding, marketing, and advertising contracts. Many of our scheduled programming and large gathering events were cancelled and the monies were reserved to prepare for 2021's Covid-19 business recovery programming.



The pie chart below displays the breakdown of the 2020 budget in percentages.

2020 BUDGET ALLOCATIONS

Marketing/Events/Economic Development accounts for 42% of budget or \$325,000: Due to the pandemic the District utilized this budget to promote our businesses during closures and alternative options to eat, shop, and support our stakeholders. This budget also includes the website, print, digital, TV and social media marketing for the Havana Motor Mile and all District events, print/web ads, website management, e-newsletter, marketing and branding planning and execution, and all expenses involved in planning and producing District events throughout the year. This budget also includes the \$19,000 Havana Motor Mile Auto Technician Tool incentive program, to address the severe shortage of auto techs in the area.

Program Management accounts for 3% of budget or \$21,400: Includes business watch program & graffiti removal supplies, the annual government audit required by the City of Aurora, office supplies & phones, Aurora Chamber membership, and annual meeting mailing and expenses. This category also contains a \$10,000 emergency snow removal fund and \$6,400 mileage budget.

District Identity/Image/Art 2C on Havana Program accounts for 9% of budget or \$70,000: This category includes the condominium news rack replacements and the maintenance agreement for weekly cleaning of all racks and graffiti removal. In 2020, the District removed all news racks and will no longer budget for this in 2021. This budget includes the replacement and repair of our district markers, "On Havana Street" logo panel for our District Identity program. In 2020, we hoped to repair and replace some of the district markers, but due to the uncertainty of how long the Covid-19

pandemic would affect our District the board decided to hold off and postponed adding new district identity markers, maintaining and repairing the current ones. The Art 2C on Havana program accounts for \$39,000 of this budget and includes artist stipends, awards, annual gala, and other program expenses. We publish an annual Art 2C on Havana guide and brochure. Art 2C on Havana is a partnership between the City of Aurora Art in Public Places and the Havana BID. Due to the pandemic the District will not be hosting the gala and reserve the savings for 2021. Also, the Art2C program changed from an annual exhibition to biennial exhibition to save funds. Therefore, the District increased the stipends amount from \$1000 annually to \$2500 for two years and spent \$32,500 in 2020. In 2021, we will not have an expense for the Art2C program.

Board Reserves for special projects and succession planning & fees account for 28% of budget or \$215,677.

This category contains the required 3% Tabor reserves \$15,377 and the Arapahoe County Assessor fees \$7,688. These reserves are mandated by the state for our special district. \$192,612 was kept in board reserves for succession planning purposes, future staff growth and more programming. The board initially sets aside about \$56,000 during the preliminary budget process, but the District had an increased in our Assessed Values in 2019 and was expected to receive a significant amount more in property tax in 2020. Thus, we added the increased property tax collection to the board reserves. The board can also vote to utilize board reserves to fund special projects, including additional funding advocacy, workforce and programming or other unexpected expenses if needed. In 2020, due to the pandemic the board decided to continue to reserve funds in this category to prepare for the decline in collections in future years. We expect the AV's to decline in 2022, 2023 and on due to the expected downturn in our economy, jobs and the challenges property owners and tenants face with the surviving Covid-19.

Salaries/Benefits account for 11% of budget or \$81,331: \$73,350 for payroll for the Executive Director, payroll fees, a 3% retirement match and worker's compensation insurance.

Audit/Accounting/District Insurance/Legal Services account for 4% of the budget or \$27,000: \$12,000 for the audit and accounting, \$10,000 for district insurance and \$5,000 for legal services.

Consultants/Board Development/Strategic Planning/Stakeholder Relations account for 3% of the budget or \$24,000: \$20,000 for a consultant as needed, \$3,000 for board development and strategic planning and \$1,000 for stakeholder relations.

ACCOMPLISHMENTS: Business & Economic Development



Lyft's new monument sign (former Shortline Mitsubishi)

The Havana BID led advocacy efforts for policies that impact and improve the business climate in the Havana District. We work to grow the retail base, attract more shoppers, and bring in new business while retaining the businesses already located in the District. Our focus in 2020 was to assist business through Covid-19 challenges and connect stakeholders to Covid-19 relief and recovery assistance.

New Business Growth and Investments: We saw about 50 new and remodeled businesses making major investments in 2020. The Havana BID has been very busy working with business owners and prospective investors to provide details about the Havana BID activities, Havana District statistics, and available property details, being the liaison between businesses and the city staff and development services. Despite the pandemic the Executive Director continued to host driving tours of Havana for prospective businesses, developers, brokers, and anyone that wanted a tour.

Here is a list of the new businesses that opened, completed major remodels/improvements or are currently under construction along Havana in 2020.

1. Lyft – New monument sign, mural art and remodel
2. Pupusas La Salvadoreña – January 2020
3. Kim’s Fashion - former Mueblas Furniture and Havana Flea Market
4. Ali Grill - Former Koshari Time Cafe @Market Square Remodel and New Menu
5. First Watch, A Daytime Café – February 2020
6. Seoul ManDoo – April 2020 – former Menya Ramen & Poke & Imone Korean Restaurant
7. Colorado’s Pro Gym – Remodel
8. Havana Beauty Supply – April/May 2020 – relocated from Kansas City to Aurora
9. Five Below – Village on the Park – Grand Opening June 2020
10. Ifka Café - New Ownership & Management – July 2020
11. Village on the Park – Added multiple designated Curbside Pick Up Areas due to the Covid-19 pandemic
12. Aurora Bakery at Havana & Jewel – Now Sara’s Market & Bakery in July 2020
13. Happy Tea – New Ownership in July 2020 – Now renamed to Trap Tea in August 2020
14. New Nail Salon Coming to Havana Exchange Shopping Center
15. Hungry Wolf BBQ – August 2020 - Former Restaurante Fritangas de La Lily and Thai Basil
16. Stampede – Remodel March 2020 to August 2020
17. Ross Dress for Less – Gardens on Havana – Fall 2020 (half of former Toys R US space)
18. Jordan Motors – upgrades to landscaping
19. Safeway Gas Station - remodel
20. Village on the Park – new monument markers including On Havana Street district markers
21. Kum & Go – 8 Pump Gas Station + Convenience Store – Coming Soon December 2020
22. Bradely Gas - Stinker Stores Gas Station – remodel
23. Auto Mart Mitsubishi – new sign
24. Havana Square Shopping Center (Havana & Jewel) – New ownership & Management - C&B Inc/John Propp Commercial
25. Thank Sool Pocha – Korean Pub & Restaurant - new sign and expanded space in the parking lot due to Covid-19
26. Sushi Katsu – new sign and expanded space in the parking lot due to Covid-19
27. Cody’s Café & Bar – new sign and expanded space in the parking lot due to Covid-19
28. Bettola Bistro – new sign and expanded space in the parking lot due to Covid-19
29. Havana Tower – remodel, paint, and new carpets
30. GEICO Insurance at The Gardens on Havana – Summer 2020
31. Village on the Park Shopping Center Improvements and Remodel – new façade, landscaping, benches, and signage
32. Havana Tower - Dish 4 U LLC, Suite 241
33. Havana Tower - Habesha Mortgage LLC, Suite 802
34. Havana Tower - Friends & Family Insurance Solutions, Suite 806
35. Portico Eritrean & Ethiopian Restaurant & Sports Bar – former El Jaripeo
36. Havana Professional Center – landscaping and parking lot updates
37. Costco – added new cashier stations, new walk-in cooler, and other safety improvements due to Covid-19
38. Chick Fil A at the Gardens on Havana – Outdoor investments with heating for drive thru

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| <p>39. AFC Urgent Care – Gardens on Havana – In Progress – 2021</p> <p>40. Chris Kim/Jessica Martinez- Havana Square Shopping Center – new ownership/property management</p> <p>41. Argenta Development Phase I & II in progress</p> <p>42. New Business to the Havana Exchange Shopping Center – Minuteman Press Printing</p> <p>43. New Business to Iliff Point Shopping Center, near LaMar’s Donuts: Colorado Puppy Rescue Pet Adoption Center</p> | <p>44. New Business to Iliff Point Shopping Center, near LaMar’s Donuts: The Hopeful Hound</p> <p>45. New Business to Havana & Jewel next to Aaron’s: Comfort Dental Office – Coming Soon in 2021</p> <p>46. RTD and the City of Aurora replaced and repaired bus stop benches along the corridor</p> <p>47. Rocket Fizz – Coming to the Gardens On Havana December 2020 (former GNC space on the Main St.)</p> <p>48. Avenue 5 and is now under AMC – Apartment Management Consultant – November 2020</p> |
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Closures – We had about **20 business closures**. However, with the high demand and desire for businesses to be a part of the corridor most of the closures are occupied with a new retailer or are under lease negotiations for a future tenant. We expect an increase in vacancies and businesses to not renew leases in 2021 due to the challenges of the Covid-19 global pandemic. As of November 2020, our business corridor remained at 96% occupied. However, some properties shared that the renewal and collection of rent in the winter months is uncertain. The District is working with city, state and federal partners and programs to support and promote grant and relief opportunities as they become available.

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| <p>1. Quinceaneras Leihla (Havana Exchange Shopping Center) – Opened January 2019 & Closed, NOW Minuteman Press Printing</p> <p>2. Gibby’s (Buckingham Shopping Center) – Closed March 2020, prior to Covid-19, The Little Pub Company downsized their portfolio</p> <p>3. Imone Korean Restaurant – Closed Permanently January 2020 – Now Seoul ManDoo</p> <p>4. La Pily #2 (Havana & Yale) – Opened September 2019, Closed Permanently in early 2020 - former Thai Basil – NOW Hungry Wolf BBQ as of 8/2020</p> <p>5. Windsor Dental Care (Havana Square) – Closed Permanently – Did Not Renew Lease</p> <p>6. Powerhouse Nutrition and Fitness (Havana Exchange Shopping Center) – Opened January 2019 & Closed Permanently due to Covid-19 in March 2020</p> <p>7. Uncle Joe’s Hong Kong Style Bistro (Havana Exchange Shopping Center) – Leased & was under construction during Covid-19 & no longer opening</p> <p>8. R. Stafford Superstore (Village on the Park) – Closed on 4/30/2020, purchased by Salon Services and the current lease space was too large so relocated</p> | <p>9. Queen of Angels Catholic Gift & Book Shoppe (Village on the Park) – Closed prior to Covid-19 & relocated</p> <p>10. ShareTea (Village on the Park - redevelopment) – No longer coming to Havana due to the Covid-19 pandemic</p> <p>11. El Jaripeo Sports Bar – Closed Permanently in March 2020 due to Covid-19 – NOW an Eritrean & Ethiopian Restaurant – Portico Restaurant & Sports Bar</p> <p>12. Havana Tower – Go Medical Rides LLC Suite 306</p> <p>13. Havana Tower – Technet Academy LLC Suite 424</p> <p>14. Havana Tower – Haultogo LLC Suite 244</p> <p>15. Aurora Bread Bakery – Closed – NOW Sara’s Market & Bakery in July 2020</p> <p>16. Juno Hair - Closed August 2020 – Relocation to another country & Family Responsibilities not Covid-19 related</p> <p>17. Happy Tea - Closed July 2020 – NOW Trap Tea Grand Opening 8/2020</p> <p>18. Modern Hair and Design Salon – Closed September 2020, did not renew lease</p> |
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19. Community Enterprise Development Services – CEDS
Finance – moved locations and expansion out of Havana
Tower

20. [GNC Live Well](#) – Corporate Store – GNC filed for
bankruptcy and closed September 2020 (NOW Rocket Fizz
in December 2020)

ACCOMPLISHMENTS: Business & Economic Development

Havana Street Multi Modal Study (information and data from the Study and the City of Aurora's [Havana Study Project Website](#)):

- The Havana Business Improvement District is a vital partner in the \$225,000 Havana Street Corridor Study. On Havana Street is an important commercial, residential and commuter corridor that connects corridor residents and businesses to the surrounding community and other major transportation corridors in the city and region.
- The Havana Street Corridor Study is responding to a heightened awareness of safety and mobility for all users along busy corridors, including planning for cars, pedestrians, bicycles, and buses. The study is an opportunity to create a vision and plan that recognizes the diverse needs of Aurora's residents, business owners, visitors and traveling public. The study will result in a final corridor vision, goals, corridor brand enhancements, land use framework and recommended transportation improvements.
- The purpose of this project is to conduct a corridor-wide transportation, land use and visioning study that promotes active pedestrian, bicycle, and transit friendly places along and across the Havana Street Corridor. The Havana Street corridor is a multimodal transportation corridor with regional significance and is critical to the fiscal and economic health of the City of Aurora.
- Multimodal enhancements for the Havana Street Corridor will make it safer, more interesting, convenient, and attractive places for people to shop, walk and enjoy and for businesses to flourish and thrive. The corridor has a high concentration of vulnerable populations which can also greatly benefit from multimodal enhancements and place making.

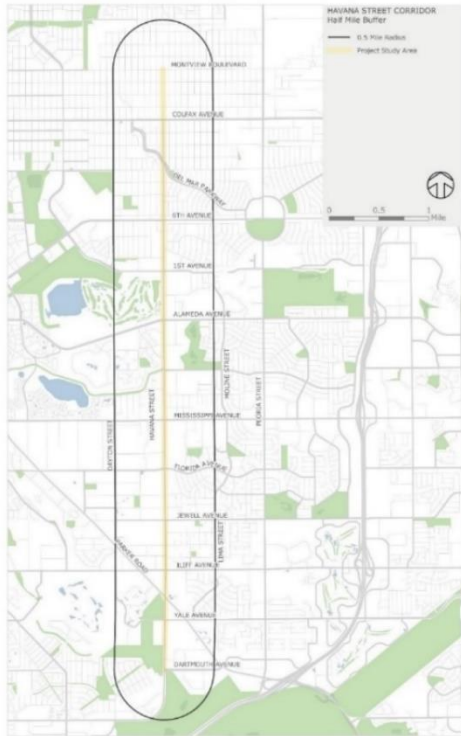
Havana Street Multi Modal Study

- Havana Street is an important north-south multimodal transportation corridor in the City of Aurora (City) that passes through numerous commercial areas and residential neighborhoods.
- The Havana Street Corridor is a vital mobility and connectivity corridor for residents as well as businesses, employees, commercial customers, and commuters within the eastern part of the metropolitan area.
- The Havana Street Corridor is also located within the "opportunity triangle", as identified by the Havana Street Business Improvement District, formed by Lowry, Stapleton, and Fitzsimons Innovation Community & Anschutz Medical Campus. The corridor connects four Denver Regional Council of Governments (DRCOG) Metro Vision-designated Urban Centers; including, Iliff Avenue/Parker Road Triangle, Gardens on Havana – Former Buckingham Center, 1st Avenue and Colfax Avenue. Several catalytic parcels and developments with recent significant City investments, such as the retail development of Gardens on Havana and Argenta, the former Fanfare redevelopment site, are also within the study area.
- The Havana Street Corridor Study will explore and evaluate opportunities for improving transportation system efficiencies and mitigating congestion to the Havana Street corridor.

Goals For This Project Include:

- Working with stakeholders to develop a vision and land use framework for the corridor
- Incorporating existing Havana Street Business Improvement District (On Havana) branding and public art
- Evaluating the corridor's multimodal transportation system, travel needs and system performances, relative to all modes of travel, while considering existing and future land uses, economic development, and business activities
- Providing safe, convenient, and reliable mode choices to users of all ages, incomes, and abilities as well as businesses that provide services and produce or sell goods.

Transportation Concerns Identified: The transportation concerns identified on Havana Street include recurring congestion, limited traveler information, and limited transit information. The intersection of S Havana Street & E Iliff Avenue is one of the locations with greatest motor vehicle crash frequency.



Planning Area Boundaries

This map shows the study area of influence which includes a half-mile buffer surrounding Havana Street between Montview Boulevard to the north and Dartmouth Avenue to the south. The area is generally bounded by Dayton Street to the west and Moline Street to the east, though the primary focus is on the immediate corridor and intersections.

On Havana Street Multi Modal Study Project Timeline and Process:



Our Goals for the Future of the Havana Corridor

- Pedestrian and bicycle friendly, but also efficient for other modes of travel
- Safe for all travelers
- A diverse cultural hub
- Represents and promotes the needs of existing and future economic development and the community
- Maintains distinct characteristics of corridor subareas
- Activated by arts and entertainment elements

On Havana Street is working with the City of Aurora to ensure key stakeholders will be involved in the project, including the businesses in the corridor, Colorado Department of Transportation, the Regional Transportation District, the Denver Regional Council of Governments, the city and county of Denver, and nearby neighborhood organizations. The Business Improvement District is doing their best to remain engaged in the study and encourages the community and businesses to please [sign up for the Havana Study Project newsletter](#). There is a feedback platform that the Havana BID has encouraged everyone to please share their input at <https://havanacorridor.metroquest.com/> by Nov. 20, 2020 (or in Spanish at <https://havanacorridor-sp.metroquest.com/>) on the vision for the Havana Corridor and specific locations where you would like to see improvements or would like to call out a known issue. This an opportunity to inform the development of design alternatives for Havana mobility. The Havana BID co-hosted virtual stakeholder engagements in 2020 and plans to support and co-host future public meetings and outreach in 2021.

See The 2020 Virtual Public Meeting Recordings Here:

[View the Havana Street Corridor Study Stakeholder Meeting No. 1](#)

[View the Havana Street Corridor Study Public Meeting No. 1](#)

[View the Agency Charette Video](#) + [View the Stakeholder Charette Group Recap and Closing Comments](#)

Havana Street Overlay (HSO): On Havana Street is also part of an overlay district. We help our stakeholders as a liaison to the City of Aurora regarding the overlay district and the challenges they encounter with any improvements to their properties. The primary purpose of the overlay is to create a more consistent streetscape and image over time as properties redevelop or make minor improvements. The Havana Street Overlay applies to all properties touching Havana Street from 6th Avenue to Dartmouth Avenue (or everything but Original Aurora). The purpose, as stated directly from the HSO section of the code state: “The HSO is intended to encourage improvement in streetscape, landscaping, and the general aesthetics of the street edges along Havana Street from 6th Avenue to Dartmouth Avenue. The vision of Havana Street as a tree-lined boulevard with curbside landscape and detached sidewalks is the long-term goal for this district. Interim options are offered for the shorter term. These standards address the existing attached sidewalks and reduced property depths resulting from past street widening efforts. The standards are included to encourage improvements in those situations that do not include developing vacant land, redevelopment that involves clearing the land before adding new construction, or expansion of an existing building footprint by more than 25 percent or by more than 2,500 square feet, whichever is less.

The Goals Of This Overlay District Are:

1. Encourage high-quality street edges by requiring a flexible schedule of improvements proportionate to the level of development proposed on properties abutting Havana Street.
2. Provide landscape and streetscape options that respond flexibly to a variety of existing conditions on lots along the corridor.
3. Strive for consistency of appearance and materials so that the Havana Street Corridor builds a distinctive character over time.
4. Provide for readily identifiable amenities specific to Havana Street that are attractive and useful.
5. Enhance the appearance and safety of streets for pedestrians.”

ACCOMPLISHMENTS: Business & Economic Development

Business Advocacy, Workforce Development, Covid-19 Support & Legislative Assistance: On Havana Street strives to advocate for the business stakeholders and the community. The District continued to support workforce initiatives and promote employment opportunities in our corridor. Due to the pandemic we continued our efforts to bring people back to work safely, and support employers with training resources and programming for employees. Due to the pandemic’s hit on our businesses’ revenue in 2020 we did our best to address assistance with safety supplies, signage, rent and payroll assistance, negotiations of leases and timely updates on changes with new policies, mandates and opportunities. We actively engaged in issues and policies surrounding the COVID-19 pandemic and its effects on small business. The District collaborated on policies and programs to help small and local businesses make it through these unprecedented times.

We worked with community partners and non-profits to assist in connecting businesses to resources to address barriers to small business growth. This included reforming the process for obtaining permits, displaying signs, paying fines, code enforcement, outdoor dining expansion opportunities, translating documents and more. We worked diligently to improve access to city, state, county, and federal leadership for our stakeholders. We wanted to ensure that the business voice was heard and a part of the conversations that impact their livelihoods. In 2020, we hosted in-person, virtual round tables, phone calls, public meetings and email correspondence with leadership with the City of Aurora, City Council, Mayor Coffman, the State of Colorado’s Covid-19 recovery programming, Arapahoe County, Tri-County Health Department, Senator Gardner, Representative Crow, Governor Polis, former Governor Hickenlooper and more. We made sure to express the concerns, barriers and challenges our businesses were experiencing. Many were financially challenged due to the mandates and limiting capacity limits. We expressed that our business community needed more access to capital and assistance. Small businesses without revenue cannot pay rent, payroll and stay in business. Property owners without revenue cannot pay their mortgage. We still hope that there will be federal legislation passed

in 2021 that will allow offer more financial assistance to our businesses to survive the Covid-19 recovery. We also hope for policies to help our impacted property owners with their mortgage payments and small businesses with their leases. This will allow property owners to maintain their properties and remain solvent.

The District remains active in legislative issues that influence the creation of public policy affecting local businesses and the community. 2020 was also a challenging year with the introduction of City of Aurora ordinances that impacted our business community. We were challenged with local ordinances like the no sugary beverages advertised on kid's menus, a \$20/hour and \$17/hour progressive minimum wage increase proposal and the 15% cap on delivery service fees. There will be no minimum wage increase during the Covid-19 recovery on January 1, 2021 due to the diligence of the business community speaking up at public meetings and sharing their impact testimonies. We understand minimum wage increases are on still on the table and expected in the coming years; however, the District wants to collaborate on solutions and amendments that will serve the employers and employees in our community. In 2021, we will continue to work with the City Council and community on initiatives that significantly impact our businesses survival.

We are grateful the corridor was able to partner with the Colorado Restaurant Association and City Council to get the 15% cap on delivery fees for our restaurants. This ordinance will expire at the end of March 2021, but we hope this will help our 100+ restaurants through the winter months and 25% capacity limit this holiday season. We also got the outdoor dining expansion extended until October 31, 2021 for the restaurants in the corridor that did take advantage of the expansion opportunity.

The District will do everything possible to help our stakeholders to address the immediate impacts of Covid-19 and work hard on being the business voice present when the initiatives have a major impact on our stakeholders. As the pandemic continues to unleash an unprecedented economic crisis throughout the country, our special district corridor businesses face the real possibility of not being able to survive. It is vital that our District and stakeholders continue to work closely with our city, county, state, and federal government officials and leadership on issues concerning the business climate and quality of life of our business improvement district.

Havana North Urban Renewal/Fan Fare: Construction of Argenta is in progress on the site, and will feature 86 townhomes, 206 apartment homes, retail, commercial space, and a public park/plaza space. The Havana North Urban Renewal area straddles the northern corridor of Havana Street from Sixth Avenue, south to Bayaud Street. The area generally includes commercial properties along both the east and west sides of the street. A key concept associated with Havana North Urban Renewal Plan implementation is targeted investment that will serve to catalyze development throughout the area and fund future public improvements.

The old 10.3-acre Fan Fare site, which is identified as one of three activity centers within the Havana District Design Concepts Plan, is considered the catalyst project within the area. This site of a former department store from a bygone era is now one of the largest development opportunities in the busy Havana Business Improvement District. This location along Havana Street features strong and vibrant retail and automotive co-tenancy, some of the state's best ethnic restaurants and a balanced mix of national and regional retail. The strong, growing demographics in the area make it ideal for young professionals and families.

Historic renovations and older property/building conversions make up much of the development potential nearby. In August 2019, the City Council unanimously approved the sale of the Argenta property to Dillon Place. Dillon Place has also purchased the Mayan Bar, Woody's Wings, and the gas station near the future Argenta property. Phase 1 of Argenta's 3.6 acres for 86 townhomes construction is in progress. A ground-breaking celebration was scheduled in the beginning of 2020; however due to Covid-19 challenges no ground-breaking was hosted. The 1st phase will be infrastructure related: roads, utilities, water, and sewers. The Master Plan amendment and Site Plan gained unanimous approval from the Planning Commission on August 12, 2020. The Argenta development is moving forward and the City of Aurora staff will work with the developer on technical changes to the plan before recordation.



Condominium Newspaper Rack Project Discontinued: Originally the 90 condominium news racks with about 180 slots were installed in 2011 and then replaced in 2017 & 2018. In 2017, the BID board made a major investment in the District by replacing half of the existing condo news racks with new racks of the same configuration. We completed the 2nd half of this replacement project in July 2018. In 2020, The BID explored updating the Memorandum of Understanding with the City of Aurora regarding the number of news rack slots required before the next round of maintenance replacements in the next 4-5 years. However, the BID discovered that the city wanted to discontinue the program entirely on the corridor and create a Memorandum of Understanding directly with the publications and media partners.

Unfortunately, in the first 3 months of 2020, a few locations and news racks were damaged completely and one needed repair after auto related traffic accidents. The news racks were deemed a safety hazard with exposed sharp edges and not properly anchored (see photos above). The BID had the racks removed immediately and repaired one of the racks. These incidents accelerated the board's request to discontinue the program due to safety, damage/replacement, and maintenance costs. The remaining 70 news racks in the corridor were not being utilized and becoming a health hazard. For example, due to the relocation of the RTD bus stops and traffic collisions many of the existing racks were floating on the corridor not near pedestrians or bus stops. This then attracted graffiti, trash and some were mowed down by car and bus accidents. The Sentinel also contacted the BID to share that at many of the locations they were no longer putting materials in them due to the low pick up rate. Due to lower print media distribution and the cost of maintenance, the BID reached out to the City of Aurora to reduce the number of racks along the corridor in the MOU. However, **the City of Aurora asked the BID if we could discontinue the program entirely** to resell the assets to the city or publications. The City of Aurora was concerned about public safety.

In the beginning of 2020 prior to the pandemic, the City of Aurora hoped to re-create and re-purpose our existing news racks to high traffic areas in the city limits. **Unfortunately, due to Covid-19 the City of Aurora could not commit to the removing and re-purposing the racks and understood that the board would need to remove the racks during these uncertain times.** Prior to Covid-19 the Board voted to remove the news racks in the corridor and during the Covid-19 recovery **the 70 news racks with 140 slots for about five active publications were removed in August and September 2020.** The City will be creating memorandum of understandings and contracts with the 5 remaining publications in Aurora. The BID is no longer responsible for the expensive maintenance of the new racks and will no longer need to budget for the program in 2021.

Business Watch Program & Prompt Graffiti Removal: The Executive Director did business watch sweeps of the business district looking for people who are in the district begging, panhandling, urban camping and otherwise appearing to need some help, informing them about assistance available. We distributed the Aurora Homeless Resource Guide in Spanish and English and gave out bus passes to get people up to the new Day Resource Center (DRC) to get help, food, laundry services, showers, etc. The bus passes were purchased with our business watch budget money. We worked closely with the Aurora Homeless Street Outreach Team (HOT).

Panhandling is legal in Aurora, but not aggressive panhandling, and a private commercial property owner has the right to ask the person to leave their private property. The person panhandling/begging/urban camping has the right to refuse any help or services offered to them. We responded to complaints from shoppers and business owners about aggressive panhandling on private commercial property. We distributed information and a Business Watch Card with key contacts and phone numbers to business owners and neighbors about how to contact the HOT team to get help for persons in need. After attempts are made to offer services and transportation up to the ADRC, Aurora Day Resource Center, and the person panhandling/begging/camping refuses any help/services, the private commercial property owner can call police and have the person trespassed off their property. But, first, the property owner needs to follow and comply with the trespass ordinance.

Trespass Ordinance Compliance: We continued to work with business and property owners to get the proper “no trespassing” signs in place and a “letter of consent” from the property owner on file with Aurora Police to allow police to go on the private properties to enforce the trespassing ordinance if people camping/squatting on properties refused any and all assistance and refused to be transported to the Day Resource Center to receive help.

Low Retail Vacancy Rate: We have one of the lowest retail vacancy rates of 6% in 2020 in the metro area. We are at 94% occupancy despite the challenges of the Covid-19 pandemic. We look forward to the growth of new retail planned for Village on the Park and Argenta. These redevelopments are catalysts for growth and attract new businesses to the corridor.

Available Properties List: We maintain a list of available for sale and for lease commercial properties in the Havana District on the website and fielding calls from prospective business owners. It is the most navigated page on our website. **94% of the retail available in the District is leased** and 22/25 retail center properties are leased at 90-100%. 16 of 25 properties are at 100% leased as of October 2020. However, we expect occupancy to decrease and vacancies to increase in the first and 2nd quarter of 2021 due to the challenges of the winter months and Covid-19 pandemic mandates and restrictions. During the time of this annual report in early November 2020, Aurora, Arapahoe County is at 25% capacity limits. The capacity limits in our 100+ restaurants make it very difficult for our restaurateurs to make a profit. We are hopeful that the City of Aurora’s Aurora Economic Relief Grant - Round 3 will help our corridor cover their payroll and rent this holiday season.

Online Business Directory: We made regular Business Directory updates, adding new businesses as they open and updated the current business profile listings. We are also in the process of updating features due to Covid-19. We will be exploring adding more online ordering and categorizing features to promote our directory during the Covid-19 recovery. We will encourage eating and shopping local in our corridor.

Code Enforcement: Working with businesses and city code enforcement officers on code violation resolution. The BID Executive Director actively works with the City of Aurora Code Enforcement and attend the Policy and Housing and Neighborhood Services meetings to stay informed and up to date regarding code enforcement and on-going issues. Due to the pandemic and on-going Havana Street Multi Modal Study the BID Executive Director worked with code to give our property owners as 3-6-month grace period due to the challenges of Covid-19 and mandated closures.

Work On Havana Street & Workforce Development – We actively promoted and advertised for our BID businesses’ open positions and job openings on our website, blogs, posts, newsletters, calendar and on social media platforms. We have also partnered with Downtown Colorado Inc, Aurora South Metro Small Business Development Center, and The Chamber’s Diversity & Inclusion Council to share resources. Through the partnerships we promoted opportunities for our BID businesses in hiring and employment process. In addition, we worked with the Arapahoe Douglas Works! and introduced our businesses in the corridor to the services and free programs that the county offers. **Throughout the pandemic we shared resources with the employees and employers in the corridor regarding unemployment, job sharing, rental assistance, food drives, and other grants and assistance to help everyone during the challenges of Covid-19.**

Creating Jobs On Our Havana Motor Mile: The dealership automotive service managers and independent service shop owners in the Havana Motor Mile worked together and with Pickens Technical College on an auto technician tool incentive program. This program addresses the severe shortage of automotive tech in the area. In 2020 the auto technician tool incentive program was a success. We increased the budget to \$19,000 to sponsor more student engagement in working on the Havana Motor Mile. The District also increased the budget due to the rising cost of tools and the tool chests. The increased budget also allowed the program to support seven students in 2020.

2020 was the second year we were able to give the ownership keys of the tool cabinet to the students that completed the two-year commitment to the Havana Motor Mile. These students worked at a Havana Motor Mile business for two years and were awarded the official ownership of the tools and tool chest. The Executive Director and Rolf Werner from Pickens Technical delivered the ownership keys to each student on the Havana Motor Mile in late August 2020. See the photos below of the students that were awarded the ownership keys to the tool chest and tools.



Automotive Technicians need to have their own tools to use on the job. These tools are expensive, especially for someone just starting out in the field. If the auto technician stays employed in the Havana Motor Mile shop for 2 years, the technician is awarded ownership of the tool chest and tools. If the technician leaves the job before the 2-year commitment, then the tools go back to the Pickens Technical Mechanic Certification program to be used by a future student working in a Havana Motor Mile Shop. Due to Covid-19, Pickens Technical College closed early in March 2020.

Students were not allowed to meet in-person and attended trainings virtually. Pickens did not host an in-person graduation ceremony and there was a delay in giving the top 5% of students their tools and tool chests. The BID and board were not allowed to connect with students awarded the tools, but Gary Sliger our BID board member and Rolf Werner, the liaison for the program shared that the tools and chests were distributed in July and the students were hired at Havana Motor Mile dealerships.

Our 2020-2022 awardees included: Haven Del Valle at Schomp Subaru, Carlos Martinez at Schomp Subaru, Edgar Henriquez at Schomp Subaru, Fabian Leyva at Tynan's Nissan, Allan Banuelos at Shortline Buick, Dyan Clabaugh at Shortline Buick and Kade Gale at Schomp Mazda. This workforce initiative growth will help to support our 20+ car dealerships and over 100 automotive service businesses in our corridor.

ACCOMPLISHMENTS: CREATING THE SENSE OF PLACE

Our goals include a clean, safe, attractive environment in which to work, shop, dine and play. We stay connected with our stakeholder businesses and area residents through store visits, newsletters, blog posts, social media, emails, regular BID meetings, and having the executive director regularly attend Ward, neighborhood, and policy committee meetings.

Expanding our On Havana Street Presence on all platforms: We have exponentially boosted our brand, digital, social media presence to connect the community to BID businesses and events.

Promoting/marketing our businesses and events: To gain a better return on investment with our marketing budget on KUSA & KTVD, we combined the Havana Motor Mile and Event TV budgets again in 2020. We ran commercials in February and July 2020 and selected times during the local news, Ellen, & Saturday Night Live. We are scheduled for two appearances on Colorado & Company on 9News, ran digital ads and home page takeovers for promotions and giveaways during Covid-19 Stay at Home orders, which were well received. We continued to run regular ads in the **Aurora Sentinel**, print, web and newsletter ads, and print ads in the **Glendale Cherry Creek Chronicle**.

In 2020, we continued to establish new relationships and strengthened relationships with various marketing partners that offered free opportunities to promote our district and events. We partnered with the **Asian Avenue Magazine** throughout the year. This magazine “connects culture and links lives” in the Denver/Boulder area to over 240,000 readers a year and distributed at 400 locations. We have a very diverse community in the District and this magazine featured our businesses, cultural celebrations, dining, shopping, travel, arts, and lifestyle. Their most recent reader surveys showed that half of the readers are Caucasians and half Asian Americans, 75% of the readers have college and graduate degrees and over half of the readers have an annual income above \$60,000. The magazine presented our businesses and events in their articles and social media at no cost. Many of the features were multiple page spreads on Eat on Havana Street, Boba Drinks, Best of 2019 (many BID businesses won 1st place or were honorable mentions), Lunar New Year, Support Small Businesses, Asian American Hero of CO: Chance Horiuchi, Asian Eats To-Go, grand openings of new businesses, food trends, and highlights of hidden gems to visit in the District.

Another marketing partner was the **Community-Campus Partnership**. This partnership fosters, promotes and supports mutually beneficial collaborations between the Anschutz Medical Campus and the surrounding Aurora community neighborhoods to improve the health and economic well-being of the Aurora community. This relationship allowed us to promote our district and events to over 30,000 in their workforce at the Anschutz Medical Campus. This campus includes UCHHealth University of Colorado Hospital (UCH), Children’s Hospital of Colorado, the Rocky Mountain Regional VA Medical Center - VA Eastern Colorado Health Care System and the Bioscience/Fitzsimons Innovation Community.

During Covid-19, we collaborated with **Children’s Hospital Colorado’s Corporate and Community Relations, Marketing and Communication** and they offered their free virtual talks with their Children’s Hospital Colorado experts to the workforce in the District. This partnership offered programs that helped engage employees in educational and volunteer opportunities. The program also offered digital resources available for various topics that could be shared in newsletters, social channels, company websites, etc. Some of the resource topics included: COVID-19 & Mental Health, Balancing working from home & parenting, Children’s 101, Heart Health, Sleep Issues, Sick Kids 101, Keeping Kids Active, Kids and Technology, Stress Management, Teen Topics, Depression, Mental Health, Body Image, Stress Management for Kids, Vaccines/Immunizations, Work-Life Balance, Asthma, Allergies, Celiac, Hydration, Health Myths and more.

In 2020, **Visit Aurora** hosted numerous marketing campaigns, blogs, videos, photographers, social media promotions, giveaways and featured On Havana Street restaurants and businesses in their marketing. Due to Covid-19, Visit Aurora has been an extraordinary partner and promoted our businesses to regional visitors and the local Colorado market. During the Stay at Home order, Visit Aurora created a takeout and delivery webpage that featured our 100+ restaurants: [VISIT AURORA'S LIST OF TAKEOUT & DELIVERY LIST](#). VisitAurora.com features many of On Havana Street's local destination experiences in food and shopping. Their website's statistics YTD in mid-August 2020 include: 2,642 views on the digital Visitor Guide, 3,593 views on the takeout page, and 2,358 views on the restaurants page.

We ran an On Havana Street ad in the **Visit Aurora Guide**. Plus, our BID business Snowl, an Asian dessert Café in the corridor, was featured on their front cover. The front-page cover was also used for all the digital campaigns for Visit Aurora throughout the year (blogs, stories, features, & ads). This guide is the definitive resource and most requested item for the 77.7 million visitors arriving annually to the state and has a year-long distribution of 120,000 copies. Due to Covid-19 only 70,000 were distributed and the other 50,000 were direct mailed regionally and locally. This is also a highly trusted and relied upon resource for important buying decisions in our community. The District partnered with Visit Aurora to connect the 65 hotel partners and member hotels in Aurora, Denver, Denver Tech Center and Central Park (formerly Stapleton).

This marketing partner continued to **share all the content**, photos, video footage, commercials, and press captured at On Havana Street businesses at no cost. The businesses used the same content in their own marketing to update their menus, website, and social media for additional exposure. For example, we collaborated with **social media giveaways** to promote our destination restaurants and businesses. One of the giveaway campaigns for Visit Aurora's website launch included a gift card to Bettola Bistro. This campaign generated 1,414 post engagements on Instagram (\$100 promoted post for 8 days), 12,314 people reached on Instagram, 4,649 unique visitors VisitAurora.com during the campaign, 10,752 pageviews to VisitAurora.com during the campaign, and 306 total submissions to enter to win (for the week). Bettola Bistro was very happy with the campaign and with their new Executive Chef the restaurant welcomed new customers due to the additional exposure.

In addition to the social media promotions, free online and print marketing campaigns, Visit Aurora hosted the Savings Pass featuring our businesses in the District at no cost. Many of our businesses struggled to market during the Covid-19 challenges and **Visit Aurora Savings Pass** allowed our merchants and businesses to include a discount and promote their business. Visit Aurora's annual contract with a company called, "Bandwango" created the pass for the participating businesses. The Savings Pass was typically provided to convention and tournament attendees staying in Aurora or at one of their Denver partner hotels nearby. However, due to Covid-19 Visit Aurora used the Savings Pass to market regionally and locally to support our local economy during the uncertain times. As more hotels and travelers return to visiting Colorado, The Savings Passes will be distributed to the Gaylord Rockies convention groups and several other visiting groups throughout the year. Visit Aurora also marketed the pass to locals and promoted stay-cation options while featuring our diverse, small business restaurants. This partnership program was a great benefit for exposure to the District and drew new business to On Havana Street. 97 businesses have signed up YTD in mid-August 2020. 417 signed up since program launched May 2019.

Due to Covid-19 and the Stay at Home/Safer at Home orders, the Executive Director hosted the **Group Sales Teams and hotel management** to showcase venues and locations in the District up until March 2020. These hosted visits and tours helped set up hotel site visits to On Havana Street and made reservations for travelers and groups at our restaurants and businesses. Groups of 10-30 visitors/conference groups from partner hotels hosted "offsite" meals and entertainment activities in the District. The hotel shuttled the visitors to Havana to experience our global options of cuisines and

entertainment options. This partnership connected the travelers to “Things to do On Havana Street” and attracted more diners and shoppers to the District during their stay in Colorado. Unfortunately, due to safety concerns and there were less travelers and group visitors. Also, due to safety and with group gathering at a maximum of 8 in restaurant reservations the District did not host tours for the rest of the year after the Stay at Home orders in March 2020. The Executive Director instead sent images, menus, and lists of businesses that are great destinations for local travelers to the local hotel partners. The hotels also gave restaurant recommendations to their guests on where to order delivery services to.

Visit Aurora also promoted the District in their featured blogs. Here are some of the **On Havana Street featured blogs** YTD in mid-August 2020: [ON HAVANA STREET BUSINESSES IMPLEMENT NEW WAVE OF TECH](#), [BEST NOODLE RESTAURANTS IN AURORA, COLORADO](#), [PERFECT PATIOS IN AURORA](#), [AURORA'S ETHNIC EATERIES](#), [4 REASONS TO MAKE AURORA YOUR BASECAMP FOR ADVENTURE](#), [6 MUST-SEES THIS MONTH](#), [A GUIDE TO HOT POT EATERIES IN AURORA, CO](#), [2019 ANNUAL MEETING RECAP](#), [BEST RAMEN SPOTS IN AURORA](#), [ETHNIC EATERIES](#), [FAMILY-FRIENDLY HALLOWEEN EVENTS](#), [FLAVORS OF FALL](#), [SIX NEW RESTAURANTS IN AURORA](#) and [BEST ICE CREAM IN AURORA](#).

In addition to all the marketing and advertising support, the Visit Aurora also volunteered and partnered with Aurora Sister Cities International and the District at the July 15, 2020, Food Kitchen Collective Food Drive at the Stampede.

Due to the challenges of Covid-19 Visit Aurora has proposed community funds of about \$20,000 to support the businesses in the corridor with marketing and advertising. These monies will aid in stimulating the economy and supporting local businesses during the uncertain times of Covid-19. In late September 2020, The District and Visit Aurora were in the process of collaborating and determining how those funds would be most effective in helping the business district during the future recovery of Covid-19. We are very grateful to the partnership with Visit Aurora and plan to collaborate more in 2021 with regional and local marketing of Aurora, CO.

Visit Aurora Community Funds: The Visit Aurora has also offered \$20,000 to support the BID and stimulate the local economy in the corridor. The Executive Director and Visit Aurora are in the process of creating a Love Your Local campaign with the monies. The District is also exploring a collaborative partnership with creating marketing commercials that will highlight our businesses and industries in the District.

In 2020, we continued to focus on strengthening our partnerships with the local Chambers (Asian Chamber, Aurora Chamber, African Leadership Group, African Chamber, Hispanic Chamber, DTC/Greenwood Village Chamber, Chamber Young Professional Groups, & Women in Business committees), Diversity and Inclusion councils, the National Restaurant Association, Colorado Restaurant Association, the K-Town membership, the Aurora South Metro SBDC, Colorado Enterprise Fund, GAP Fund, Mile High United Way – United for Business, Kaiser ICCC, CEDS Finance, Colorado Minority Business Office, the Colorado Korean Association, Rocky Mountain K-Pop, Aurora Sister Cities International, Aurora Asian Pacific Development Center, Aurora Asian Pacific Community Partnership, 5280 Dragon, Asian Avenue Magazine, Korean Daily, City of Aurora’s Office of International and Immigrant Affairs, Point in Time Count, Aurora Pride, Consulado de El Salvador en Aurora by promoting, collaborating and hosting virtual events with On Havana Street businesses. Covid-19 allowed us to strengthen our partnerships by co-hosting and collaborating on resources, grants, and recovery efforts.

Throughout the year the Executive Director also collaborated on projects, shared updates, presented and hosted economic development and business tours along the corridor to the City of Aurora’s Business Advisory Board, Ward 3 & Ward 4 meetings, City of Aurora Department of Communications & Marketing, City of Aurora Traffic Department, Arapahoe County Census 2020, 2020 Census representatives, Aurora Be Counted, Arapahoe County Workforce Development, Mayor Mike Live, Aurora TV segments regarding Covid-19, events, public meetings and support of the corridor, City of Aurora Planning & Economic Development (PED) meetings, Neighborhood Services (Horns) meetings,

Aurora Rotary, Aurora Realtors Association, Governor Polis, HD 42 Domonique Jackson, former Governor Hickenlooper, Rep. Jason Crow, the African Leadership Group, Tri-County Health Department Business Task Force, Visit Aurora, Colorado Retail Council, Rocky Mountain Shopping Centers Association, Colorado Food Bloggers, 303 Magazine, 5280 Magazine, Colorado Yelp, Westword, Denver Post, Aurora Day Resource Center/Comitis Crisis Center/Aurora Street Outreach, Downtown Colorado Inc, Aurora Police Department, Cops Fighting Cancer, Aurora Rotary Club, Buckley AFB Public Affairs, Marketing, Community Relations & the Panther Den (Buckley community center on base), Buckley Spouses, Hearts Apart, and the Veteran Affairs Commission.

The City of Aurora featured and collaborated with the District in their monthly newsletters, Aurora TV – Aurora 8, and the Yum Guide. Aurora TV did many TV features of our corridor and businesses. Here are some of the stories featured: [Golf Cart Doctor](#), [Check Out Milk Roll Creamery](#), [It's Always Playtime at Colpar's Hobbytown](#), [PSA #1 - Dine on Havana Street](#), ["Eat on Havana Street" Coming](#), [Support On Havana Street & Win Big](#), [Southlands & Havana Street Restaurants Offer Support](#), [On Havana Street Announces New Shops, Restaurants & a \\$500 Giveaway](#), & [PSA #3 – On Havana Street Dining](#), [PSA #1: Aurora's Graffiti Hotline](#), [Aurora's Rental Assistance Program Returns](#), [Council Member Proposes Raising the Minimum Wage In Aurora](#), [Aurora & Census 2020](#), [Havana Corridor Study & Strategic Planning Virtual Meetings](#), [Final Push for Census 2020 in Aurora: "Be Heard. Be Seen. Be Counted."](#), and the [Update on Proposal to Raise Minimum Wage in Aurora](#), [Learn about the "Havana Corridor Study"](#).

Hotel Key Card Marketing to locals and travelers: This year we continued to market to travelers and hotel guests with the Capture Those Travelers and hotel partners despite the decrease in out of state travelers and conventions. We marketed hotel key card marketing and promotions of On Havana Street and the Havana Motor Mile with aloft Denver International Airport, Hilton Garden Inn Denver Airport, and TownPlace Suites By Marriott Denver Airport at Gateway Park. The Aloft hotel has 144 rooms and sees about 80,000 guests annually (about 60,000 impressions). The Hilton hotel has 157 rooms and sees about 90,000 guests annually (about ~60,000 impressions). The TownPlace Suites Marriott has 99 rooms and sees about 65,000 guests annually (about 40,000 impressions). 2020 did see less impressions, but this meant that our key cards would stay in circulation from May to October 2020 vs May to August 2020 to achieve the full number of impressions at each hotel. We plan to continue this marketing strategy in 2021 and negotiated the contract down from a value of \$15,000-20,000 to \$10,000 due to decline in travelers to local hotels due to Covid-19.

Website & Social Media Marketing: We regularly updated the On Havana Street website with stakeholder and District events, blog posts, press coverage, photos, new business directory listings, and available properties. We actively engaged and posted daily on Instagram and Facebook. Plus, we created lives, highlights and story highlights to feature the activities in the District. We updated our You Tube, Google, Instagram and Facebook profiles for marketing and events. We continued to utilize our "responsive" smart-phone friendly website and newsletter. We worked closely with Webolutions to continue the on-going maintenance, updates and effectiveness of our responsive website and newsletter. Both the website and newsletter have been well received.

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 show that 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. 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.

- **New Social Media - Instagram Page:** In April 2018, we created an @OnHavanaStreet Instagram profile showing pictures of events and happenings in the District to show stakeholders, residents and potential developers and businesses looking to relocate to the District. We post daily and often post Instagram Stories and videos of events, promotions of businesses and feature businesses on our page. In September 2018, we had 555 followers and 281 posts on our Instagram profile. In September 2019, we had 1037 followers, 713 posts, 50+ highlights/storyboards. In September 2020, we had 1606 followers, 1711 posts, 342 content interactions, 10,000 impressions, about 750 stories to view (all organic, unpaid), 18,000 highlights, our audience was 67% Women, 33% Men, our Top 5 Locations: Denver, Aurora, Colorado Springs, Boulder, & Centennial. The age demographics were 39% 25-34, 30% 35-44, & 12% 45-54. Due to Covid-19 we actively posted on social media daily on events, shopping, Havana Motor Mile, food, art and more on our Instagram profile. Through our Instagram page we have established relationships with over 100 food and lifestyle bloggers.

| Highlights: Facebook @OnHavanStreet - 3314 follows with 70% women & 29% men, 16 New Page Likes, 362 Check in's @Cruzin'HavanaCarShow – 2430 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 | Nov-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 | 4.6k |
| 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 | 1.6k |
| Instagram @OnHavanaStreet Opened Acct April 4, 2018, reached +7.7% more accounts, 332 content interactions, 11k impressions, about 1000 stories to view (all organic, unpaid), 67% Women, 33% Men, Top 5 Locations: Denver, Aurora, Colorado Springs, Boulder, & Fort Collins. 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 | 1762 |
| # of posts | 442 | 484 | 509 | 538 | 566 | 613 | 645 | 668 | 713 | 747 | 775 | 804 | 821 | 871 | 933 | 1033 | 1279 | 1415 | 1560 | 1613 | 1711 | 1793 | 1933 |

We worked on our district identity and branding of the district by creating and promoting a positive image. We have revived our special projects and events that attract new customers and businesses to the district and encourage new investment in the district.

Havana Street Overlay District Project: As a result of the Havana Street Overlay District, we saw over 10 commercial properties repave their parking lots, updated or invested in their monument and signage and upgraded their landscaping with xeriscape and trees in 2020.

Art 2C On Havana Sculpture on the Street Project: 2020 marked the tenth year for our Art 2C On Havana Public Art Project. The BID board and Aurora Art in Public Places exhibited 13 new sculptures on loan to the District for our 2020-2022 exhibits and increased the stipend amounts from \$1,000 for an annual exhibition to \$2,500 for a biennial exhibition. The board also analyzed the report of stipend amounts from other existing public art programs in Colorado and surrounding states and wanted our stipend to be competitive to attract more quality art sculpture submissions. Due to Covid-19 we were not able to host our 10th Anniversary Art2C Gala in-person and hope to host a virtual award ceremony in December 2020. In 2019, we leveraged our \$24,000 budget to \$152,245 in sculptures on the street for annual exhibition from 2019-2020. In 2020, we leveraged our \$39,000 budget to \$157,100 in sculptures on the street for a two-year exhibition from 2020-2022.



On Havana Street District Marker Project: We currently have On Havana Street logo panels in place at 42 locations in the 4.3 mile stretch of the BID. We did not add any new ones but have budgeted for new markers for two new future developments, Village on the Park and Argenta. We also budgeted for a new market at ADI Auto Sport. In 2020, Kimco's Village on the Park Shopping Center at Parker & Havana and Iliff and Havana installed new monument signs with On Havana Street district markers. In 2020, we did routine maintenance on the panel signs and did some touch up of the letters. In 2020, due to the pandemic the board decided to postpone the repair and replacement of the existing district markers. In 2021, we plan to replace the older, weathered panels that were originally installed about 10 years ago. There are opportunities to also add in new district marker signage in the corridor. The Havana Multi Modal Study may also allow the District to apply for grant and funding to help brand the north and south ends of the corridor.

Water Projects Improvements: We had many ongoing Aurora Water projects to strengthen the infrastructure for current and future development/growth of the corridor.

1) 2018-2019 Water System Improvements Project is now completed. This project was On 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.

2) Easterly Creek Improvements, First Avenue and Kenton Street Detention Pond is now completed. This project designed and constructed 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 is still under construction with an anticipated completion date of late December or early January 2021. 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. In mid-November 2020, the contractor will begin installing steel pipe through the intersection of East 6th Avenue and South Havana Street.

4) Westerly Creek Storm Water Outfall Project: The City of Aurora will plan to design the project in 2021 and construction will be in 2022. The trapezoidal open channel that extends from Westerly Creek Dam to Expo Park overtops during storm events and flows north to the CommonGround Golf Course. This project will impact Alameda Avenue and the intersection of Havana and Alameda.

5) Argenta (former Fan Fare) Storm Sewer Improvements: This project is at East 3rd Avenue and Geneva Street. This is a developer's project that is being built with city cost participation. Civil plans were recently approved. There are no additional details available on a construction start date at this time.

6) Public Works Street Overlay Program: There is no firm schedule, but the program is expected to begin in June 2021. Visit <https://auroragov.org/cms/One.aspx?portalId=16242704&pageId=16509348> for more details. This overlay program includes two On Havana Street intersections:

- Havana Street between East 6th Avenue and E. Colfax Avenue
- Iliff Avenue between Havana and S. Parker Road.



Kimco Village on the Park Redevelopment: The \$14.5M redevelopment is in progress with 19,398 SF of new spaces available for lease. The southern portion of the center has been demolished and rebuilt. Old Navy now occupies 13,800 square foot and Five Below occupies 8,700 square feet in the new southern area of the shopping center. The 4,700 square feet that ShareTea was planning to occupy is now available for lease since ShareTea will no longer be a future tenant of the center due to the Covid-19 pandemic.

The former Dora's on the S Parker Rd. area of the shopping center was demolished in in the redevelopment we now have America's Best Contacts & Eyeglasses that occupies 3,515-square-foot space and First Watch, A Daytime Café, that occupies 4,160 square feet next to America's Best Optical (Opened February 2020). First Watch's outdoor patio space is an On Havana Street favorite. Several of the existing building received new facades. TJ Maxx and Ross completed mini remodels and new store layouts due to the Covid-19 limitations and social distancing. The center also added new monument signage with On Havana Street district markers, new KIMCO benches and multiple Curbside Pick Up designated areas for safe shopping during the pandemic.

Live On Havana Street: We strived to support housing development on and near the corridor. Many of our workforce challenges on the corridor are housing related. On Havana Street is a desirable corridor due to its close proximity and access to transit and light rail stations. There are over 50+ apartment complexes near the Aurora-Denver corridor, but we have very limited options for housing on the corridor. Here are some highlights of housing options On Havana Street:

- The **Centro Apartments** are located near the Gardens On Havana Shopping Center and the rose garden. Centro was originally The Viridian at The Gardens on Havana and in the summer of 2017 to the complex was renamed as the Centro Apartments. The 217 apartments and 10 townhomes are very desirable luxury apartments in the Village East Neighborhood in the district. **Year to date in 2020 Centro was at 96.48% leased**, in 2019 Centro was 97.8% leased, in 2018 Centro was 97.8% leased, and in 2017 Centro was 94% leased. In 2017, rents ranged from \$1175+/month for a 657 sf 1-bedroom apartment up to \$1871/month for a 3-bedroom apartment in 2017. In 2018, rent ranged from \$1270+/month for a 657 sf 1-bedroom apartment and starting at \$2188/month for a 3-bedroom apartment in 2018. In 2019, rents ranged from \$1345+/month for a 657 sf 1-bedroom apartment and starting at \$2396/month for a 3-bedroom apartment in 2019. **In 2020, rents now range from \$1301+/month for a 657 sf 1-bedroom apartment, rents range from \$1759 to \$2043 for a 2-bedroom with a sf ranges of 1046 sf to 1557 sf and rents range from at \$2106 to \$2413/month for a 3-bedroom apartment with sf ranges of 1369 sf to 1808 sf.**
- **Crestone** was a sister property to Centro along the Havana corridor in the Village East Neighborhood near Costco and The Gardens on Havana Shopping area under Avenue 5. This apartment complex changed ownership and management companies in November 2020. Crestone was under Avenue 5 and is now under AMC – Apartment Management Consultant. **This property has 234 apartments at 96.15% leased in 2020 and 96.58% leased in 2019. In 2020, rents for a 1-bedroom are starting at \$1299-1369/month, 2-bedroom \$1549-\$1669 and for a 3-bedroom rents start at \$1900/month.**
- **[Village at Westerly Creek I, II & III](#)** – Aurora Housing Authority successfully redeveloped the 11-acre, \$51 million public housing site by deploying multiple funding mechanisms in three phases near the On Havana Street corridor. The campus now provides 144 units of affordable housing for seniors and 50 units for families.

The project was financed with a combination of Low-Income Housing Tax Credits as well as taxable and tax-exempt debt. Village at Westerly Creek III has 24 total units of 1 bedroom each, intended for seniors age 62 or older. They are fully rented but accept requests for the waitlist. Rent starts at \$968.00 a month (depending on program), with an initial deposit of \$1127.00 and an application fee of \$32.00 per adult. Visit the Aurora Housing Authority's website and see more information on [Village at Westerly Creek III](#).

- **Bella Vita Senior Living** has a variety of 55 and older apartments On Havana Street at affordable rates. Their one- or two-bedroom luxury home options in the Village East neighborhood are all inclusive. The all-inclusive rates include utilities, daily concierge service, at-your-door trash service, in-apartment washer/dryers, cable with high-speed internet service and even bi-weekly housekeeping service are included. Each home option includes a fully equipped kitchen with granite countertops, cherry finish cabinets, Colorado-styled plank floors, a refrigerator, range/oven, microwave, garbage disposal, dishwasher, stainless steel sink and even a pantry. **Bella Vita is 92% leased with 8 apartments available out of the 86 total apartments. The one-bedroom option 640 SF at \$1600, 730 SF at \$1800 and the two-bedrooms available are 1,110 SF or 1,120 SF ranging with rents at \$2100-\$2400 depending on the layouts available.**
- **Argenta** - Phase 1 is 3.6 acres for 86 townhomes and the construction is in progress. Argenta is a phased master plan for 10.55 acres new mixed-use development consisting of 86 townhomes, 206 multi-family & 20,000 SF of small-scale retail. As of October 2020, the City of Aurora planner shared that Argenta is in technical reviews in September 2020. The City of Aurora planners are waiting for Argenta to resubmit their updated plans.
- The **Mubarak Estates** are coming near the Havana corridor off Havana & Colorado Avenue. 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. The City of Aurora Planner Chris Johnson shared that as of October 2020, the Mubarak Villa is still under technical reviews and made some significant changes to their site plans after new information came from Xcel Energy. The site plan updates are being finalized in the next few months depending on how quickly they resubmit and finish their civil plans.

ACCOMPLISHMENTS: ENGAGE PEOPLE/COMMUNITY

One of our goals is to enhance experiences for visitors, employees and residents coming into the Havana District. We strive to create and maintain a vibrant District, a gathering place for people to come to shop, dine, live and play. Our 2020 events looked very different this year due to Covid-19. We were able to host a few in-person events in January to early March 2020; however, many of the scheduled events or promotions were rescheduled to virtual platforms or cancelled completely. Typically, On Havana Street events draw crowds from 150 to 5,000 and were all FREE. Unfortunately, we were not able to host events that attract large crowds to our shopping district. Our past events brought in an estimated 45,000+ people to the District from zip codes up and down the Front Range and even some from out of state.

Events: In 2020, the Havana BID budgeted **\$115,000** of its annual budget hosting and marketing monthly events to put feet on the street and customers in our businesses, bringing thousands of people to the Havana District to shop, dine, experience the diversity of Aurora and have fun. However due to Covid-19 the District cancelled most of the events from March to September 2020 and winter events are scheduled to be virtual. The District pivoted and hosted virtual events, supported other stakeholder events, actively advertised businesses on social media and through our print/digital ad contracts, and promoted giveaways online showcasing the stakeholders in the district. We spent about \$46,000 out of the \$115,000 budget mostly on marketing, advertisements, promotions, and giveaways this year due to Covid-19. Despite not hosting in-person events we continued to host online giveaways in place of events. Therefore, we utilized the budgeted event giveaways and purchased gift cards from businesses in the corridor to support our stakeholders. Through our marketing and advertising we established not only our creating a sense of place with our community and partners, but also utilized the various platforms and partners to also engage our community. The theme for 2020 was

pivoting and going virtual for events. We engaged our community through media, social media, and virtual gatherings online.

See our list of 2020 events:

| THINGS TO DO ON HAVANA STREET IN 2020 --- *PRE COVID-19 Events in March to September have been canceled | |
|---|---|
| DATE | EVENT |
| All of March 2020 | Boba & Business - Networking at Snowl - 3/18/2020 at 2-4pm \$500 Giveaway (Gift Cards from Small Businesses On Havana Street) Hosting Bloggers & Influencers at Cody's Café + SBDC Workshops |
| Friday, April 10, 2020 | On Havana Street at Buckley AFB - 2nd Friday's at the Panther Den Community Center *MUST HAVE CAC OR DOD CARD TO ATTEND ON BASE. |
| May 1 ST to 8 th , 2020 - Friday to Friday | Eat On Havana Street Week - Celebrate 100+ Restaurants OHS, \$500 Restaurant Gift Cards Giveaway + Hosting Food Bloggers & Influencers Event |
| Saturday, May 2, 2020 | Community Rose Garden Clean Up - Need Volunteers |
| Friday, May 8, 2020 | On Havana Street on Buckley AFB - 2nd Friday's at the Panther Den Community Center with concert & gift card giveaways. *MUST HAVE CAC OR DOD CARD TO ATTEND ON BASE. |
| Tuesday, July 7, 2020 | Multi-Modal Study Stakeholder Meeting - BID BOD & HMM stateholders |
| Friday, May 22, 2020 | Sponsored the Buckley AFB Drive-in Movie Night (StevO's Pizza & Uncle Maddio's Pizza vouchers) |
| Friday, June 19, 2020 | 13th Annual Cruzin' Havana VIP Dinner for Sponsors & Volunteers |
| Saturday, June 20, 2020 | 13th Annual Cruzin' Havana Car Show & Poker Run |
| Tuesday, June 23, 2020 | 6MDB - June Rose Garden Concert+ Free Hoagie Night |
| Wednesday, July 15, 2020 | Food Kitchen Collective - Food Drive to Support Small BIZ & the Community |
| Saturday, July 18, 2020 | National Ice Cream Month in July - Yappy Hour - Celebrate Pets On Havana Street Event with FREE GoodTimes Pawbenders and Giveaways |
| Sunday, July 19, 2020 | Frozen Treats Event - National Ice Cream Day - Progressively Eat Frozen Treats On Havana Street |
| Tuesday, July 28, 2020 | Byron Shaw Projex - Rose Garden Concert + Pizza Party |
| Tuesday, August 25, 2020 | Tunisia Band - Rose Garden Concert + Ice Cream Social |
| Thursday, August 27, 2020 | Host Defense Council - Colorado National Guard on Buckley AFB |
| Tuesday, September 22, 2020 | Last Days of Summer Dotsero Concert at the Stampede |
| September 15, 2020 - December 30, 2020 | Grocery Cart Races - new format and donation sites food collections |
| September 30, 2020 | Public Meeting - Virtual Multi Modal Study Update 6-7:30pm |
| DATE TBD - Fall 2020 | Defense Council/Military/Veterans - Buckley AFB Leadership Social - Location TBD |
| Thursday, November, 2020 | Host Defense Council - Colorado National Guard on Buckley AFB |
| October 2020 | Around the World Scavenger Hunt in Aurora by the ASCI |
| October 1-31, 2020 | Virtual Costume Contest On Havana Street at Gardens on Havana, In-Person Events Cancelled |
| Thursday, October 29, 2020 | Havana Corridor Stakeholder Charrette - Virtual Multi Modal Study 10am-12:30pm |
| Saturday, November 14, 2020 | Around the World in Aurora Scavenger Hunt - On Havana Street |
| November/December 2020 - date tbd due to delay in installs | Virtual Art 2C on Havana Awards Ceremony |
| Thursday, November 19, 2020 | Virtual Annual Stakeholders Meeting 10am-11:30am |
| Saturday, November 28, 2020 | Black Friday Weekend - Secret Santa Event Gift Cards Giveaways to Shoppers with Board only |
| Learn more about On Havana Street & Events at www.OnHavanaStreet.com | Interested in Volunteering at Events? Contact Chance at 720-788-8986 & email her at Chance@OnHavanaStreet.com |

2020 has been a difficult year for the Havana Business Improvement District. Despite the Covid-19 pandemic uncertainties our corridor still managed to remain at 94% occupancy with our retail, we were only down 2.8% in total sales tax revenue, only 6 businesses closed due to Covid-19 hardships and were still able to celebrate and welcome

about 50 new businesses, new investments, and remodels in the District in 2020. We look forward to the continued growth of the On Havana Street corridor in 2021. Although much of the future is uncertain, the good news is that we are in this together and will continue to support our stakeholders to recovery and build a prosperous future for On Havana Street. We will work with our stakeholders, community partners and leadership to advocate for our community and identify solutions to recover from this global pandemic and economic hardship.

It truly is a privilege to serve the Havana Business Improvement District. We value the special business district and in 2021 we will continue to serve our business and commercial property stakeholders, who invest in making an attractive business district with economic vitality and growth.

We appreciate your support and assistance in our BID efforts and sharing our goal of continuing to make On Havana Street the desired destination for businesses and shoppers in Colorado.

