

# HAVANA BUSINESS IMPROVEMENT DISTRICT



## 2025 Operational Plan & Budget with the 2024 Annual Update

**I. SUMMARY:** Our District attorney Tom George at Spencer Fane LLP advised the District that due to the delay in receiving the assessed valuation certifications from the Assessor, the District can use the previous year's assessed valuations certifications presented on December 6, 2023 and the preliminary August 21, 2024 AVs as a reasonable estimate for 2025's budget year. The Final Budget is due on December 5, 2024. The final assessed valuation will not be received by The District until late November 2024 or early December 2024 and after the City of Aurora's deadline on 9/30/2024. On 9/30/2024 the District is to submit their 2025 operating plans and budgets, then the District is scheduled to present to the Management & Finance Policy Committee on 10/22/2024, scheduled for a City Council Study Session on 11/4/2024, and scheduled for City Council Regular Meeting on 11/18/2024. The District prepared an Operational Plan and Budget for 2025 with the final assessed values from December 6, 2023 and preliminary assessed values from Aug 21, 2024. To prepare an operational plan for 2025 to the City of Aurora by September 30, 2024, the District Board voted on September 12, 2024, to present the 2025 budget and will have a public stakeholder annual meeting on November 15, 2024, with Spencer Fane and HBID stakeholders to address with the final proposed budget for 2025.

The Havana Business Improvement District (the District) is an assessment district designed to improve the economic vitality, value, and overall commercial appeal of the Havana corridor between East 6th Avenue and East Dartmouth Avenue. The District is financed through a 4.5 mill levy based on the assessed value of real commercial property. The District received its first funding in 2008. The District provides valuable business advocacy programming and benefits to business and commercial properties located along the corridor. The District focuses on economic development, establishing a district identity for the area, cultural community events and advocacy programs. The District services are in addition to the services along the corridor currently provided by the City of Aurora and Arapahoe County.

**Name:** Havana Business Improvement District dba On Havana Street  
**Boundaries:** The District's boundary encompasses the commercial property on both sides of Havana Street and South Havana Street from East 6th Avenue to the north and East Dartmouth Avenue to the south in the City of Aurora in Arapahoe County. A map of the BID boundary is on page 37.

**BID Programs:** Our overall goal continues to be economic development of the Havana Corridor. The District has defined three major program areas, listed below. The general goals for each program area are as follows. **More details about the specific projects and activities under each of the programs can be found in the "Recap of 2024 BID Activities & Annual Report" starting on page 4 of this report. The Operational Plan for 2025 is on pages 29 – 36.**

### General Goals by Program:

#### **Project Management/Stakeholders' Communication/Governance:**

- Keep an open line of communication with our stakeholders and our Havana District neighbors, engaging them in our plans and economic development activities to promote the prosperity of the Havana Corridor and adjacent neighborhoods.
- Hold monthly BID board meetings which are open to stakeholders and the public & host an annual stakeholders' meeting in November.
- Publish our monthly E-newsletter, post important announcements on the homepage of the [OnHavanaStreet.com](http://OnHavanaStreet.com) website and social media as the need arises.
- Continue regular email communication with stakeholders, regular in-store visits and connect/promote via social media platforms.
- Continue relationships with the City of Aurora, CDOT, RTD and RTD contractors, Arapahoe County and other entities that interact with the Havana BID.
- Continue to coordinate BID efforts and day-to-day project management.
- Encourage board members and stakeholders to provide input and take the lead on projects and committees.
- Continue to utilize and improve our Business Watch Program and safety initiatives for the corridor.

### **Economic Development & Marketing/Business Consulting & Advocacy:**

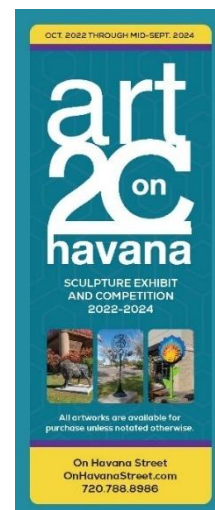
- Continue to advocate for our stakeholder businesses by acting as a liaison between our stakeholders and the city, county, and other entities; continue to work with the City of Aurora on efforts and programs to help small business.
- Provide new and existing businesses support.
- Continue to maintain an available properties list and respond to requests from business owners and developers looking to expand or locate to the Havana Corridor.
- Continue to focus the budget and our efforts on economic development and marketing/branding of the District.
- Continue special events & promotions to attract people into the District and highlight our businesses.
- Continue to track the effectiveness of marketing efforts and measure successes as possible through sales tax revenue data, website statistics, and TV/radio/digital campaign statistics and other means.

### **District Identity & Image/Community Sense & Involvement:**

- Continue to promote a sense of community & involvement through the monthly Life On Havana Street E-Newsletter, our TV, print, digital promotions, the OnHavanaStreet.com website and our social media platforms Facebook, Instagram, X, Yelp, Google, and You Tube.
- The Executive Director will continue to attend Ward III, Ward IV and At-Large Town Hall meetings when available to keep the neighbors and consumers informed about District activities and plans.
- Continue District marker sign maintenance and replacements as needed.
- Continue assisting the stakeholders with maintenance, code enforcement issues and the graffiti removal program.
- Continue to define our brand by creating a sense of belonging through marketing and special events, portraying On Havana Street as the place to come for your everyday purchases, as well as for unique, high-quality experiences in shopping, dining, and living and more.
- Continue to brand and market the Havana Motor Mile as the premiere destination for everything automotive.
- Continue to brand and market the Eat On Havana Street brand of 100+ diverse restaurants and food services as a destination for global eats, & attract diners and foodies all over the world.
- Continue to work with the city, the property owners, and Dream Finders Homes/Legend Partners to move forward on redevelopment of the former Fan Fare property and soon to be Argenta to create a sense of community and a gathering place, in accordance with the Havana North Urban Renewal Plan.

### **District Identity & Image/Community Sense & Involvement Continued:**

- Continue the Art 2C On Havana Street, public art program in coordination with the City of Aurora's Art in Public Places Commission and install \*12 new sculptures biennially.
- \*12 sculptures in the [Art 2C On Havana Street Exhibition 2024-2026](#) were installed in September through October 2024. Please see the video highlight of the sculptures [here](#).
- See the [12 public art](#) sculptures at these locations and [video promotion](#) of the art sculptures [Here](#). See the 2022-2024 Art2C [Here](#).
  1. "Wild Ones" by Gregory Fields 📍 Concorde Career College – 111 Havana Street
  2. "F4U Chrome Corsair" by Robert Henderson 📍 South Havana Shops (formerly Havana Machine) - 800 S Havana Street
  3. "Dark Side of the Harlequin Moon" by Annette Coleman 📍 Shortline Buick GMC – 1301 S Havana Street
  4. "Terra Rinata" by Sean Yarbrough 📍 Havana Tower – 1450 S Havana Street
  5. "Sky Spirits #1" by Christopher Thomson 📍 Bella Vita: Active Senior Living - 1470 S Havana Street
  6. "Bloom" by Kasia Polkowska 📍 Gardens on Havana – Main Street near Dickey's BBQ
  7. "Snowy Owl" by Stephen Landis 📍 Mazal Motors – 1852 S Havana Street
  8. "Ichthyology" by Charlotte Zink 📍 Piramides – 1911 S Havana Street



9. "Change" by Charlotte Zink • M Mart – 2000 S Havana Street
  10. "Kou-Prey" by Vanny Channal • Stampede – 2430 S Havana Street
  11. "Taffeta" by Reven Swanson • Kum & Go – 2700 S Havana Street
  12. "Helix Harmony" by Sean Yarbrough • Havana Exchange – 2802 S Havana Street
  13. *\*New 8x8 Art Pad Installed at the Maverik – Havana & Jewel property. In 2022-2023 the property was under redevelopment and construction.*
- The [2024-2026 12<sup>th</sup> Art 2C On Havana Street Exhibition](#) will be installed in September and October 2024 with 12 public art sculptures. Photos from De-Installs of 2022-2024 & Installs of 2024-2026 [here](#).
    1. "Eternal Echoes" by Charlotte Zink • Concorde Career College – 111 Havana Street
    2. "σελήνη" is the Greek word for the Moon by AJ Davis • South Havana Shops (formerly Havana Machine) - 800 S Havana Street
    3. "Peaceful Portal" by Penny Joseph McClarin • Shortline Buick GMC – 1301 S Havana Street
    4. "Box Elder Seed II" by Nathan Johansen • Bella Vita: Active Senior Living - 1470 S Havana Street
    5. "How Many Kisses" by James Haire • Gardens on Havana – Main Street near Dickey's BBQ
    6. "Growing" by Charlotte Zink • Mazal Motors – 1852 S Havana Street
    7. "Circle of Life" by Sandy Friedman • Maverik – Havana & Jewel – 1875 S Havana Street
    8. "Parent & Child" by Albert Rhea, Rhea Fine Arts • Piramides – 1911 S Havana Street
    9. "Side by Each" by Charlotte Zink • M Mart – 2000 S Havana Street
    10. "Colorado" by Vanny Channal • Stampede – 2430 S Havana Street
    11. "Spirals Spirals #1" by Christopher Thomson • Maverik - Havana & Yale – 2700 S Havana Street
    12. "Leaping Pronghorn" by Pavia Justinian • Havana Exchange – 2802 S Havana Street
    13. *\*Empty art pad - \*No Public Art Sculpture in 2024-2026 • Havana Tower – 1450 S Havana Street*
  - No sculpture at the Havana Tower location for 2024-2026. In May 2024, the Havana Tower's owner was not able to respond in time for the call for art approvals for the 2024-2024 Art 2C On Havana Street program. The AAIPP and HBID decided it would be best to move forward with one less sculpture in the program due to the deadlines and availability of art for the program year.
  - \*Loss of an art pad in 2021 - The Art 2C On Havana originally had 13 sculptures and concrete art pads at 13 District stakeholder properties; however, in May 2021 the Autawash/AutaLube properties were sold to Cobblestone Auto Spa with redevelopment plans that would not include an art pad.
  - \*Addition of an art pad in 2023 - A new art pad location was installed in December 2023 by Maverik/Kum & Go at Havana & Jewel. The Maverik at Havana & Jewel would be the 13<sup>th</sup> location in the 2024-2026 12<sup>th</sup> Art 2C Exhibition public art program.

**Basis of Accounting:** The basis of accounting utilized in preparation of the 2025 budget for the District is the cash basis. The District's budget includes projected revenues and expenditures for its general operation fund. (Please see the attached final 2025 budget on page 38).

**Budget:** *The District prepared a Preliminary Operational Plan and Budget for 2025 with the final assessed values from December 6, 2023, at \$154,753,446 and the preliminary assessed values from August 21, 2024, at \$156,857,783 and voted on September 12, 2024 at the public budget meeting.*

Approximately \$752,953 in 2025 is to be raised through a 4.5 mill levy based upon the assessed value of real commercial property which 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 August 21, 2024](#) AV's \$156,857,783 x .0045 = \$618,224, plus the preliminary 2024 URA property tax increment from page 2, line 3 of the [Certification of Valuation](#) ("total TIF area increment" - URA Property Tax Increment (\$19,474,695 x .0045) = \$87,636 as well as an estimated \$37,093 in specific ownership tax. The estimated total revenues are \$752,953 and a 2024 fund ending balance of \$699,089.

After this report was submitted to the City of Aurora for the Management & Finance Committee, City Council Study Session and regular City Council Meeting the District will receive the Final AVs for 2024 in late November/early December 2024 for 2025's budget and then District will then update the difference between the preliminary 8/21/2024 AV's and the Final AV's in the contingency and savings line items. The rest of the budget line items will remain the same as the District has done for the past 16 years.

**Methodology:** In order to allocate the costs of the services and improvements to be furnished by the BID in a way that most closely reflects its benefits, the BID will collect a property tax levied on real commercial property. The BID mill levy is 4.5 mills, as approved by BID stakeholders in the Tabor Election in November of 2007. One mill is equal to \$1 per \$1000 of assessed value.

**Bonding:** Any bonding would require a vote of electors. The BID shall be authorized to issue bonds in the future at the discretion of and in such amounts as may be determined by the BID board of directors. Approval of a majority of BID electors who vote at an election called for the purpose of authorizing such bonds would be required. **No bonding is planned at this time.**

**Term:** The Havana BID is a perpetual BID with a mandatory ratepayer and City Council review period every 5 years. The review will allow for appropriate adjustments to the BID boundary, assessment methodology and/or programming, and will allow business and property owners to address and respond to changes as they occur along the corridor.

**City Services:** BID services will be in addition to any City services currently provided.

**Governance:** The BID is managed by a 9-member Board of Directors, all of whom are voting members. At least two-thirds of the board seats shall consist of owners of real property or their representatives within the district. The board will also consist of both large and small property owners and will represent a diverse mix of property use types. At least one board member shall be an elector located in the following geographic segments of the district:

- North of Alameda Avenue
- South of Alameda Avenue and North of Mississippi Avenue
- South of Mississippi Avenue and North of Parker Road
- South of Parker Road

**Dissolution:** The BID may be dissolved if property owners representing more than 50% of total acreage and assessed value submit petitions to dissolve it or if the BID fails to submit an operating budget for two successive years.

## **II. 2024 Annual Report & RECAP OF 2024 BID ACTIVITIES BY PROGRAM:**

**2024 Project Management & Stakeholder Hosted Events:** In 2024, the Executive Director worked with BID board members to manage major ongoing projects including: Quarterly Outreach, Stakeholder Networking, & Business Roundtables with Community Leaders: The increase in crime and workforce challenges have been extremely difficult for so many businesses. The District and Board of Directors budgeted to host quarterly meetings in the District for the community to establish better relationships with leaders, city and local government officials and to build a network of resources to combat crime. The outreach and networking events helped our community leaders and advocates keep a pulse on how businesses are doing. After hosting regular roundtables, outreach and networking events, many stakeholders have expressed the same on-going challenges and appreciate the connections to resources in the community. We have received positive feedback on the forums, roundtables, outreach, networking events and will budget to continue these events in 2025.



Crime Forums, roundtables and safe store walks were hosted with community partners throughout the District and the City at-large to address the crime challenges our stakeholders were experiencing. **The roundtables, forums and networking programs strengthened the community partnerships and stakeholder engagement.** We invited stakeholders, local businesses, and community members to network and share their experiences, challenges, and concerns on crime in the metro area. The meetings were valuable in creating programs, ordinances and future policies to help the impact of crime for the community. The round tables and networking event attendances ranged from 25-125 stakeholders depending on the various locations citywide. The meetings were hosted at our local retail outlets, businesses and the APD District 1 Station.

The District provided complimentary appetizers and beverages at local restaurants and community venues to support our restaurant stakeholders in the District. The roundtables and networking events were so successful it allowed for more patrolling in the area, more streamlined police reporting, better relationships and communication, more programming and support for the District. The increased engagement of our businesses with law enforcement and City officials allowed for updated ordinances on crime and retail theft limits, more business testimonies for local and state legislation efforts, and more grant funding related to safety resources.



The District hosted discussions and business roundtables with the Aurora Police Department, Arapahoe County's District Attorney's office, Mayor Mike Coffman, Colorado Organized Retail Crime Alliance, Aurora Chamber of Commerce, Business Advisory Board and the Aurora City Council. The District partnered with local chambers, the CO Minority Business Office, SBDC, Shop BIPOC, DEI programs, Aurora Day Resource Center, Comitis Crisis Center, Loss Prevention Teams for the retailers, World Trade Center, local Procurement offices, Governor Polis' office, the Aurora Mental Health, local legislators, Congressman Jason Crow, State Representative Naquetta Ricks HD 40, State Representative Iman Jodeh HD 41, The Association of Prosecuting Attorneys (APA), the Judicial District Attorney's Office prosecutors, and District Attorney John Kellner.

Results from the meetings allowed for better response times, a better understanding of APD process and limitations, addressing concerns of property owners' challenges and the scheduling of Live Cameras on properties that deter crime from occurring in high target areas. The engagement with senior Aurora Police Department leadership has also allowed for a partnership with AMCAP – Gardens on Havana to host an Aurora Police Department Substation to better serve the community surrounding the District. The District hopes to have an operating police substation at the shopping center before the winter holiday season in 2024.



**The quarterly stakeholder networking and meetings shared updates, resources, and solutions to the business community.** Updates on local ordinances, resources, and programs that the City of Aurora, Arapahoe County, State of Colorado, and community engagement have been very impactful in helping to reduce crime in our community. The lively discussions about on-going challenges with crime, workforce, and operating a business have been vital to create new policies and ordinances to combat crime challenges at the municipal, county and state level. The District was active in business discussions, Representative Crow and Governor Polis' outreach and listening sessions, and attended events at the Colorado State Capitol regarding legislative issues that would impact the District and its stakeholders.

**Marketed & Updated the Jobs On Havana Street webpage:** The District supported and promoted opportunities with community partners for job fairs and workforce training programming. We created a [Jobs On Havana Street](#) page to support the stakeholders and promote the jobs available in our district. This page was promoted on our platforms, and with our community partners, Anschutz Medical Campus students, workforce agencies, and school districts.

**Promoted the Career Launchpad by MSU Denver:** Metropolitan State University of Denver (MSU Denver) has recently launched a unique program, [Career Launchpad](#), that offers affordable online courses in various fields. Through these noncredit offerings, someone can test the waters in a new field, upskill their resume, or pursue additional education. Learn More [Here](#).

**Promoted the RTD's Zero Fare Opportunity to OHS Workforce:** For the month of August, RTD offered #ZeroFare across the entire system during Colorado's high ozone season. Customers did NOT have to purchase mobile tickets or use fare products as RTD aimed to help reduce ground level ozone by increasing the use of public transit. **Learn more at <https://rtdden.co/3uRYkxH>**

**Promoted & assisted property managements and stakeholders with fulfilling empty and available leases:** We continued to receive inquiries from other businesses wanting to relocate and open in Aurora, On Havana Street. Chance hosted in-person driving tours of available properties and virtual Google map tours on Zoom of the District to community partners, hotels, marketing companies, city council candidates and developers. [We are proudly 96.4% leased in our District with over 209 properties and 30+ shopping centers.](#)

**Promoted the [ShopBIPOC \(Black, Indigenous, and People Of Color\) website and programs with the Aurora South Metro SBDC.](#)** The program is designed to connect consumers who intentionally want to purchase from BIPOC-owned businesses with those businesses, and to allow BIPOC-owned businesses to expand their markets. Among other outcomes, this site aims to reduce the racial wealth gap. The creation of ShopBIPOC was a response to calls from individuals, businesses, and institutions who wanted to support BIPOC-owned businesses yet did not have access to a central marketplace. Through a collaborative effort of fourteen community organizations, led by Center for Community Wealth Building, ShopBIPOCC was launched in the Fall of 2022 to connect buyers and sellers through a simple, easy-to-use online platform. As a global business corridor that is mostly BIPOC we participated and supported the launch of the program in Colorado and continued to host campaigns for engagement in 2024.



**Grant assistance and advocacy: The District was an active advocate for more programming and access to capital funding for Aurora and Colorado businesses.** The executive director attended meetings, roundtables, networking events, outreach conferences, panel discussions and virtual calls to lobby for more funding and programming. The District shared, promoted and assisted businesses in sourcing funding and relief programming. Unfortunately, in 2024 there were not many opportunities for grant funding. As the opportunities were announced, the District distributed the applications and shared resources for technical assistance programs to help stakeholders with applying for opportunities.

**Funding Opportunities & Workshops:** The District researched, hosted, and promoted funding campaigns and workshops available to the business community. The executive director researched and networked locally and nationally to share funding opportunities that the stakeholders would qualify for. Here are some of the more recent funding opportunities shared with the District: [AAPISTRONG Nest Cam Kits from the National ACE](#), [Door Dash Accelerator Program](#), [The Colorado Health Foundation](#), [Aurora South Metro SBDC's workshops: Funding Options: Quarterly Panel and Resource Webinar](#), [Colorado Office of Economic Development and International Trade \(OEDIT\) – Business Funding and Incentives](#), [Funding and Resources for Small Businesses with African Chamber of Commerce Colorado](#), [City of Aurora Rental Assistance Program](#), [OEDIT MBO – Business Foundations Technical Assistance Program](#), [CEDS FINANCE](#) – micro loans and funding programming, [Mi Casa Resource Center](#), [Denver Economic Development & Opportunity](#), [Mile High United Way's United for Business programs](#) (website development & free consulting services), [Denver Score](#), [Inner City Capital Connections \(ICCC\)](#), [African Leadership Group Funding and Programming](#), Energize Colorado's [Energize Community Program \(ECP\)](#), that aligns with the [African Leadership Group Business Entrepreneurship Workshop](#), [Charge Ahead Colorado](#), [Monarca Group](#) and many more.



**Helped the District save on Energy Costs and Engage in energy saving programming:** [Xcel Energy Colorado](#) - Partners in Energy offered Business Energy Assessments to help businesses understand their business' energy use and provided energy efficiency opportunities. Stakeholders could start saving on utility bills and maintenance costs at a time when there were not many grants available to support increased costs in their utility bills.

Businesses spend on average about \$11,100 per year on energy - \$9,600 for electricity and \$1,500 for natural gas. Out of 14,900 C&I premises, there are over 800 participants in Xcel Energy's commercial energy efficiency programs each year, with participants receiving an average of \$6,000 in rebates and financial incentives in addition to ongoing savings from reduced energy use.

The District advanced communitywide energy savings and climate resiliency by: Helping to build an actionable energy plan for the community by offering an engaged and highly motivated resource to join the Partners in Energy advisory committee and supported the two-year commitment around the City of Aurora's Energy Action Plan.

**Who we have helped**



Piramides Mexican Restaurant upgraded a freezer with an Energy Star unit, and installed indoor LED lights and a sensor. This project was awarded \$5,364 in funding.

Connecting businesses to key resources utilizing On Havana Street events and various communication channels to share critical programs and offerings such as business energy assessments, electric vehicle solutions, new building design considerations, and energy efficiency opportunities, as well as grant and rebate options.

Celebrating and promoting conservation by partnering with Xcel Energy to sponsor an Earth Day giveaway.

Building successful relationships between businesses and Xcel Energy through important area events (both in and out of the district) and established critical contacts with the Green Business Network and the Aurora Police Department.

Innovating operations by championing and connecting businesses with Xcel Energy’s low to no cost energy assessments. Businesses received on-site improvements such as equipment recalibration and free installation of items like LED lightbulbs as well as identification of top energy-saving projects.

Learn more at [XcelEnergy.com/EnergyAssessments](https://www.xcelenergy.com/energyassessments). On Havana Street & Partners in Energy scheduled back-to-back visits to 50+ businesses at minority owned properties, redevelopment properties and large consuming industries to share resources and savings. The District continued to promote stakeholders to utilize the assessment opportunities, received installations of new LED lighting, and engaged in the saving programs with Xcel Energy.

Check out the Aurora TV feature of Scott Davenport with Heirlooms Antique Mall and his success with the District introducing Xcel Energy’s Partners in Energy program: <https://www.auroratv.org/video/havana-street-businesses-save-xcel-energy-program>

The District also promoted the applications for Xcel Energy’s fast charging EV stations and the [Charge Ahead Colorado](#) programming where businesses [could save up to \\$50,000 with EV installs at their properties](#).



**District Gift Card Support and Marketing:** We purchased over \$20,000 in gift cards from BID businesses to support them during the challenging months and did marketing campaigns and giveaway promotions during events. These gift cards were purchased from the event giveaway budget, event promotions, silent auctions and the business promotions gift card giveaways budgets. Our District shared that gift card purchases, and support helped many of them get through challenging weeks where revenue was down over 50% in sales. Many also expressed that the giveaways increased social media engagement, traffic to the website and storefronts and to new customers.

The District worked with [Mile High United Way's United for Business](#) and utilized their resources and advocacy programming to help businesses with lease negotiations, legal, accounting, website development improvements and much more.

**Business Check-In's:** The Executive Director regularly checked in with our businesses with in-person visits, phone calls, texts, emails and through direct messages on social media. The Director asked how the BID could help, shared resources, updates, and grant funding opportunities.

Partnered with Antonio Soto at the Minority Business Office - [Business Foundation Technical Assistance Program](#) - The MBO uses this tool as an equity tool to ensure minority and all small businesses are better prepared to do business in Colorado and have better



chances when applying for grants, loans, and financial incentives. Your organization can use this program as your equity tool too, especially for start-up businesses.

**Workforce Childcare Assistance and Programming:** Advocated and shared [Child Care Assistance Program](#) resources and funding with the BID workforce. The [Child Care Assistance Program by Arapahoe County](#) is the Low-Income Child Care Assistance Program (CCAP) that helps eligible families with the costs of child care for children from birth to age 12 while the parents work toward self-sufficiency.

**Hosted and promoted business resources and workshops to the BID** and partnered with the SBA, SBDC, CRA, World Trade Center, local chambers, Mile High United Way, Arapahoe/Douglas Works!, The Chamber's Diversity & Inclusion Council, CWEE & many more.

**Introduced the Workforce programming** to our businesses and their property owners.

- Shared business resources by [Arapahoe County](#) and the [City of Aurora](#) campaigns in various languages to the BID and community.
  - Promoted business legal help from the African Chamber of Commerce, African Leadership Group, [Colorado Restaurant Association](#) and [Mile High United Way's United for Business](#) programming.
  - **Continued the Eat On Havana Street promotions for our 100+ restaurants:** We continued to promote our restaurants and international markets. We also worked with the City of Aurora, Visit Aurora and community partners to feature our restaurants on the online City of Aurora's A World in a City, [Discover Aurora Eats](#) and a [Visit Aurora takeout webpage](#) featuring our restaurants. We hosted partnerships like [CBS Colorado – Your Local Dish](#), 5280, Dining Out Magazine, Westword, OCN EATS, social media influencers, food bloggers and journalists to feature our destination restaurants along the corridor.
  - **Resource Sharing & Updates:** The District shared resources from the state and their many departments, Arapahoe County Public Health Department, the Colorado Restaurant Association, & SBDC regarding mandates, resources, workforce resources, and funding opportunities. The District shared blogs and news updates on ways to help small businesses or shared access resources.
  - **Active Engagement and Daily Posts on Social Media Platforms:** We shared daily updates, blogs, and social media support for businesses. We continued to share stakeholder's promotions and events and sometimes post over 25 stories or shares a day to promote the BID businesses. We created social media stories, highlights, reels and shared them with collaborators so that the posts would go viral with more engagement and impressions. **In 2024, the District continued to collaborate with social media influencers, lifestyle influencers, auto You Tubers to promote the Havana Motor Mile, food bloggers to promote our restaurants, social media content creators to promote our retail and BID businesses.** The collaboration and promotions continue to be a huge success for The District. Many of the influencers and bloggers created content for some small businesses and even shared promotions to support our corridor daily. We also used our consulting budget to hire Aveda Goodall to help us host and post social media campaigns. We also hired Simply Hao to visit businesses and create video content and photos for the stakeholders.
  - **Promoted the [City of Aurora Tax and Licensing Classes](#) shared with the BID businesses and invited the Tax and Licensing leadership to OHS events and public meetings for businesses to engage one on one with city staff.** We want our District to have personal relationships and engage more with their local government.
  - **Business Outreach & Engagement:** Monthly we hosted round table discussions, On Havana Street district tours, small business outreach events and phone calls with the Governor Polis, Representative Jason Crow, local Chambers, Arapahoe County Public Health Department, Mayor Coffman, city council members and Colorado legislators. The one-on-one calls, in-person coffee meetings and regular updates with city council members and the mayor truly went a long way with the BID businesses. It was also a great opportunity to hear the pulse of what the businesses are experiencing and share testimonials with other partners to create more programming for the businesses in need of additional support.
1. **Havana Street Overlay District Project:** As opportunities arose in 2024, we assisted and encouraged commercial property owners in the District to update their landscapes according to the Havana Street Overlay District guidelines and improved the overall look and appeal of the District. We also helped property owners work with the City of Aurora regarding site plan updates and improvements. We helped properties connect with City of Aurora planners, landscape architects, code enforcement, Aurora Police Department, and other partners to ease the process of improvements along the corridor.
  2. **On Havana Street District Markers in the District in 2024:** On Havana Street Logo panels and district markers, help to brand the District and support improving signage for stakeholders along the corridor. We currently have 54 logo panels in place at various locations along Havana (52 OHS installed + 2 installed by



KIMCO's Village on the Park). Unfortunately, with the closure of Sam's No 3, we lost two panels when the sign was damaged in early 2024. Now that the property is under redevelopment to become a QuikTrip we have not replaced the damaged two signs at that location.



In 2024, we continued with no maintenance of existing signs as of September 12, 2024, since 21 brand new district marker panels at 11 locations were installed in 2021. In 2024, the District budgeted \$30,000 for 3 new locations in the corridor. Maverik (formerly Kum & Go) at Havana & Jewel completed their redevelopment and installed our two panels at the end of 2023.

In 2023, the newest additions in our District marker program were Leezakaya and Colony Shops. Plus, the District supported the maintenance and relocation of the Birchtree Shopping Center sign due to CDOT traffic updates. As of September 2024, there were no stakeholder submissions for sign proposals. However, the District does expect sign proposals for the redevelopment of Havana Auto Plex soon to be South Havana Shops and Western Center's Havana Exchange Shopping Center.

1. Buckingham Village Shopping Center – x2 panels
2. Discount Tire – x2 panels
3. 7-11 Phillips – x2 panels
4. Crestone #3 & #4 – x2 panels
5. \*First Bank #1 – x1 panel – *\*In early 2022, there was an accident & First Bank's insurance replaced the panels on their monument sign at no cost to the District Identity budget.*
6. Good Times – x2 panels
7. Schomp Ford – x2 panels
8. Jiffy Lube – x1 panel
9. Burger King – x1 panel (vertical)
10. Tynan's Superstore – x2 panels
11. Larry H Miller Jeep – largest panel
12. Kaizen Collision Center – Aurora – x2 panels
13. Village on the Park – installed by Kimco – x2 panels in 2020 at the NW corner of Parker and Havana. These district signs will be maintained by KIMCO and are not a part of the District's maintenance.
14. Auto Mart USA – installed by Auto Mart – signage with On Havana Street
15. Birchtree Shopping Center at Havana & Jewel – x2 panels (installed in August 2021)
16. **NEW – Havco LLC – Colony Shops – x2 panels (installed in 2023)**
17. **NEW – Leezakaya – x2 with event panel promotions (installed in 2023)**
18. **NEW – Maverik (formerly Kum & Go) at Havana & Jewel - x2 panels (installed in December 2023)**




\*Sam's No 3 at Havana & Parker – x2 panels (installed in November 2021, then damaged and removed in early 2024)  
Proposed Locations for late 2024 and 2025: South Havana Shops & Western Center's Havana Exchange Shopping Center



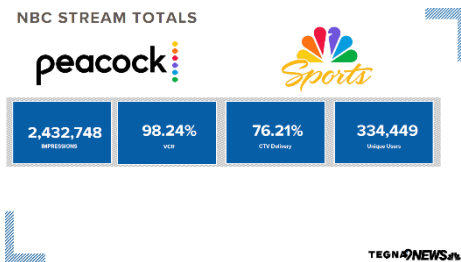
**\$50,000 was Budgeted Towards Future District Identity Improvements for the District in 2025:** We are also working with future redevelopments on establishing district marker signs on their properties as new developments arise. In 2025, the District will budget to improve and replace the existing markers that need maintenance, support additional district marker locations and any other proposed improvements like murals, vinyl wrapping of electric traffic boxes.

**In 2023, AMCAP at the Gardens on Havana proposed an art mural near the new Paris Baguette.** The board voted and allocated \$5000 from our District Identity budget towards the proposed art mural and up to \$500 for a logo decal to be installed on the art mural. This is now the third art mural the District has supported. We have multiple murals at Emerald Fields by artist Kirileigh Jones (2021), an art mural at the Western Center's Havana Exchange Shopping Center near Tous les Jours by artist Kirileigh Jones (2022), and now a new addition at the Gardens on Havana near Paris Baguette by artist Bobby MaGee Lopez (2023). **In 2025, the District hopes to support other stakeholder improvements and support more public art murals in the corridor.**



**3.  Havana Motor Mile:** The Havana Motor Mile committee selected KUSA/9News/KTVD/Univision for our TV commercials, OTT streaming campaigns, and digital banner ads. Then the District ran campaigns in January, March, May, June through December 2024. **We extended our buys for the commercials using the popular OHS commercials from 2021 and 2023:** We ran the updated 2023

[commercials with the new dealership names/logos, rebranded and updated parts of the commercials](#) to save on costs and to purchase more commercial impressions in the beginning of the year. We also updated our Havana Motor Mile commercials in [April to June 2023 with new animated commercials](#). The new animated commercials were also translated in Spanish for promotions in 2023 and utilized in 2024 campaigns. The newer Havana Motor Mile Commercials can be viewed [here](#). To save on costs in 2024's campaigns we ran the updated animated Havana Motor Mile commercials and the updated 2023 retail, restaurants and shopping commercials this year. Next year, we can update our existing commercials but have received positive feedback and the branding presence and recognition. Some branding campaigns recommended continuing to promote the commercials with community recognition vs creating new creatives for our 2024 campaigns.



**More Deliverables and Bonus Impressions:** Fox Media and Marketing also helped negotiate free promotions, additional impressions and bonus live television features for our ad spots to stretch our budget to support the District. Fox Media and Marketing also helped the District achieve branding OHS during the 2024 Summer Olympics in July to August 2024 on OTT and on 9NEWS.com while viewers were watching the Olympics live on their streaming devices, which achieved an more deliverables than expected at [2.43 million impressions delivered with only 738,000 impressions estimated with our budget](#).

Fox Media and Marketing shared an 8-month summary report in August 2024 and our campaigns from January 2024 to August 2024 receiving over [16.75 million impressions](#) from our campaigns so far this year.

**Our OHS Commercials ran during peak hours, local news and popular showtimes:** The commercial spots aired during targeted times during the local news & Saturday Night Live and live during the 2024 Summer Olympics. The commercial runs were very important because our stakeholders expressed their need for more exposure. In addition to the Havana Motor Mile specific commercials, we also ran the restaurant commercials in the same series of flights encouraging the community to support our Eat On Havana Street campaigns for dine-in, pickup and delivery services to our 100+ restaurants in the corridor. We also utilized our online presence on the 9NEWS.com platforms and ran commercials featuring our free community events: Lunar New Year at the Stampede, Havana Street Night Markets and the Dotsero Concert at the Stampede. **Continued to Translate OHS Campaigns in Spanish:** The new animated commercial spots were also translated in Spanish. View the Havana Motor Mile commercials [here](#). We partnered with 9NEWS/Univision/Telemundo.

In 2023, we utilized Estrella Media to produce campaigns in Spanish to promote the summer Havana Street Global Markets series and On Havana Street vendors. The July 2023 campaign booked 88,685 impressions and August 2023 campaign booked 111,315 impressions with a total of 200,000 impressions for \$5000. In 2024, The District decided to save the funds due to the possible reduction in revenues in 2024. We did not run the Estrella Media campaign in Spanish because we received free promotions with CBS Colorado and Denver 7 News instead. Check out the recent promotion here for the August 31, 2024 Havana Street Night Market: <https://www.youtube.com/watch?v=QJFw4PqHgbE>. Check out the promotion for the Lunar New Year at the Stampede here: <https://www.youtube.com/watch?v=YT-UoIEdLoY&t=20s>. Check out the holiday promotion to shop local and small in late 2023 here: <https://www.youtube.com/watch?v=9ukuqcSQk5M>. In 2025, we did budget to continue our diverse marketing efforts to promote the District in our communities with Estrella Media and 9NEWS.

**Havana Motor Mile Gas Card Giveaways Attracted New Visitors to the Havana Motor Mile webpages:** In 2024, we continued the Havana Motor Mile gas card monthly giveaways. A new winner was selected monthly and mailed a Havana Motor Mile gas card. 2023 winners included: January 2023 Winner – Janie S., February 2023 Winner – Kyoungmi W., March 2023 Winner – Tom M., April 2023 Winner – Lisa H., May 2023 Winner – Jean J., June 2023 Winner – Blake W., July 2023 Winner – Ben S., August 2023 Winner – Madelyn V., September 2023 Winner – Kara W., October 2023 Winner – Marcia P., November 2023 Winner – Heather H., and December 2023 Winner – Rebecca V. 2024 winners included: January 2024 Winner – Michael F., February 2024 Winner – Natasha S., March 2024 Winner – Liz T., April 2024 Winner – Amy E., May 2024 Winner – Ricki I., June 2024 Winner – Tracy R., July 2024 Winner – Jean J., and August 2024 Winner – Larry R., September 2024 Winner – Hazel C, and October 2024 Winner – Margie C.

This promotion has driven traffic to our Havana Motor Mile website and increased traffic in our monthly newsletters. The Havana Motor Mile page is now one of the Top 5 Visited Pages and Top 5 in the most clicks. We also did Havana Motor

Mile Gas Card Giveaways at special events, on our [HavanaMotormile.com](http://HavanaMotormile.com) website, social media, print ads, at the other community events, and the Havana Street Global Market summers 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 in 2024. We are also scheduled digital ads, home page takeovers for promotions, events, and giveaways, which were all well received on the 9NEWS platforms. In 2024, we continued to establish new relationships and strengthened relationships with various marketing partners that offered free opportunities to promote our district and events.

We continued to run ads in print, social, web and newsletter ads with media partners: **Glendale Cherry Creek Chronicle, Asian Avenue Magazine, Weekly Focus, Oz Magazine, Colorado Times, 5280 Magazine, Aurora Chamber Directory/Website, CBS Colorado Channel 4, Your Local Dish, OCN EATS, Larry Herz, Denver Channel 7 News, Afar Magazine, Community Campus Partnership/CU Anschutz Medical Campus - Weekly Community and Campus Connections Newsletter, and Estrella Media.**

We partnered with the [Asian Avenue Magazine](#) throughout the year with 1 month full page ad (normally \$900) 4 months of half page ads (normally \$600 per ad), 2 editorial features - On Havana Street events/programs, business features, 12 social media posts/shares (~1 per month) on Asian Avenue Magazine's website for \$3500. 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 showcased our businesses and events in their articles and social media at no additional cost. Asian Avenue also designed additional ads for our use to feature African Restaurants, AANHPI Restaurants, Hispanic Restaurants, Destinations for Brunch, and more.

**The Diversity Supplier Program and Community-Campus Partnership with the University of Colorado Anschutz Medical Campus' Office of Diversity, Equity, Inclusion & Community Engagement.** These 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. The relationships allowed us to promote our district and events to over 30,000 in their workforce at the Anschutz Medical Campus. This campus includes 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. The District continued to partner and share weekly District ads and features in their newsletters.



**The Diversity Supplier Program and [Shop BIPOC program](#) launched in 2023 and continued to develop and expand services in 2024. We helped with a pilot program with about 15 OHS businesses in 2023 and worked to re-engage the business community on campus in**

**2024.** For four years the District has been helping to create a program where the campus and other community partners can do more procurement locally and with diverse businesses in the District. The [Shop BIPOC](#) program launched on August 31, 2023, and has over 400 BIPOC businesses registered so far. The Diversity Supplier Program now has a working website: <https://www.cuanschutz.edu/offices/inclusion-and-outreach/supplier-diversity-initiative>. We have also worked closely with the University of Colorado Anschutz Medical Campus' Office of Diversity, Equity, Inclusion & Community Engagement helping staff, contractors,

and students on campus engage with our stakeholders for catering, purchasing opportunities and events on campus.



In 2024, **Visit Aurora** hosted numerous marketing campaigns that included: blogs, videos, content creation, social media promotions, Made in Aurora, Aurora Celebrates, Meet Your Neighbor, Aurora Neighborhood, Gateway to the Rockies podcast features and highlights, and special giveaways that featured On Havana Street restaurants and businesses in their marketing and advertising campaigns.

Visit Aurora was a crucial part of the marketing of the special district and continued to highlight our On Havana Street businesses and stories in 2024. Visit Aurora has been an extraordinary partner and promoted our businesses to regional visitors and the local Colorado market. In collaboration in PR, we work together with media to host more positive media and stories about Aurora and On Havana Street. The District has been nationally recognized by [Food & Wine as one of the most diverse food scenes](#) and the [best food neighborhood in the US by AFAR](#) in 2024.

On Havana Street was also featured in their campaigns: See the full list of Visit Aurora Promotions [here](#). See the highlights of our partnership below.



Monkey Paw Toys on Havana St

- [Visit Aurora Celebrates: On Havana Street](#)
- [Gateway To The Rockies Podcast: JW Lee](#)
- [Gateway To The Rockies Podcast: Lewis Warren](#)
- [Gateway To The Rockies Podcast: John Kim](#)
- [Nana's Dim Sum & Dumplings](#)
- [Mochinut Video](#)
- [Fiesta Aurora At Stampede](#)
- [Havana Night Market Photoshoot 1](#)
- [Havana Night Market Photoshoot 2](#)
- [Heirlooms Antique Mall Photoshoot](#)
- [Coffee Story Photoshoot](#)
- [Mochinut Photoshoot](#)
- [Nile Ethiopian Photoshoot](#)
- [Yemen Grill Video](#)
- [Crane Games Influencer Collaboration Video](#)
- [Heirlooms Antique Mall Post](#)
- [Havana Street Night Market Influencer Collaboration Video](#)



- [Leezakaya Influencer Collaboration Video](#)
- [Lunar New Year On Havana Street Influencer Collaboration Video](#)
- [Leezakaya Video](#)
- [Old Town Hot Pot Influencer Collaboration Video](#)
- [Visit Aurora Celebrates: M-Mart](#)
- [Visit Aurora Celebrates: Lucy's Flowers & Design](#)
- [Gateway To The Rockies Podcast: Lewis Warren, Monkey Paw Toys](#)
- [Gateway To The Rockies Podcast: Scott Davenport, Heirlooms Antique Mall](#)
- [Gateway To The Rockies Podcast: Chance Horiuchi](#)
- [YouTube Shorts: Mochinut](#)
- [YouTube Shorts: Ten Seconds Yunana Rice Noodles](#)
- [YouTube Shorts: Tofu Story](#)
- [YouTube Shorts: El TEQUILEÑO](#)



An On Havana Street new business [Leezakaya](#) was featured on the [Visit Aurora Guide in 2024](#). [Leezakaya](#), [JW Lee](#), the [On Havana Street Neighborhood](#), [Havana Street Icons](#), [Global Night Life](#), [Taste of Africa](#), [Small Business Story](#) feature of [Monkey Paw Toys](#), the [Havana Motor Mile](#) and destination restaurants and retail were also featured on [page 28-35](#). Our On Havana Street 2-page ad was in the [2024 Visit Aurora Guide](#) on [page 28-29](#).

The 2024 Visitor Guide expanded its distribution to **200,000 copies** to reach more people than ever before. A direct mail copy was **delivered to 90,000 Aurora residents** directly with a welcome letter & Aurora T-Shirt campaign voucher from

the President and CEO, Bruce Dalton. Another 40,000 copies were distributed through local, strategic outlets. The guides continue to be well received a great response from the local community and Visit Aurora plans to aim even higher in 2025.

The 2024 Guide received an outpour of support from the local community and plans to aim even higher in 2025. **The guide continues to be the definitive resource and most requested item for the 77.7 million visitors arriving annually in the state and has a year-long distribution of 200,000 copies.**

This is also a highly trusted and relied upon resource for important buying decisions in our community. We are grateful that the District and its stakeholders are consistently highlighted and celebrated in every feature and article. We do

our best to have Visit Aurora Guides throughout the corridor and distribute them at all 50+ community events to celebrate our business features.

Visit Aurora, our 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. See the full list of Visit Aurora Promotions [here](#).

**Visit Aurora continued to host successful campaigns.** The YTD on their website from July 2023 - July 2024 had 37,268 pageviews on their Visitor guide, restaurants 28,676 pageviews on their restaurants page, 66,940 pageviews on their food/drink page, and 88,277 pageviews on their Things to do in Aurora page.

**The District strengthened local hotel partnerships through Visit Aurora:** The District also partnered with Visit Aurora to connect the 65 hotel partners and member hotels in Aurora, Denver, Denver Tech Center and Central Park to the District's stakeholders. The District hosted the local hotel **Group Sales Teams and hotel management** to showcase restaurants, things to do, venues and other destination businesses in the District. 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 engaged with our stakeholders.

**The District strengthened local hotel partnerships through Visit Aurora continued:** entertainment activities in the District. The hotel shuttled the visitors to Havana to experience our global options of cuisines and entertainment. This partnership connected visitors and travelers to "Things to do On Havana Street" and attracted more diners and shoppers to the District during their stay in Colorado. Events at the hotels have returned in 2024 and so the District also promoted the catering and delivery options that our 100+ restaurants offered and things to do in the District for visitors. The Executive Director regularly sent images of establishments, social media pages, menus, articles highlighting our District and lists of businesses that are great destinations for local travelers to the local hotel partners.

We are very grateful for the partnership with Visit Aurora and plan to collaborate more in 2025 with regional and local marketing of Aurora, CO. In 2025, we plan to co-host community activations, placemaking projects, signature events, expand existing working relationships with Visit Aurora's partners, collaborate on content creation and media relations initiatives, and reimagine the On Havana Street branding and attractions to the District.



On November 1-3, 2024, [On Havana Street will be the Main Stage Associate sponsor](#) at \$18,000 at the Aurora Borealis Festival. There will be strategic campaigns and activations at the event to promote On Havana Street stakeholders, events and promotions. The sponsorship also includes our 2025 two-page ad in the Visitor Guide for 2025 Plans

with Visit Aurora: The District will be hosting a two-page spread featuring our District and its stakeholders in the 2025 Visitor Guide and hopes to co-host a Eat On Havana Street or Taste of Aurora Event along the corridor.



**Hotel Key Card Marketing to locals and travelers:** This year we continued to market to travelers and hotel guests through Parakalo Media, marketing agency that helped the District re-establish hotel key card marketing when Capture Those Travelers went out of business during Covid. In 2022-2024, the District negotiated down from a value of \$15,000-20,000 for 3 hotels to about \$10,000 for 3 hotels. The 3 hotels near the airport that allow marketing on their key cards are the Aloft Denver Airport at Gateway Park, Hilton Garden Inn at Denver Airport and Towne Place Suites by Marriott at Gateway Park. We had 3 rotations of hotel room key advertisements in 2024

for a total of \$9,999.99/Year. It is estimated that **each hotel delivers over 25,000 impressions per month**. In 2025, the District decided to not continue this marketing opportunity to save funds for the possible reduction in revenue in 2025. Since 2020, the District has strengthened their relationship with the local hotels and hope to continue to do events and hosting and not need to market on the hotel key cards.

**Community Partnerships Engagement:** In 2024, we continued to focus on strengthening our community partnerships with the local Chambers (Asian Chamber, Aurora Chamber, Hispanic Chamber, African Chamber of Commerce, African Leadership Group, and Diversity, Inclusion and Equity councils, the National Restaurant Association, Colorado Restaurant Association, Colorado Restaurant Foundation, Colorado Korean Restaurant Association, the Korea Town Aurora committee, the Aurora South Metro SBDC, Colorado Enterprise Fund, GAP Fund, Mile High United Way – United for Business, Kaiser ICC, 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, Aurora Pride, Consulado de El Salvador en Aurora by promoting, collaborating and hosting virtual/hybrid events with On Havana Street businesses.

**The partnerships allowed us to strengthen our services and programming to the District by co-hosting and collaborating on resources, grants, and recovery efforts.** In 2025, we will expand our working relationships and continue to connect stakeholders to community partners. **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, Booz Allen Hamilton Consultants, Ward 3 & Ward 4 meetings, City of Aurora Department of Communications & Marketing, City of Aurora Traffic Department, Arapahoe County, Arapahoe County Workforce Development, Aurora TV segments, events, public meetings and support of the corridor, City of Aurora Planning & Economic Development (PED) meetings, Neighborhood Services (Horns) meetings, Havana Street Multimodal Study Updates, Governor Polis, Senator Hickenlooper, Rep. Jason Crow, the African Leadership Group, Colorado Retail Council, Rocky Mountain Shopping Centers Association, Colorado food bloggers, 5280 Magazine, AFAR Media & NY Times journalists, Colorado Yelp, Denver Post, Aurora Day Resource Center/Comitis Crisis Center/Aurora Street Outreach, Downtown Colorado Inc, Aurora Police Department, Cops Fighting Cancer, Xcel Energy’s Partners in Energy, City of Aurora Disparity Study, PROS Our Parks, Our Places, Aurora & Fitzsimons Rotary Clubs, Buckley Space Force Public Affairs, Marketing, Community Relations & the Panther Den (Buckley community center on base), Buckley Spouses, Connecting Aurora, Alameda Corridor Study, and the Veteran Affairs & Older Adults Commissions and more.

**Aurora TV Partnership:** The City of Aurora featured and collaborated with the District in their monthly newsletters, Aurora TV – Aurora 8, and the Discover Aurora Eats. Aurora TV continued to do features of our corridor and businesses at no cost. In 2024, we partnered to feature businesses and events along the corridor. We budgeted to support the features with \$4000 in our marketing and ads budget, which we did not spend to do additional features and stories with the producers. We hoped that Aurora TV could produce more unique stories highlighting On Havana Street stakeholders and things to do On Havana Street. Unfortunately, the Aurora TV producer’s time was limited, and we were not able to execute the \$4000 for additional features. However, many of the features were complimentary by Aurora TV. *Here is an example of an event feature in July 2024 [Aurora Now July 10, 2024, Wed, 07/10/2024 - 13:15, Havana Street Global Night Market is Saturday, July 20 at Leezakaya restaurant](#).* See more features here: <https://onhavanastreet.com/2024-aurora-tv-features-on-havana-street/>

4. **Record Breaking Property Values – Over 117% increase since 2008:** We began in 2008 at about \$72M in AV and now in 2024 we estimate to be at about \$157M in AV.
5. **Record Breaking Contributions to the City of Aurora Sales Tax Revenue at \$26.72M - Over 119% increase since 2008:** We began in 2008 at about \$12M in sales tax collections and in 2023/2024 we estimate to be about \$26M in sales tax collections.

We have seen percentage increases in all three city sales tax categories since we started tracking the sales tax in 2010, except for the 2020 year due to the Covid-19 pandemic’s challenges. We were only down 2% from 2019’s total sales tax collections. Since 2015, the District continued to contribute over \$20 Million in sales tax for the City of Aurora. The District continued to be one of the major sales tax drivers for the City’s revenue and historically annually contributes about 9-10% to the City of Aurora’s budget in sales tax revenue.

Celebrating 16 Years On Havana Street	
<p>Havana District Assessed Valuations (AV) from Arapahoe County by year:  <b>Up 117% since 2008</b>  <b>+\$84,623,903</b>  <b>8/2024 AV \$156,857,783</b>            2023 AV \$154,753,446            2022 AV \$129,095,675            2021 AV \$129,661,592            2020 AV \$114,648,028            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  <b>2008 AV \$72,233,880</b></p>	<p>Total Aurora City Sales Tax Revenues (3.75% tax) generated from the Havana BID businesses by year:  <b>Up 119% since 2008</b>  <b>+\$14,544,035</b>  <b>8/2024 – \$17,554,845</b>            2023 \$26,722,911            2022 \$26,574,405            2021 \$23,767,639            2020 \$20,772,883            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  <b>2008 \$12,178,876</b></p>

**Sales tax collections from businesses in the Havana BID through August 2024 total about \$17.6 million. Richard Goggins in the City of Aurora’s Finance Department shared these notes from the YTD sales tax collection report:**

1. In 2023, Havana BID sales tax revenues ended the year at 9.47%, which was the lowest since 2014. Through **August 2024**, Havana BID sales tax revenues are 8.97 % of the City of Aurora’s sales tax revenues compared to 9.44% in **August 2023**. This is mostly due to sales tax revenues for the city increasing while revenues for the Havana BID have decreased slightly from last year.

2. Sales tax collections from businesses in the Havana BID through **August 2024** total \$17.6 million dollars, which is 1.3% lower than **August 2023** YTD numbers. This compares with an annual inflation rate of around 2.9% through **July 2024**.
3. Most sectors have experienced a decline compared to 2023. Despite inflation moderating, prices are still much higher than they were before the pandemic and this has had an impact in sectors where consumers spend their disposable income. Consequently, in this higher price environment there are less Food & Dining establishments in the Havana BID than in 2023. Additionally, higher interest rates have made vehicle purchases less affordable and home improvement projects more expensive. These three sectors account for nearly 51% of all sales tax collections in the Havana BID. Interestingly, Clothing Stores and businesses in the Sporting Goods, Hobby, Toys, and Games sectors are both performing quite well compared to 2023, though they account for a smaller percentage of overall Havana BID sales tax collections. **Review the August 2024 YTD report [Here](#)**. Contact Richard Goggins, (He/Him/His/Él), Budget Analyst, Finance Department at the City of Aurora at 303.739.7188 for any additional questions.

City of Aurora Sales Tax Collection from the Havana BID – On Havana Street			
YEAR	AUTO DEALERS & PARTS	FOOD & DINING	TOTAL SALES TAX
2008	Did not track categories in 2008-2009		\$12,178,876
2009			\$12,637,352
2010	\$3,435,800	\$1,788,855	\$12,955,934
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	\$16,339,126
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	\$21,058,637
2018	\$6,343,937	\$3,557,848	\$21,105,961
2019	\$5,923,499	\$3,760,494	\$21,150,961
2020	\$5,233,973	\$3,209,112	\$20,772,883
2021	\$5,710,989	\$3,799,275	\$23,767,639
As of 7.2022	\$4,254,046	\$2,955,026	\$17,425,456
2022	\$5,765,103	\$4,456,896	\$26,574,405
As of 8.2023	\$4,341,842	\$3,127,602	\$17,919,537
2023	\$6,615,847	4,746,512	\$26,722,911
As of 8.2024	\$4,253,656	\$3,145,199	\$17,554,845

6. **District Identity - Art 2C On Havana Street Exhibition:** Art 2C On Havana Street is a public/private partnership between the District, our stakeholders and Aurora’s Art in Public Places (AAIPP). **Art 2C On Havana Street Exhibition 2024-2026** will include 12 sculptures at OHS properties and all 12 will be installed late September to October 2024. Each artist will receive the \$2,500 stipends for the two-year program. The stipend amounts are based on the art commission’s analysis of other Colorado public art stipends in 2020. The BID Board and AAIPP felt that \$2,500 would allow Art 2C to be more competitive with other local public art programs with the increased stipend amount and attract quality submissions. The exhibiting artists will be paid a \$2,500 stipend for the transportation, installation, and de-installation of their artwork. In 2024, the District also budgeted funds for awards in the following amounts: 1st Place: \$1,250, 2nd Place: \$750 and 3rd Place: \$500 to be mailed to each award winner.



The District can no longer budget for an ART2C Award event. \*Due to venue hosting challenges in the District and an expected reduction in revenue collections the Board did not budget to host an event for the 2024-2026 program year. **View the 2022-2024 Art 2C’s twelve selected sculptures [here](#)**. The [2024-2026 12<sup>th</sup> Art 2C On Havana Street Exhibition](#) were installed in September and October 2024 with 12 public art sculptures.

**Art2C On Havana Street:** The District board supports public art as an economic development tool and a chance to further brand The District. The exhibition provides residents and visitors with a unique way to experience the Business District. Public art boosts real estate values and creates opportunities for local businesses to thrive. **For 2024, the board budgeted \$85,000 in the District Identity budget to support the Art2C 2024-2026 program at \$40,000 and other district identity improvements like three additional district markers at \$10,000 each and \$10,000 towards signage maintenance and proposals for more art murals. In 2025, the board budgeted \$50,000 to continue the maintenance of District markers and other district identity improvements, but did not allocate any funds to Art2C since 2025 is a year where we do not install new art.** The District will host a call for art in early 2026 for the 2026-2028 Art2C program.



- 8. Havana North Urban Renewal Area & Argenta:** 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.

In late 2021, Argenta was sold to Dream Finders Homes. [Pacific North](#) (developer) and [Legend Partners](#) (Commercial Leasing for Retail Space) presented to the District with an update on 8/18/2022. The update included three buildings with 32 units facing Havana, 76 units in the south apartment building and 92 units in the north apartment building. Pacific North shared that Argenta is expected to deliver the first building in late 2023. The first building is going to be a condominium building, with 32 condominium units. In addition to the condominium units, Argenta will have 16,495 square feet of space available for lease. Legend Partners shared that they are flexible on the space available for leasing and can lease space to any size that is suitable for prospective tenants.



In 2023 & 2024, construction of Argenta was still in progress on the site, and soon will feature retail, commercial space, 200 apartments units in 3 buildings and a public park/plaza space. 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.



For new construction and high visibility retail, the project is very affordable. Legend Partners is asking +/- \$25-28/sf + \$10 NNN. For leasing opportunities or interest in the 0.2 Acres of commercial land then contact Nate Hansen, Legend Partners, 2000 S. Colorado Blvd Colorado Center // Annex 320, Denver, CO 80222, 720-529-2881, [NHansen@legendllp.com](mailto:NHansen@legendllp.com), [www.legendllp.com](http://www.legendllp.com)

**9. Business Watch, Crime and Safety:** With the assistance of the Homeless Street Outreach Team, the Mayor and City Council, Aurora Police, City Planners, Aurora Water, Aurora Traffic, Code Enforcement, and site plan amendments by property owners, the District is making progress with helping people experiencing homelessness, unhoused and exhibiting “visible poverty”, urban camping, panhandling, shoplifting, and graffiti removal. The major challenge of the corridor in 2024 has been auto thefts, increased retail thefts,



vandalism, and property crimes. The District continues to work closely with the APD PAR officers, local and state leadership, and property owners and share other useful resources for the businesses regarding safety and crime prevention.

- **Assisted Businesses with Signage on Properties for Auto Theft Prevention:** The [Park Smart Program for Businesses](#) allows businesses to [purchase these signs](#) and hang them in their parking lots or on their buildings to remind patrons to not leave anything of value in their vehicle to help prevent themselves from becoming victims. APD provided quotes for signs [here](#).
- **Explored Other Crime Deterrents – Flock Security Camera/LiveView Technologies/Live cameras on property:** APD investigated the surveillance in KingSoopers' parking lots that other BID members mentioned at previous BID meetings. The equipment belongs to a company out of Utah called, "LiveView Tech." The company leases their system and then sets up and monitors activity from the cloud. The system is portable, so you can easily move it from place to place. You can zoom, pan, and capture pictures or video. Some models have speakers where you can record messages and send announcements to the property. APD shared to learn more visit LiveView's website at [www.liveviewtech.com](http://www.liveviewtech.com). In 2024, **The District worked with APD to get live cameras at properties experiencing challenges.** The live cameras have helped deter crimes and stakeholders expressed appreciation to APD for assisting and providing solutions. This was a direct result of the quarterly round tables and the consistent follow-up from the property owner and APD PAR.
- **Our Havana PAR also attended quarterly crime forums but does not have staffing to attend out monthly board meetings. APD leadership and PAR also attend other community outreach events as their schedules allow them to engage with the District.**
- **Business Visits and Drives throughout the Corridor:** The Executive Director did Business Watch Drives periodically 3-5 days a week. The Executive Director regularly walks the properties and shopping centers to distribute [business resources](#) and do business check-ins.
- **The BID worked with commercial property owners in the District and helped them with city compliances and [trespassing ordinances](#).** The BID assisted properties and advised on having proper signage and letter of consent on file with Aurora Police to allow police to go onto the property if an incident ever occurred. Our outreach efforts included assisting people in need by sharing the Aurora's Homeless Resource Guide and providing a bus pass to those in need to get transportation to services at the Day Resource Center. We also assisted in connecting those in need to the Street Outreach Team to transport them to services. If people continue to panhandle and/or urban camp on private property and have refused all our offers to help them, the private commercial property owners have the right to trespass them off their private property. We continue to look for other solutions for this difficult and challenging issue.

#### 10. Automotive Technician Tool Incentive Workforce Program:

To help address the severe shortage of trained auto technicians, in 2023 we continued to partner with the repair shops and dealerships in the Havana District and Pickens Tech's Mechanic Certification program. Our auto technician tool incentive program is annual success. In 2023, the District increased the budget to \$21,000 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 tool chests. The increased budget also allowed the program to support up to 6 students in 2023. In 2024, we budgeted \$22,000 for the program in hopes to support 6-8 students. An additional \$1,000 was allocated to the 2024 budget to cover the increased inflation and bulk shipping costs. However, the board voted in early 2024 ([March 21, 2024 Minutes](#)) to reallocate an additional \$1000 at \$23,000 for 2024 to accommodate to the [cost increases](#) for the freight, tools, tool chests, and the award ceremony lunch. In 2025, the District allocated \$30,000 to accommodate for more tools and toolchests for 6-8 students, the increased costs of freight, tools and toolchests and possibly a stipend for at least 5 additional students with a gift card to a Havana Motor Mile shop.



**Why Tools & Toolchests vs a Scholarship:** 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, then technician is awarded ownership of the tool chest and tools with a ceremonial key celebration. 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 redistributed to a future student working in a Havana Motor Mile Shop.



**2024 was the sixth 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.** The 2022-2024 students worked at a Havana Motor Mile business for two years and were awarded the official ownership of the tools and tool chest. **Our 2022 graduates and 2022-2024 awardees**

**included 8 students:** Wilfredo Gonzalez at Ed Bozarth Chevy, Jazriel Gutierrez at Shortline Buick GMC, Awsiiif Khokhar at Shortline Buick GMC, Fatul Fatulov at Ed Bozarth Chevy, Knyaw Doh at Schomp Subaru, John Webster at Schomp Subaru, Tyler Gow at Tynan's Volkswagon, Johnathon Pool at Ed Bozarth Celebrate Chevrolet.



**On July 6, 2024, the District awarded six graduates at Pickens Technical Center's Automotive Technician Program:**

2024-2026 Students were Jehan Sethna – Stevinson Toyota, Carlos Rodriguez – Stevinson Toyota, Dylan Pouliot – Tynan's VW, Michael Castillo – Tynan's VW, Mark Bortz – Schomp Ford, and Omer Elobied – Schomp Subaru. These students received a Snap-On Tool package including a compact split lid cart full of auto mechanic tools to use on the

job. **We also had students placed at Shortline Buick GMC, Schomp Hyundai, Schomp Mazda, Schomp Ford, LHM JEEP, Tynan's Nissan, Havana Auto Parts, and Celebration Chevrolet.**



**Snap-On Tools worked with us and Pickens to give us a great deal on the tool packages.**

If the student awarded the tools stays on the job in the Havana Motor Mile shop for two years, then they get to keep the tool package. If they leave employment before the two-year mark, then the tool package goes back to

Pickens to be awarded to a future student employed in a Havana Motor Mile shop as part of this tool incentive program. The successful program was created by the service managers and shop owners in the Havana Motor Mile.



Thank you to automotive instructors, Darcy Niblo, Sam Gangwisch, and Levi Shaw for their dedication to the program and the students of Pickens Tech. Contact Darcy Niblo at Pickens Technical College at [dniblo@aurorak12.org](mailto:dniblo@aurorak12.org) if your Havana Motor Mile business is interested in hiring a Pickens Tech student next year for 2024-2026.

**This workforce initiative growth will help to support our 20+ car dealerships and over 100 automotive service businesses in our corridor.**

**11. Daily BID Operations:** Executive Director performed all day-to-day functions of a special district in Colorado, including ongoing updates to the Havana BID database to keep track of the number of real properties and businesses within the BID's boundaries.

**2024 Stakeholders' Communication:** In 2024, the BID worked diligently to keep its stakeholders and neighbors informed of events and plans On Havana Street. We also actively updated stakeholders on business resources, funding opportunities, and updates.



- **Quarterly Crime Outreach and Roundtables + Networking Events**
- **Monthly Meetings:** We hosted monthly virtual BID board meetings, which are open to all stakeholders and the public. The agenda is publicly posted prior to the 3<sup>rd</sup> Thursday meeting to inform and welcome the public.
- **Annual Meeting:** We plan to host the Annual Stakeholders' meeting in-person at The Stampede on November 14, 2024, at 11-1pm.
- **Stakeholders' Special Notification:** The Havana BID posted notices on the home page at [www.OnHavanaStreet.com](http://www.OnHavanaStreet.com) and sent out regular email updates as needed to keep the business owners informed. We have updated our email distribution lists to allow us to send out communication to specific groups of business owners and citizen supporters; for example, contacting just the restaurant owners, or car dealerships.

- **Life On Havana Street e-Newsletter:** We published a monthly “Life On Havana Street” e-Newsletter with 4,800+ newsletters being sent out monthly.
- **Regular In-Store visits, phone calls, text updates & social media/website promotions:** Executive Director made regular in-store visits safely to the businesses in the District. We also actively engaged the businesses in attending virtual events, workshops, public meetings, outreach campaigns, and we promoted businesses on social media platforms/website. In addition to actively engaging the stakeholders in community and BID events, we listened to their comments and concerns and hosted multiple listening events with local, state, and federal leaders. When updates are time sensitive the executive director would text and direct message stakeholders on social platforms.
- **Business Watch Updates:** The District sent out regular e-mail Business Watch Alerts to stakeholders as needed. We worked with our Aurora Police PAR, Police Area Representatives, officers to distribute shoplifting and auto theft prevention flyers/posters to all our retail businesses. We worked with Aurora Police to develop a Trespassing Ordinance Packet which includes sample signage wording, sample letter of consent to have on file with police, and a sample parking tag for the commercial property owners. In 2023, we partnered with PAR and visited shops together to address crime concerns and challenges with stakeholders. The PAR also regularly attended events in the District, including the day and night Havana Street Global Markets. We engaged with the Aurora Day Resource Center, Comitis Crisis Center, Aurora Mental Health, Second Chance Center, Village Exchange Center, and the Homelessness Outreach Team regularly to help vulnerable community members in the District. We also invited the street outreach team to our quarterly networking events for stakeholders to build stronger relationships with the outreach team. The outreach team offered resources, solutions and follow up with stakeholders and their challenges after the events.
- **Website & Social Media Marketing:** We regularly updated the On Havana Street website with stakeholder and District events, business announcements, business updates and resources, funding opportunities, ordinance updates, blog posts, press coverage, photos and videos from events, 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 at events and business visits. We updated our You Tube, Google, Twitter, 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. In 2024, we continued monthly strategy sessions with Webolutions via Zoom. Webolutions assisted in urgent updates, content, RSVP forms, giveaways, blogs, backlinks, and SEO updates.

**On Havana Street – SEO Summary - August 2024 through July 2024, [SEO Performance and Highlights Report](#)** provided by Doug Griffin from Webolutions. Active Search Engine Optimization and Proactive Backlink Building on the website began in November 2022 and continued throughout 2023 and into 2024. Over the time from August 2023 to August 2024 the District has seen significant gains in rankings and traffic from Organic search engines. Top 3 Terms Ranking = 609 (**up 76% over the previous year**), Terms Ranking in Positions 4-10= 2,176 (**up 60.9% over the previous year**) and Organic Traffic to Website:

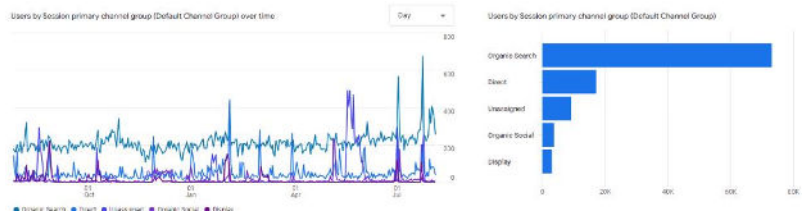
- August 2022 – July 2023 = 71,503
- August 2023 – July 2024 = 91,457
- **Organic Traffic Up 27.91% over previous year**

**Website Engagement Rates remain strongest amongst visitors who find the site via organic search.** Those visitors spend the most time on the site and tend to visit more pages. Engagement rate = visitors who spend more than 10 seconds on the site or had more than 2-page views.

**August 2023 – July 2024 Analytics:** Record high of 130,253 sessions on the site, up from 105,527 the previous years + **23.43%**, Record high in Organic Traffic from Search Engines at 91,457 sessions, accounting for **70.34% of all traffic to the website**. As we built stronger backlinks (10 per month since November 2022), the Domain Rating has **increased from 29 to 37**. This is an indicator that the website is continuing to get stronger and carry more relevance for search engines. This is also indicator by the increased visibility of Keyword rankings on page one of search engines. Page One Rankings are **up 64%** over the previous year.

## August 2023 – July 2024 Acquisition Report & Email Reporting

- Started with list of 4,866 and grew to 5,306 **+9.04%**
- Average Open Rate: 26.25%
- Average Click Rate: 5.29%



**Social Media Engagement - We posted daily and actively posted [Instagram](#) stories, reels, highlights, and videos of events, promotions of businesses and featured businesses on our page.** We actively share our businesses posts and bloggers that promote our District. In September 2018, we had 555 followers and 281 posts on our Instagram profile. **As of September 2024, we grew our account to 7,748 followers, and 3942 posts on Instagram.** As of September 2023, we grew our account to 5,057 followers, and 3502 posts on Instagram. As of September 2022, last year, we had 3,339 followers and 3181 posts. In 2021 we had 2,423 followers, 2020:1,654 followers and 2,552 posts.

**NEW in 2024 – Active Engagement & High-Quality Creatives:** We continued to engage with our followers and posted 100+ stories on events, shopping, Havana Motor Mile, food, public art, business updates, and resources on our Instagram profile. Through our Instagram page we have established relationships with over 300 auto, food and lifestyle bloggers that often share, promote, and highlight our businesses. In 2022, on a 90 day average our Instagram reached an average of 12.2K accounts, 109 posts, 603 stories, and 11 reels. In 2023, on a 90 day average our Instagram reached an average of 20.4K accounts, over 227K impressions, our reels and posts reached about 11K profiles. Our Instagram page’s profile activity continues to increase every 3 months with over 6,444 profile visits on the last 90 days from this report and reached ages ranges from 25-54 with 42.5% of followers at 25-34, 26% of followers at 35-44, 15.8% of followers at 18-24 and 8.4% of followers at 45-54. The top reached cities include Denver, Cherry Creek, Glendale, and Colorado Springs and 75.3% are female and 24.6% are male. **In 2024, on a 90 day average our Instagram reached an average of 34.5K accounts, over 328K impressions, our reels and posts reached about 52.6K profiles.** Our Instagram page’s profile activity continues to increase every 3 months with over 6,444 profile visits on the last 90 days from this report and reached ages ranges from 25-54 with 35.8% of followers at 25-34, 35% of followers at 35-44, 6.7% of followers at 18-24 and 13.9% of followers at 45-54. The top reached cities include Denver, Aurora, Centennial, Colorado Springs and Lakewood and 73.5% are female and 26.4% are male.

These record numbers are due to the District hiring Simply Hao and Aveeda Goodall in our consulting budget to help with creating content and high-quality video reels and stories for our social media platforms. Review the 50+ high-quality videos created by Simply Hao [here: https://www.youtube.com/@OnHavanaStreet/videos](https://www.youtube.com/@OnHavanaStreet/videos)



- **Keeping up with the Issues:** The Executive Director attended city council study sessions, regular city council meetings, City of Aurora policy committee meetings like the Planning and Economic Development (PED) committee meetings, Housing, Neighborhood Services, & Redevelopment meetings, Housing Task Force meetings, Zoning, Coding, Budget meetings, Management & Finance committee meetings, and planning commission hearings. The Executive Director and Board also actively attended and engaged with community partner meetings with the Aurora Chamber of Commerce, Arapahoe County, Community Enterprise Development Services (CEDS), Our Parks, Our Places, Disparity Study Outreach events, Small Business Outreach events, SHOP BIPOC, Alameda Corridor Study, Women in Executive Leadership Roundtable, Aurora & South Metro Small Business Development Center and other events to stay on top of the issues that may impact the BID’s businesses and small businesses in Aurora. The Executive Director attended other BID and urban renewal training sessions offered by Downtown Colorado, Inc. to strengthen our Districts relationships with other special districts.

- **Annual Audit:** We contracted to have a Government Audit completed in April. The audit is shared with the stakeholders and confirmed that the District is a good steward of their tax dollars. 2023 Annual Audit by Simmons & Wheeler [here](#).
- **Code Complaint Resolution:** The Executive Director worked with code enforcement officers, city, state and CDOT representatives, the Aurora Police Department, property hired security officers, and business owners to address and resolve code complaints and challenges. The District worked with business owners to resolve code complaints, avoid code violations and expensive fines on the business owners and helped to keep the corridor safe and looking its best.
- **Homeless Outreach & Support:** See above to **Business Watch Updates**
- **Welcome Committee:** The District and board members contacted new business owners, welcomed them to the District, explained the BID's responsibilities and offerings, arranged grand opening celebrations, submitted information & marketing to local media/social media. We added the new business and stakeholder to the newsletter distributions, created a business directory profile, updated the BID's database of properties, and added their contact information to our communications. In addition, we added their business to our social media platforms and followed/liked their profile pages to be informed about future business activities and promotions. We also work to closely with the new businesses and share our resources regarding our business watch information and help to provide any other resources they may need in their new home On Havana Street. Our social media and videographers also visited the new businesses to create content for social media platforms and also took photos for the new business owner to use in their own creatives and promotions for marketing and advertising.



- **Community Events:** The District hosted hybrid events and co-hosted or supported existing stakeholder events in the corridor and community. Many of the events were scheduled and marketed to attract shoppers, visitors, business owners and neighbors together, like the Havana Street Global Markets, Business Round Tables, Networking at On Havana Street businesses, workforce/hiring/workshop events, Last Days of Summer Concert with Dotsero at The Stampede, Korea Town Golf Tournament, Afrik Impact, Fiesta at the Stampede by Visit Aurora, and the Trick or Treat Events in the District. Due to the request of the board and stakeholders the District continued to host outreach virtual events and in-person events, workshops, and public meetings. The District also hosted outreach phone calls and listening sessions with the businesses and leaders in the community. The District hosted regular round tables with Governor Polis, Representative Jason Crow, District Attorney John Kellner, Mayor Coffman, Aurora City Council and the former Governor Hickenlooper. In addition, smaller in-person small business round tables were also hosted, which allowed businesses to network and collaborate with one another with recovery efforts and business resources.

### **2024 Other Economic Development Services:**

- **Business Directory Updates:** We updated our business directory photos, contacts, and details on our new responsive website. Webolutions, our marketing partner, continued to do key-word optimization on each of the business directory listings to increase the Google search engine rankings for each individual BID stakeholder business. This business directory gets the most traffic on our website, followed by the upcoming events page, the Havana Motor Mile pages, and the view available properties page. Review pages 19-20 to learn more about the success of our website results in 2024.

- Available Properties Listing:** We continued to revise and update the list of available commercial properties for sale/lease in the Havana corridor on our website to attract and assist future business owners, investors, and developers. This has been a very popular service that generates new business leads. The District works closely with the City of Aurora Retail Specialist, developers, commercial brokers, local Chambers and the Aurora Economic Development Council for referrals and establish interest in the BID corridor. Havana is a very desirable area and in the top 5 producing areas for City of Aurora sales tax generation and revenue. In 2024, the District received many inquiries from commercial brokers, interested prospective property owners and many businesses looking to relocate to our district.
- Businesses inquired about looking for space for restaurants, event centers, international bakeries, entertainment uses, Korean spas, and specifically looking for properties and leases that allowed for drive-thrus, walk-ups, patios, and outdoor seating options.**

### On Havana Street Property Update

- We are at a **96.4% retail occupancy On Havana Street as of Sept. 2024**
- **3.6% of the leases are available & vacant**
- **19 leases are available of 475 shopping center retail leases**
- **“View Available Property List”**  
<https://onhavanastreet.com/aurora-colorado-available-properties/>

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%
2021	5.0%	95.0%
2022	6.0%	94.0%
2023	3.0%	97.0%
2024	3.6%	96.4%

2024 RETAIL VACANCY & OCCUPANCY ON HAVANA STREET	# of shops	# of vacant shops	% vacancy by shop	Total SF	SF Vacant	% SF Vacant	% Occupied
	475	19	4.0%	1,561,497	55,508	3.6%	96.4%

2024 RETAIL VACANCY & OCCUPANCY ON HAVANA STREET	# of shops	# of vacant shops	% vacancy by shop	Total SF	SF Vacant	% SF Vacant	% Occupied
	475	19	4.0%	1,561,497	55,508	3.6%	96.4%

VIEW AVAILABLE PROPERTIES LISTING: <https://onhavanastreet.com/aurora-colorado-available-properties/>

- 3.6% Vacancy Rate:** We complete a survey of retail vacancy rates in the Havana corridor every \*September/October in preparation for the annual meeting in November. Our first 2008 vacancy rate was 8.6% and over the past decade has decreased. Retail vacancy rate in October 2012 was 6.7%, October 2013 was 2.8%, October 2014 was 2.3%, October 2015 was 4.2%, October 2016 was 4.7%, October 2017 was 2.5%, October 2018 was 2%, October 2019 was 3%, October 2020 was 6%, October 2021 was 5%, October 2022 was 10%, October 2023 was 3%, **\*September 2024 was 3.6%. In 2024, we were at a 96.4% occupancy On Havana Street with not many leases available at over thirty shopping centers and 209 properties in the corridor.**



We are thrilled to announce that we have now leased over 25,000 SF at the Gardens on Havana to Ace Hardware (former Toys R Us lease), 25,000 SF at the Havana Exchange to Shamrock Food Service Warehouse (former Bicycle Village lease), the parcel at Havana & Jewel was completed by Maverik and plus there will new additional leases to be announced in late 2024.

**Not Many Available Leases:** We expected to see an increase in vacancy rates due to the on-going challenges, retirements, and business closures. However, the District has seen business closures and new tenants move in two weeks to a month later, resulting in not many vacancies despite closures. On Havana Street is still a very desirable District to operate a business in.

**Lots of Redevelopments & Improvements Along On Havana Street:** In 2025, we expect more redevelopment of properties and vacant parcels. We also expect the completion of multiple dealership redevelopments at Schomp Hyundai, Schomp Ford, Schomp Mazda, Stevinson Toyota, Jambo Motors (NEW), Dave’s Hot Chicken at the Gardens on Havana, Circle K at Havana & Iliff, QuikTrip at the former Sam’s No 3 and the completion of the units of condominiums and retail space at the Argenta redevelopment.



Other properties like the [South Havana Shops](#), the former Havana Auto Plex/Havana Machine are currently in redeveloped and will add additional leasing opportunities in late 2024/early 2025.

- **Development and Business Assistance:** The District regularly worked with existing business owners and developers by connecting them to resources and contacts in the city about development plans, tenant finish, new business plans, expansions, and code complaint issues. We hosted calls and driving tours of the corridor to share “What’s Happening or Coming Soon to On Havana Street.”
- **Business Attraction:** The District worked with prospective business owners interested in opening a business On Havana Street and offered any assistance from the BID that would help in that process. We are also in the process of updating our website attract various audiences to explore, experience, eat, visit, and live On Havana Street. Our goal is to showcase the life, culture, and lifestyle on the corridor to attract businesses, shoppers, and residents.
- **New Businesses:** We saw about 45 new and remodeled businesses making major investments in late 2023 and in 2024. With a low retail vacancy rate, we are running out of retail space. The Havana BID has been very busy working with business owners and prospective buyers 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.
- **Closures and Relocations:** We saw fewer than 10 businesses and leases that relocated and closed.

### **New Businesses, New Property Ownership, & Redevelopments to On Havana Street**

**MARKETING/MONTHLY EVENTS:** In 2024, the Havana BID budgeted \$155,000 of its annual budget hosting and marketing monthly events to put feet on the street and attract shoppers and customers to our businesses, bringing thousands of people to the Havana District to shop, dine and have fun. The District continued to pivot in 2024 and hosted the inaugural Lunar New Year and Havana Street Pride at the Stampede, 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. \$305,000 was budgeted for District events and promotions with \$155,000 to host the events and \$150,000 was budgeted to market the events in diverse publications and media.

### **Overview of 2024’s activities and events:** <https://onhavanastreet.com/overview-of-2024s-on-havana-streets-activities-and-events/> **Highlights of Events and Promotions On Havana Street – December 2023 to December 2024**

1. Holiday Caroling in the shopping centers
2. Holiday Gift Card Giveaways
3. Shop On Havana Street promotions
4. Social Media and Media Influencer events
5. Monthly Gas Card Giveaway, [Win a Gas Card from the Havana Motor Mile](#)
6. [November 23, 2023 to December 1, 2023 \\$Giveaway – Enter of @OnHavanaStreet Instagram, 2023 Holiday Giveaway – Tofu House Giveaway](#)
7. Thursday, December 7, 2023 10 am, [\\*December 7, 2023 Havana BID Board Meeting with Spencer Fane](#)
8. Tuesday, December 12, 2023, 7pm at Leezakaya, Board Holiday Thank You Dinner
9. Friday, December 15, 2023 4pm-8:30pm, Movie Begins at 6:30pm, Parking Lot Opens at 4pm \$Admission is free with purchase of food and drink • \$5 with no purchase, [2023 Holiday Drive In Movie On Havana Street at Sam’s No 3 – The Grinch \(2018\)](#)
10. [Monday, Dec. 3rd 2023 to Monday, Dec. 11th, 2023 at 12pm MST, 🎁 HEIRLOOMS ANTIQUE MALL GIVEAWAY](#)
11. [Tuesday, December 19, 2023, Grand Opening – Ace Hardware – Gardens on Havana](#)
12. [December 19, 2023 to December 26, 2023, 2023 Fascinations Gift Card Giveaway – Enter To Win!](#)
13. [January 1, 2024 – January 12, 2024, 2024 Happy New Year \\$250 Giveaway on Instagram Only](#)
14. January 1, 2024 – February 10, 2024, [2024 Lunar New Year Giveaway – Website Entry Only](#), Winner was Christine N.
15. January 1, 2024 – January 31, 2024, [2024 Happy New Year \\$250 Giveaway](#), [Winner was Gabrielle V.](#)
16. January 10-12, 2024, Korea Delegation Visited to OHS – Korea Town Aurora with City of Aurora Hosting
17. Wednesday, January 24, 2024, 3-5pm, [2024 Happy New Year Networking On Havana Street](#), See photos [here](#).
18. Thursday, January 11, 2024 6:30pm – 8pm, [Ward 4 – Town Hall Meeting with Council Member Stephanie Hancock](#)
19. Feb 1st, 2024 to Saturday, Feb. 10th, 2024, [LUCY’S FLOWERS SIGNATURE RED ROSES INSTAGRAM GIVEAWAY ENDS FEB 10TH 🎁](#) – Winner was @Blessing3155, Debby B.

20. Feb. 29th, 2024 to Friday, Friday, Feb. 9th, 2024 at 12pm MST, [Lucy's Flower & Design Giveaway – Two \\$50 Gift Certificates for Valentine's Day](#), Winners were Amelia Rose & Laddy
21. January 26, 2024 – February 9, 2024, Enter to Win Here: [2024 Date Night On Havana Street Giveaway](#) – Winner was Nadia S. – @Nadiagirl777
22. [February 3, 2024, African Chamber of Commerce Awards Dinner, and Reception](#)
23. Feb 6, 2024 – Feb 16, 2024, 🇺🇸 [National Frozen Yogurt Day Giveaway – Feb 6, 2024 – Feb 16, 2024](#) 🇺🇸  
Enter [Here](#)
24. Sunday, February 4, 2024, [2024 Celebrate Lunar New Year On Havana Street](#), See Photos [here](#).
25. Wednesday, February 3, 2024, Cadet Pilot Program Event with CCA + APD at Launchpad Brewery, See Photos [here](#).
26. Tuesday, February 13, 2024, 6:30pm-8pm, 2/13/2024 Ward 3 Town Hall – Council Member Ruben Medina
27. Wednesday, Feb 14, 2024, 9:00 AM Mountain Time – Partners in Energy Network Event: Engaging Businesses in Energy Action – The HBID was the presenter sharing our experiences and success with the PIE along our District.
28. Monday, February 19, 2024, 8-1pm, [FREE, MAKING DENVER SMILE Pediatric Dental Hygiene Day](#), Concorde Career College is offering a No Cost Dental Cleaning for Children
29. Thursday, February 22, 2024, 5:30pm, RSVP Here: <https://bit.ly/4bqoOdD>, Hispanic Chamber Mixer 2024 Kick Off at Pelicano Seafood Restaurant
30. Thursday, February 22, 2024, Asian Chamber of Commerce Business After Hours at Leezakaya, Hosted by JW Lee
31. Small Business Month Giveaway Winner – Niles D.
32. Friday, March 8, 2024 5-8pm, FREE, [ALG'S International Women's Day Celebration](#)
33. Martes, 5, 12, 19, 26 de marzo , 4:00 PM to 6:00 PM, [SBDC – Business Resource – Emprende tu Negocio ¿Necesito un Plan?](#)
34. Tuesday, March 5, 2024, 6pm, [Protecting Communities Against Extremism](#)
35. March 10-22, 2024, [COFFEE STORY GIVEAWAY ON INSTAGRAM ENDS FRIDAY, MARCH 22, 2024](#) – Small Business Feature On Havana St – – Congratulations to our lucky winners on Instagram: [@gloriaemonroy](#), [@chocolate\\_and\\_chai](#), [@chelsea.lovees](#), [@mrrogers84](#) . 🇺🇸
36. Tuesday, March 12, 2024, 6:30pm-8pm, [Town Hall – Ward III \(Ruben Medina\)](#)
37. Wednesday, March 13, 2024 – Kick Off Meeting for Connecting Aurora – Stakeholders Group
38. Wednesday, March 13, 2024, 11am, FREE, [FORUM ON FINANCIAL CRIMES AGAINST BUSINESSES](#)
39. Thursday, March 14, 2024, [HAVANA EXCHANGE SHOPPING CENTER GIVEAWAY](#) – Enter to Win on Instagram Only
40. Friday, March 22, 2024, 11:30am-12:30pm, [Business Resource – SBDC Exit Planning Information Meeting – 3/22/2024](#)
41. Friday, March 22, 2024, [Soft Opening for Nana's Dim Sum and Dumpling at the Village on the Park](#)
42. Saturday, March 23, 2024 – Nana's Dim Sum & Dumplings Soft Opening Lunch with Mayor Coffman – Welcomed NDSO to OHS.
43. March 31, 2024 to April 15, 2024, [Herrada Printing of Colorado Business Card Giveaway](#)
44. March 29, 2024 to April 5, 2024, 🇺🇸 [NANA'S DIM SUM & DUMPLINGS ON HAVANA STREET INSTAGRAM GIVEAWAY – ENDS APRIL 5th🇺🇸](#) – Our lucky winners on Instagram are @wendy\_bui88 and @xbiridianax !
45. Ribbon Cutting – April 5, 2024 – [Comcast/ Xfinity – Village on the Park](#) – Space 31/Suite C2 – SQ FT 2,500, 2495 S Havana St, C2, Aurora, CO 80014
46. Tuesday, April 9, 2024 6:30pm-8pm, [4/9/2024 Ward 3 Town Hall – Council Member Medina](#)
47. Thursday, April 11, 2024 6:30pm-8pm, [Town Hall – Ward IV \(Stephanie Hancock\)](#)
48. Downtown Colorado Inc with 9NEWS – Navigating Modern Media, Time: 04/17/2024 09:00 AM – 10:00 AM MT, Virtual Meeting URL: <https://us02web.zoom.us/j/87325882958?pwd=ekl5UkRqTW9NbKxjcHJtR2lYWmlkZz09>, Presentation Here: [4 17 2024 DCI 9NEWS Kim Roose Presentation Navigating the Modern Media Landscape.pdf](#)
49. Thursday, April 18, 2024, 6pm-8pm, [Town Hall – At Large \(Alison Coombs, Curtis Gardner, Danielle Jurinsky and Dustin Zvonek\)](#)
50. Friday, April 19, 2024 4-6pm, [African Chamber – All About Franchises Workshop](#)
51. Saturday, April 20, 2024, 1:30pm-3pm, [Town Hall – Meet with Mayor Mike](#)
52. March 29, 2024 to April 5, 2024, 🇺🇸 [NANA'S DIM SUM & DUMPLINGS ON HAVANA STREET INSTAGRAM GIVEAWAY – ENDED APRIL 5th🇺🇸](#)
53. Wednesday, April 24, 2024, 3-5pm, \$30, [2024 Celebrate Small On Havana Street – Progressive Networking Event at Yale Place](#)
54. April 28, 2024 to May 4, 2024 \$varies, [Mile High Asian Food Week – On Havana Street](#)
55. Tuesday, April 30, 2024 6:30pm, [Visit Aurora Presents – Aurora Fiesta, Celebrating Together at The Stampede](#) – Over 500 attendees joined the Visit Aurora celebration
56. May 1, 2024 to May 31, 2024, [2024 EAT ON HAVANA STREET GIVEAWAY](#)
57. Thursday, May 2, 2024, 4-5pm, [Pop-Up Rider Survey for Alameda Corridor Study](#)



58. The May the 4th Free Comic Book Day Giveaways at Monkey Paw Toys – Monkey Paw Toys hosted a “Special” Giveaway raffle for in-person winner and 10 other prizes in total. With ANY purchase customers received a special ticket to win more prizes. Plus, tickets were distributed for Free Figure Friday too. The ENTIRE store was on SALE for 20% off EVERYTHING!! 🍷 Great celebration with grilling and BBQ food truck too! 🍷
59. Saturday, May 4, 2024 10am-5pm [Monkey Paw Toys Hosted a Special Event for May the 4th Be With You on National Comic Book Day](#) – OHS hosted a [Monkey Paw Toys \\$100 Gift Card](#) & [Star Wars](#) Giveaways, Star Wars Toy Winner was Sam.
60. Saturday, May 4, 2024, 10-5pm, [Aurora Tattoo Shop – Grand Opening and Re-branding Event](#)
61. Cinco de Mayo promotions – Watch the Video [Here](#).
62. Wednesday, May 8, 2024, Gov. Polis Lunch for AANHPI Month
63. Wednesday, May 8, 2024, Connecting Aurora – Stakeholder Group Meeting
64. Friday, May 10, 2024, 8 am – 4 pm, [Shamrock Foodservice Warehouse in Aurora – Hiring Event](#)
65. Friday, May 10, 2024, Nana’s Dim Sum & Dumplings Grand Opening, Celebrate Nana’s Dim Sum & Dumplings Grand Opening Celebration On Havana Street! The Open House starts at 4:30 pm and the Ribbon Cutting will be at 5:00pm.  
There will be samples of numerous dishes including shared plate appetizers, steamed and fried dumplings and various buns to try. There will also be cocktails served down an ice sculpture and spreading good luck on this special day on the Chinese calendar.
66. Saturday, May 11, 2024, 10am-12pm, FREE, [2024 African Chamber Legal Clinic Workshop Series](#)
67. Tuesday, May 28, 2024, [TOUS LES JOURS INSTAGRAM GIVEAWAY – ENDS FRIDAY, MAY 31st](#)
68. Saturday, May 25, 2024, Schomp Hyundai Grand Opening & Open House – BBQ, Kona Ice and Grand Opening Promotions
69. Saturday, June 1st, 2024 through Sunday, June 16th, 2024 at 12pm MST, FREE, [FATHER’S DAY INSTAGRAM GIVEAWAY – ENDED SUNDAY JUNE 16TH, 2024](#)
70. Sunday, June 16, 2024, 10-2pm, FREE, [Father’s Day Colpar’s Hobby Town Car Show](#)
71. Sunday, June 2, 2024 Family Festival, 12pm – 5pm, 21+ Festival, 6pm – 11pm, FREE, [Havana Street Pride Festival](#)
72. Friday, June 14, 2024, 7AM-5PM, [Ribbon Cutting at 1 PM](#), FREE, [Shamrock Foodservice Warehouse Aurora Grand Opening](#)
73. Saturday, June 15, 2024, 12pm – 6pm, FREE, [Pacific Alley Co – Grand Opening](#)
74. June 16, 2024 to June 29, 2024, FREE, [ACE HARDWARE INSTAGRAM ONLY GIVEAWAY – ENDS JUNE 29, 2024](#) 🍷
75. Tuesday, June 18, 2024, 10-3pm, FREE, [CEDS Finance – Office Hours On Havana Street – 1 on 1 Consulting Services](#)
76. Tuesday, June 18, 2024, 9-10am, FREE, [How To Do Business with the City of Aurora – June 18, 2024](#)
77. Tuesday, June 25, 2024, 2-3:30pm, FREE, [FINANCIAL CRIMES AGAINST BUSINESS](#)
78. June 29, 2024 to June 30, 2024, Sat: 10-7pm, Sun: 12-6pm, FREE, [Discover Korea Event – 2024](#)
79. Saturday, June 29, 2024, 6pm-10pm, FREE, [2024 Havana Street Global Night Market – On Havana Street – Free Event – June 29, 2024](#)
80. Saturday, July 13, 2024 11:30am, FREE, [Crane Games Grand Opening](#), Located at the Havana Exchange Shopping Center  
🦁 Lion dance starts at 11:30 am, 🌿 Vita Cane pop-up shop from 12 – 5 pm, 🎈 Balloon art from 1:30 – 3:00 pm, 🧸 The first 50 customers will receive a goodie bag with a plushie and 5 tokens to play! 🎉 Saturday only, raffle for a Smart TV!
81. Thursday, July 18, 2024 4-6pm, FREE, [ShopBIPOC Happy Hour on July 18 from 4-6pm at Green Spaces](#)
82. Saturday, July 20, 2024, 6pm-10pm, FREE, [2024 Havana Street Global Night Market – On Havana Street – Free Event – July 20, 2024](#)
83. Thursday, July 25, 2024 9:30am – 10:30am, FREE, [The Colorado Organized Retail Crime Alliance – COORCA meeting in Aurora, CO In July](#)
84. July 30, 2024 – August 30, 2024, [KPOP Exchange Online & In-Store Giveaway!](#)
85. August 1, 2024 – August 31, 2024, FREE, [Cort Furniture Outlet – Spread the Love This August & Get an Additional 10% Off](#)
86. August 1, 2024 – August 31, 2024, 9th Anniversary at Heirlooms Antique Mall, 🕒 Open Daily 9am – 5pm \$30% off select products [9th Anniversary for Heirlooms Antique Mall – Celebrate and Shop the 30% off select products in store!](#)
87. Saturday, August 3, 2024 10am – 12:30pm, FREE, [African Chamber of Commerce – Accessing Capital – Black Business Month Event](#)

88. Saturday, August 3, 2024 – Grand Opening 9am-6pm – [Colorado Detail Supply](#) – Havana Exchange Shopping Center
89. Saturday, August 3, 2024, Grand Opening, 5pm, Gangnam GT Karaoke and Lounge – Birchtree Shopping Center
90. Saturday, August 3, 2024, Hip Hop Night and \$35 for unlimited wings + 2 drinks at Angry Chicken – Birchtree Shopping Center
91. Tuesday, August 6, 2024, Hosted Influencer and Media at Yemen Grill, 6:30p-9:30pm
92. Thursday, August 8, 2024 7am-3pm, \$Varies, [2024 Korea Town Golf Tournament at CommonGround](#)
93. Saturday, August 10, 2024 3 PM – 5:30 PM, 6 PM – 10:30 PM, \$20-44, [African Leadership Group – Community Cultural Celebration & Concert](#)
94. Saturday, August 17, 2024 11am-6pm, FREE, [Global Fest 2024 + Global Flavors – A Unique Local Food Competition](#)
95. Saturday, August 17, 2024 6pm-9pm, [9th annual Afrik Impact Fundraising Gala](#), OHS sponsored Afrik Impact Events in August, VIP guests: Yuly Williams, Chance Horiuchi, Jibril Saani
96. Saturday, August 24, 2024 11am-12pm, FREE, [Canning Class at Ace Hardware Gardens on Havana](#)
97. Tuesday, August 27, 2024 7 p.m. – 9 p.m., Doors Open at 6 p.m., FREE, [2024 FREE Dotsero Concert at The Stampede 8/27/2024](#)
98. Thursday, August 29, 2024 10am-11:30am, FREE, [Forum on Financial Crimes Against Businesses at The People's Building](#)
99. Saturday, August 31, 2024 6pm-10pm, FREE, [2024 Havana Street Global Night Market – On Havana Street – Free Event – Aug 31, 2024](#)
100. NEW –Now Open! Early September 2024 – Menya Ramen & Poke – former Mochinut space, Mochinut and Coffee Story will share a space
101. Tuesday, September 3, 2024, 6-7:30 PM, FREE, [DISTRICT 1 COMMANDER FORUM at Cort Outlet](#)
102. Thursday, September 12, 2024, 5 pm – 7 pm, [ASCI & OIIA's International Professional Women's Networking Event](#)
103. [9NEWS Colorado & Company Features On Havana Street and their Night Markets at Leezakaya](#)
104. September 14, 2024, Korean Culture Festival at Leezakaya
105. [Visit Aurora Annual Meeting](#), October 14, 2024, 10:30am Registration, 11-1 pm at the Gaylord Rockies – OHS sponsored Table of 10
106. Live Music at Leezakaya at the Night Markets – [Vio the Violinist at LeeZakaya – Havana Street Night Markets – Live Music On Havana Street](#)
107. Saturday, September 28, 2024, 6pm-10pm, FREE, 2024 Havana Street Global Night Market – On Havana Street – Free Event – Sept 28, 2024
108. [State of the City](#), October 22, 2024, 11am-1pm at the Hyatt Regency Aurora Denver – OHS sponsored Table of 10
109. Saturday, October 26, 2024, 11-1pm, FREE Events, [2024 Halloween On Havana Street](#), Trick or Treat at the Gardens on Havana + Costume Contests & Prizes at Rocket Fizz Aurora
110. Saturday, October 26, 2024 6pm-10pm, FREE, [2024 Havana Street Global Night Market – On Havana Street – Free Event – Oct 26, 2024](#)
111. October 30, 2024, Ten Seconds Rice Noodles Featured with Visit Aurora for an Aurora Borealis Festival promotion on Denver7 News Mile High Living, Watch the Feature [Here](#).
112. November 1-3, 2024 Aurora Borealis Festival – Aurora Highlands, On Havana Street was the Main Stage Sponsor with Visit Aurora and hosted our stakeholders in the Aurora Bazaar and Food Court, [Celebrate the Aurora Borealis Around Aurora](#)
113. Tuesday, November 12, 2024, 9 am – 11:30 am, FREE, [Coffee with a Cop – Gardens on Havana Target](#)
114. Tuesday, November 12, 2024 4 pm-7 pm, FREE, [Ladies Night at ACE Hardware Gardens on Havana](#)
115. Tuesday, November 12, 2024, 6:30pm-8pm, FREE, [Town Hall Meeting – Council Member Ruben Medina](#)
116. Thursday, November 14, 2024 11 am – 12:30 pm, FREE, [2024 Havana BID – On Havana Street Annual Business Stakeholder Meeting + Public Hearing for 2025 Budget and HBID Resolutions Approval with Spencer Fane](#), RSVP REQ for lunch
117. December 2024 – Board Holiday Gathering and Thank you Dinner - TBD



**New Businesses, New Property Ownership, & Redevelopments to On Havana Street:**  
<https://onhavanastreet.com/new-closed-businesses-on-havana-street-in-2024/>

1. 11.1.2023 – New Ownership – [Tous Les Jours Bakery](#)
2. [ADI Autosport](#) at AWAD Auto Sales Parking Lot Addition: “SITE PLAN AMDT, 1960 S HAVANA ST, SITE PLAN AMENDMENT TO ADD PARKING/STORAGE FOR CAR SALES INVENTORY AT SOUTHEAST CORNER OF LOT.”
3. NOW OPEN! [Jambo Motors](#) – former Portico, purchased in late August 2023, but signage up in December 2023 and redevelopment in progress in 2024.
4. NOW OPEN! [Ace Hardware](#) at the Gardens on Havana – AMCAP – next to Ross Dress for Less – Gardens on Havana, construction began in 8/2023, Grand Opening 12/2023
5. NOW OPEN! December 2023 – [Maverik at Havana & Jewel – formerly Kum & Go](#) – pre-construction work began in 2022 and opened in late 2023, “ZONING MAP AMENDMENT TO REZONE 2.97 ACRES FROM R-2 TO MU-C, CONDITIONAL USE FOR A FUELING STATION IN A MU-C ZONE DISTRICT, CONDITIONAL USE FOR 24-HOUR OPERATIONS ADJACENT TO RESIDENTIAL, A SITE PLAN FOR A 5,620 SQUARE-FOOT CONVENIENCE STORE WITH AN 8-PUMP FUELING STATION AND A REPLAT TO CREATE TWO LOTS OUT OF THE CURRENT PARCEL ON 2.97 ACRES.” Maverick is adding On Havana Street signs to their monument and the BID provided the panels, then Maverick covered the install in Summer 2023. Also, Maverick added an 8x8 concrete pad for the ART 2C public art program if the District supports the additional sculpture to the Art 2C program. The pad was not be available until late 2023 so was be included in the 2024-2026 program.
6. New Ownership – Dickey’s Barbeque Pit – Aurora – Gardens on Havana – December 2023
7. NOW OPEN! January 2024 – [Auntie Anne’s Pretzels and Jamba Juice](#) at the Gardens on Havana
8. NOW OPEN! – Early 2024 – [Cobblestone Car Wash – Aurora – Havana St & Iliff Ave](#), Express Only, 2291 S Havana St, Aurora, CO 80014
9. January 2024 – Facade, exterior painting, and new signage at [Church’s Chicken](#)
10. January – March 2024 – Rebrand and store update – formerly Nail Studio – Gardens on Havana – AMCAP – [First Class Nails and Lash](#)
11. NEW – Cameras are now up – March 2024 – AMCAP – Havana Square and The Gardens on Havana – [Flock Security](#) cameras
12. NEW – Now Open! – March 2024 – [ALI Halal International Market](#) – 2222 S Havana Street, Suite C1 – Havana Plaza, Former J Love African Market
13. NOW OPEN! – [Soft Opening March 22, 2024 – Nana’s Dim Sum & Bao](#) – Village on the Park, 3,142 SF, 2495 S Havana St, Ste F-37, Aurora, CO 80014, Watch Video [Here](#)
14. NEW – NOW OPEN – April 5, 2024 – [Comcast/ Xfinity – Village on the Park](#) – Space 31/Suite C2 – SQ FT 2,500, 2495 S Havana St, C2, Aurora, CO 80014
15. New Ownership – 4.20.2024 [Solomon’s European Grocery & Deli](#)
16. NOW OPEN! – January 29, 2024 – Redevelopment at Schomp Hyundai – [Check out their new showroom and dealership!](#) – Grand Re-Opening Celebration – May 2024
17. NEW – Now Open! – Spring 2024 – [Abyssinia Mart & Jewelry](#) – Village on the Park – Space 8 – SQ FT 1,130, 2353 S Havana St, Ste D-6, Aurora, CO 80014, 720-751-7976
18. NEW – Now Open! May 1, 2024 – AMCAP – Havana Square – [Cassio Castro DDS, Odonto Dental](#) – KingSoopers Shopping Center, remodel and construction with Grand Opening on May 1, 2024
19. NEW – Now Open! – May 24, 2024 – Space 9 – Dollar Tree – Village on the Park – Space 9, SQ FT 15,270, 2353 S Havana St, Ste D-23, Aurora, CO 80014
20. May 2024 – Havana and Yale – Kum & Go has rebranded and officially a [Maverik](#).
21. May 2024 - Relocation OHS – Sara’s Market and Bakery at 1930 S Havana St Closed and relocated to Yum Yum Cake and Pastries lease at Yale Place – 2680 S Havana St, Unit AA, Aurora, CO, 80014, <https://onhavanastreet.com/business/sarasmarketandbakery/>
22. Sara’s Market and Bakery at 1930 S Havana St Closed and relocated to Yum Yum Cake and Pastries lease at Yale Place – 2680 S Havana St, Unit AA, Aurora, CO and renamed bakery to Wantan Bakery
23. June 2024 – Improvements – Western Centers – repavement of parking lot near [Shamrock Foodservice Warehouse](#)
24. NEW – Now Open – June 14, 2024 – Construction completed May 2024, Grand Opening June 14, 2024, with 1 pm Ribbon Cutting – [Shamrock Foodservice Warehouse](#) – Havana Exchange Shopping Center, 2802 S Havana Street – former Bicycle Village
25. NEW – Now Open! – June 15, 2024 – [Pacific Alley Co](#) (family owned and operated) – K-Pop Store at the Havana Exchange Shopping Center in the former Baek Nyun Jang Soo lease.
26. NEW – Now Open! – Grand Opening – July 13, 2024 – [Crane Games](#) (family-owned and operated) – Claw Machine Arcade Coming to the Havana Exchange Shopping Center in the former Gahana lease.
27. NEW – Now Open! – Soft Opening – July 18, 2024 & Grand Opening August 3, 2023 – [Gangnam GT](#) – Korean Karaoke Business – 1930 S Havana Street – Birchtree Shopping Center at Havana and Yale

28. NEW – Now Open! August 3, 2024 – Grand Opening – [Colorado Detail Supply](#) – Havana Exchange Shopping Center
29. New Ownership – August 1, 2024 – Angry Chicken, John Kim & Brian Kim Sold Angry Chicken and are Relocating to open Angry Chicken restaurants in other states.
30. NEW – Now Open! September 2024 – [Menya Ramen & Poke](#) – former Mochinut space in Havana Plaza, Mochinut and Coffee Story will share a space
31. **NEW – Coming Soon!** – Expected to Open – Mid- November 2024 – Il Forno di tutti – Everyone’s Oven – Trattoria Deli and Bar by Scott Burnham at the Buckingham Village Shopping Center near Safeway 1627 S Havana St. Unit B, Former My Favorite Muffin
32. **NEW – Coming Soon!** – AMCAP – Havana Square – Hair Salon TBA – KingSoopers Shopping Center, remodel and construction in progress now
33. **NEW – Coming Soon!** – AMCAP – The Gardens on Havana – APD partnership, Lease near Dick’s Sporting Goods and Milan Laser at the Gardens on Havana, Fall 2024
34. **NEW – Coming Soon!** – AMCAP – The Gardens on Havana – [Dave’s Hot Chicken](#), Suite RO7-2, 2600 SF, announced 4/2024, redevelopment in the next two years, expected opening 2026
35. **NEW – Coming Soon!** – South Havana Shops, formerly Havana AutoPlex/Havana Machine - New leases at 800-840 S Havana Street – Grand Openings October 2024
36. **NEW – Coming Soon!** – Early March 2024 – Redevelopment and Construction began – Halal International Market – [Camel International Market](#), Grand Opening Fall 2024
37. **NEW – Coming Soon!** – Early March 2024 – Redevelopment and Construction began – [Orejano Causal Latin Cuisine & Empanada Restaurant](#), 800 S Havana Street, former StevO’s Pizza, under construction, Grand Opening Fall 2024
38. **NEW – Coming Soon!** [DAISO](#) – Village on the Park – Space 4, SQ FT 8455, Lease Announcement in early 2024, but no announcement by Kimco on expected opening date
39. **NEW – Coming Soon!** – Expected to Open –Fall 2024 – L Café & Food Court at 1930 S Havana St., #12, former Sara’s Market & Bakery, Construction **in progress!**
40. Stevinson Toyota East – New Ownership by Asbury Automotive, no name change or rebranding – 2024 Redevelopment & Construction **in progress!**
41. Schomp Ford – Redevelopment in late 2023 and 2024 – an 18-month project **in progress**
42. Schomp Mazda – Redevelopment to be completed in late 2024 – [Groundbreaking hosted in Early April 2023. New Facility Coming 2024!](#) “SITE PLAN AMENDMENT FOR REGARDING THE PARKING LOT, DEMOLITION OF TWO BUILDINGS AND CONSTRUCTION OF A TWO-STORY APPROXIMATELY 48,000 SQUARE FOOT FACILITY AND THE ADDITION OF 8,000 SQUARE FEET TO AN EXISTING BUILDING. REPLAT FOR ONE LOT ON 5.63 ACRES.”
43. Argenta – former Fan Fare property – Housing On Havana Street – The project is currently under construction and still **in progress**. Pacific North, LLC., the developer, is under construction on the mixed building on Havana Street which includes 18,000 square feet of retail, and 32 multi-family, condominium units, anticipated to be completed July 2023. A second, 76-unit condominium building is currently under construction, with completion anticipated in early 2024. Construction has begun on the first 86-unit, townhome building with completion anticipated by the end of the year. The project has completed Harrison St, the North-South Road through the development, which is a benchmark in the redevelopment agreement with Aurora Urban Renewal Agency. 6/2023 Update from Philip Nachbar, Development Project Manager, Planning & Development Services Department, City of Aurora 15151 E. Alameda Parkway, Ste 2300, Aurora, CO 80012, office 303.739.7269 | cell 503.625.3418
44. 8/2024 - U-Time International LLC - local business - Utan - New Owner - Billiards Bar - Coming Soon! - Former Rack Em Billiards at Havana Square at Havana & Jewel - Leased Aug 2024 - **Expected to Open in 1st QTR 2025**
45. 8/2024 - Family Dollar Property for Sale – New Business/Possible Redevelopment, Family Dollar closing across the country
46. 8/2024 – NEW – Now Open! - Wantan Restaurant & Bakery (Middle Eastern Bakery, Afghanistan, Turkish and Persian Cuisine) - former Sara's Market & Bakery at Yale Place, same ownership, but new business name
47. Temporary Closed – Chick Fil A Gardens on Havana – Remodel and Construction **in progress** – Closed for 7 months from August 15, 2024, **Expected Grand Re-opening in first quarter of 2025**
48. **Redevelopment Expected in 2025** - July 1 2024 on City of Aurora’s website – NEW – To be Approved by City of Aurora – Redevelopment of former Sam’s No 3 property – [QuikTrip](#) – SITE PLAN FOR A 5312 SF CONVENIENCE STORE WITH FUEL CANOPY ON APPROXIMATELY 1.3 ACRES AND A CONDITIONAL USE FOR MOTOR VEHICLE FUELING STATION IN MU-C ZONE DISTRICT, Status: 1st Referral Sent, Name: [QUIKTRIP 4263](#) – SITE PLAN AND CONDITIONAL USE, Development Application Number DA-1483-03, Link to site plan application: <https://amandacommerce.auroragov.org/DevelopmentPlanReviewPub/MyProjects/Detail.aspx?frsn=36uKAGIWrh4>

### **Business Closures/Relocations On Havana Street**

1. Sam's No 3 Aurora – Closed 12.31.2023, Leased until April 2024, Redevelopment to a QuikTrip Expected in 2025
2. Colorado Puppy Rescue – Relocated to Parker, CO – February 2024
3. Baek Nyun Jang Soo – Havana Exchange Shopping Center - Closed – Now Pacific Alley Co
4. Gahana – Havana Exchange Shopping Center - Closed – Now Crane Games
5. Massage Envy – Gardens on Havana – Closed
6. Emerald Fields – Temporary Closed – May 2024 and reopened in September 2024
7. Sara's Market & Bakery Closed at Birchtree and Relocated to Yale Place – May 2024
8. Yum Yum Cake and Pastries Closed May 12, 2024 – Yan Li was OHS for over 10 years. Azimi at Sara's Market and Bakery bought the business.
9. Sara's Market & Bakery at Yale Place rebranded to Wantan Restaurant & Bakery (Middle Eastern Bakery, Afghanistan, Turkish and Persian Cuisine) - former Sara's Market & Bakery at Yale Place, same ownership, but new business name
10. Maurice's – Gardens on Havana – Closed – High Theft & Loss – September 21, 2024
11. Family Dollar Property for Sale – Redevelopment, Family Dollars closing across the country

### **Establishing a District Identity & Image:**

- See the District Identity major projects listed above under the Project Management Section including On Havana Street District Markers, Art 2C On Havana Public Art Exhibition and continue working with the property owners on landscape plans to get compliance with the Havana Street Overlay District.
- We continued to work with Webolutions and Fox Media & Marketing to make sure we are staying true to our brand in all the marketing and promotions that we do.
- The BID will be working with the Havana Street Multi-Modal Study regarding future opportunities for improvements and assistance on district identity tools to further the improvement of the corridor.
- Continued to actively add photos and marketing on social media and on our website to document the events and activities going on in The District.
- Worked with local media, newspapers, magazines, TV stations and Colorado bloggers, food bloggers and social media influencers to market the District in a positive light and promote our events. ([Afar - Food and Drink](#)
- [Aurora neighborhood named among best in US for foodies, Aurora TV - OnHavana receives national recognition for its international cuisine](#) & Food and Wine -[This Denver Suburb Has Colorado's Most Diverse Food Scene](#))
- Conducted the maintenance and district marker replacements as needed.
- Continued to work with new stakeholders to establish new district markers and monument sign improvements.
- Executed the Art2C On Havana Street 2024-2026 program. See page 2-3 for a list of sculptures and locations.

### **III. HAVANA BID 2025 OPERATING PLAN**

As determined by the board of directors, area property and business owners, the top priorities for improvements and activities continue to include the following programs:

- Program Management/Stakeholder Communication/Governance
- Economic Development & Marketing/Business Consulting & Advocacy
- District Identity & Image/Community Sense & Involvement

Economic development continues to be our primary focus, and the BID board further defined what should be included in each of the above programs (see below).

**BID PROGRAMS:** The following narrative provides recommendations for BID programs and a description of the BID's plans for 2025, both continuing programs and new programs. The board may amend program activities in subsequent years within the general categories authorized by state law and in the approved annual operating plan and budget. Final programs and budgets will be subject to the annual review and approval of the BID board of directors. **The narrative below lists what we plan to continue in 2025 and what is new for 2025.**

#### **Economic Development:**

In 2025, we plan to continue our ongoing efforts to enhance the overall image and marketability of the Havana corridor and to create a favorable business climate to recruit, retain and grow businesses and new development. The BID board of directors sets annual priorities for economic development projects.

**Project Management/Ratepayer Communication/Governance: 2025 Preliminary Budget:** The preliminary 2025 Budget was presented to the stakeholders and board on August 15, 2024, and on September 12, 2024, for discussion and

feedback. On [September 12, 2024, our board and stakeholders hosted the September public meeting one week earlier to have amply enough time to submit the preliminary budget to the City of Aurora by their deadline of September 30, 2024.](#)

**\$230,000 for Events (\$135,000), \$30,000 Pickens Technical HMM Tools and Tool Chest Workforce Program & Ads (\$65,000) in 2025:** The budget was decreased to accommodate for the possible reduction in revenue in 2025 due to new Colorado legislation on property taxes. The District did continue to budget for community events and a comprehensive ads budget. The board decreased the budget from \$305,000 to \$230,000 to include the existing events that were added on in 2024 that were successful and impactful for the District's goals.

For example, we continued to allocate funds in the 2025 budget to accommodate for community event sponsorships for stakeholders, concerts, APD second employment fees, event staffing consulting services, hosting influencers, hosting of delegations, workshops/roundtables, crime forums, and more in our 2025 budget. The board decided it was best to continue to include those expenses in the 2025 budget and prioritized those expenses in our preliminary 2025 budget despite the possible reduction in revenues in 2025.

Update to the Events Budget in 2025 - The accountant recommended reallocating the Pickens Technical Tools and Tool Chest Workforce Program budget from the Consumer Marketing budget (9NEWS commercials) to the Events and Program budget moving forward in the 2025 budget year. We decreased the ad budget from \$150,000 in 2024 to \$65,000 in 2025. To save funds in 2025, we did not allocate funds for the Denver Film School pilot program funding of \$20,000, Hotel Key Card Marketing contract for 4 hotels for \$10,000, and Aurora TV features of \$4000 (never used in the past 2 years).

The \$65,000 2025 ad budget includes the annual CubeSmart Storage unit rental for the District at \$2500, the annual contract with Visit Aurora at \$10,000 for the two page ad in the Visit Aurora Guide and sponsorship. We will continue to do marketing ad campaigns with other media partners that will include: the annual contract with Glendale Cherry Creek Chronicle at \$5500, the annual Aurora Chamber directory ad and membership at \$2300, the annual sponsorship of Buckley Space Force events and marketing at \$5500 (\$8500 in 2024), annual ad and sponsorship at \$4000 for Asian Avenue Magazine (\$3500 in 2024), annual ad for Hispanic Community Media/Estrella Media Spanish Commercials for \$5500 (\$5000 in 2024), annual marketing for African Community Media for \$3000 (\$2500 in 2024), annual marketing for Korean Community Media for \$5500 (\$5000 in 2024), social media META ads for OHS and event promotions for \$3000 (\$2500 in 2024), annual 5280 ad and editorial for District at \$11,300 (did not spend in \$11,300 to save funds for the possible reduction in revenues in 2024), annual foodie related media for \$2000 (\$2500 in 2024, budgeted for when the District receives recognition or awards, EX: Best Food Neighborhood in AFAR in 2024 or Feature in Food and Wine in 2024), Lowry/Central Park neighborhood media for \$2400 (\$3500 in 2024), and other media opportunities at \$2500 (\$3500 in 2024).

**\$50,000 Program Management - \$20,000 Overhead & Operations, \$15,000 IT Services, & \$15,000 Supplies Budget in 2025:** Our program management budget was increased from \$35,000 in 2024 to \$50,000 in 2025 due to cost increases with our office supplies, subscriptions services for operations, social media platform hosting/software, BID cell phone, BID laptop/printer maintenance and more. The budget increased to accommodate for our IT services consulting contract at \$15,000.

The BID miscellaneous and mileage budget is \$4,300. The salary and medical budget line items were negotiated in 2020 for a 3 year contract in the BID Board executive meeting and will be reflected in the budget at \$125,000, plus \$8050 for the ICHRA - Wage Works/Health Equity contribution and \$500 in administrative fees for 2025. The 3% retirement match, payroll costs, payroll fees at 7.65% of the salary, and other employee-related budgets will be updated in accordance with the salary compensation. The BID Board also allocated \$10,000 in 2024 in the retirement match and will need to vote on an additional allocation in 2025 due to the errors in ADP processing the ED's compensation for salary match. The proposed 2025 budget allocated \$3750 for the 3% retirement match. The new BID accountant will work with the board to audit the compensation and correct the compensation amounts for the ED in 2024 and 2025. The budget also allocated \$1500 toward professional development and training for the ED as needed.

**Payroll and Employee Services Budget in 2025:** ADP and payroll are expected to decrease in 2025 and budgeted \$2200 (\$2500 in 2024). Our District pays more in ADP fees and services due to having only one employee with no group discounts. The District will explore other payroll options to save money for our one employee and costs in 2025.

**Legal (\$10,000 in 2024 & 2025), Accounting & Annual Audit (\$17,000 in 2025, \$20,000 in 2024), & Insurance (\$12,000 in 2025, \$15,000 in 2024) Budgets:** The board also decreased the accounting and insurance budgets for 2025 with recommendations by the accountant to conservatively budget for the possible reduction in revenue in 2025. The District allocated \$10,000 for legal in 2025 and did not decrease knowing that there would be legal fees for the new board appointments and updates to District documents and filing fees. Also, as our assessed valuations collections and BID

budget increases so does the SDA calculations on our special district insurance costs. The budget also accounts for the increase in our SDA membership fees.

**Stakeholder Relations (\$5250 in 2025, \$15,000 in 2024)/Board Development & Hosting (\$10,500 in 2025, \$15,000 in 2024) Budgets:** The Stakeholder relations budget was decreased significantly from \$15,000 to \$5250 to accommodate for a possible reduction in revenue in 2025 and at the time of the proposed budget in August 2024, the District only spent \$1577. The board development budget was decreased from \$15,000 to \$10,500 due to also accommodate a possible reduction in revenue in 2025, but the budget would still allow for funding for hosting, board development and board projects in 2025. Some of the board projects include hosting stakeholder engagement functions, delegations, forums, and outreach events for the District in 2025. The District also utilizes this budget when hosting a table at community events. The Board of Directors hosts a District sponsored table and invites BID stakeholders to engage with each other, other community partners and city, state, and federal agencies and their leadership.

**Consulting Services to Support the ED Budget in 2025 (\$135,000 in 2025, \$125,000 in 2024):** The Consulting budget will also increase from \$125,000 in 2024 to \$135,000 in 2025 to fairly compensate our videographer, social media, and event consultants in 2025. The BID Board allocated about \$76,000 for the video and social media consultants, \$50,000 for an event consultant and \$9,000 for other consulting services like graphic design, voice overs and others as needed. \*Note: IT services were contracted in early 2024, but the new accountant recommended to allocate the \$15,000 IT services budget in the Program Management budget in 2024 and 2025.

\*The Business Attractions & Support budget line item remains in the budget due to the annual audit. This allocation was for the District's annual contributions to the Aurora Chamber of Commerce membership, annual ads in the Directory and banner ads on their website. However, this allocation is included in our annual \$65,000 marketing and ads budget and no longer its own budget line item.

**Consumer Marketing Total Budget of \$177,500 in 2025 (\$282,000 in 2024):** The Kim Fox Media & Marketing Contract for the 9NEWS Campaigns & Havana Motor Mile Marketing Campaign was decreased to \$170,000 in 2025 from \$250,000 in 2024. The Consumer Marketing Budget consists of Kim Fox Marketing (the Havana Motor Mile/9NEWS ads and commercials marketing budget) and the \$7500 budget for the APS Title Sponsorship. \*In 2025, \$7500 APS Stadium title sponsorship (1/1/2025-10/14/2025). The BID has a 3-year contract with APS Stadium to honor the discounted **\$10,000 title sponsorship at the APS Stadium for 2022-2025**. In 2025, we reallocated the Pickens Technical Tool Workforce Incentive Program to our Events and Programs budgets in 2025. We increased the Pickens Technical Tool Incentive Program from \$21,000 in 2024 to \$30,000 in 2025. To save funds in 2025, the District decided to not budget for the \$10,000 hotel key card program.

**\$25,000 in 2025 (\$30,000 in 2024) Website Management Budget:** The Website and Branding budget with Webolutions was budgeted at \$20,000 and \$5000 was allocated to social media ads and promotions.

**\$50,000 in 2025 (\$85,000 in 2024) District Identity Budget:** The District identity budget will decrease from \$85,000 due to not hosting an Art 2C program in 2025 and allowing for the District to fund other opportunities to add new district markers, vinyl wrapping of traffic boxes, art murals and other proposed improvements in 2025. We hosted a public art program in 2024 and will budget for the next program in 2026.

**District Savings/Contingency at \$539,153 in 2025 (\$262,609 in 2024):** This budget will increase and decrease as the District receives the FINAL Assessed Valuations from Arapahoe County in early December 2024.

**Request for HBID Stakeholder Feedback and Recommendations:** The District is in its 18<sup>th</sup> year next year and at the monthly board meetings the board and ED asked for stakeholder feedback and recommendations on proposed projects, improvements, events and more. The District's goal is to reevaluate BID investments and reallocate the funds as needed for major improvements, staff growth or other BID investments from our BID savings in 2025. We expect to operate with a \$1.45M budget with \$912,889 in expenses with significant savings at ~\$539,153 for future investment projects proposed by the stakeholders and the BID BOARD.

**In 2025 the BID plans to continue to:**

- Publish monthly consumer marketing newsletter, Life On Havana Street E-Newsletter and to continue to increase the use of social media like Instagram, Facebook, Linked In, Instagram, You Tube, and Twitter even more to market our events. We will continue to post and update consistently to increase our Google and SEO rankings.
- Work with our stakeholder business owners and all our small business owners, facilitating connections and offering them the business resources they need.
- Work on its ongoing relationships with the City of Aurora, Aurora Police Department, Arapahoe County, CDOT, RTD, Xcel Energy, Xfinity/Comcast and other entities that impact the District.

- Perform the daily duties required of a Special District in Colorado and continue to coordinate BID efforts and manage its programs.
- Hold monthly virtual BID board meetings, quarterly networking, and outreach events for stakeholders, and hold an annual stakeholders' meeting in November.
- Host community events with partners like the Havana Street Global Night Markets, Havana Street Pride, Festivals, Concerts, Lunar New Year Festival (2/10/2024 is the inaugural Lunar New Year, Colorado State Holiday), and more.
- The Executive Director will continue to make in-store visits to the businesses in the District to keep them informed and listen to their comments and concerns.
- Pursue issues and policies that will positively influence the Havana District, both in the short and long term; the Executive Director will continue to attend policy committee meetings, study sessions and city council meetings.

**Project Management/Ratepayer Communication/Governance:**

**In 2025 the District plans to continue to:**

- Gather the email addresses of more of our stakeholders to add to our distribution lists and business watch email lists.
- Work with the City on a snow ordinance education campaign to inform business owners and property managers about the 24-hour snow removal code. Snow removal is an annual “hot button” issue, especially with businesses who have bus stops/benches/trash receptacles in front of their businesses and have changed management/employees since the last time it snowed, so no one in charge knows the details of the ordinance from one year to the next. The Executive Director drives Havana Street after a snowfall, looking to see who has not shoveled out by the bus stops that abut their properties, and then shares resources and information to the manager/staff on the City’s snow removal ordinance.
- Work with community partners and the Aurora Police in the continued efforts to address the crime and safety initiatives for the corridor.
- Share the Downtown Colorado, Inc. new board member training manual, “[The Amazing Colorado BID Board Member Manual](#)” for all new board members and host an orientation meeting with new board members.
- Continue to identify and develop new leadership and advocacy opportunities as they arise.

**New for 2025— the District plans to:**

- Work on a new 5-year strategic plan to create new or change existing programs as the need arises throughout the year, using the budgeted board savings as the board sees fit.
- Establish the [Booz Allen Hamilton and Aurora Chamber of Commerce Pilot Program with the District](#) - To support small businesses in Aurora, Colorado, the Booz Allen Hamilton consultants is partnering with the Aurora Chamber and the District to host a 6-month to 12-month project where Booz Allen specialists provide pro bono retainer services tailored to each business's needs, including marketing and preparing materials so the companies can successfully apply for government grants and financial analysis. The months of support from Booz Allen volunteers will include the three following areas: 1) Marketing, 2) Financial Analysis, and 3) Support in preparing materials and grant writing for local and federally funded grants (Volunteers will help strategize for other areas but the focus will be the three areas listed above). This is a similar program that Booz Allen Hamilton executed with the Anacostia BID in DC - <https://anacostiabid.org/2024-small-business-preservation-program>. Learn More about the program [here](#).
- Expand on the Havana Motor Mile Pickens Technical Tool Incentive Workforce Program with the allocated \$30,000 funds in 2025.
- Work with the City of Aurora Traffic to implement a call for art for the vinyl wrapping of traffic boxes throughout the District.
- Host more cultural community events with community partners and support existing stakeholder hosted events.
- Explore a destination art projection for the District’s Identity. The District estimates the program to cost \$25,000 to \$250,000. The District would like to explore future opportunities and major improvements to support the District stakeholders at large.
- Work on board recruitment, training, development, and engagement.
- Focus on stakeholder relationship building and include board members in networking relationships/interactions with BID businesses.
- Continue advocating for business programming and funding opportunities for the District businesses.
- Focus on workforce development and support for the District businesses.





**Economic Development Services/Business Consulting & Advocacy: In 2025, the District plans to continue to:**

- Concentrate on promoting and marketing the district in a very positive light through various media including TV, radio, social media, digital & print ads, conveying the message that the Havana District is the place to come for your everyday needs, as well as for unique experiences in shopping, dining, living, and more.
- Work with the city's retail specialist, AEDC and developers to work out the optimal retail mix, identify retailer needs and community needs to get new and unique retailers to locate in the Havana District as space becomes available.
- Share store openings and closings, retail sales tax reports, available property info, lease rates and vacancy rates through our newsletters and on our website.
- Continue to concentrate on the District's safety and business watch program—as noted above.
- To update the District's master database to keep an up-to-date listing of all commercial properties and businesses in the Havana corridor.
- Participate in the city's Office of International and Immigrant Affairs, Alameda Corridor Study, Connecting Aurora, Havana Street Corridor Study Improvements, City Center Visioning Study, Disparity Study, Our Parks, Our Places, "All 4 Business" efforts, code updates, Aurora Places - comprehensive plan, referring new and existing business owners to the Aurora South Metro Business Development Center, the World Trade Center, and the OEDIT's Minority Business Officer programing.
- Engage with the partners for the Havana Multi Modal Study and participate in the discussions regarding the proposed improvement projects.
- Be the liaison between the businesses and the city and facilitate connecting business owners and the appropriate city staff/services as necessary.
- Host monthly events to put feet on the street and customers in our businesses.
- Develop an annual "snapshot" of The District to present at the Annual Meeting.
- Update the online business directory and website to provide the community with up-to-date information about the business district and keep the Available Properties list updated.
- Work with the retail marijuana industry in the District and help support the businesses for the overall safety and security of the corridor.
- Continue to work with the Homeless Street Outreach Team, code enforcement, community non-profits, APD and our businesses to attempt to connect people experiencing homelessness in the District with appropriate services offered in the community. We will also continue to support events and programs for Comitis Crisis Center virtually/in-person as permitted.
- Be on the lookout for other opportunities and partnerships that benefit both our businesses and the community.
- Continue the Pickens Tech Automotive Technician Tool Incentive Workforce Program and connect the new dealerships to the program opportunity.

**New for 2025—We plan to:**

- Revitalize the Diversity Supplier Program for the District and community partners at Anschutz Medial Campus. Re-engage the District with the City of Aurora catering and procurement opportunities.
- We budgeted \$135,000 for consultants to help the Executive Director with advertising, marketing, videography and more.
- Write and produce new Havana Motor Mile TV commercials promoting auto sales, auto service and auto parts sectors to include the new dealerships.
- Work with the Aurora Urban Renewal Authority, Development Services, the Office of Development Assistance, the development team, business owners and neighbors as we continue with the redevelopment for "Argenta" the former Fan Fare site on the north end of Havana. We hope to host the celebration of the Argenta's project completion and new housing for residents in the District.
- Work with Kimco on the Village on the Park and assist in attracting new stakeholders to the remaining leases.
- Work with Western Centers on the new businesses coming to Havana Exchange Shopping Center
- Work with AMCAP at the Gardens on Havana on redevelopment plans and attract new businesses to the leases and empty pads for redevelopment.
- Work with Visit Aurora to strengthen relationships with hotels and partners to encourage more On Havana Street visitors and brand as an entertainment and foodie destination for visitors and business travel. We are planning to host a "Taste Event" with community partnerships.
- Strengthen partnerships, relationships and community networking with Buckley Space Force Base, Anschutz Community-Campus Partnership, The Chamber, local neighborhoods, retirement communities to attract more visitors and residents to explore, shop, eat, live, and experience On Havana Street.
- Think about what we can do to encourage formation of an area-wide transportation plan to connect the Havana District shopping venues with light rail stops, Lowry, Central Park, and the Anschutz Campus, Buckley Space

Force, Lockheed Martin, Gaylord of the Rockies especially with the redevelopment of the Fan Fare site, the Alameda BRT Corridor Study and Connecting Aurora Engagement Events.

### **District Identity & Image/Community Sense & Involvement: In 2025 the District plans to continue:**

- To remain active on the project management team for Havana Street Corridor Multi-Modal Study and the Alameda Corridor Study and inform the stakeholders on new developments, proposed improvements, and updates regarding the studies.
- To attend other special district outreach meetings and conferences to stay involved and informed in what other special districts are implementing to support their stakeholders and community.
- To work with the City of Aurora on other emergency snow removal options for the business district in snow emergencies and continue to re-educate businesses about the snow removal ordinance.
- Assisting stakeholders with code enforcement, landscaping improvements and graffiti removal
- To repair district markers as required and add new district markers as permitting and the \$50,000 budget allows.
- To engage the neighbors/residents through monthly hybrid events/communications and by having the BID's executive director continue to attend town meetings, keeping the neighbors informed about what is happening On Havana Street.
- Establish more inclusive communications and marketing to the diverse businesses in the corridor.
- Explore translating features and applications for our website, blogs, webpages, and content shared with the community.
- The Executive Director will continue to elevate the district image, community sense and BID engagement.
- To encourage our stakeholder businesses to notify the Executive Director when the business is having a special open house, event, sale, or customer appreciation event so we can list those in our newsletter and website.
- Regular Business Watch & "graffiti sweeps" of the District, looking for and reporting graffiti for removal.



### **New in 2025 —we plan to:**

- Focus on expanding our initiatives on crime prevention, education, safety and security funding opportunities for the District.
- Continue efforts to support business recovery and advocacy. The District will continue to host community concerts, events and continue hosting programming and outreach resources for the stakeholders. The District would like to work with community partners to offer trainings, workforce initiative programming and support businesses through collaboration with local and national partners.
- Co-host workshops, programming, and other trainings related to business recovery efforts. Example: access to capital, business liabilities, lease negotiations, job sharing and workforce development programs, managing payroll and inflation costs, funding resources and more.
- Explore new district identity improvements for the corridor. The District is in the process of receiving proposals for art projections, murals, event activations and other projects for 2025. The District is looking to make significant investments in their district identity, events and programming to support improvements.
- Continue to work on our district identity and explore canvas wrapping electrical boxes throughout the corridor.
- Explore other District Identity improvements to the corridor like proposed in the Havana Multi Modal Study.
- Continue to work on maintenance of existing district markers and replace damaged markers as needed.
- Continue to work and collaborate on improvements regarding the Havana Street Corridor Multimodal Study
- Work to build a sense of community by distributing information about the Street Outreach Program Team to business owners and neighbors so anyone can call the team when they see someone experiencing homelessness.



**Maintenance Capital Improvements: With stakeholder approval via a formal vote, the BID can issue bonds to pay for capital improvements if the board chooses to do so. BID funds and reserves can be used to match and leverage funds and other resources. No bonding is planned at this time.** There are several ways in which the District and its operations and programs can be managed and staffed, including hiring staff, and/or contracting with a marketing and/or other professional(s) to carry out BID programs.

- **2025 plans are highlighted above.**
- The Executive Director takes on the responsibilities and can hire a consultant or event laborers for special projects, as needed and up to \$18,250 in 2022, up to \$85,000 in 2023, up to \$125,000 in 2024 and up to \$135,000 in 2025. We will continue to contract for events, marketing, advertising, IT services, graphic design, video and creative content creation, promotions and other consulting as needed for the District. The increase of

\$10,000 in 2025 was to accommodate for price increases and updates made by the Board during the preliminary budget process. The IT services consulting was recommended by the District's accountant, Centennial Accounting Group, to be reassigned to Program Management and Administrative Operations instead of consulting services.

- The board allocated funds from \$125,000 to \$135,000 in 2025 for consulting services to assist the ED in her role. In 2024, the District contracted a videographer for ~\$36,000, social media consultants for ~\$30,000, an events coordinator for \$50,000 and have \$9000 for other consultants for graphic design, voice overs and other needs for the ED.
- The BID board formed subcommittees to engage and support the ED with the events, marketing, and budgets to help with the consulting services needed for the ED.

## V. BID BUDGET

*Our District attorney Tom George at Spencer Fane LLP advised the District that due to the delay in receiving the assessed valuation certifications from the Assessor, the District can use the previous year's assessed valuations certifications presented on December 6, 2023 and the preliminary August 21, 2024 AVs as a reasonable estimate for 2025's budget year in early August 2024. The Final Budget is due on December 5, 2024.*

*The final assessed valuation will not be received by The District until late November 2024 or early December 2024 and after the City of Aurora's deadline on 9/30/2024. On 9/30/2024 the District is to submit their 2025 operating plans and budgets, then the District is scheduled to present to the Management & Finance Policy Committee on 10/22/2024, scheduled for a City Council Study Session on 11/4/2024, and scheduled for City Council Regular Meeting on 11/18/2024.*

*The District prepared an Operational Plan and Budget for 2025 with the final assessed values from December 6, 2023 and preliminary assessed values from Aug 21, 2024. To prepare an operational plan for 2025 to the City of Aurora by September 30, 2024, the District Board voted on September 12, 2024, to present the 2025 budget and will have a public stakeholder annual meeting on November 15, 2024, with Spencer Fane and HBID stakeholders to address with the final proposed budget for 2025.*

After this report was submitted to the City of Aurora for the Management & Finance Committee, City Council Study Session and regular City Council Meeting the District will receive the Final AV's for 2024 in late November/early December 2024 for 2025's budget year and then District will then update the difference between the preliminary 8/21/2024 AVs and the 2024's Final AVs in the \$546,878 contingency and savings line items. The rest of the budget line items will remain the same as the District has done for the past 16 years.

**Bonds:** Any bonding would require a vote of electors. The BID shall be authorized to issue bonds in the future at the discretion of, and in such amounts as may be determined by, the BID board of directors. Approval of a majority of BID electors who vote at an election called for the purpose of authorizing such bonds would be required. **No bonding is planned at this time.**

**Fees, Charges and Other Revenues:** Although the current budget and operating plan do not contemplate imposing rates and charges for services furnished or performed, the BID shall be authorized to impose and collect reasonable fees and charges for specific services as determined by the BID Board of Directors. There are no plans to impose any additional fees and charges beyond the annual BID assessment at this time. The BID will be authorized to collect and spend other revenues as well, such as grants, gifts, receipts from contracts and enterprises, specific ownership taxes, and interest earnings.

**Assessment Methodology:** Under Colorado statutes, business improvement districts can generate revenues through several methods, including charges for services rendered by The District, fees, taxes, special assessments, or a combination of any of these. To allocate the costs of the services to be furnished by the BID in a way that most closely reflects the benefits conferred upon the businesses and commercial properties in the BID, the BID shall be authorized to determine, impose, and collect a mil levy based upon the assessed value of commercial property located in The District.

The mil levy method of assessment is intended to equitably address the intended benefits to the Havana corridor by improving the overall value of commercial property in The District through enhanced identity and image, economic development initiatives and advocacy for positive change along the corridor.

## VI. BID GOVERNANCE AND PROGRAM MANAGEMENT

The Havana BID will be managed by a Board of Directors consisting of a minimum of seven (7) electors, all of whom shall be voting members. At least two-thirds of the board seats shall consist of owners of real property or their representatives within The District.

**At least one board member shall be an elector located in the following geographic segments of The District:**

- North of Alameda Avenue
- South of Alameda Avenue and North of Mississippi Avenue
- South of Mississippi Avenue and North of Parker Road
- South of Parker Road

**The board will also consist of both large and small property owners and will represent a diverse mix of property use types. The BID board will have the following responsibilities:**

- Prepare and file the annual District budget in accordance with state legal requirements and ensure compliance with other state laws.
- Provide direction and coordination in carrying out BID funded improvements and services.

**The Havana BID Board of Directors includes:**

1. Garrett Walls, BID President, Owner, Synergy Business Solutions, E-5 Equities/Havana Exchange Shopping Center, 1555 S Havana St, Aurora CO 80012
2. Yulissa Williams, BID Vice President, US BANK, 941 S Havana St, Aurora, CO 80012
3. Donovan Welsh, General Manger, Havana Auto Parts, 901 S Havana St., Aurora CO 80012
4. Matt Rauzi, Owner, Colorado's Pro Gym, 1961 S Havana St, Aurora, CO 80014
5. Kerstin Hitchcock, Co-Owner, Number1 Auto Repair, LLC/Gary's Full-Service Auto Repair TM, 30 S Havana St Ste 304R, Aurora, CO, 80012 (as of 12/20/2021)
6. Adriana Lara, Assets Protection Outreach Coordinator, Group 197, Target Gardens on Havana 1400 S Havana St, Aurora, CO 80012 (as of 5/20/2024)
7. Jennifer Dunn with First Bank, 2300 S Havana St, Aurora CO, 80014 (as of 12/20/2021, resigning after new board appointments, but First Bank will reassign Jennifer Dunn to a downtown Denver location, Aug-Dec 2024.)
8. Mark Hammerbeck – Herrada Printing / Toro Taxes – Buckingham Village Shopping Center, 1555 S Havana Street, Aurora, CO 80012 (as of 10/14/2024)

In 2024, John Sanchez with GEICO, Gardens on Havana resigned and will be relocating his business outside of the District and would no longer qualify to serve on the board and Patrick Armatas with Sam's No 3 is no longer qualified to serve after Sam's No 3's lease ended in April 2024 and closed in late December 2023.

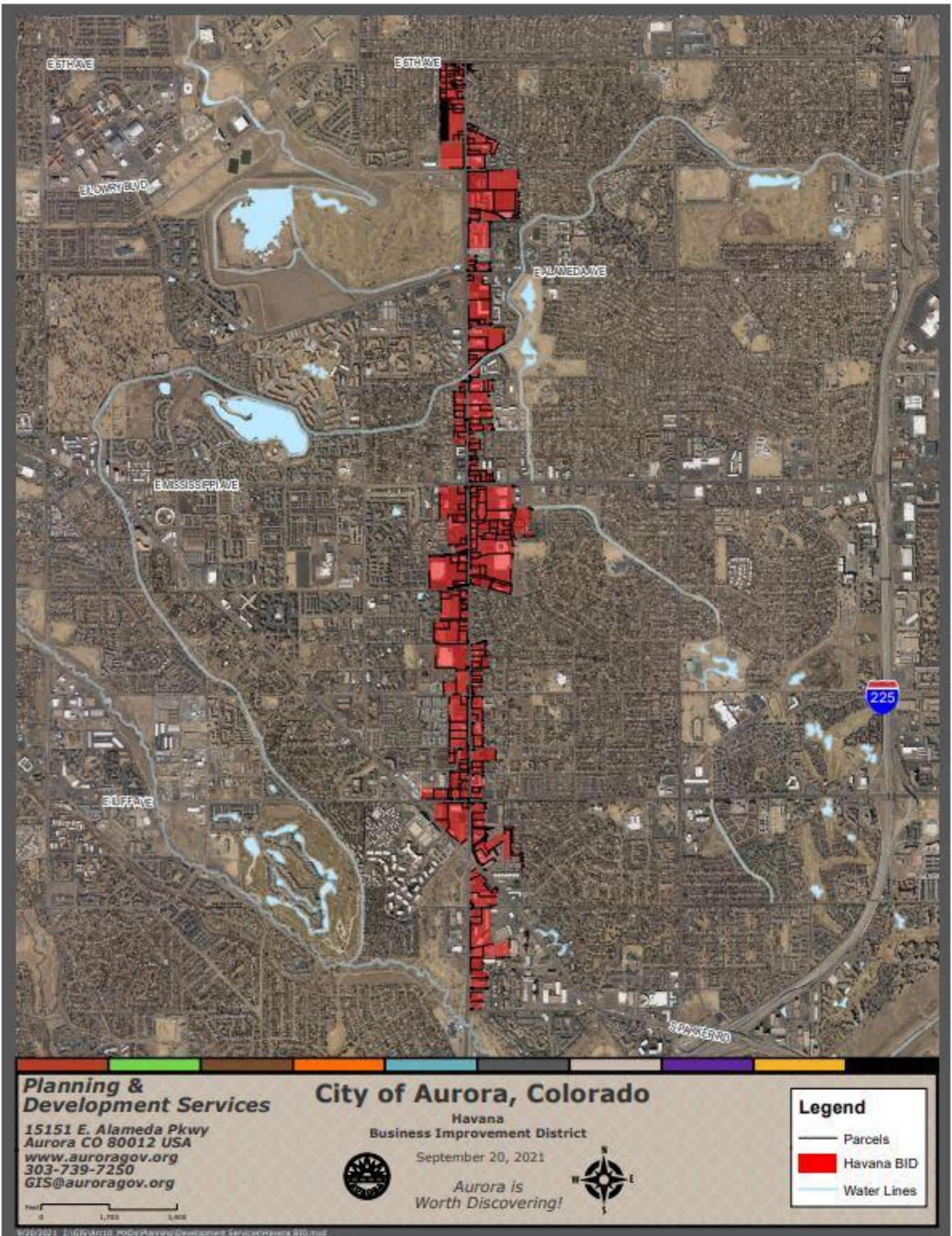
- **Two Board Positions Available** – The District has received interest from BID Stakeholders include Miguel Mendoza at First Bank, Scott Davenport at Heirlooms Antique Mall, and AMCAP in the District. Please reach out to the Board of Directors and Chance Horiuchi. We would like to have the board position filled before 2025 or in early 2025.

**VII. CITY SERVICES: BID services will be in addition to any City services currently provided along Havana.**

### **VIII. TERM**

The Havana BID is recommended to be a perpetual BID with a mandatory review period every 5 years. The review will allow for appropriate adjustments to the BID boundary, assessment methodology and/or programming. The review will allow business and property owners to address and respond to changes as they occur along the corridor.





Havana Business Improvement District					
Proposed Budget General Fund					
For the Year Ended December 31, 2025					
		Adopted Budget	Actual	Estimate	Proposed Budget
		2024	7/31/2024	2024	2025
Beginning fund balance		\$ 616,746	\$ 691,512	\$ 691,512	\$ 699,089
Revenues					
URA property tax increment Prelim 2024 AV's: (\$19,474,695 x .0045) = \$87,636		\$ 88,956	\$ 94,172	\$ 94,172	\$ 87,636
Property tax revenue Prelim 2024 AV's: (\$156,857,783 x .0045) = \$618,224		619,143	722,689	746,000	618,224
Specific ownership taxes Est. (Total Prop. Tax \$156,857,783 (4.5 mills) x 8%)		37,149	19,884	39,000	37,093
Interest income		10,000	15,005	25,000	10,000
Miscellaneous Income		-	-	-	-
		755,248	851,750	904,172	752,953
Total funds available		1,371,994	1,543,262	1,595,684	1,452,042
Expenditures					
Special events - 2025: \$135K events, \$30K workforce tool, \$65K Ad					
Event expenses		305,000		135,000	200,000
Promotional		-	25,713	60,000	-
Networking		-	4,275	4,500	-
Printing & graphics		-	1,200	-	-
Entertainment		-	11,378	-	-
Gift Cards/Cash prizes/Promotions		-	19,691	40,000	-
Hosting Media/Influencers		-	1,577	18,000	-
Pickens Tech/HMM Tool Workforce		-			30,000
Community Sponsorships		-	28,888		
Other event expenses		-	5,249	25,000	-
Special events total		305,000	97,971	282,500	230,000
Program management					
Supplies		35,000	-	6,000	20,000
IT Services		-			15,000
Overhead		-	7,474	14,000	15,000
Program management total		35,000	7,474	20,000	50,000
Printing & graphics					-
Miscellaneous & mileage		4,000	1,280	8,400	4,300
Salary		112,500	54,779	112,500	125,000
Medical Insurance Reimb. ICRA (2025: \$7550 + \$500 fees, 2024: \$6500 + \$500 admin fees)		7,000	-	7,000	8,050
Retirement match (3% retirement savings match)		10,000	9,394	3,300	3,750
Payroll tax 7.65% of Emp. Salary)		10,000	12,312	8,200	10,250
Professional training		1,500		1,500	1,500
Accounting & Annual Audit		20,000	15,225	15,000	17,000
Legal		10,000	5,638	6,500	10,000
SDA BID Insurance		15,000	10,047	11,500	12,000
Stakeholder relations		15,000	1,577	2,000	5,250
Board development		15,000	1,017	12,805	10,500
Consulting		125,000	99,550	50,000	135,000
Business attraction & support		-		2,200	
Treasurer fees - Tax Revenue - (1.5% AVs)		7,652	8,999	11,190	9,000
Consumer marketing (HMM Kim Fox Media 9NEWS Contract - 2025: \$170K - 9NEWS + \$7500 APS Stadium (3 yr contract), moved \$30K to Pickens under Events/Prog, 2024: \$250K = HMM \$219K + \$21K Pickens + \$10K APS Stadium)		282,000	197,438	250,000	177,500
Website & branding (\$20K Webolutions + \$5k Social Ads)		30,000	12,520	30,000	25,000
ART2C expense & district identity/District Markers/Art murals/Vinyls		85,000	13,750	60,000	50,000
ADP Payroll fees		2,500	1,150	2,000	2,200
Contingency/Savings		262,609	-	-	539,153
Emergency reserve (REQ 3% Tabor on total expenditures w/o the treasurer's fee w/AVs)		17,233	-	-	26,589
Total Expenditures		1,371,994	550,119	896,595	1,452,042
Total Expenditures without Savings					912,889
Fund balance - ending		\$ -	\$ 993,143	\$ 699,089	\$ -