



MONTHLY BOARD OF DIRECTORS MEETING

January 8, 2025

by Zoom

https://us06web.zoom.us/webinar/register/WN_i5McGKw6Tx68fK1wm8xHrA

Mission Statement: The Five Points Business Improvement District unites businesses and commercial property owners by maintaining the business corridor and catalyzing inclusive economic development and cultural preservation.

10:00 AM	I.	Call to Order	Board
10:05 AM	II.	Introductions	Board
10:10 AM	III.	Administrative Items	
		A. Disclosure of Potential Conflicts of Interest	Board
		B. Board Meeting Minutes – December 11, 2024	Board
		C. Treasurer’s Report - Year end report in February	N. Beal
		Old Business	
10:20 AM	IV.	A. University of Denver update	Norman Harris
		New Business	
10:25 AM	V.	B. DPD Security Update	Lt. David Albi
		C. DURA Grant	Norman Harris
		D. 2025 Cultural Events	Norman Harris
		E. Retail POV Videos - Marketing	Norman Harris
11:20 AM	VI.	Public Comment	
11:30 AM	VII.	Adjourn	



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
 BOARD OF DIRECTORS REGULAR MEETING
 December 11, 2024

MINUTES

Meeting Invite by Zoom	https://us06web.zoom.us/webinar/register/WN_i5McGKw6Tx68fK1wm8xHrA
Meeting Recording By Zoom Meeting Passcode:	<u>859 8155 7523</u>
Zoom Cloud Recording Link	https://us06web.zoom.us/rec/share/XmU-VHW4x4_Nh2X4zelrztA9Comeub5_sWsoWqwFRwaOf9AvHbymoE8sLUkSGQxm.pRYspKpp5WLbJL2V?startTime=1733936428000
Zoom Passcode:	<u>L.kKh4%q</u>

Summary:

- The meeting focused on updates from the 5 Points Business Improvement District, including the purchase of Placer AI for real-time data analysis and the partnership with Denver Arts and Venues for cultural programming. The board also discussed financial matters, such as granting signing authority to Norman and setting up a procedure for email notifications on larger checks. Lastly, the group discussed various business projects, including the holiday lighting project, the business coupon insert project, and the status of various businesses in the area.

Attendance:

The meeting of the Board of Directors of the Five Points Business Improvement District, City and County of Denver, Colorado was called and held as shown above in accordance with the applicable statutes of the State of Colorado, with the following directors present and acting:

I. Call to order:

The meeting was called to order by Board Vice Chair **Paul Books, (Haroun Cowans the chair was absent)**, at **10:06 AM**

II. Introductions / Attendance:

Paul Books	Co-Vice Chair	Present
Nathan Beal	Treasurer	Present
Fathima Dickerson	Board Member	Present
John Pirkopf	Board Member	Present

Absent:

Maedella Stiger	Co-Vice Chair (Excused)	Not Present
Nina Rupp	Board Member	Absent
Haroun Cowans	Board Chair	Absent

BID Staff:

Norman Harris	Executive Director	Present
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Invited Special Guests:

NAME	TOPIC	ROLE
Lieutenant Matthew Mallo	Safety Report	

III. Administrative Items

A. Disclosure of potential conflicts of Interest: **None to mention**

B. Board Meeting Minutes: There were no corrections to the November 13, 2024 Board meetings minutes.

- **Nathan Beal** moved to approve the **November 2024 Board Meeting Minutes**.
- **Fathima Dickerson** seconded to approve the minutes.
- **All** were in **favor of the Motion to approve the minutes**.

C. Treasurer’s Report for October 2024| Nathan Beal (Page 14 of the Packet)

Cash at Beginning of Period	\$ not mentioned
Asana	\$3143.00
Constant Contact	\$112.00

CSG	\$12,228.00
Denver Water	\$202.00
Gusto	\$29,311.00
Spencer Fane	\$1,513.00
Excel	\$213.00
YSI Ventures	\$810.00
Total	\$47,543.00
Cash at End of Period	\$484,733.00

- **John Pirkopf** motioned to approve the October 2024 Treasurer's report.
- **Paul Books** seconded the motion to approve the October 2024 Treasurer's report.
- **All were in favor of the Motion to approve the minutes.**

D. Treasurer's Report for November 2024 | Nathan Beal

Cash at Beginning of Period	\$484,733.00
Amazon	\$1,290.00
Constant Contact	\$56.00
Gusto	\$31,462.00
Quickbooks	\$103.00
Sir Speedy	\$271.00
Excel	\$155.00
YSI Ventures	\$820.00
Total	\$34,159.47
Cash at End of Period	\$488,359.00

Mr. Harris stated that the YSI payment amount may be 410.00 (Venture X), the office space and it may have been doubled. Mr. Harris will review to confirm this expense.

Gusto amount has increased per the approved budget and operating plan to approve staff. This is the payroll combined for the CFO, Admin, Special Projects Coordinator, Mr. Harris' pay and a Marketing Manager.

- **John Pirkopf** motioned to approve the November 2024 Treasurer's report.
- **Fathima Dickerson** seconded the motion to approve the November 2024 Treasurer's report.
- **All were in favor of the Motion to approve the minutes.**

IV. Old Business

a. **Denver Police Department**

Lt. Malo 16:04

Mr. Mallo stated that there is a meeting the next day with District 2 and District 6. The discussion will include plans to combine resources for different enforcement efforts along the Curtis Park in the 5 Points area. Mr. Mallo stated that once we have that combined, more updates from that meeting will be shared with Mr. Harris so that he can share the information with the Corridor. Mr. Harris will look to bring Mr. Mallo into the January meeting to provide an annual safety report. Lt. Malo and Abby will plan to be present.

b. **Placer.ai. Update**

Norman Harris 17:12

Mr. Harris stated that last month the board approved the purchase of Placer AI, an app based software that uses cell phone data to provide real time information on foot traffic and other data points to help us understand at a high scale foot traffic and visitors to the corridor.

Mr. Harris stated that the Placer.ai representative and product support representative hosted a kickoff meeting last week and Mr. Harris plans to include Mr. Books in future meetings to develop a baseline report and understand other reports to generate through the platform. Mr. Harris will send an email for the next Tuesday meeting. Frequent future meetings are to be expected.

Mr. Harris stated that he reached out to one existing user to provide feedback. They have not responded however he plans to continue to reach out with hopes of providing feedback for Ms. Rupp who had requested that the BID contact existing clients of Placer to get their feedback.

c. **Denver Arts and Venues partnership update** **Norman Harris 19:30**

Mr. Harris stated that in November Denver Arts and Venues announced that the Five Points Jazz Festival would no longer be occurring. Mr. Harris stated that he has been working with Denver Arts and Venues as well as Councilman Watson, to help funnel some of the funds that were directed to the Five Points Jazz Festival to support the BID's cultural programming for 2025.

Mr. Harris stated that the Board may be voting on the Statement of Work in this month's meeting, however, we're still not done with the Statement of Work with Denver Arts and Venues. Mr. Harris stated the he was excited to announce the the BID will receive \$125,000 from Denver Arts and Venues that to support cultural programming more specifically, jazz programming along the

corridor.

Mr. Harris stated that he's been working with a few different folks here internally to develop a budget, a plan to find contractors as well as doing outreach to different businesses for a robust plan of programming which will kick off in February and go all the way through December of next year. Mr. Harris stated that he is sending over that budget to Denver Arts and Venues later on today, along with a Scope of Work to hopefully have something for the Board to review and vote on in January.

Mr. Books shared his excitement for providing more programming and turning this into a win. Mr. Harris will soon share the plan for 2025 in much more detail. The plan is to still have a marquee event in 2025 that won't involve the heavy street closures and fencing so we can channel more activations inside of businesses and venues. The plan is that Welton will have a multitude of beneficial events during the year. That benefits the corridor, more specifically by driving more traffic inside of businesses, which you know we've heard is important.

d. Welton Street Cafe update

Fathima Dickerson 22:58

Ms. Dickerson shared that she has yet to officially announce a grand opening. Welton Street Cafe is open Wednesday through Sunday. Ms. Dickerson stated that the goal is to play with the hours of operation and confirm they are serving about 200 customers per day. Mr. Harris stated the he ate at the WSC five times in the first 8 days of operation and boasts the food has remained excellent. Mr. Harris stated that cars are parking up the street towards Taco Uprising which is exciting to see.

V. New Business

a. US Bank Shift in authority to the Executive Director Norman Harris 22:15

Mr. Harris stated the he is requesting for the Board to allow for him to have signing authority at US Bank along with the authority to sign for checks under \$10,000 and that a resolution was sent over via email prior to the Board meeting. Mr. Harris stated that approval of the resolution he is requesting will help pay vendors on time.

Mr. Beal agreed that the request is acceptable. However, for larger checks an email notification should be sent to he and Mr. Cowans. Mr. Harris agreed to update the resolution with this stipulation. Mr. Books suggested an increase to 2500.00 which helps to make sure vendors are paid monthly. Mr. Beal agreed that \$2500 or \$5,000 can be discussed. Mr. Harris stated the hope is to get signatures today from both Mr. Beal and Mr. Books.

Mr. Harris stated that some vendors have smaller operations and do need to be paid in a timely manner. Dilpreet Jammu the BID's CFO shared that the vast majority of transactions are well below \$6,000. In his opinion setting the amount for checking writing approval at \$5,000 is sufficient. The Monthly bill from Consolidated Services Group is \$6163.00. Mr. Jammu stated if we can get to a pre-approval of the CSG check requesting approval can be excluded for the CSG payment since it is a monthly bill that is expected.

Mr. Books suggested an email to be sent to Mr. Beal and Mr. Cowans for check written over \$5,000 and not require email approvals when a vendor is part of the approved budget which has been officially voted on.

Motion: Mr. Pirkopf motioned to grant Norman the authority to sign checks or pay vendors/invoices up to \$5,000. For amounts exceeding \$5,000, an email must be sent to the Treasurer, **Nathan Beal**, and the Chairman, **Haroun Cowans**, except for recurring contracts specified in the budget and previously approved, such as the recurring maintenance vendor CSG.

Fathima Dickerson seconded the motion.

All were in favor of approving the new signing authority for the Executive Director.

b. Holiday Update

Norman Harris 33:30

Mr. Harris stated that last year the Board approved funds for a holiday event, initially planned as a holiday stroll. Instead, we decided to provide holiday lighting for individual businesses. Over the past 2-3 weeks, we have installed lights on the exterior or interior windows of about 19 businesses. This effort has not only brought goodwill to these businesses but also brightened the corridor.

Next year, we aim to enhance this initiative by understanding the logistics of installing lights on light poles and exploring other types of seasonal lighting projects. Although we didn't host the holiday stroll this year, we saved money and successfully lit up 19 businesses and storefronts.

If you haven't visited the corridor yet, it looks fantastic. We released a video on Facebook and Instagram, inviting folks to come down. Feedback from neighbors and businesses has been positive, appreciating the increased lighting elements. This is a great starting point for next year's holiday season and other seasonal events.

The vendor charged \$400 per light for installation, removal, and storage of the blue lights. I plan to explore keeping similar lights up year-round, with seasonal changes for spring and summer.

The corridor is noticeably brighter. We need to determine if other poles further south and north require collaboration with Excel for permitting. Our goal is to create a vibrant atmosphere.

Kudos to Lasheita for acquiring the lights; last year, we received them too late to install. We also bought solar-powered lights, which you saw on the November spending line item. These lights were used to illuminate the trees at Coffee at the Point.

This sets a template for us to internally manage and provide lighting

elements, reducing reliance on the city for implementation.

c. Business Coupon Insert

Norman Harris 39:38

Mr. Harris stated that the BID recently hired a marketing manager to enhance outreach to local businesses, aiming to support their marketing and advertising efforts. This month, we collaborated with the Curtis Park Neighbors, whose newsletter reaches about 1,600 households. We featured eight businesses on a coupon and are working on a door hanger to include more businesses and attractive offers in January.

The flyer you see is part of the Curtis Park Neighbors' monthly newsletter, showcasing various participating businesses. Our goal is to supplement the marketing efforts of open businesses and remind people to visit Five Points. This initiative is a test run to see how effective it is; we'll follow up with businesses to gather feedback on coupon redemptions. We plan to continue monthly efforts to support businesses in Five Points. We made great contact and finally got to Pairadice Bar, which is on 22nd and will be a part of the door hanger going out in early January.

Mr. Books commented and posed a question for the Executive Director: "Obviously, this is for existing businesses, which are a priority to ensure they are thriving. However, are we also going to start reaching out to businesses that aren't yet activated? Is there anything we can do? Can the same marketing person start to handle that as well?"

Mr. Harris Responded: "Yes, I've been working on a couple of locations, starting with Coffee at the Point, trying to find a renter for that space. Currently, it remains vacant. Our special project coordinator is compiling an itemized list of property owners. I found a list from the Five Points Business District and sent it over, which reduces the need for extensive state registry searches.

We experienced a business closure this month, specifically the Neat Stuff space next to the Roxy. I've been in discussions with Dr. Renee and sent her a few potential tenants for her spaces. Securing businesses for turnkey spaces is a clear priority for us."

VI. Public Comment

44:47

a. **Jesse Parrish** posed questions requesting updates regarding the following:

- **Jackie with Neat Stuff** and asked what will happen with the space now that it will become vacant?
- Is his God Mother on the BID board? Mr. Harris shared that he spoke with Ms. Stigers with about lighting recently.
- Mr. Parrish asked, has anyone reached out to Frank? **Mr. Harris** shared there was no conversation about Frank being added to the coupon list. We can reach out to him.
- **PairO' Dimes** update Mr. Parrish asked if anyone reached out to them, and

that he was informed that they left last year and the Kapre building will be demolished.

- **Mr. Parris** inquired about Sellmans Records and Tapes. **Mr. Harris** responded stating that he and Pastor Juanitha spoke and that she also owns the True Value Hardware building. Mr. Harris stated that he is working to understand what support she needs to activate her space. He will share more updates as they arrive.
- **Mr. Parrish** asked if **Agave Shore** is closed as a result of violations serving alcohol. Mr. Harris stated that there are no updates that space.
- **Mr. Parrish** asked if someone was buying Coffee At The Point? **Mr. Harris** stated that businesses have reached out to him which have been forwarded to the Hope Community's broker but as of yet there is no expected tenant. Mr. Harris stated that He met with Sharon at Hope and that his next step is the research "Gap Funding" with the Denver Urban Renewal to see if funding can help revamp the space or the Melody Market.
- **Mr. Parrish** asked why **Mr. Harris** received \$25,000 as seen on the expenses that were on the budget spreadsheet. **Mr. Harris** explained he is seeing the payment for salary. \$6666.00 per month and January was missed. This is his payment as the Executive Director.
- **Mr. Parris** asked for an update regarding The Rossonian. Mr. Books stated that they must get a permit to demo the roof and demo the two buildings next to it which will be a part of the hotel. Construction will move forward as reported last July. Mr. Books also confirmed it was part of the landmark permits which are allowing them to move forward.
- **Mr. Books** also confirmed that Fixins is not open and they are still in discussions with them.

b. **Deadra Edmond Dru** (Jackson Street Alliance) stated that Jackson Street was the "Black Street" There are 5 legacy property owners that have united. They are following the BID and shadowing to see how it is down and build a great foundation. The Historic Black Side.

Ms. Dru said it's where all the black people were asked to move to and start from scratch with nothing living in tents, and they made it into a thriving economy. And then you know the story. Here comes the freeway. Here comes desegregation. Here comes, you know the influx of drugs, and there you go. So I say, Jackson Street Alliance the Legacy property owners. We've seen it at its best. Well seen at a good point, because at its best it was in the forties and fifties. And I say, that's our legacy. And I've spent so many other groups that have been promising to do this, that, and a 3rd never were organized, never had a purpose, never were together with the same vision. But this group is.

c. **Monthly Board Meeting Cadence**

Mr. Harris confirmed January's board meeting will keep with the same cadence on the 2nd wednesday of the month at 10:00 am via Zoom.

VII. Adjourn the meeting

Mr. John Pirkopf moved to adjourn the meeting. **Mr. Nathan Beal** seconded the motion and a **unanimous** vote in favor of the motion passed.

The meeting adjourned at **11:00 AM**.

The foregoing minutes constitute a true and correct copy of the Five Points Business Improvement District. Approved this 6th day of January, 2025.

Five Points BID Vice Chair

Attest.

Project Description: Five Points/Welton Corridor Beautification Project

Applicant: Five Points Business Improvement District (BID)

Administering Agency: Denver Urban Renewal Authority (DURA)

Project Location: Welton Street Corridor, Denver, Colorado (Between 20th Street and 30th Street)

Purpose: Preservation and Enhancement of Community Culture and Heritage

Organization/Business Overview

The Five Points Business Improvement District (BID) serves as the central engine for the revitalization and sustainable growth of Denver's historic Five Points neighborhood, focusing on the Welton Street corridor. Anchored by a rich cultural legacy, Five Points has been a hub for African American arts, music, and community for over a century, and the BID is committed to preserving and enhancing that heritage while fostering economic development and inclusivity.

Our mission is to support equitable development, enhance safety, and promote the unique cultural identity of the Five Points area. We achieve this through initiatives that directly benefit local businesses, attract investment, and improve the overall quality of life for residents, visitors, and stakeholders. The Five Points BID manages various community-focused programs, including enhanced maintenance, beautification projects, public safety measures, and marketing initiatives to showcase the vibrancy of the Welton corridor.

The BID operates with a strong network of community stakeholders, including legacy business owners, local entrepreneurs, and engaged residents. This collaboration ensures that our projects and initiatives reflect community values, encourage participation, and drive positive change that benefits everyone. To support these efforts, we provide professional services such as marketing, events coordination, and strategic planning, all with the goal of attracting visitors, businesses, and developers who align with the area's vision for responsible and culturally aware growth.

Our board members and staff bring a wealth of experience in community engagement, urban development, finance, and cultural programming, making the Five Points BID a powerful advocate for this historic neighborhood. By working closely with the city of Denver, local businesses, and community organizations, the BID is positioned to lead Five Points into a future that respects its past while embracing new opportunities for a thriving, inclusive community.

Project Overview:

The Five Points Business Improvement District (BID) respectfully submits “**The Five Points/Welton Corridor Beautification Project**” proposal to the Denver Urban Renewal Authority (DURA) for a grant to fund the “Five Points/Welton Corridor Beautification Project”. The project aims to preserve and celebrate the cultural legacy of Denver’s historic Five Points neighborhood while revitalizing Welton Street to encourage tourism, community pride, and economic growth. This beautification project will be a vibrant homage to the cultural identity and heritage of Five Points, often known as the "Harlem of the West" for its rich history of African-American culture, jazz, and social influence.

The beautification project involves two key components:

1. Mural Installations

The Five Points BID has identified five walls along the Welton Street corridor as sites for vibrant murals, each selected to celebrate and honor the neighborhood’s unique legacy of jazz and African-American cultural contributions. In addition, two existing murals on the corridor will be refurbished to enhance their aesthetic. These murals will not only beautify the area but also offer a platform for local artists to showcase their talents and foster community engagement.

To ensure the murals reflect the spirit of Five Points, the BID plans to issue a formal Request for Proposals (RFP). The RFP will be circulated to the local arts community, inviting artists to submit renderings and concepts for murals that capture the essence of Five Points’ heritage. The BID will seek submissions that tell stories of the neighborhood’s jazz roots, influential community leaders, and the dynamic African-American contributions that have shaped Five Points. A panel composed of community members, art professionals, and local historians will review and select proposals to ensure the murals resonate with both historical accuracy and contemporary artistic vision.

The RFP process will emphasize opportunities for artists who live in or have connections to Five Points, further enriching the neighborhood’s cultural tapestry. Selected artists will work with the BID and community stakeholders to refine their designs, encouraging collaboration that ensures each mural contributes to a cohesive, meaningful visual narrative along Welton Street.

Upon completion, the mural project will culminate in a ceremony presentation, inviting residents, business owners, local leaders, and visitors to join offering an immersive introduction to the new murals and the artists behind them.

Long-Term Impact of the Murals

The murals will reinforce the corridor's position as both an artistic landmark and a cultural destination for locals and visitors alike. They will provide a visually stunning backdrop that draws people to the area, fostering foot traffic and engagement with the neighborhood's businesses and public spaces. Over time, these murals will contribute and enhance the cultural identity and economic vitality of Five Points, enhancing the corridor's appeal and creating a lasting connection between the neighborhood's storied past and its promising future.

Mural #1 - 2485 Welton Street (Former True Value Hardware Building)



Please note, the mural image is a concept and not a final design

Mural # 2 - 2501 Welton Street (Former Deep Rock Water Storage)



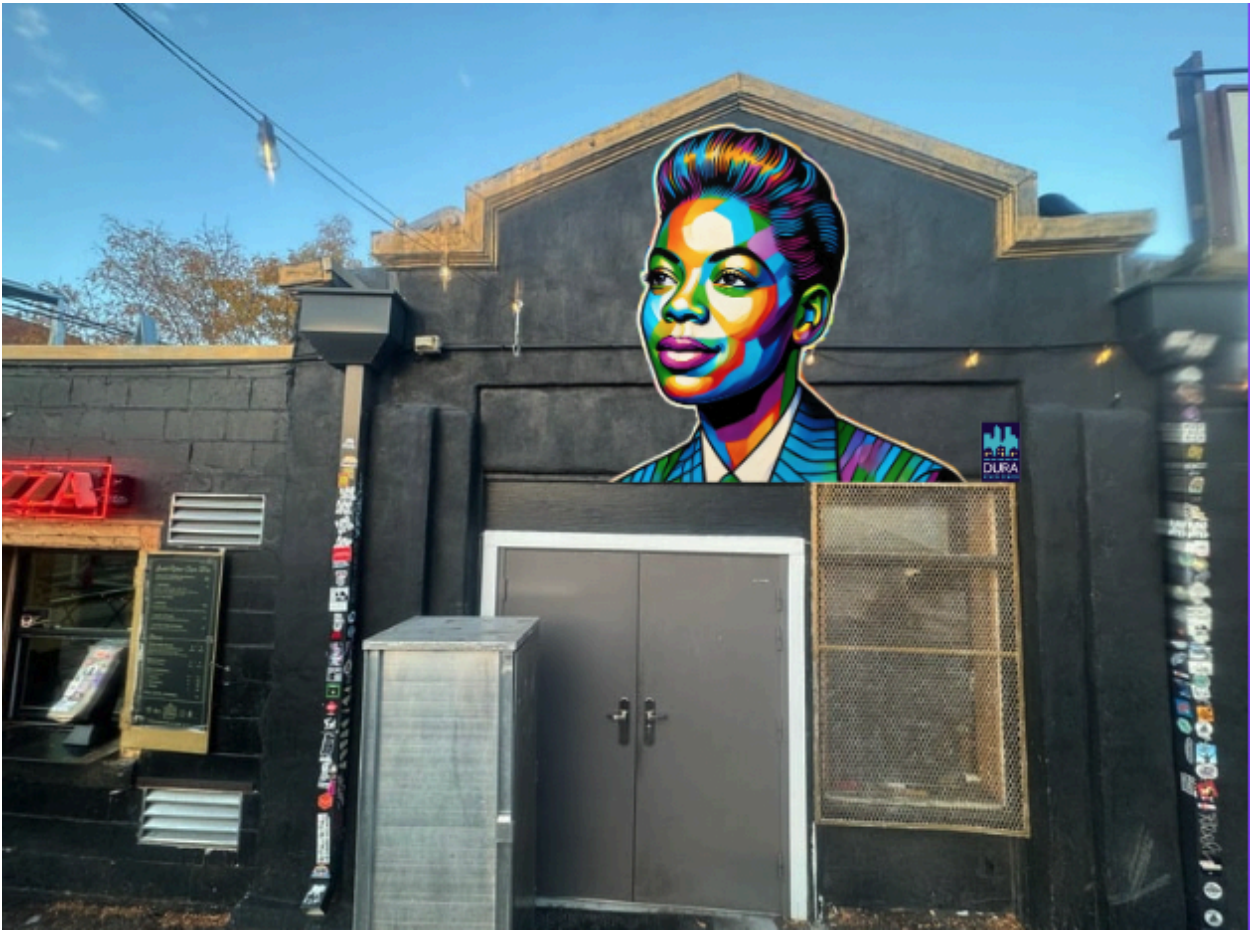
Please note, the mural image is a concept and not a final design

Mural # 3 613 27th St - Deep Rock Water



Please note, the mural image is a concept and not a final design

Mural # 4 715 E 26th AVE



Please note, the mural image is a concept and not a final design

Mural # 5 3003 Welton Street



Please note, the mural image is a concept and not a final design

Mural #6 2801 Welton St - (Mural refurbish project)



Mural #7 601 30th St - (Mural refurbish project)

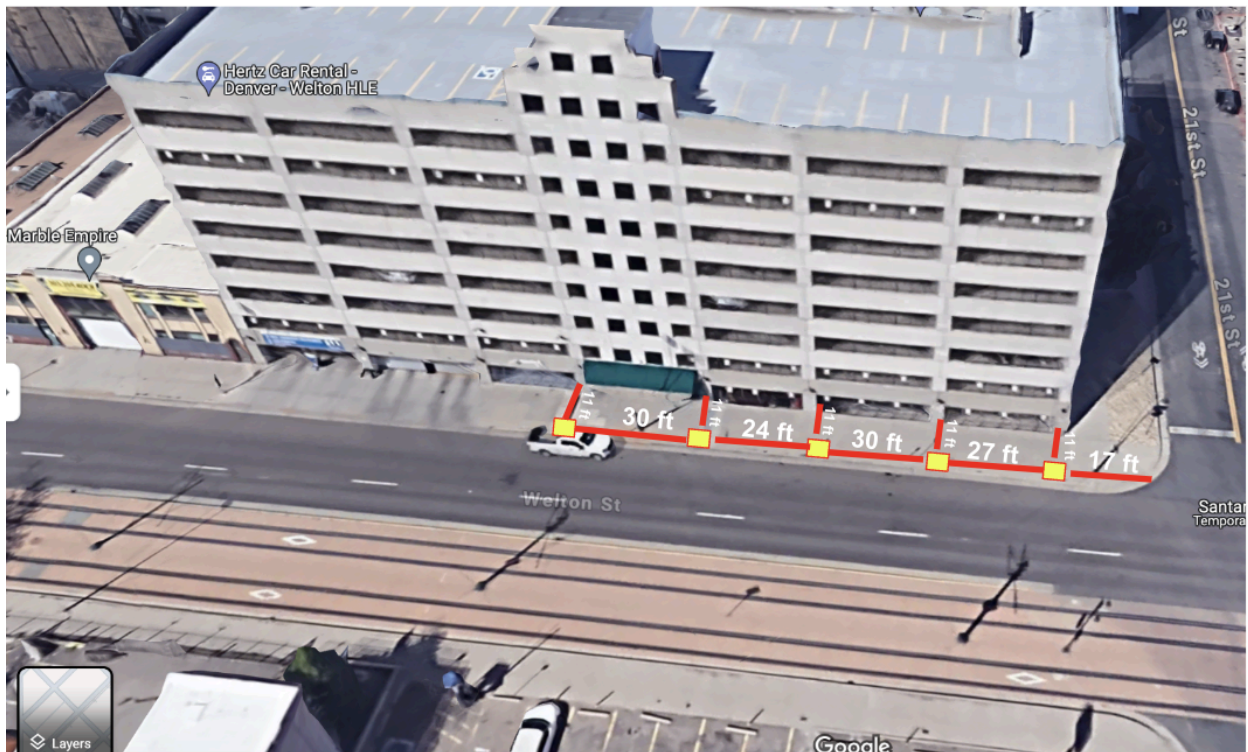


2. Tree and Flower Planter Installation

The second component of the Five Points/Welton Corridor Beautification Project is the installation of tree and flower planters along the west sidewalk between 20th and 21st Streets on Welton Street. This component will introduce much-needed greenery to the southern section of the Welton corridor, which currently lacks any tree or floral elements, contrasting with the northern end where trees are planted between 25th and 28th Streets on Welton Street. By installing planters, the Five Points BID aims to support the continual transformation of Welton Street into a vibrant, visually appealing atmosphere that invites residents, visitors, and patrons to linger and enjoy.

The Five Points BID currently owns tree planters that can be placed in the desired locations and is requesting funds to cover the costs of contracting an architect/engineer to create the drawings required by the city and submit an encroachment application for the permanent placement of the planters.

Aerial View of potential placement of 5 trees and planters at 2099 Welton





The Five Points BID owns and maintains tree planters and tree planters that are currently placed on 27th and Clarkson Street. The funds from the DURA grant would be used to cover the cost of paying an architect/engineer to complete a required encroachment application to permanently place the trees on Welton Street between 20th and 21st Streets.



Above is a picture of trees that the Five Points BID owns and maintains near "The Point" at 27th and Welton.

Requested amount: \$48,390

Five Points BID Beautification Project Budget		
	Mural Project	
	5 New Murals - (Rate - \$100 per sq foot) - Artist budget	\$32,500
	2 Refurbished murals (Rate \$50 per sq foot) - Artist fee	\$6,000
	Tree Planter Project (Please note the Five Points BID currently owns trees/tree planters and is requesting the funds to cover the costs of a design survey and site plan required by the City to permanently place planters on the sidewalk.)	
	Design Survey - ROW	\$3,250
	Engineered Site Plan Exhibit	\$1,890
	Survey Encroachment Description //Illustrations	\$1,750
	Planter installation fee	\$3,000
	Total requested grant	\$48,390

Five Points / Welton Corridor Beautification Project Timeline	
Award notification	12/31/2024
Public posting of RFP for muralist submissions	1/31/2025
Outreach and call for community members to participate on the Community Board Muralist Selection Committee	1/31/2025
Community Selection Committee acceptance notification	2/21/2025
Muralist proposal submission deadline	2/28/2025
Muralist RFP - Community Board review meeting	3/7/2025
Artist selection notification	3/14/2025
Mural permit submission to the city	3/28/2025
"Mural paint week' and Tree planter installation	5/15/2025
Mural presentation ceremony	6/7/2025
Project report submission to DURA	8/7/2025
2nd project report submission to DURA	12/1/2025

Project Goals and Outcomes

The Five Points Corridor Beautification Project aligns closely with DURA's mission to stabilize and sustain neighborhoods by delivering unique, targeted, and impactful improvements that honor the Five Points community's past, meet present needs, and build a sustainable future. Through curated public art and landscaping, this project will help achieve the following:

- 1. Preserving Community Identity and Pride**

As a historically rich and culturally diverse neighborhood, Five Points holds a unique place in Denver's identity. This beautification project, with its homage to Five Points' cultural icons and heritage, directly supports DURA's goal of community stabilization by preserving the identity and stories that give the neighborhood its strength and appeal. By elevating this identity through public art, the project will instill pride among residents, fostering a deeper sense of connection to the neighborhood and contributing to social cohesion.

- 2. Revitalizing Welton Street for Economic Sustainability**

A revitalized and beautified corridor will act as a catalyst for increased foot traffic and economic activity along Welton Street. By attracting more visitors, the project will boost local businesses and contribute to job stability within the community, making Five Points an economically resilient and self-sustaining area.

- 3. Creating Opportunities for Local Artists and Community Engagement**

Contracting local artists for the creation and refurbishment of murals directly empowers community members, providing them with professional opportunities to showcase their work and contribute to their community. This inclusion of local artists not only stimulates economic opportunity but also creates a sense of ownership and shared investment in the corridor's beautification. Through this, the project meets DURA's goal of creating impactful outcomes for grant fund recipients and local residents, fostering community pride and active engagement in neighborhood improvements.

- 4. Enhancing Public Spaces to Build a Safe and Attractive Community**

The addition of tree planters will transform the Welton Street corridor into a welcoming public space that encourages residents and visitors to spend time enjoying the area safely. Studies show that clean, well-maintained, and artistically enriched spaces help reduce vandalism and encourage positive community interactions. By creating a visually appealing environment, the project will contribute to neighborhood stabilization by cultivating a safe, attractive, and engaging public space for people of all backgrounds to gather and connect.

- 5. Supporting Long-Term Resilience and Cultural Preservation**

The reflective murals are more than beautification measures—they serve as enduring reminders of the heritage that Five Points has contributed to Denver. This project, by embedding these elements within the urban landscape, will help ensure that the cultural legacy of Five Points remains alive and accessible for future generations. By fostering cultural resilience, the project supports DURA's aim to create sustained, long-term impact in communities.

Project Outcome Reporting for the Five Points/Welton Corridor Beautification Project

To ensure accountability and provide valuable insights, the BID will deliver two detailed project reports to DURA. These reports will not only showcase the progress and outcomes of the project but will also serve as a basis for future community development initiatives.

1. Reporting Timeline

- **First Report Due Date:** August 7, 2025
- **Second Report Due Date:** December 1, 2025

2. Content of Reports

Both reports will include the following elements to provide a thorough overview of the project outcomes:

A. Visual Documentation

The reports will feature high-resolution pictures showcasing the added beautification elements, including the murals, tree and flower planters. These images will illustrate the transformation highlighting before-and-after comparisons to emphasize the impact of the enhancements.

B. Community Survey Results

A key aspect of the reports will be feedback gathered from a comprehensive survey distributed to community members, including business owners, property owners, and residents. This survey will assess their satisfaction with the improvements, perceived benefits, and suggestions for future enhancements. The survey results will provide qualitative data reflecting community sentiment, offering insights into how the beautification project has influenced their engagement and interaction with the corridor.

C. Foot Traffic Analysis

To provide objective data on the impact of the project, both reports will include an analysis of foot traffic patterns along the Welton Street corridor, using data provided by Placer.ai.



Five Points Business Improvement District
2590 Welton St.
Denver, CO 80205

Dear Norman,

DURA is pleased to congratulate you and confirm your organization has been selected as one of the entities DURA will begin negotiations with to award a Community STAND grant in the amount of **\$48,390**. Please note, the award and payment of recommended grant amount is contingent upon execution of a grant agreement with DURA on such terms as DURA determines to be appropriate. We are very excited to support your organization and your vision for your community. A team member from DURA will reach out to you in January to begin the grant agreement process. If you have any questions, please reach out to April Simmons at communityprograms@renewdenver.org or you can call the DURA offices at 303-534-3872 and ask to speak to April.

Kind Regards,
April Simmons

PHONE
(303) 534-3872
FAX
(303) 534-7303

1555 California Street
Suite 200
Denver, CO 80202

RENEWDENVER.ORG



Welton Corridor 2025

Cultural Programming



Introduction

WHO WE ARE

The Five Points Business Improvement District (BID) is a quasi governmental agency that oversees the marketing, maintenance and general improvement of the Welton Corridor in the Historic Five Points Neighborhood.



WHAT WE DO

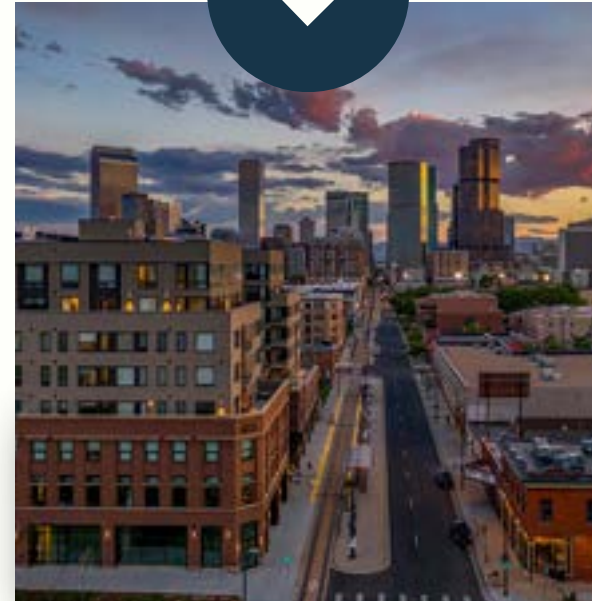
The BID is committed to revitalizing Welton Street as a vibrant, modernized cultural market place filled with community, and economic opportunity.

Through dynamic cultural programming, we celebrate and honor the rich legacy of jazz, arts, and heritage that defines Five Points, creating spaces where community members, visitors, and businesses thrive together. By partnering with us, your organization has the unique opportunity to engage deeply with a community that values both its historic roots and its progressive, inclusive and equitable vision for the future.

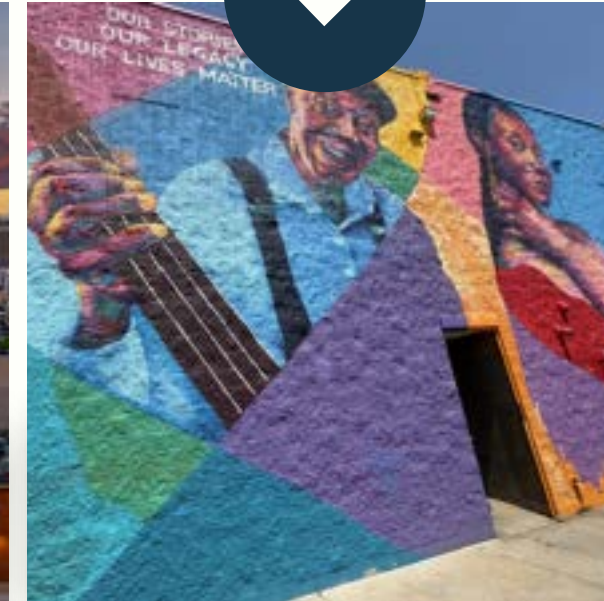
OUR OBJECTIVES

Music, Art, Culture & Community

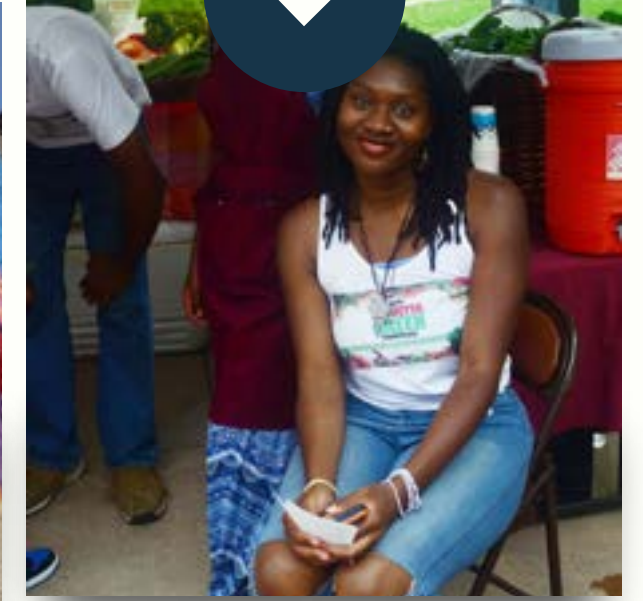
ECONOMIC GROWTH



CULTURAL PRESERVATION



COMMUNITY INVOLVEMENT



Our goal is to create programs that honor the rich legacy of Five Points while driving foot traffic to the corridor and raising visibility for our partners.

Our objectives:

- **Economic Growth:** Stimulate economic activity along the Welton Corridor by attracting visitors.
- **Cultural Preservation:** Preserve & celebrate Five Points' history as a hub for jazz and African American culture.
- **Community Involvement:** Engage local residents, businesses, and artists in each event.

WELTON CORRIDOR 2025 CULTURAL PROGRAMMING

MUSIC, ART, CULTURE & COMMUNITY



First Friday Five Points Jazz Hop

Jazz in the Park

Jazz Roots

The Walls of Welton

Welton Street Music Festival

Welton Chalk Art Festival

St. Paddy's Day Pet Parade & Bar Crawl

Five Points Plein Air Painting

Holiday Jazz Jams and Lighting Ceremony

Dia De Los Muertos

Juneteenth Music Festival

International Festival





First Friday Five Points Jazz Hop



*A **monthly jazz event** featuring local musicians and artists performing at venues along Welton Street **every First Friday** of the month!*

Kick off date: April 4, 2025

Frequency: Monthly (Every 1st Friday)

Participating Venues: TeaLees, Welton Room, 715 Club, Marigolds, Spangalang Brewery, Brother Jeff's Cultural Center, What's Happening Cafe, Pairadice, Urban Sanctuary

Sponsorships Opportunities
\$5,000 - \$15,000

First Friday Five Points Jazz Hop Sponsorship Benefits



\$15,000

Presenting Sponsor

- Listed as Program Title Sponsor - First Friday Five Points Jazz Hop Presented by "YOUR ORGANIZATION"
- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Presenting sponsor recognition on targeted email blasts
- Presenting sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities at on site events
- Pre-reserved seating tables for employees, family & friends of sponsor at FFFPJH events
- Host shout outs

\$10,000

Gold Sponsor

- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities
- Host shout outs

\$5,000

Silver Sponsor

- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities

Sponsorships Opportunities

\$5,000 - \$15,000



Green Street: St. Paddy's Day on the Points Pet Parade & Bar Crawl

A tribute to New Orleans Style Jazz with a marching band leading the way down Welton Street for furry friends decked out in their best green attire. Immediately followed by music & fun in 9 different bars and restaurants in Five Points.



Sponsorships Opportunities
\$1,000 - \$5,000



Green Street: St. Paddy's on the Point Sponsorship Benefits



\$5,000

Presenting Sponsor

- Listed as Program Title Sponsor - Green Street: St. Paddy's on the Point - Pet Parade & Bar Crawl"
- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Presenting sponsor recognition on targeted email blasts
- Presenting sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities at on site events
- Host shout outs

\$2,500

Gold Sponsor

- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities
- Host shout outs

\$1,000

Silver Sponsor

- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities



Five Points Jazz in the Park

A bi-monthly concert series hosted by neighborhood organizations and community partners who immersively convert Sonny Lawson Park into an inviting amphitheater which features live music, art, entertainment, food, trucks, vendors and more.

Kick off date: May 3, 2025

Frequency: Bi monthly (May - October)

Event location: Sonny Lawson Park

Five Points Jazz in the Park Sponsorship Benefits



\$15,000

Presenting Sponsor

- Listed as Program Title Sponsor - Five Points Jazz in the Park Presented by "YOUR ORGANIZATION"
- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Presenting sponsor recognition on targeted email blasts
- Presenting sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities at on site events
- Pre-reserved seating tables for employees, family & friends of sponsor at FFFPJH events
- Host shout outs

\$10,000

Gold Sponsor

- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & Posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities
- Host shout outs

\$5,000

Silver Sponsor

- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities



2nd Annual Five Points Jazz Roots



Jazz Roots is a winter concert series where the culture comes alive during Black History Month, occurring on Saturday February 15 and Saturday February 22, 2025. Jazz Roots explores the history of jazz music while highlighting the rich legacy of African American culture in Five Points through programming live jazz bands and performances in businesses, venues and community spaces along the Welton Corridor.

Dates: Saturday February 15, 2025 & Saturday February 22, 2025

Sponsorships Opportunities
\$2,500 - \$10,000

Five Points Jazz Roots Sponsorship Benefits

\$10,000

Presenting Sponsor

- Listed as Program Title Sponsor - Five Points Jazz Roots Presented by "YOUR ORGANIZATION"
- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Presenting sponsor recognition on targeted email blasts
- Presenting sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities at on site events
- Pre-reserved seating tables for employees, family & friends of sponsor at FFFPJH events
- Host shout outs

\$5,000

Gold Sponsor

- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities
- Host shout outs

\$2,500

Silver Sponsor

- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities



Sponsorships Opportunities
\$2,500 - \$10,000



The Walls of Welton Mural Festival



The Walls of Welton - Mural Festival, a vibrant celebration of art, culture, and community in the historic Five Points neighborhood of Denver. This exciting event unveils five stunning new murals along Welton Street, adding to the growing collection of captivating public art that tells the story of our neighborhood's rich history and diverse culture. Stroll the Welton corridor, explore local businesses, and enjoy live music, food vendors, and artist meet-and-greets. Discover the beauty and creativity of Five Points as we honor both new and existing murals. Let's celebrate the art that makes our community shine!

Sponsorships Opportunities
\$5,000 - \$15,000

Date: Saturday August 2, 2025

The Walls of Welton Mural Festival Sponsorship Benefits



\$10,000

Presenting Sponsor

- Listed as Program Title Sponsor - The Walls of Welton Presented by "YOUR ORGANIZATION"
- Onsite tabling and outreach opportunities
- Logo placement on murals
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Presenting sponsor recognition on targeted email blasts
- Presenting sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities at on site event
-

\$5,000

Gold Sponsor

- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities
- Host shout outs

\$2,500

Silver Sponsor

- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities

Sponsorships Opportunities
\$2,500 - \$10,000



Welton Street Music Festival



The Welton Street Music Festival is a dynamic celebration of music and culture in Denver's Historic Five Points neighborhood. Known as the "Harlem of the West," Five Points comes alive with performances across indoor and outdoor venues along Welton Street. Featuring a diverse lineup of local and headline talent, the festival highlights a variety of genres, including Jazz, R&B, Rock, Hip-Hop, Bluegrass, EDM and more.

Date: Saturday August 16, 2025

Participating Venues: Cervantes, The Otherside, The Roxy, Five Points Plaza, 715 Club, Marigolds, Spangalang Brewery, Pairadice, TeaLees, What's Happening Grill

Sponsorships Opportunities
\$5,000 - \$15,000

Welton Street Music Festival

Sponsorship Benefits



\$15,000

Presenting Sponsor

- Listed as Program Title Sponsor - Welton Street Music Festival Presented by "YOUR ORGANIZATION"
- Event VIP lounges compliments of "YOUR ORGANIZATION"
- Onsite tabling & outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Presenting sponsor recognition on targeted email blasts
- Presenting sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities at on site events
- Pre-reserved seating tables for employees, family & friends of sponsor
- Host shout outs
- Logo placement on festival 360 photo booth pictures and festival step & repeat

\$7,500

Gold Sponsor

- Onsite tabling and outreach opportunities
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release
- Speaking opportunities

\$5,000

Silver Sponsor

- Onsite tabling and outreach opportunities
- Logo placement on event webpage
- Sponsor recognition on targeted email blasts
- Sponsor recognition on social media posts
- Sponsor recognition on event press release

Sponsorships Opportunities
\$5,000 - \$15,000



Welton Street Music Festival Beverage Sponsorship Opportunities

\$10,000

Exclusive Spirits Sponsor

- Spirit (category dependent ie vodka, whiskey, gin) sold EXCLUSIVELY in all festival venues
- Onsite sampling opportunity
- Onsite swag giveaway opportunity
- Onsite POS placement (table tops, coasters, etc)
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on event press release
- Host shout outs
- Logo placement on festival 360 photo booth pictures and festival step & repeat
-

\$10,000

Exclusive Beer / Seltzer Sponsor

- Beer / Seltzer sold EXCLUSIVELY in all festival venues
- Onsite sampling opportunity
- Onsite swag giveaway opportunity
- Onsite POS placement (table tops, coasters, etc)
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on event press release
- Logo placement on festival 360 photo booth pictures and festival step & repeat

\$10,000

Exclusive N/A Beverage Sponsor

- Exclusive Beer / Seltzer Sponsor
- N/A Beverage sold EXCLUSIVELY in all festival venues
- Onsite sampling opportunity
- Onsite swag giveaway opportunity
- Onsite POS placement (table tops, coasters, etc)
- Logo placement on main advertisements & posters
- Logo placement on event webpage
- Logo placement on event wayfinders
- Sponsor recognition on event press release
- Logo placement on festival 360 photo booth pictures and festival step & repeat

Sponsorships Opportunities
\$1,000 - \$20,000



Exclusive Media Partner Negotiable Terms

Brand Visibility

- Listed and promoted as the “Exclusive Media Partner” of the Five Points BID logo prominently displayed on all event promotional materials, including flyers, posters, and digital ads
- Logo Placement - Logo and direct link featured on the official Five Points BID website and dedicated event pages.
- Website Recognition - Logo and direct link featured on the official Five Points BID website and dedicated event pages.
- Stage Branding - Exclusive banner placement near main performance stages at events like the Welton Street Music Festival.
- Merchandising: Opportunity to include your brand logo on event merchandise (e.g., t-shirts, tote bags).

Exclusive Media Opportunities

- Content Integration: Priority access to behind-the-scenes interviews with performers, muralists, and key stakeholders for your media platform.
- Video and Photo Rights: Access to high-quality event footage and imagery to use for exclusive content creation.
- Event Broadcast: Rights to livestream or produce exclusive video content for key events.

Engagement Opportunities

- Dedicated Booth/Activation Space: Premium activation space at all events for audience engagement and brand exposure.
- Socia media Shoutouts
- Event Naming rights
- VIP Experiences

Audience Reach & Collaboration

- Cross-Promotion: Inclusion in BID-wide email blasts, reaching a network of community members, local businesses, and event attendees.
- Custom Advertising Packages: Tailored advertising slots in Five Points BID’s newsletters, program booklets, and promotional videos.
- Community Panel Participation: Opportunity to moderate or sponsor panel discussions during events (e.g., cultural impact of music and murals).

Community Recognition

- Community Investment Recognition: Public acknowledgment of your role in supporting equitable cultural revitalization in Five Points.
- Legacy Opportunities

Sponsorships Opportunities
\$1,000 - \$20,000

Advance Five Points Global Partnership Opportunities

Negotiable Terms

Premier Branding and Visibility

- **Event Branding:** Logo placement on all promotional materials for every 2025 event, including: Flyers, posters, banners, and digital ads.
- **Event-specific websites and registration platforms.**
- **On-Site Branding:** Placement of sponsor banners at high-traffic areas of all events (e.g., entry points, main stages, and vendor zones, table top, POS).
- **Logo inclusion on LED screens or event visuals.**
- **Merchandising:** Sponsor logo printed on event merchandise (e.g., t-shirts, reusable bags, and posters).

Digital Media Exposure

- **Website Presence:** Logo and company description featured on the BID's website with a link to the sponsor's website.
- **Social Media Recognition:** Regular mentions on BID's social media platforms (Facebook, Instagram, Twitter, etc.) during event promotions.
- **Custom shoutouts highlighting the sponsor's contributions.**
- **Email Marketing:** Inclusion in all BID email campaigns, reaching a wide audience of community members, businesses, and event enthusiasts.

Engagement Opportunities Activation Space:

- **Premium booth or activation space at all 2025 cultural events for direct engagement with attendees.**
- **Stage Announcements**

Community Investment Recognition

- **Public Acknowledgment:** Special acknowledgment during event opening and closing ceremonies.
- **Community Impact Highlights:** Recognition in the BID's marketing materials as a supporter of equitable redevelopment and cultural vibrancy in Five Points.

Exclusive Advertising Opportunities

- **On-Site Media Inclusion:** Inclusion in photo and video recaps that will be distributed post-event through BID channels.
- **Year-Round Marketing:** Placement in BID-wide promotional materials throughout 2025, ensuring consistent visibility beyond individual events.



Norman Harris - Executive Director

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