

FIVE POINTS

BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS MEETING

August 10, 2022

By Zoom Webinar

AGENDA

Mission Statement: The Five Points Business Improvement District exists to strengthen and enhance the efforts of business and property owners who live, work in, or contribute to the Historic Five Points neighborhood of Denver. Our District Board's mission is to positively influence financial accountability and cultural responsibility as the area undergoes redevelopment and growth. The Five Points Business Improvement District will hold true to the best values of the past, embrace inclusive opportunities of the present and look forward to a vibrant future.

10:00 AM	I.	Call to Order	R. Cobbins
10:05 AM	II.	Video Introductions	Board
10:10 AM	III.	Administrative Items	
		A. Disclosure of Potential Conflicts of Interest	Board
		B. Board Meeting Minutes – May 11 & July 13, 2022	Board
		C. Treasurer's Report – June, 2022	N. Beal
10:20 AM	IV.	Old Business	
		A. Resolution Setting Public Hearing for 2022 Budget Adjustment and 2023 Budget and Operating Plan for September Board Meeting	Board
		B. FPBID Employee Discount Card Program	L. Sayer
		C. Planning Retreat Discussion	R. Cobbins
10:50 AM	V.	New Business	
		A. Five Points Jazz Activation Grants	L. Sayer
11:10 AM	VI.	MarCom Update	K. Frazier
		A. Monthly Report	
11:20 AM	VII.	District Maintenance & Administrative Update	V. Martinez
		A. Monthly Report	
11:25 AM	VIII.	Public Comment	
11:30 PM	IX.	Adjourn	



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
May 11th, 2022
MINUTES

Meeting Held: Wednesday, May 11th, 2022, at 10:00 AM,
Virtual meeting held on ZOOM.US.

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:
Ryan Cobbins, President
LaSheita Sayer, Vice President
Maedella Stiger, Vice President
Nathan Beal, Treasurer
John Pirkopf
Haroun Cowans
Paul Books

BID Staff: Vincent Martinez, Downtown Denver Partnership
Kalisha Frazier, Five Points Marketing Group

The meeting was called to order by Board President Ryan Cobbins, at 10:03 AM.

Approval of Board Minutes – April 13th 2022

No discussion of the April Minutes was requested, Mr. Beal moved to accept the April Board Meeting Minutes as presented. Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

Treasurer’s Report – March 2022

Mr. Beal presented the March 2022 Financial Report to the Board. A total of \$16,791 in expenditures were made in the month of March, which were then listed individually. The final account cash balance at the end of the month totaled \$268,978. Ms. Sayer made a motion to accept the March 2022 Treasurer’s Report. Mr. Cowans seconded the motion. Vote: unanimous in favor, motion passed.

Old Business

A. Soul Street on Clarkson Update

Mr. Martinez gave several updates to the progress at Soul Street on Clarkson: the furniture has been set up, with the full set-up of recycle and trash ready by 5/13. He will reach out to Excise and License to obtain a use permit for communal dining next week. He also explained that CSG will conduct a 30-minute open and a 30-minute close daily.

Ms. Sayer requested clarification about CSG duties, as well as a map of the area. Mr. Martinez displayed a map of the areas that would be occupied by various amenities and restaurants. Mr. Jones added that the space will be occupiable as early as today, 5/11, and explained that businesses will have areas allocated to them. He also clarified the difference between communal dining and common consumption areas.

Ms. Stiger suggested that the BID lets property owners know who is paying for this since Clarkson is outside the BID. Mr. Cobbins clarified that the businesses at Five Points Plaza and surrounding the Clarkson Street Plaza agreed to pay for it because it is a benefit to everyone. Mr. Martinez added that there is grant money from the City of Denver which was used for the purchase of the furniture, fixtures and equipment.

B. Welton Street Enhancements Update

Mr. Cobbins introduced Brett Boncore with the Department of Transportation and Infrastructure (DOTI). Mr. Boncore presented the Northeast Downtown and Five Points Action Plan and recounted several projects that are either completed or in the works. Current and recent projects include the conversion of several one-way streets into two-way streets, and streets that have added bike lanes and increased safety features. Upcoming projects in Five Points include converting 28th street east of Welton from a one-way to a two-way street, expanding the pedestrian plaza at the Five Points intersection, as well as the painting of the bulb-outs at several intersections. The artists selected will tie the art into the cultural history of Five Points. These projects are expected to begin following the Juneteenth celebrations.

Ms. Sayer noted that her specific ask for this meeting was to have information on the artists that were selected and renderings of the proposed murals. Mr. Boncore noted that the planning team is still working out concepts of the murals with the artist and committed to returning once those plans have been refined next month before installation. The artists have been asked to tie their works to the cultural past of Five Points and specifically Welton St.

The artists that were selected to produce the street art were Cya Davis to paint the Welton Street bulbout installations, and Patrick and Tristan McGregor to paint the Five Point Intersection installations.

Mr. Cobbins addressed a question from Dr. King regarding fire station #3 and if this will affect its response time. Mr. Boncore assured the board that Denver Fire Department has approved the design plan based on turning radius and continuation of two-way traffic on 26th Avenue.

Ms. Sayer asked Mr. Boncore for a timeline for returning to the community to determine if they are in favor of this becoming a permanent condition. Mr. Boncore explained that is part of their phase 2 effort and went on to explain the process that has been undertaken to gather community input. Through surveys the City conducted the enhancements at the Five Point Intersection as something permanent as well making bulbout permanent with

potential for greenery. Timelines will vary by project but expect the improvements to see actual construction about 2 years out.

Ms. Sayer noted that the last time Mr. Boncore presented to the FPBID Board he noted that there would be an opportunity to review with the community the success or failure of the enhancements at the iconic Five Point intersection. Ms. Sayer added that she did not believe the meetings the planning team had truly represented the Five Points community and objects to the manner in which their outreach has been conducted to date.

Ms. Sayer noted her disappointment that the decision to make this a permanent change to the Five Point Intersection has been made permanent and asked for assurances that the Five Points community not the larger Northeast Plan community would be the focus group for input in the future on any plans for the intersection. Mr. Boncore pointed to nearly 40 stakeholder meetings made up of business owners along the corridor over the last year who were showing support for the efforts.

C. 2022-2023 Planning Retreat Date Selection

Mr. Cobbins suggested a late summer date, perhaps in August or September. Board meeting hours may be adjusted to accommodate date discussion. Mr. Cobbins will send out potential dates via email.

D. Necessary Resolutions Related to Planning Retreat

Tabled for next month's meeting

New Business

A. No new business was discussed at this time

MarCom Update

A. Monthly Report

Ms. Frazier presented information about the Saturday June 4th Five Points Jazz Festival and how to advertise businesses via pamphlets, coupons, et cetera.

Ms. Frazier explained that there was a new bid put in for the restoration of the historical markers, and that there is enough money in the budget. The cost is around \$4,000 and will start in the next few weeks.

The MarCom committee has begun discussions with Five Points Atlas for potential advertising options and will continue to form an overall marketing plan that includes this and Welton corridor billboard advertising opportunities.

She also stated that the gateway signs are on hold, and the Xcel banner poles are pending, with an update postponed until the June board meeting. The next Marcom meeting will take place 5/26.

There was discussion of upcoming events and planning ahead for them. Ms. Sayer requested more communication concerning planning upcoming events. Mr. Jones explained that these events require details before they can be discussed and approved and suggested that events require 4 months to come to fruition.

The discussion continued and in the end the Board asked that 5PMG provide a justification when presenting new activation ideas explaining feedback from businesses on willingness to participate and if the focus of the event is on building community or enhance businesses' traffic in advance so that they have time to consider things like budget, et cetera.

District Maintenance & Administrative Update

A. Monthly Report

Mr. Martinez began by saying that the Safety meeting will be postponed, and he is looking at dates in June or July. Mr. Martinez gave several updates about the maintenance projects in Five Points: the irrigation along Welton has been turned on, and that he is looking into restoring the irrigation lines in front of the old True Value storefront. That location, as well as the trees around the Rossonian are presently being hand watered. Lighting at 25th and Welton is being replaced this week or next, and 2 new lights will be purchased and installed on 25th. Lighting on Washington is being inspected to determine issues with lamps and ballasts.

Miscellaneous

Ms. Sayer suggested that the BID talk to Cervantes Ballroom about opening the restrooms prior to concerts to avoid littering and tree pit contamination and suggested the BID and CSG coordinate with the events scheduled. Mr. Martinez demonstrated the Clean and Safe app for trash reporting in the ROW

Public Comments

Through the public chat option, the following questions and statements were made:

Mr. Cobbins addressed a question about trash cans along the Welton corridor and their placement in proximity to Cervantes and confirmed there is a trash receptacle located there.

With no further business, Mrs. Sayer moved to adjourn. Mr. Cowans seconded the motion. The meeting adjourned at 11:33AM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 13th Day of July, 2022.

FPBID Board President

Attest:



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
July 13th, 2022
MINUTES

Meeting Held: Wednesday, July 13th, 2022, at 10:00 AM,
Virtual meeting held on ZOOM.US.

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:

LaSheita Sayer, Vice President
John Pirkopf
Haroun Cowans
Paul Books

Excused Absence: Ryan Cobbins, Nathan Beal, Maedella Stiger

BID Staff: Vincent Martinez, Downtown Denver Partnership
Kalisha Frazier, Five Points Marketing Group
Chuck Jones, Five Points Marketing Group

The meeting was called to order by Board Vice President LaSheita Sayer, at 10:05 AM.

Approval of Board Minutes – May 11, 2022

There was a discussion of May minutes. Ms. Sayer noted that there had been deeper discussion and comments she had made regarding the City's planned enhancements for the Five Point intersection. Ms. Sayer also noted an absence of a request made to the MarCom team. Mr. Martinez made notes and will be updating the minutes for review and approval for the August meeting.

Treasurer's Report – April and May, 2022

Mr. Martinez presented the March 2022 and April 2022 Financial Reports to the Board. A total of \$11,807 in expenditures was made in the month of April, and a total of \$7,713 in expenditures was made in the month of May, which were then listed individually. The final account cash balance at the end of the month of May totaled \$406,092. Mr. Cowans made a motion to accept the April and May 2022 Treasurer's Report. Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

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Old Business

A. Planning Retreat Discussion.

Mr. Martinez, presented the goals and intentions of the planning retreat, and when asked, confirmed that there will be a facilitator. He then presented the budget and what has been approved until the end of the year.

B. Resolution Setting Public Hearing for 2021 Budget Adjustment and 2022 Budget and Operating Plan for September Board Meeting.

1. Mr. Books motioned to set a special meeting of the FPBID for the purpose of developing a budget and work plan for 2022 –2023 on Monday, August 22, 2022, 9 AM -Noon. Mr. Pirkopf seconded. Vote: Unanimous in favor, motion passed.

Mr. Martinez then presented two resolutions that required board approval

1. Resolution 2022-1: Setting a public hearing to amend the 2022 budget meeting to 9/14/2022
2. Resolution 2022-2: Setting public hearing for proposed 2023 budget meeting to 9/14/2022

Resolutions will be voted on via email once board members have had a chance to read them over.

New Business

A. Renewal of the Five Points Marketing Group (5PMG) MarCom Subcontractor Agreement.

Mr. Martinez discussed the renewal of the MarCom contract with 5PMG, and included the updated contract numbers, including percentage increase, total budget increases, and total scope of the new contract. The contract term is through the end of 2022 to match the contract term with the BID's fiscal year. Mr. Pirkopf raised some concerns about the scope of the contract, specifically the clarification of community outreach and graphic design, and what the expectations are. Mr. Books commented that since the contract is only good until the end of 2022, there's not enough time to re-do the budget. Mr. Pirkopf suggested that the rest of the year should be used to refine and enhance the contract before a new one comes in 2023.

Ms. Sayer raised concerns over pieces of the scope not being met and that some requests have not been filled. She mentioned that there is a lack of consistency, that there aren't the monthly activations that were expected. Mr. Books suggested a future meeting focused on the strengthening of next years contract. Mr. Pirkopf agreed and suggested that the discussion take place during the retreat. Mr. Jones requested clarification about the procedures regarding approval of 2022 and 2023 contracts and scope of work. Mr. Pirkopf expressed concern about extra charges for some activations and was overall frustrated with the communication. After further discussion Mr. Pirkopf and Ms. Sayer agreed to meet with the 5PMG team to discuss the scope more in-depth and better define expectations and procedures.

Ms. Sayer made a motion to accept the proposal to renew the contract for MarCom services with 5PMG through the end of 2022. Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

B. FPBID Employee Discount Cards

Ms. Sayer presented reasons and perks of having a FPBID membership discount card. She mentioned that they should have expiration dates and would only be distributed to current member employees. She explained that a fund could be set up for reimbursement to participating members. She went on to request input from board members. Mr. Books approved of the concept, but hesitated to agree with the cards, citing budgetary and logistical concerns. He asked Mr. Martinez if he had any examples from the DDBID or insight. Mr. Martinez explained that such a program would have to be available to all members, and that they would need to be able to opt-out. He was unaware of any group providing this particular program, but there are similar programs in BIDs around the country. Mr. Books raised concerns about tracking, verification, and accountability. Ms. Sayer responded with the possibility of an employee stipend and suggested some sort of trial run next summer for restaurants, retail, and bars. Mr. Books mentioned that something similar took place during the initial stages of the pandemic and said that several business around the city participated. Mr. Cowans requested feedback from other companies. Mr. Jones mentioned concern that some people would benefit greater than others, and that there might be pushback from those who don't benefit as much or at all. Mr. Books agreed, stating that programs like this need to add value to everyone, not just food and retail. Ms. Sayer volunteered to bring an information packet to a future board meeting.

MarCom Update

A. Monthly Report

Ms. Frazier presented the June snapshot that highlighted Dukes Good Sandwiches and Scratch Family Kitchen. She then brought up some projects presently being worked on, including the historical markers, the Five Points Atlas, the grand opening of Soul Street on Clarkson, a map of the businesses in the BID, Xcel pole banners, and a potential billboard campaign. She then went on to present several expected upcoming events, such as a Halloween event, the Holiday Stroll, Taste of Five Points, an Easter Egg Hunt and a movie night. She then proceeded to present a 12-month media plan, including projects such as business spotlights in print media advertising, billboards for the Holiday Stroll Jazz Fest and Juneteenth celebrations. She then went on to explain an intended blitz campaigns and the purpose thereof.

Mr. Books asked if there are any board members that attend the MarCom meetings, and Ms. Frazier confirmed that Ms. Sayer consistently attended them. She then mentioned that she would like more businesses to attend and provide feedback. A discussion about attendance, feedback and event budgets took place.

Mr. Books mentioned that the present discussion was focused mainly on the end of 2022, and further discussion on 2023 can take place at the retreat. He then brought up a discussion on the budget breakdown Ms. Frazier had presented. Mr. Martinez confirmed those numbers are from the approved budget.

Mr. Pirkopf questioned the purpose and validity of non-money-making activities such as the Halloween activation, versus more lucrative activities such as the Holiday Stroll, where people attend and spend money. Mr. Books also asked if the goal is to spend all the budgeted money. Mr. Martinez explained some budget shortfalls, using the Xcel banner poles as an example. There was further discussion of budgeted spending. Ms. Sayer suggested further discussion on the MarCom budget be moved to the retreat. Mr. Pirkopf agreed.

District Maintenance & Administrative Update

A. Monthly Report

Mr. Martinez updated the board on various maintenance projects. He reported that irrigation is on across the district, save the lines in front of the 2400 block. he also mentioned the two new light poles installed on that same block, and their conversion to LED. The lights alongside the Rossonian have been restored. He went on to mention that Soul Street is operational, but there are staffing issues as well as coordination of open and closing procedures. Approval from Xcel is expected for the banner arms. Ms. Sayer suggested the prioritization of the safety committee meeting. Mr. Martinez agreed and mentioned that the new Director of Security at DDP would be available for consultation.

Public Comments

Through the public chat option, the following questions and statements were made:

Ms. Sayer asked business owners about their experiences with Jazz Fest and Juneteenth. A local owner complained that information regarding both was late and lacking.

There were no further questions or comments.

With no further business, Mr. Pirkopf moved to adjourn. Mr. Books seconded the motion. The meeting adjourned at 11:42AM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 10th Day of August, 2022.

FPBID Board President

Attest:

Management Report

Five Points Business Improvement District
For the period ended June 30, 2022

For management use only

Five Points Business Improvement District
Balance Sheet
June 2022

	Beginning Balance January 1, 2022	YTD Changes	Ending Balance June 30, 2022
ASSETS			
Current Assets			
Bank Accounts			
USbank Checking	\$ 243,119	\$ 169,156	\$ 412,275
Total Bank Accounts	243,119	169,156	412,275
Other Current Assets			
Accounts Receivable	947	-	947
Prepaid /Deposits	-	-	-
Total Other Current Assets	947	-	947
Total Current Assets	244,066	169,156	413,221
TOTAL ASSETS	\$ 244,066	\$ 169,156	\$ 413,221
LIABILITIES AND EQUITY			
Total Liabilities	\$ 7,971	\$ 6,394	\$ 14,365
<i>Equity / Fund Balance</i>			
Beginning Fund Balance	236,095	-	236,095
Net Operating Income (Loss)	-	162,762	162,762
Total Equity / Fund Balance	236,095	162,762	398,857
TOTAL LIABILITIES AND EQUITY	\$ 244,066	\$ 169,156	\$ 413,221

Five Points Business Improvement District
Budget vs Actual - By Program/Activity
June 2022

	Actual YTD	Original Budget YTD	Variance Favorable (Unfavorable)	Original Budget Annual	Variance Favorable (Unfavorable)
Beginning Fund Balance	\$ 236,095	\$ 164,470	\$ 71,625	\$ 164,470	\$ 71,625
Income and Other Sources					
Mill Levy Income-FPBID	258,516	175,000	83,516	245,842	12,674
Donations	-	-	-	18,000	(18,000)
Other	9,999	-	9,999	-	9,999
Total Income and Other Sources of Funds	268,515	175,000	93,515	263,842	4,673
Total Available Resources	\$ 504,610	\$ 339,470	\$ 165,140	\$ 428,312	\$ 76,298
Expenditures					
Maintenance	55,592	67,028	11,436	119,056	63,464
Marketing/Branding	33,883	51,182	17,299	102,364	68,481
Administrative	14,523	16,165	1,642	28,730	14,207
Contingency Funds	-	3,750	3,750	7,500	7,500
Total Ongoing Expenditures	103,998	138,125	34,127	257,650	153,652
Capital Purchases	1,755	50,000	48,245	100,000	98,245
Small Business Relief Grants	-	-	-	-	-
Total Expenditures	\$ 105,753	\$ 188,125	\$ 82,372	\$ 357,650	\$ 251,897
Ending Fund Balance	\$ 398,857	\$ 151,345	\$ 247,512	\$ 70,662	\$ 328,195

Five Points Business Improvement District
Budget vs Actual - By Account
June 2022

	Actual YTD	Original Budget YTD	Variance Favorable (Unfavorable)	Original Budget Annual	Variance Favorable (Unfavorable)
Beginning Fund Balance	\$ 236,095	\$ 164,470	\$ 71,625	\$ 164,470	\$ 71,625
Income and Other Sources of Funds					
Mill Levy Income-FPBID	258,516	175,000	83,516	245,842	12,674
Donations	-	-	-	18,000	(18,000)
Other Revenue	9,999	-	9,999		9,999
Total Income and Sources of Funds	268,515	175,000	93,515	263,842	(5,326)
Total Available Resources	\$ 504,610	\$ 339,470	\$ 165,140	\$ 428,312	\$ 66,299
Expenditures					
<i>Maintenance</i>					
General Maintenance Contract	20,658	31,367	10,709	62,733	42,075
Other Maintenance	11,087	4,750	(6,337)	9,500	(1,587)
Plaza Maintenance	2,850	6,662	3,812	13,323	10,473
Snow Removal	15,896	15,000	(896)	15,000	(896)
Utilities & Water	1,574	2,000	426	4,000	2,426
Irrigation Repairs	1,084	750	(334)	1,500	416
Tree & Landscape Maintenance	2,444	6,500	4,056	13,000	10,556
Total Maintenance	55,592	67,028	11,436	119,056	63,464
<i>Marketing/Branding</i>					
Banners	-	1,750	1,750	3,500	3,500
Events/Activation					-
Grants	-	8,432	8,432	16,864	16,864
FP History Stroll	-	500	500	1,000	1,000
ASG Activations	-	-	-	-	-
Trick or Treat	-	500	500	1,000	1,000
Holiday Stroll 2022	-	5,000	5,000	10,000	10,000
Summer Activation	-	-	-	-	-
Holiday Lighting	-	7,500	7,500	15,000	15,000
Marketing Administration	25,543	25,000	(543)	50,000	24,457
Marketing Programs	8,340	2,500	(5,840)	5,000	(3,340)
Total Marketing/Branding	33,883	51,182	17,299	102,364	68,481
<i>Administrative</i>					
General Administration	11,000	11,000	0	22,000	11,000
Bank Charges & Fees	49	65	17	130	82
Dues & Memberships	673	600	(73)	600	(73)
Insurance	2,802	3,000	198	3,000	198
Legal Fees	-	1,500	1,500	3,000	3,000
Total Administrative	14,523	16,165	1,642	28,730	14,207
<i>Contingency Funds</i>					
Total Ongoing Expenditures	103,998	138,125	34,127	257,650	153,652
<i>Capital Expenditures and Reserve Spending</i>					
Capital Purchases	1,755	50,000	48,245	100,000	98,245
Total Capital Expenditures and Reserve	1,755	50,000	48,245	100,000	98,245
Total Expenditures	\$ 105,753	\$ 188,125	\$ 82,372	\$ 357,650	\$ 251,897
Net Income	\$ 162,762	\$ (13,125)	\$ 175,887	\$ (93,808)	\$ 256,570
Ending Fund Balance	\$ 398,857	\$ 151,345	\$ 247,512	\$ 70,662	\$ 328,195

Five Points Business Improvement District
Expenditures by Vendor Summary
June 2022

	April 2022	May 2022	June 2022	YTD 2022
Colorado Barricade	-	-	-	2,610
Colorado Lighting Inc	2,964	-	4,257	7,220
Colorado Special Districts Property and Liability**	-	-	-	2,802
Consolidated Services Group 2, LLC	922	1,247	5,767	39,441
Constant Contact	-	90	45	270
Denver Permits Online	-	-	50	100
Denver Water	148	23	-	464
Diversified Underground Inc	-	-	-	340
Downtown Denver Partnership Inc	6,000	6,000	6,000	36,000
Mile High Festivals	-	-	8,000	8,000
My City Bikes	-	273	-	273
Savatree	-	-	120	2,325
Sin Jac Electric	878	-	1,350	4,077
Special District Association	673	-	-	673
US Bank	-	24	24	48
XCEL ENERGY	223	57	134	1,109
Total Expenditures by Vendor	\$ 11,807	\$ 7,713	\$ 25,747	\$ 105,753

Five Points Business Improvement District
Statement of Cash Flows
June 2022

		June 2022
OPERATING ACTIVITIES		
Net Income	\$	162,762
Adjustments to reconcile Net Income to Net Cash provided by operations		
Accounts Receivable		-
Prepaid / Deposits		-
Accounts Payable		6,394
Total Adjustments to reconcile Net Income to Net Cash provided by operations:		6,394
Net cash provided by operating activities	\$	169,156
NET CASH INCREASE (DECREASE) FOR PERIOD	\$	169,156
Cash at beginning of period		243,119
CASH AT END OF PERIOD	\$	412,275

Resolution 2022-01

- Resolution setting public hearing for amendment to 2022 Budget
- September Board Meeting, Sept. 14, 2022

Resolution 2022-02

- Resolution setting public hearing on proposed 2023 Budget
- September Board Meeting, Sept. 14, 2022



2022-23 Five Points Jazz Activation Grants

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OUR MISSION:

The Five Points Business Improvement District exists to strengthen and enhance the efforts of business and property owners who live, work in, or contribute to the historic Five Points neighborhood of Denver. Our District Board's mission is to positively influence financial accountability and cultural responsibility as the area undergoes redevelopment and growth. The Five Points Business Improvement District will hold true to the best values of the past, embrace inclusive opportunities of the present and look forward to a vibrant future

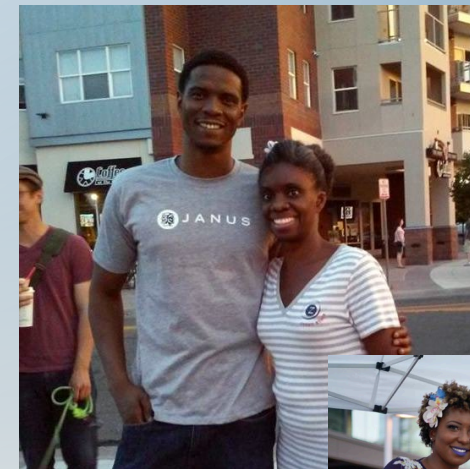
Proposed Events

The Five Points Business Improvement District, (**FPBID**) proposes a series of initiatives that celebrate jazz and ensure that the legacy of jazz lives on in the Five Points neighborhood.

- Black Jazz History Experience
- Swinging August Nights
- Five Points Sunset Jazz - First Fridays 2023

Expenditure

- Five Points Holiday Stroll Outdoor Sound System



Black Jazz History Experience 2023

- **Dates:** Saturdays, February 4,11,18 and 25
- **Times:** Afternoons 1-4 p.m.
- **Location:** Center of Five Points Pedestrian Plaza
- **Objective:** Bring black music history to life during Black History month.
- **What:** Hire live bands and poets to Five Points Black History Jazz remembrance, during black history month in February 2023. Celebrate historic black jazz music with bands who can recreate the sound and poets to help tell the story of the lives of jazz greats such as Ella Fitzgerald, Duke Ellington and Louis Armstrong.
- **Grant amount Requested:** \$10,000
- **FPBID Amount Proposed:** \$8,000



Swinging August Nights 2023

Dates: August 12, 19 and 26

Times: 5-8 p.m.

Location: Center of Five Points Pedestrian Plaza

Objective: Activate the district by attracting swing dancers and lovers of swing jazz music to Five Points.

What: Live Swing Jazz Music and Dancing – on the plaza

Requested Grant Amount: \$10,000

FPBID Amount Proposed: \$ 2,500

Five Points Holiday Stroll Outdoor Sound System

- **What:** Outdoor speaker system to have at the center of Five Points for Christmas carols to play during the event.
- **When:** November/December 2022
- **Location:** Center of Five Points intersection, All 5 points
- **Objective:** Putting music in the streets over the winter holiday. expand that music to be on all 5 points
- **Why:** The FP Holiday Stroll encourages shoppers to move along the entire district along the Welton corridor. Due to the weather it is often too cold to have live musicians outside.
- **Logistics:** The speakers and sound system is most feasible during the winter holiday season, since the FPBID has a contractor for the holiday lights to be installed, the speakers and their associated wires for power could be installed simultaneously.
- **Budget amount requested:** FPBID \$1500

FP Sunset Jazz - First Fridays 2023

Who: Melody Market has requested this grant

Dates: 5/5, 6/2, 7/7 and 8/4

Time: 5 to 8 pm

Location: Center of Five Points, pedestrian plaza in front of Melody Market & Coffee at the Point

What: A small 3-piece jazz band each night, a compliment/expansion on the current First Fridays activities. Creating ambience for the center of Five Points

Objective: Creating a destination for pedestrians to stop at Melody Market and/or Coffee at the Point as they move between the two destinations. The live music contributes to a 'spectacle' of an atmosphere for visitors - encouraging participants to stay.

Logistics/Power: FPBID will partner with Melody Market to provide electronic power supply/generator

Requested amount: \$4000

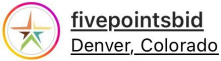
FPBID Amount Proposed: \$2000



Followers: 1524
Reach: 543(+21%)
of Posts: 7



Followers: 1254 (+.3%)
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...



FIRST FRIDAY JAZZ

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fivepointsbid ★ FREE ★ family friendly First Friday Jazz Hop tonight in Five Points 🎵

PROJECT PROGRESS

- **Billboards** - Will discuss at Planning Retreat
- **Map of Welton** - Pending
- **Ads in Five Points Atlas** - needs approval, what do we need to get approval
- **Soul Street** - Working on signage, Association is planning a Grand Opening

OTHER ACCOMPLISHMENTS

- Making a daily effort to promote and show support for FPBID businesses and their events via social media network
- Updated Business Listings on website
- Rewrote Historical Markers text, Finalizing Historical Markers graphics

ONE-ON-ONE/GROUP MEETINGS (2)

- MarComm Subcommittee meeting
- Welton Corridor Walk Through

UPCOMING

- First Friday Jazz; provide additional musicians and/or street performers for the last couple of First Friday's - need community input and Board support
- Website rebuild
- Prepare for Halloween Trick or Treat/Tiny Tot Parade
-

Five Points Atlas Advertising Partnership - needs approval

Print Advertising with Five Points Atlas, 12-month contract. 1 Half page monthly (Ads run one month prior to event) \$5,000/year

Proposed advertisements:

- September 2022 - Trick or Treat on Welton, Tiny Tot Parade, Cleo Parker Thriller Performance
- October 2022 - Business Spotlight, Thanksgiving Food Basket Information
- November 2022 - Holiday Stroll, Holiday Gift Guide
- December 2022 - Business Spotlight
- January 2023 - Cleo Parker Performance, Taste of Five Points
- February 2023 - Business Spotlight
- March 2023 - Easter Egg Hunt
- April 2023 - Business Spotlight
- May 2023 - Juneteenth, Jazz Fest
- June 2023 - Movie Month on Soul Street (Soul Street Flicks, Soul Street Movie Night)
- July 2023 - Kids Fest Carnival - Back to School Guide
- August 2023 - Business Spotlight - Community Resources Highlight

FIVE POINTS ATLAS PROOF

YORK LAUNDROMAT

- SELF SERVICE
- DROP-OFF SERVICE
- LOYALTY PROGRAM
- WASHERS AND DRYERS FROM COMPACT TO COMMERCIAL
- CREDIT CARD & COIN MACHINES

Google Reviews
★★★★★

"Best laundry mat I've ever been to. The space and the machines we're all immaculate and the owner was so kind and helpful!"
- George Morgan

"Great laundromat, owner is beyond friendly, brand new machines, laundromat is spotless. Plenty of parking. I highly recommend if you wash your clothes at a laundromat."
- Gerald Gwynn

3415 York St, Denver
(720) 697-5434
HOURS: 8am - 9pm - 7 days a week

Marketing Sub-Committee Items

- Billboards
- Five Points Atlas Advertising Partnership/Sneaker Ball
- Historical Markers
- Soul Street on Clarkson
- Gateway Signs
- Trees
- Xcel Banners

Next Meeting Agenda- August 25th @ 11am

- Introductions - Name / Affiliation
- Old Business
- New Business: Follow-up, discussion on initial planning for future events (ie: Trick or Treat St., Holiday Stroll, etc.)
- Announcements

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