

**LEGACY.  
OPPORTUNITY.  
THE NEXT 10  
YEARS.**



**FIVE**  **POINTS**<sup>BID</sup>

**2026 BID RENEWAL**

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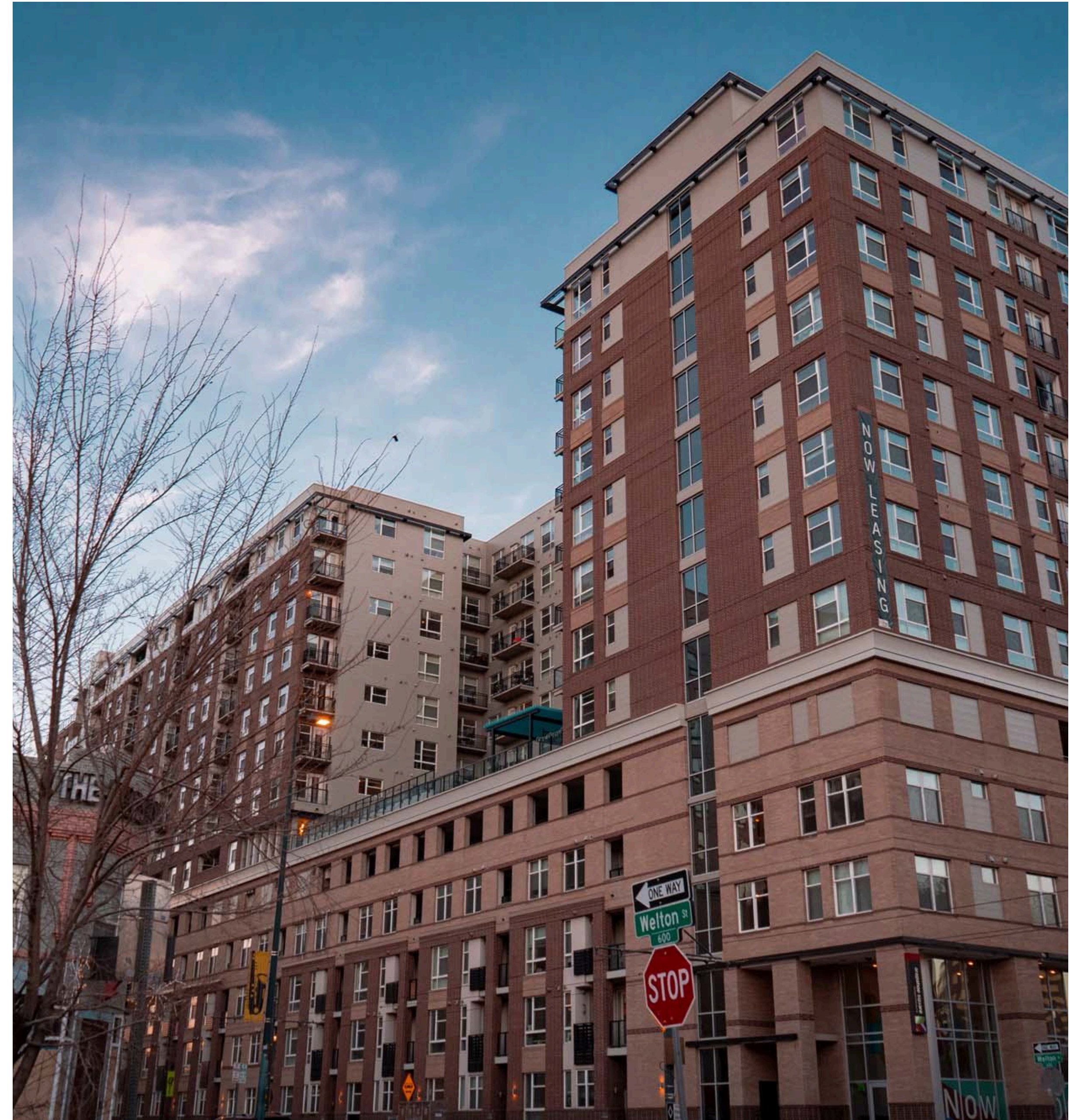
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# ONE-OF-A KIND, FIVE POINTS HAS ALWAYS MOVED TO ITS OWN RHYTHM.

For generations, families, entrepreneurs, artists, and community leaders built a corridor where music, business, and culture were experienced in harmony. Known as Denver's Harlem of the West, Welton Street became a place where ideas turned into institutions and storefronts became stages.

The Five Points Business Improvement District (BID) was created in 2016 to keep the energy of the Welton Corridor moving forward — strengthening local businesses, supporting property owners and cultural institutions, and caring for the public spaces that bring it all together. By investing in both culture and commerce, the BID helps ensure this historic district remains vibrant, welcoming, and on the come up through the next decade.



# WHAT AND WHO IS THE FIVE POINTS BID?

Dear Community,

I'm a fifth-generation son of Five Points and a small business owner on Welton Street. I've seen what happens when change comes without community power behind it — and what's possible when we organize.

Since becoming Executive Director in January 2024, I've led the Five Points Business Improvement District (FP BID) that was established in 2016 to help business and property owners reinvest in the Historic Welton Corridor. In the last decade, the BID has supported hundreds of businesses, thousands of new housing units, invested millions in the Welton Street's vibrancy, while securing \$1M+ in additional public and private funding.

Now, Welton Street infrastructure is materializing. After more than a decade of planning conversations, the City, RTD, and FasTracks are finally committing unprecedented resources to study and redesign the corridor with work taking place over the next few years. As a keeper of our one-of-a-kind community, I'm here to make sure Five Points isn't just along for the ride.

**Renewing the BID for the next 10 years preserves continuity of influence, stewardship, and leverage as major public investments move forward on Welton Street.** It keeps our momentum rooted in community: supporting businesses and families, investing in public space, and protecting the culture that grounds our history as the Harlem of the West while shaping Denver's next great economic success story. With your support, Five Points stays in rhythm with its future — growing stronger, safer, and more vibrant across generations.

Sincerely,  
**Norman Harris**  
Executive Director

## BOARD OF DIRECTORS & STAFF



**Norman Harris**  
Executive Director



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President



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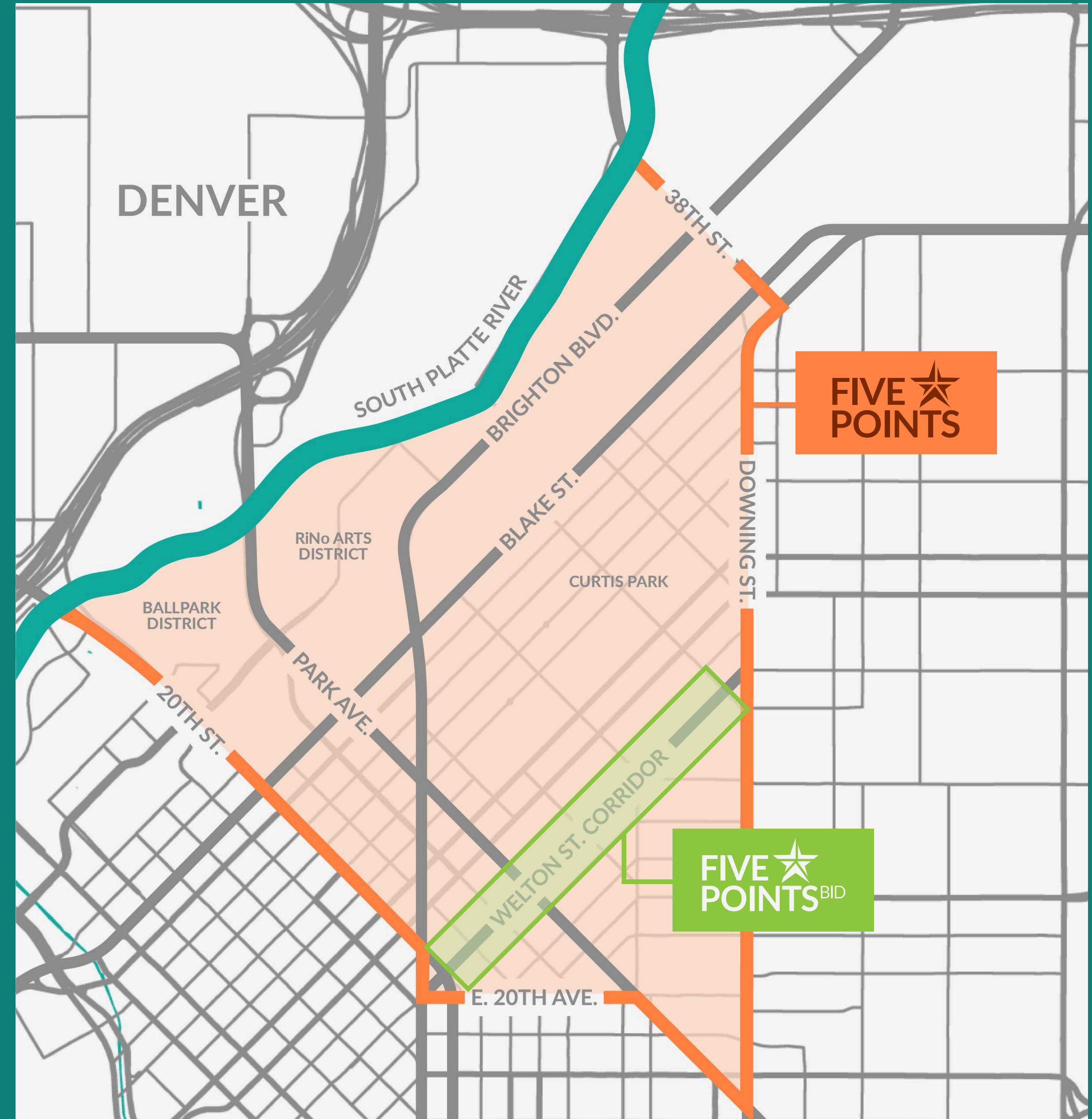


# AT A GLANCE

|                   |  |
|-------------------|--|
| ESTABLISHED       | 2016   |
| GEOGRAPHY         | Historic Welton Corridor and adjacent commercial properties    |
| CORE FOCUS AREAS  | Business Support, Advocacy, Branding & Activation, Placemaking |
| FUNDING STRUCTURE | Mill levy up to a 10-mill cap                                  |
| TERM              | Ten-year renewal cycle   |

## WHY IT MATTERS

The BID exists to strengthen the Welton Corridor in ways that matter — supporting the businesses that anchor it, activating the spaces that give it life, and shaping an environment where shared success is possible. The corridor sits at the hinge between Downtown, RiNo, Curtis Park, and Five Points. and the BID focuses resources and investment where it has the greatest impact.



# 01—ADVOCACY & STEWARDSHIP

Since bringing on full-time executive leadership, the Five Points BID has taken a more hands-on role in moving ideas into action along Welton Street. That work shows up in concrete ways: businesses opening and staying open, new neighbors moving in, streets and public spaces feeling more active, and long-standing community priorities finally translating into funded plans and visible improvements with measurable progress.



## 02—BUSINESS SUPPORT & GROWTH

Welton Street's economy is built on small businesses, cultural institutions, and neighborhood-serving services. The Five Points BID works directly with property owners and entrepreneurs to remove barriers to opening, connect businesses to City resources, and create the conditions that allow both legacy and new businesses to operate successfully day to day.



# 03—NEIGHBORHOOD DEVELOPMENT

Growth along Welton Street has focused on bringing more people to the corridor while maintaining affordability and cultural continuity. The BID works closely with the City, developers and housing partners to support street-level activity with new projects, integrate neighborhood-serving uses, and contribute to a mixed-income community.



# 04—ACTIVATING CULTURE & COMMUNITY

Culture is what turns Welton Street from a place people pass through into a place they stay. The Five Points BID leads consistent, visible activation that puts musicians on stages, artists in storefronts, and neighbors in the street — creating moments that support businesses and reinforce Five Points’ cultural identity.



# 05—CARE FOR THE CORRIDOR

The Five Points BID coordinates daily services, capital improvements, and public safety partnerships that protect historic assets, improve the look and feel of the street, and create an environment where businesses can operate and all feel welcome. From infrastructure upgrades and landscape enhancements to graffiti abatement and safety coordination, the BID plays a central role in sustaining Welton Street as a clean, functional, and culturally significant public space.



# BY THE NUMBERS

## 02—BUSINESS SUPPORT & GROWTH

- **60+ BUSINESSES SERVED** by the BID along the Welton Corridor, including:
  - 13 food & beverage
  - 8 arts, culture, and entertainment
  - 7 professional services and offices
  - 4 retail and shopping
- **90+ COMMERCIAL PROPERTIES SUPPORTED** across the Welton Street Corridor

## 04—ACTIVATING CULTURE & COMMUNITY

- **9 CULTURAL EVENT SERIES SPONSORED ANNUALLY**, including Juneteenth Music Festival, Five Points Jazz Roots, First Friday Five Points Jazz Hop, St. Paddy's Day Pet Parade, Hi-Points Festival and Holiday Jazz Jams
- **HUNDREDS OF THOUSANDS OF ANNUAL VISITORS** drawn to the Welton Street Corridor to attend cultural events.
- **EXPANDED CORRIDOR VISIBILITY** with online engagement up **1,351% ON INSTAGRAM AND 3,378% ON FACEBOOK** following expanded marketing capacity

## 01—ADVOCACY & STEWARDSHIP

- **EXECUTIVE LEADERSHIP** brought on in 2024 to oversee advocacy, funding, and strategic planning efforts
- Secured tangible infrastructure planning, federal funding, and corridor reinvestment, including **\$750K-\$964K** secured in RTD/FTA-backed funding to conduct a full Welton Street Corridor Study
- **\$12.3M LEVERAGED** for major infrastructure and neighborhood investment through the Vibrant Denver Bond Package
- **\$1.2M SECURED** in grants for cultural programming, sponsorships, and direct business support

## 03—NEIGHBORHOOD DEVELOPMENT

- **9 MULTIFAMILY AND MIXED-USE** properties completed
- **1,525 TOTAL HOUSING UNITS** delivered with a strong affordability mix
- **AFFORDABLE HOUSING PRIORITIZED** with two additional properties going to market by 2028

## 05—CARE FOR THE CORRIDOR

- **ADVANCED DISTRICT-WIDE PUBLIC SAFETY AND SECURITY** through ongoing coordination between the Five Points BID and Denver Police Department, supporting proactive policing strategies and reinforcing Five Points as a safer, more welcoming destination
- **11 INFRASTRUCTURE AND LANDSCAPE IMPROVEMENT PROJECTS** delivered or underway, including seating at The Point, mural restoration, and historic asset repair
- **SIGNIFICANTLY INCREASED PEDESTRIAN ACTIVITY AND ECONOMIC GROWTH** in the corridor between 20th and 30th Street



# FOR THE GREATER GOOD

The Five Points BID does not simply react to City plans but helps write them into existence. Serving as a trusted intermediary between community voices and City systems, the BID has driven coordination that has unlocked City, regional, and federal investment along Welton Street. Through sustained advocacy, this work is guiding long-term infrastructure decisions and capital funding that will define the next generation of Welton Street's design, identity, and economic future.

## GAME CHANGING LEADERSHIP

Since 2011 and earlier, Welton Street has been the subject of repeated community conversations about rail, safety, and economic vitality. For more than a decade, those conversations did not result in a committed redesign process or dedicated funding, largely due to the absence of consistent, day-to-day leadership to align agencies, elected officials, and corridor stakeholders. **That changed when the Five Points BID stepped in, organized corridor voices, and pressed coordination across the Mayor's Office, City Council District 9, Community Planning and Development (CPD), RTD, FasTracks, and DOTI (Department of Transportation and Infrastructure).**

## RE-VISIONING WELTON FRAMEWORK

As part of the effort to champion rail and safety planning and funding, **The Five Points BID-authored "Re-Visioning Welton" white paper**, which consolidated local priorities into clear recommendations the City could act on — reframing rail, green infrastructure, and public space as critical economic drivers. **The City and County of Denver's Department of Transportation and Infrastructure (DOTI) formally referenced this work as a foundation for the Welton Street Corridor Study.**

## DOTI RAIL & GREEN INFRASTRUCTURE

Temporary fixes and pilot projects were never going to be enough. After sustained pressure and coordination, RTD, FasTracks, and the City committed **\$750,000-\$964,000** in RTD- and FTA-backed funding for a full corridor study beginning in 2026, **creating the first real opportunity in more than a decade to rethink how the street functions from end to end.**

## DOWNTOWN DENVER AREA PLAN

Historically, Welton Street sat just outside downtown's formal planning and capital prioritization. Through the BID's organized outreach and galvanization of community stakeholders to participate, clear input of the **Welton Street Corridor needs are now written into the adopted 2025 Downtown Denver Area Plan** for pedestrian safety, green infrastructure, and public-realm improvements tied to future City investment.

## VIBRANT DENVER BOND INITIATIVE

Key cultural institutions along Welton required significant reinvestment to remain viable. Coordinated advocacy helped secure **\$12.3 million** through the **Vibrant Denver Bond Package** for renovation of the **Blair-Caldwell African American Research Library**, reinforcing a major cultural anchor and long-term community presence on the corridor.



# GROWING INTO A RE-VISIONED WELTON CORRIDOR

Block by block, Welton Street is moving from temporary fixes into coordinated, City-backed investment that improves how the street functions for businesses and property owners. Kicking off in summer 2026, permanent streetscape upgrades, new trees, and green infrastructure will deliver visible change on the ground.

## INTERSECTIONS (24TH-30TH ON WELTON)

- Paint-and-post curb extensions are being replaced with permanent concrete
- Stormwater planters are built into corners to handle runoff and heat
- Intersections physically tightened so cars slow and pedestrians cross shorter distances
- Cultural elements embedded in hardscape and furnishings, not banners or temporary art

**IMPACT:** Safer crossings, easier movement between storefronts, fewer puddles and heat pockets, corners that feel intentional not temporary

## FIVE POINTS INTERSECTION PLAZA

- The plaza footprint is permanently expanded
- Fixed seating, landscaping, and power-ready space replaces ad hoc setups
- Designed to hold performances, festivals, and daily use without re-installing each time

**IMPACT:** Reliable home base for Juneteenth, First Fridays, jazz programming, and everyday lingering that benefits nearby businesses

## SIDEWALK & PEDESTRIAN ENHANCEMENTS

- Sidewalks are widened where geometry allows, especially near intersections
- ADA paths, ramps, and crossings rebuilt to current standards
- Dedicated zones for lighting, signage, and seating built into the sidewalk

**IMPACT:** Folks move side by side, lines form without blocking doors, patios function better, events flow without bottlenecks

## TREE CANOPY & GREEN INFRASTRUCTURE

(STARTING SUMMER 2026)

- New street trees installed block by block
- Planters integrated into sidewalks, not removable
- Stormwater is captured on site instead of running down the street; improves drainage and sustainability

**IMPACT:** Shade in front of businesses, better curb appeal, cooler sidewalks, reduced long-term maintenance

## TRAFFIC CALMING & SAFETY

- Bollards and edge treatments protect pedestrian space during events and peak hours
- Improved sightlines and crossing geometry increase visibility between drivers and pedestrians
- Rebuilt corners physically slow vehicles through tighter curb radii and visual narrowing

**IMPACT:** Safer outdoor dining, more comfortable evening foot traffic



# HOMEGROWN BUSINESSES ARE THE BACKBONE OF THE CORRIDOR.

The Five Points BID does not simply react to City plans but helps write them into existence. Serving as a trusted intermediary between community voices and City systems, the BID has driven coordination that has unlocked City, regional, and federal investment along Welton Street. Through sustained advocacy, this work is guiding long-term infrastructure decisions and capital funding that will define the next generation of Welton Street's design, identity, and economic future.

## SUPPORTING ENTREPRENEURS AND LEGACY BUSINESSES

- Promotion of Welton Street businesses
- Event-driven visibility and foot traffic
- Support for locally owned, minority- and women-owned businesses
- Connections to grants, funding, and City programs
- Recruitment of neighborhood-serving businesses

## TOOLS, RESOURCES, AND SUPPORT

- Community Business Preservation Program grants - \$190,000 grants for culturally significant, locally rooted businesses (via OEDIT)
- Support helping businesses navigate, access, and apply for these resources
- Advocacy to DURA for Five Points Businesses to receive C-STAND Grants
  - Marble Empire LLC \$50,000
  - Moyo Nguvu Cultural Arts Center \$50,000
  - Five Points Business Improvement District \$48,390
  - Urban Sanctuary \$35,395



# BID WINS

## WELTON STREET CAFÉ

When Welton Street Café closed its longtime location in 2021 amid pandemic pressures and building conditions that no longer supported the business, owner and advocate Fathima Dickerson & family successfully kept the cafe rooted in the neighborhood to navigate the transition and identify a path forward that kept the café rooted in the neighborhood. Today, the café operates from a 3,000-square-foot space at 29th and Welton — doubling capacity with a modern kitchen and patio while reclaiming its place as a go-to gathering place for Five Points.



## URBAN SANCTUARY

Urban Sanctuary, a Black- and woman-owned wellness business led by Ali Duncan, received funding through the Colorado Office of Economic Development and International Trade (OEDIT) and \$35,000 through the Denver Urban Renewal Authority’s (DURA) Community Stabilization Tool Assisting Neighborhood Development (C-STAND) program. The funding supported long-needed HVAC, equipment, furniture, and building upgrades, along with a new community-facing mural. The Five Points BID helped navigate funding access and elevate the investment, turning public dollars into visible, functional improvements on Welton Street.



## CLEO PARKER ROBINSON DANCE CENTER FOR THE HEALING ARTS

After 55 years in Five Points, Cleo Parker Robinson Dance opened a new \$25M, 25,000-square-foot Center for the Healing Arts in January 2026. Funded in large part by the African American community, the expansion delivered modern studios, a theater, and gathering space where the institution began. The MLK weekend opening brought performances, worship, and thousands of people to the Five Points Neighborhood — where Black culture is practiced as its preached.



# FUNDING WELTON'S FUTURE

Over the past year, the Five Points BID has brought more than \$1.06 million to Welton Street through a mix of grants, sponsorships, and partnerships that directly support local businesses and cultural activity.



These investments back signature events, fund improvements for Black-owned and legacy businesses, and strengthen daily foot traffic, while academic partnerships with the University of Denver and Metro State turn the corridor into a place for learning, creativity, and impact.

## CULTURAL PROGRAMMING & CORRIDOR ACTIVATION

# \$675,000

 SECURED 2025-2027

- Denver Arts & Venues Cultural Programming Partnership
  - 2025: \$225,000
  - 2026: \$225,000
  - 2027: \$225,000
- Funds Juneteenth Music Festival, jazz programming, corridor-wide events, and business-facing activation

## SPONSORSHIP & PHILANTHROPIC SUPPORT

# \$23,000

- Denver Water: \$15,000
- Boston Beer Company: \$6,000
- Corridor programming and activation
- Denver Foundation: \$2,000
- Strengthening Community Grant

## IN-KIND & CAPACITY-BUILDING PARTNERSHIPS



## DIRECT BUSINESS SUPPORT & STABILIZATION

# \$372,175

 SECURED FOR LOCAL BUSINESSES

### COLORADO OFFICE OF ECONOMIC DEVELOPMENT & INTERNATIONAL TRADE (OEDIT)

# \$190,000

- Five Points Alive Grant (via AYA Foundation)
- Funds flowed directly to corridor businesses, including Urban Sanctuary

### DENVER URBAN RENEWAL AUTHORITY (DURA)

# \$182,175

- Community Stabilization Tool Assisting Neighborhood Development (C-STAND)
- Five Points BID: \$48,390
- Marble Empire: \$50,000
- Urban Sanctuary: \$35,395
- Moyo Nguvu Cultural Arts Center: \$48,390

### SUPPORTS HVAC, EQUIPMENT, BUILDING UPGRADES, AND REINVESTMENT IN CULTURALLY SIGNIFICANT SPACES

# CORRIDOR DEVELOPMENT SNAPSHOT

Since 2016, development along Welton Street has focused on adding residents, supporting affordability, and activating the corridor at street level. Nine multifamily residential and mixed-use projects have been delivered or are underway, adding **1,525 housing units** with a strong mix of market-rate, income-restricted, permanent supportive, and permanently affordable homeownership options. Two additional affordability-focused projects are scheduled to come online by 2028.

## DELIVERED & ACTIVE PROJECTS

### Welton Park Apartments (2016)

- 223 rental units, with 212 units at 60% AMI and 11 units at 30% AMI
- Transit-oriented affordable housing anchoring the south end of the corridor

### The Wheatley (2016)

- Mixed-use residential with deed-restricted affordable units
- Early reinvestment honoring Five Points cultural history

### Arapahoe Square Apartments (2018)

- Market-rate multifamily supporting downtown residential density

### The Lydian (2018)

- Market-rate apartments with ground-floor activation on Welton

### The Radiant (2019)

- Market-rate multifamily contributing to daily foot traffic

### The Hooper (2021)

- Mixed-unit residential honoring neighborhood legacy

### Charity's House Apartments (2023)

- 223 rental units, with 212 units at 60% AMI and 11 units at 30% AMI
- Transit-oriented affordable housing anchoring the south end of the corridor

### The Dorsey (2024)

- Market-rate residential with modern amenities near the corridor

## PRESERVATION AND STABILIZATION

### The Point Building (2025)

- Acquired by Goshen Development, consolidating apartments, condos, and retail under one owner
- Preserves 35 affordable units in partnership with Hope Communities while stabilizing a key corner of Welton Street

## PLANNED AND IN PROGRESS

### The Hattie McDaniel (Spring 2026)

- 62 permanently affordable condominiums for buyers at or below ~80% AMI

### 2727 Welton Street (Planning)

- Two-story redevelopment with food and beverage at street level
- Second-floor arts, recreation, and entertainment space
- Designed to activate the sidewalk with transparent storefronts and an outdoor patio

### 2000 Welton Street (Fall 2027)

- Planned residential development aligned with corridor housing goals

### The Rossonian Hotel (Fall 2028)

- Historic preservation and redevelopment of a nationally significant cultural landmark



# HOW THE CORRIDOR MOVES FORWARD

The Five Points Business Improvement District operates on a ten-year renewal cycle grounded in state statute and local accountability.

During the ninth year of the district's term, the BID Board provides public notice and gathers property owner feedback on the district's effectiveness, impact and value.

If the district is deemed successful, the Board may request City Council renewal through a public comment process, prior to the end of the current term. If not renewed, the district sunsets and winds down its affairs at the conclusion of the ten-year period.

This process repeats every ten years, or a timeline determined in consultation with the BID Board, property owners and city officials so the BID can remain responsive, relevant and community-driven.



# DECISIONS BEFORE THE BOARD

The BID Board is being asked to consider two related decisions:

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## DISTRICT RENEWAL

Should the Five Points BID request City Council renewal for an additional ten-year term?

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## ANNUAL MILL ELECTION

Should the Board continue or adjust the current 10-mill maximum collection to support BID services and programs?

## RENEWAL ENABLES



Continuity of core BID services and advocacy



Stability for businesses and property owners



Capacity to respond to evolving corridor needs



Long-term stewardship of a historic Black business district





This timeline shows how the renewal resolution moves from the Board to City Council, and when action is required versus when the process is carried by the City.

OVERVIEW

- The BID Board adopts a Resolution that schedules a public hearing.
- That Resolution is the formal trigger for the City’s renewal process.
- After the Board adopts the Resolution:
  - The BID issues the required 20-day public notice
  - The public hearing is held as part of the City Council process
- The Resolution then moves through:
  - Finance & Business Committee
  - Mayor & Council
  - Final adoption

# BID RENEWAL TIMELINE

KEY: The following color coding represents activities provided by City for each respective path. Some items require no action and are included for context.

Resolution Path

Ordinance Path

**FEB. 18<sup>TH</sup>**

PUBLIC HEARING

Hold public hearing to receive input about the District and the potential renewal of the District beyond its initial term (2590 Welton Street, Suite 200, Denver, CO. 80205 and via Zoom; 10am)

**WEEK OF FEB 23<sup>RD</sup>**

Draft resolution submittal.

**WEEK OF MAR 2<sup>ND</sup>**

BID to issue required 20-day public notice following resolution adoption.

**WEEK OF MAR 9<sup>TH</sup>**

BID Board resolution package approving the BID renewal on Monday, March 9th to City.

- Resolution request submitted to City Council Friday, March 13th @ 9am (no action needed from BID).

**WEEK OF MAR 16<sup>TH</sup>**

Complete community meetings, canvassing and roundtables.

Compile community engagement results.

**WEEK OF MAR 23<sup>RD</sup>**

Finance and Business (FinBiz) Committee on Tuesday, March 24th @ 10:30am. (no action needed from BID \*if on consent).

CONTINUED ON NEXT SLIDE



# BID RENEWAL TIMELINE, CONT'D

## WEEK OF MAR 30<sup>TH</sup>

Mayor Council on Tuesday, March 31st @ 9:30am Closed Doors Mayor & Council (no action needed from BID).

City Attorney Office (CAO) submits final Resolution – Wednesday, April 1st @ 12:00pm (CAO will draft this document but it will need to be reviewed by BID Council prior to this date).

Prepare packet materials for April ordinance phase.

Integrate outreach feedback into operating plan and renewal rationale.

## WEEK OF APR 6<sup>TH</sup>

Final Reading – Monday, April 6th @ 3:30pm Council Session (no action needed from BID).

Ordinance Request Submitted to City Council – Friday, April 10th @ 9:00am (no action needed from BID).

## WEEK OF APR 20<sup>TH</sup>

Finance and Business (FinBiz) Committee – Tuesday, April 21st @ 10:30am\*\* (no action needed from BID \*\*if on consent).

- \*\* This could be pushed to the next week, Tuesday, April 28th @ 10:30am IF the Ordinance does not get placed on Consent Agenda by Committee Chair. We would need the BID to be present if sent to Committee for review.



## WEEK OF APR 27<sup>TH</sup>

Mayor Council – Tuesday, April 28th @ 9:30am Closed Doors Mayor & Council (no action needed from BID).

City Attorney Office (CAO) submits final Ordinance – Wednesday, April 29th @ 12:00pm (CAO will draft this document but it will need to be reviewed by BID Council prior to this date).

## WEEK OF MAY 4<sup>TH</sup>

1st Reading – Monday, May 4th @ 3:30pm Council Session (likely no action needed from BID unless Council calls it out for questions, but this is unlikely given the public hearing is scheduled for the next week).

## WEEK OF MAY 11<sup>TH</sup>

Final Reading & Public Hearing – Monday, May 11th @ 5:30pm Council Session

- Assuming we follow this schedule, then we should have the final recorded ordinance available by Friday, May 15th. The renewal will be effective at that point.





FIVE POINTS BID

# CELEBRATING A DECADE OF CULTURE, COMMERCE, AND COMMUNITY ON WELTON STREET

DENVER, CO

BID RENEWAL 2026



FIVEPOINTS BID.COM