

CHERRY CREEK NORTH  
BUSINESS IMPROVEMENT DISTRICT

# 2018 ANNUAL REPORT





# DEAR CHERRY CREEK NORTH CONSTITUENTS:

Since 1989, the Cherry Creek North Business Improvement District (BID) has been working to plan, manage and promote Cherry Creek North (CCN) as a premier shopping and dining destination. Today, the BID represents over 400 businesses that invest in the vitality of CCN by funding maintenance services, marketing programs, outreach initiatives, economic development services and parking and mobility improvements.

2018 was a catalytic year for CCN. The area's evolution from a shopping and dining district into a mixed-use destination is well underway, and visitors are no longer just coming to the District to shop or dine; they are also coming to their place of residence, to work or to stay at one of four hotels.

As CCN has evolved, so has the role of the BID. Today, the BID's program areas are multifaceted and offer a wide range of services. In 2018, the BID saw many successes, including:

- Launched a Community Watch Program
- Hosted, sponsored and was highlighted at IPW, the "Super Bowl of Tourism"

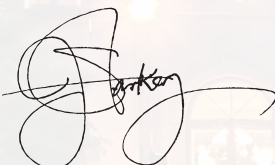
- Installed a network of pedestrian sensors throughout the District
- Released the first-ever Small Business Report
- Kicked off a major brand refresh with our new agency of record, Karsh Hagan
- Published two critical guiding documents, the CCN Construction Standards and the CCN Streetscape Design Standards

We encourage you to continue reading to learn more about our successes in 2018. In 2019, the BID will continue to focus on key programs: consumer marketing & events; economic vitality; physical environment; planning, design & infrastructure; and policy & advocacy.

It's an exciting time to be in Cherry Creek North. We are fortunate to work with a talented and dedicated board of directors, staff and constituent group.



*Eric Buchanan*  
2018 BID Board  
Chairman



*Jenny Starkey*  
Interim BID CEO





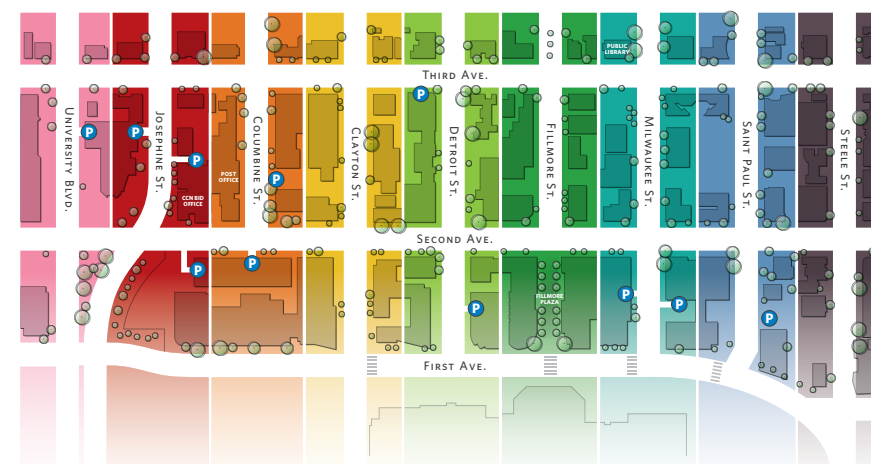


# ABOUT THE BID

The Cherry Creek North Business Improvement District (BID) is a public organization primarily funded by private commercial taxpayers. The BID's mission is to actively plan, manage and promote Cherry Creek North as a premier destination for shopping, dining, living, working and visiting.

Located three miles east of downtown Denver, the Cherry Creek North BID was established in 1989 as the first business improvement district in the state of Colorado. The District's boundaries extend 16 blocks from 1st Avenue to 3rd Avenue, and from University Boulevard to Steele Street.

The BID ensures that Cherry Creek North is a premier destination through day-to-day maintenance and operations, marketing and advertising, constituent outreach, signature events and other initiatives.



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## 2018 BID BOARD OF DIRECTORS

**Eric Buchanan**  
Oliver McMillan  
(Chair)

**Roy Kline**  
Western Development Group  
(Vice Chair)

**Brett Pearson**  
Janus Capital Group  
(Secretary/Treasurer)

**Lynda Campbell**  
Stonebridge Companies

**John Conway**  
Parking Forward

**Karrie Fletcher**  
Alpine Bank

**Katie Friedland**  
Show of Hands

**Jan Lucas**  
Sage Hospitality

**Chris Manley**  
Stonebridge Companies

**Calley McCue**  
Breckenridge-Wynkoop

**Marshall Miranda**  
Bombay Clay Oven



# 2018 ACCOMPLISHMENTS

## CONSUMER MARKETING AND EVENTS

THE BID WORKS TO GENERATE AWARENESS AND DRIVE TRAFFIC TO THE 16-BLOCK AREA. THROUGH A COMPREHENSIVE MARKETING, COMMUNICATIONS AND SPECIAL EVENTS PROGRAM, THE BID PROMOTES CHERRY CREEK NORTH AS A PREMIER DESTINATION FOR SHOPPING, DINING, VISITING AND STAYING.

## CONSUMER MARKETING AND EVENTS

### Branding And Resources

- **NEW** Hired **Karsh Hagan** as new marketing agency of record to provide a full range of services focused on building upon Cherry Creek North's reputation as one of the top visitor destinations and premier communities in the country
- **NEW** Hired a **Digital Marketing Specialist** to enhance Cherry Creek North's online presence and improve platforms, including social media channels, website and e-communications
- Convened **Strategic Marketing & Hospitality Committee** to enhance the BID's marketing, outreach and business development efforts

- Produced a **digital advertising campaign** targeting specific demographics and lifestyle preferences
- Ran a **holiday TV campaign** promoting holidays in CCN through broadcast and cable TV
- Continued utilizing traditional **print media** to target specific audiences with high favorability of visiting CCN

### Tourism And Visitor Marketing

- **NEW** Partnered with city host, Visit Denver, as a sponsor and featured destination of U.S. Travel Association's **50th Anniversary of IPW**
- **NEW** Ran a four-month advertisement at **Denver International Airport** in partnership with the Cherry Creek Shopping Center, which gained 21 million impressions
- Contributed to **Visit Denver's \$6 million tourism marketing campaign**

### Local Advertising

- **NEW** Delivered three **direct-mail** campaigns during the summer months advertising CCN events, retail and dining to over 15,000 households
- **NEW** Produced a radio campaign targeting specific demographic profiles during summer and winter months through **local radio and streaming radio**, reaching more than 11 million listeners
- Gained **51.2 million** impressions through paid advertising, a 47% increase from 2017
- Ran three highly visible **billboards** for three summer months along highly trafficked corridors





## 2018 ACCOMPLISHMENTS: CONSUMER MARKETING AND EVENTS



### Public Information And Outreach

- Printed and distributed two issues of the **CCN Shopping, Dining and Services Guide**, a total of 65,000 copies to over 90 locations throughout the Denver metro area
- Enhanced visitor experience through seasonal rotations of on-street branding assets, including 27 **wayfinding kiosks** and over 60 **district banners**
- Continued pitching media monthly to generate positive **press mentions** covering CCN signature events, development, small businesses, restaurants and the evolution of the area
- Presented to four Denver-based **residential brokerage offices** on CCN events and development

### Digital Marketing

- **NEW** Improved CCN **e-communications templates** for BID News and News From the North with new features and fresh designs to be more mobile-friendly
- **NEW** Partnered with four social media **influencers** with a combined following of 385K to promote CCN events
- **NEW** Increased **digital advertising** by 26% across multiple platforms, including Pandora, social media and Visit Denver's website to hypertarget specific audiences
- Increased user traffic to **CherryCreekNorth.com** website by 23% (Jan-Dec YOY)
- Grew **social media** audience by 9% to more than 12,000 followers across Facebook, Instagram and Twitter
- Communicated CCN events, promotions and news to nearly 12,000 consumers monthly via **News From the North** e-newsletter

## CONSUMER MARKETING AND EVENTS

### Events And Programming

- Raised over **\$100,000 in revenue** for the BID through Food & Wine ticket sales, sponsorship funds for Food & Wine and Winter Fest, and advertising sales for the printed version of the CCN Shopping, Dining and Services Guide
- Boosted CCN retail sales throughout the year during **InSidewalk Sale** in January, **Sidewalk Sale** in July and **Small Business Saturday** in November
- Highlighted CCN restaurant scene through the **10th Annual Cherry Creek North Food and Wine**, the BID's only ticketed event with a sold-out crowd of 850 event attendees
- Hosted free community events to drive foot traffic in businesses and activate CCN's public realm during **Art Feast** in October and **Winter Fest** in December

- Activated the District for nine days with **holiday entertainment**, including carolers, to enhance the visitor experience

- Supported **community events** produced by third parties, including Ronald McDonald House, Colorado Home Builders Association, Zane Beadles Parade Foundation and Cherry Creek Arts Festival





# SPOTLIGHT: IPW COMES TO CHERRY CREEK NORTH



DUBBED THE “SUPER BOWL” OF INTERNATIONAL TRAVEL BUSINESS, IPW BROUGHT TOGETHER 6,000 TOURISM INDUSTRY DELEGATES FROM NEARLY 70 COUNTRIES OVER THE COURSE OF FIVE DAYS TO SHOWCASE ALL DENVER HAS TO OFFER. THE U.S. TRAVEL ASSOCIATION RESEARCH INDICATES THAT CITIES GENERATE MORE THAN 700,000 INTERNATIONAL VISITORS AND \$1.7 BILLION IN INTERNATIONAL TOURISM REVENUE WITHIN THREE YEARS OF HOSTING IPW.

As a sponsor of the event, the BID recognized this pivotal opportunity as a chance to spotlight CCN to an international audience it couldn’t reach otherwise. Working closely with the host organization, Visit Denver, CCN was featured throughout the weeklong event.



Photo: Jensen Sutta

## PR EFFORTS

Over 500 journalists from across the globe attended IPW, generating invaluable domestic and international media coverage for the host city. The BID distributed CCN media kits to each journalist during IPW via Visit Denver’s IPW media brunch; to date, five international media stories have highlighted CCN and 85 stories have highlighted Denver. In addition, the BID hosted approximately 50 IPW media delegates on two media tours of CCN; media received custom-made CCN totes containing CCN Passports, CCN gift cards, CCN store directories and media kits containing information about CCN.



## BRAND EXPOSURE

The CCN brand was featured on the IPW website, through e-communications, on-site at the Colorado Convention Center and at all three evening events attended by all 6,000+ delegates.

## TOUR HOSTS

In partnership with Visit Denver and the Cherry Creek Shopping Center, the BID hosted approximately 500 IPW delegates on shopping tours to highlight Cherry Creek as a shopping, dining and tourism destination.

## MARKETING MATERIALS

The BID produced 2,500 Cherry Creek North Passports to incentivize IPW delegates to spend their downtime (and money) in the area. The Passport featured shopping and dining deals from over 60 participating CCN businesses and were delivered to IPW delegates, gift card purchasers, CCN hotels and businesses throughout the year.





# 2018 ACCOMPLISHMENTS

## ECONOMIC VITALITY

THROUGH THE COLLECTION AND ANALYSIS OF ECONOMIC DATA, THE BID CREATES REPORTS TO HELP BUSINESSES AND COMMUNITY LEADERS MAKE INFORMED DECISIONS. THE BID ALSO PARTNERS WITH KEY LOCAL ORGANIZATIONS TO ENSURE CHERRY CREEK NORTH AND ITS CONSTITUENTS ARE REPRESENTED IN DECISIONS THAT COULD IMPACT THE ECONOMIC VITALITY OF THE AREA.

## ECONOMIC VITALITY

### Retail Recruitment

- Marketed CCN at two **International Council of Shopping Centers** (ICSC) national conferences
- Identified prospective **new retailers** that would enhance CCN's retail mix and consulted with retail property owners, brokers and developers
- Supported over 30 **new business openings** by providing BID information and resources, making connections to other businesses and sharing their news

### Data & Resources

- Published five data-driven **reports** to help stakeholders make sound business decisions, including the Economic & Fiscal Impact Study, Small Business Report, State of Cherry Creek North, Monthly Visitor Count Reports and Cherry Creek Area Development Report

### Constituent Engagement

- Continued quarterly **CCN Hotel Group meetings** with all CCN hotels
- Engaged over 120 CCN businesses as participants in one or more **BID Signature Events**, including:
  - 73% of retailers
  - 42% of restaurants
  - 60% of hotels

- Communicated CCN news, events and updates bi-weekly to BID businesses and property owners/managers through the e-newsletter **BID News**, achieving an average open rate of 38% (14% above industry average)
- Expanded Live + Work program to **Live + Work + Stay** to capitalize upon hotel growth, and convened over 180 BID constituents (up 40% from 2017) at two networking receptions
- Hosted a **Community Workshop** with over 50 attendees in partnership with CCN hotels and Visit Denver about growth in tourism





# 2018 ACCOMPLISHMENTS: ECONOMIC VITALITY

## Small Business Support

- **NEW** Awarded over \$4,000 in CCN Gift Cards during the **Holiday Gift Card Giveaway** campaign, which drove awareness of the Gift Card program and participating businesses, highlighted CCN small businesses and provided exposure for four hotels in CCN
- **NEW** Introduced “We Love Our Small Businesses” **seasonal gift cards** during the month of November leading up to Small Business Saturday



- **NEW** Created a **business resources page** on the CCN website as an engagement tool and benefit for BID businesses
- Promoted **Small Business Saturday** through print, digital, social media, on-site marketing and facilitated TV coverage of seven CCN local businesses
- Published **20 Small Business Spotlights** featuring CCN small businesses
- Processed over \$50,000 in **CCN gift card** transactions accepted at 160 participating businesses
- Assisted in identifying new **retail spaces** for existing CCN retailers that wished to relocate in the District

## Parking

- **NEW** Completed research phase of **parking management project**, which studied best case practices nationally for parking operations in urban districts
- **NEW** Provided **real time parking information** on the BID's website by providing links to parking garage reservation systems
- **NEW** Expanded parking information and resources on CCN website to include **valet parking** options map
- **NEW** Extended **Clayton Lane Parking Garage IGA** with the City to continue offering reduced-rate monthly parking to over 300 CCN retail employees

# ECONOMIC VITALITY

- **NEW** Worked with private property owners to offer **free parking** at three garages during the 48th Annual Sidewalk Sale
- Facilitated **Parking & Mobility Task Force** meetings with representatives from CCN parking garage operators, the parking industry, City of Denver Department of Public Works and other BID constituents to improve parking experience and expand mobility options
- Advocated for improved **parking meter enforcement** and the creation of **commercial permit parking** for areas adjacent to the District
- Promoted **\$5 flat rate parking options** in CCN via direct mail, CCN website, newsletters, social media and a TV commercial
- Distributed **CCN Parking Guides** as a resource for businesses and customers to communicate parking options

- Distributed \$3,000 in **parking cards and tokens** to CCN merchants and customers
- Worked with Cherry Creek Shopping Center and Councilman Wayne New to secure monthly parking spaces for **construction workers**

## Mobility

- **NEW** Completed phase one of **Shared Mobility Zone Analysis** to assist in improving curb lane management in CCN
- **NEW** Installed network of 16 **pedestrian counting sensors** throughout the District to begin tracking and analyzing consumer and visitor behavior in real time
- Counted **pedestrian and bike activity** at nine intersections in CCN to measure the number of visitors
- Worked with parking garage operators and Denver Public Works to obtain parking garage and meter **utilization rates** respectively



**\$5 Flat Rate Parking, 16 Walkable Blocks**  
Parking available in 8 garages for a flat rate of \$5 on weekends and evenings.





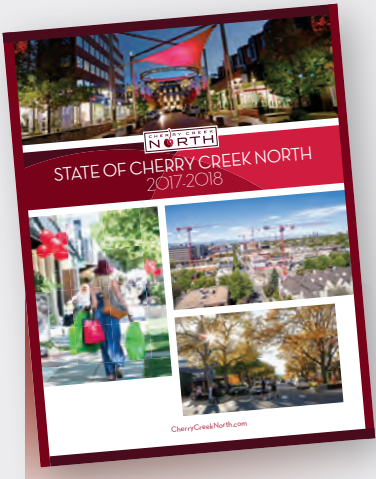
# SPOTLIGHT: REPORTS AND DATA

COLLECTING AND SHARING DATA IS KEY TO ENSURING CCN'S ECONOMIC VITALITY. THE BID PUBLISHES A VARIETY OF REPORTS THROUGHOUT THE YEAR DOCUMENTING EVERYTHING FROM CHANGES IN PROPERTY VALUES TO RETAIL TRENDS AND SNAPSHOTS OF DEMOGRAPHICS TO NEW CONSTRUCTION AND DEVELOPMENT. GEARED TOWARD VARIOUS AUDIENCES, THESE REPORTS PROVIDE TIMELY, OBJECTIVE AND ACCURATE DATA ABOUT CCN TO HELP STAKEHOLDERS MAKE SOUND BUSINESS DECISIONS.



**NEW 2011 – 2019 ECONOMIC & FISCAL IMPACT STUDY:** In 2018, the BID commissioned the Economic and Fiscal Impact Study to quantify the impact of new development in CCN over the past eight years. The report assesses the measurable direct and indirect benefits resulting from the adoption of the 2012 Cherry Creek Area Plan and the 2014 implementation of new zoning rules put forth to enhance CCN as a mixed-use district. This study illustrates the transformation that has occurred in the District and will be an effective tool in telling the development story of CCN to stakeholders, investors and the City of Denver.

**NEW 2018 SMALL BUSINESS REPORT:** In preparation for Small Business Saturday, the BID published the CCN Small Business Report, showcasing the area's vast community of local businesses. The report detailed impressive stats, including that 70% of the area's 260 retailers are local; furthermore, 50% of those small businesses are woman-owned. The report was circulated to local and national media outlets as well as constituents.



**NEW 2017 – 2018 STATE OF CHERRY CREEK NORTH:** The data-driven report helps benchmark business conditions, identify trends and forecast for the future. It informs on retail sales tax collections, employment, real estate, property values and demographics in CCN. This report is prepared specifically to inform and support CCN stakeholders as they build, invest, locate and visit the district.

**NEW MONTHLY VISITOR COUNT REPORTS:** In November 2018, the BID completed installation of 16 pedestrian sensors to track visitor foot traffic patterns 24 hours/day, seven days/week. The data collected from this technology supports retail retention and recruitment, measures the impact of BID events and assists with operations in the physical environment. The BID publishes monthly summary reports for constituents in addition to working directly with property owners and managers to provide in-depth reports for specific sensor locations.



**2012 – 2017 CHERRY CREEK AREA DEVELOPMENT REPORT:** Produced annually in partnership with the Cherry Creek Area Business Alliance, this report maps all completed, under construction and announced development projects in the Cherry Creek Area over a five-year period. It gives developers and prospective retailers insight as to where recent development is concentrated and growth statistics on residential units, hotel rooms, office space and retail space.



# 2018 ACCOMPLISHMENTS

## PHYSICAL ENVIRONMENT

THE BID WORKS YEAR-ROUND TO KEEP CHERRY CREEK NORTH CLEAN, ACCESSIBLE AND GREEN. SERVICES LIKE LITTER AND TRASH REMOVAL, SNOW REMOVAL, IRRIGATION, LIGHTING, INFRASTRUCTURE MAINTENANCE, AND TREE AND FLOWER CARE ENSURE THAT CHERRY CREEK NORTH IS A DESTINATION THAT PEOPLE LOVE COMING TO.

## PHYSICAL ENVIRONMENT

### Streetscape Services

- **NEW** Enhanced **sanitation services** to include additional daily trash removal, cleaning services, district repairs and regular curblane street sweeping
- Enhanced **holiday lighting and décor** with over 30 miles of lighting on over 500 trees, over 200 decorative garlands and more than 50 planter pots decorated throughout CCN
- Devoted approximately 6,850 personnel hours between BID staff and contractors to daily **cleaning and maintenance**
- Performed 375 hours of **snow and ice removal**
- Removed 9,000 bags of **trash** and provided 40,000 bags for dog waste at 26 dog waste stations
- Managed special landscaping, lighting and street furniture on **Fillmore Plaza**

### Landscape Maintenance

- Continued partnership with **Denver Botanic Gardens** with collaboration on district water conservation plantings
- Planted over 5,000 **seasonal flowers and plants** in 140 pots and planters, including enhancements for IPW and the addition of 1,000 fall plantings
- Installed 100 yards of **mulch** and maintained one acre of **turf**
- Planted 20 new trees and maintained a healthy **tree canopy** of 540 trees in collaboration with Denver Forestry Department, including pruning nearly 150 trees
- Assessed conditions of **ash trees** to address concerns about emerald ash borer in coordination with City Forester
- Managed landscape contract for **1st Avenue median** from Steele Street to University Boulevard





## 2018 ACCOMPLISHMENTS: PHYSICAL ENVIRONMENT



### Hardscape Maintenance

- Repaired/replaced over 40 BID-owned **streetscape elements**, including banner poles, light poles, signage and directories
- Conducted an in-depth inspection of **Fillmore Plaza streetscape improvements**
- Refinished nearly 100 **benches**
- Repaired/replaced over 25 areas of **pedestrian pavers** to improve pedestrian safety
- Cleaned and resurfaced over 100 **planter walls**
- Facilitated the removal of **graffiti** from the public realm and temporary construction barriers
- Responded to over 425 **utility locate requests** to identify and protect BID-owned infrastructure

### Safety

- **NEW** Created the **Community Watch Program** in partnership with Denver Police Department (DPD) to support BID constituents in promoting safety in the area



- **NEW** Created a “**Coffee for Cops**” program in partnership with Western Development Group during the holidays
- **NEW** Produced and distributed 450 “**If you see something, say something**” brochures and magnets
- Held monthly meetings for **Cherry Creek North Safety Professional Working Group** to facilitate communication among public and private sector stakeholders
- Hired off-duty DPD officers to provide 100 hours of **walking patrol**, including store visits and distribution of Community Watch Program materials
- Continued safety measures at **CCN Signature Events** by hiring off-duty DPD officers, bringing in a mounted police force and implementing safety plans for events



## SPOTLIGHT: COMMUNITY WATCH PROGRAM

ONE OF THE MOST CRITICAL COMPONENTS TO SUSTAINING A VIBRANT AND ATTRACTIVE DESTINATION IS ENSURING A SAFE AND SECURE VISITOR EXPERIENCE AND BUSINESS ENVIRONMENT. THE BID LAUNCHED THE COMMUNITY WATCH PROGRAM IN 2018 TO ENCOURAGE SAFETY AWARENESS AND COMMUNICATION AMONG BUSINESSES, PROPERTY OWNERS, DENVER POLICE DEPARTMENT (DPD) AND THE BID.

Modeled after residential neighborhood watch programs, the CCN Community Watch Program takes the “neighbors looking out for neighbors” concept to the commercial level. The goal of the program is to empower businesses to facilitate and maintain a dialogue that supports and promotes a safe community.

The program has three components:

**ENGAGE:** Know your neighbors and how to watch out for each other

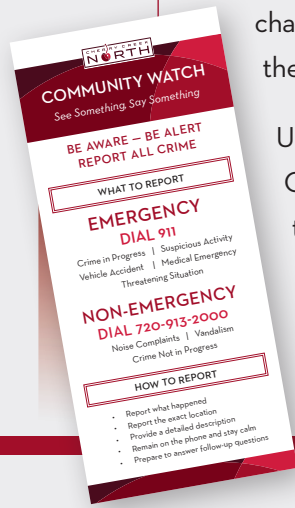
**OBSERVE:** Be aware of trends, behaviors or changes in the area

**COMMUNICATE:** Proactively report safety and security challenges to law enforcement, the BID and neighbors

Upon launching the Community Watch Program, the BID recruited nearly 40 constituents over the

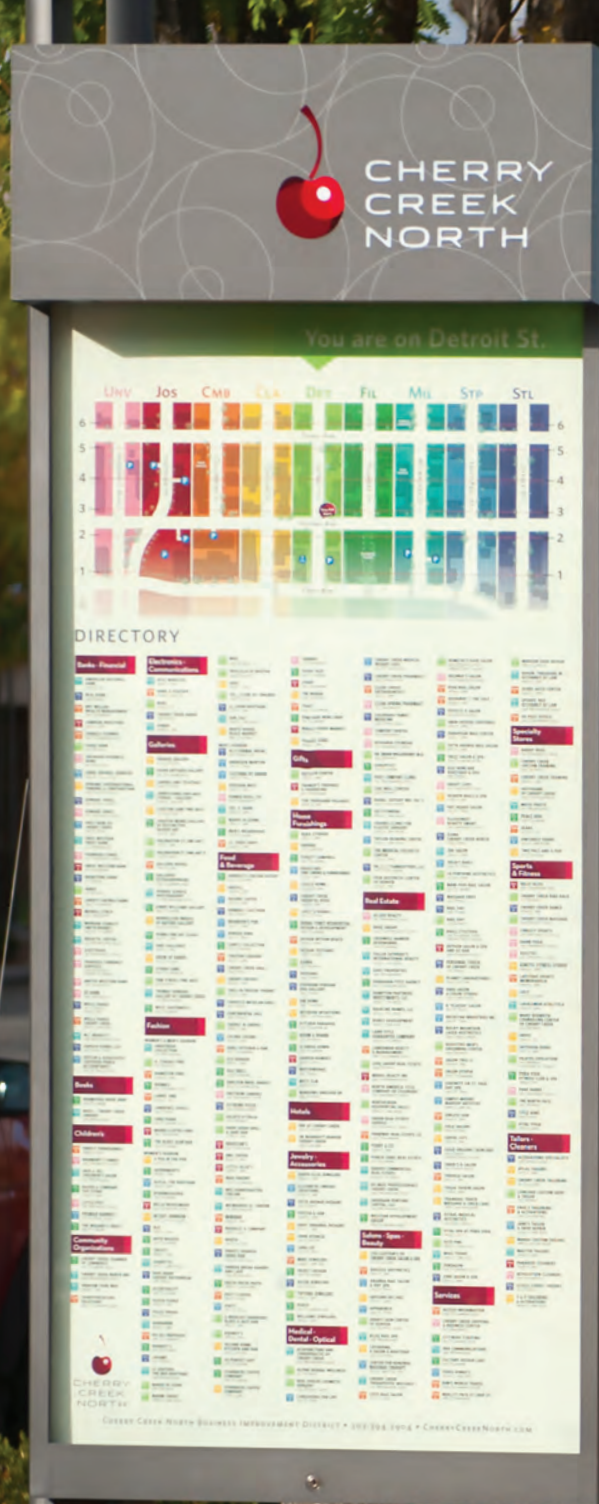
year to serve as street ambassadors, acting as the “eyes and ears” for potential safety concerns on their block. Ambassadors are seen as safety advocates by engaging neighboring businesses to create an open dialogue. As part of the program, street ambassadors went through safety orientation facilitated by the BID’s Safety Working Group and the DPD Community Resource Officer for CCN to learn protocols for handling potential safety issues in the neighborhood.

As CCN continues to grow and attract more visitors, observations and reporting will be an invaluable tool in preventing crime and maintaining a safe district. In 2019, the BID is committed to expanding the Community Watch Program with even more business participation throughout the 16-block area of CCN.





# 2018 ACCOMPLISHMENTS



## PLANNING, DESIGN AND INFRASTRUCTURE

CHERRY CREEK NORTH'S HIGH-SCORING WALKABILITY, CUSTOM INFRASTRUCTURE AND ELEGANT BUILDINGS CREATE AUTHENTIC VISITOR EXPERIENCES AND ENHANCE THE QUALITY OF LIFE FOR THE ENTIRE COMMUNITY. THE BID IS COMMITTED TO PROTECTING AND IMPROVING THE BUILT ENVIRONMENT BY WORKING WITH STAKEHOLDERS TO CREATE PLANS, UPHOLD BEST PRACTICES AND WEIGH IN ON IMPORTANT CITY INITIATIVES.

## PLANNING, DESIGN AND INFRASTRUCTURE

### Construction and Design Standards

- **NEW** Began implementation of the **CCN Construction Compliance Standards** by working with eight active construction projects to ensure the standards are being met
- **NEW** Developed **CCN BID Streetscape Design Standards** for the replacement of the BID's custom streetscape elements following the completion of construction projects; these standards were adopted by the BID Board after extensive review with the City and the development/contracting communities
- Supported the work of the **CCN BID Design Advisory Board**

### District-Wide Infrastructure Improvements

- **NEW** Established a program and budget for ongoing **infrastructure improvements** and developed a 2018-2019 plan. The 2018 improvements included:
  - 18 tree replacements
  - Irrigation systems upgrades
  - Pedestrian lighting assessment

### 1st Avenue Improvements

- **NEW** Convened stakeholders to discuss alternatives for the **1st and Steel intersection re-design**
- **NEW** Met with East 1st Avenue (Steele to Colorado) **property owners** regarding improving the entryway into Cherry Creek at Colorado Boulevard and about safety and aesthetic improvements to the street and streetscape; discussions are underway about how to address

### Outdoor Art

- **NEW** Adopted a **District Outdoor Art Donation Policy** and began work on a 501c3 non-profit designation to allow donors to receive a charitable tax credit for donations





# 2018 ACCOMPLISHMENTS

## POLICY AND ADVOCACY

THE BID ADVOCATES FOR RESOURCES AND POLICY THAT IMPROVE BUSINESS CONDITIONS AND THE OVERALL VISITOR EXPERIENCE OF CHERRY CREEK NORTH. SERVING AS A CONVENER OF VARIOUS STAKEHOLDERS AND REPRESENTING THE DISTRICT ON LOCAL COMMITTEES AND BOARDS, THE BID ENSURES CHERRY CREEK NORTH REMAINS AN EQUITABLE AND INCLUSIVE PLACE.

## 2018 ACCOMPLISHMENTS: POLICY AND ADVOCACY

### City Construction Policies

- **NEW** Transitioned responsibility for monthly **Construction Coordination Meetings** from the BID to the City's Department of Public Works, per the BID's request
- **NEW** Improved the City's **communications with retailers** about their issuance of right-of-way and building permits over the holidays
- Worked with the City to improve **public notifications** about street lane closures affecting CCN businesses

### City Mobility Policies

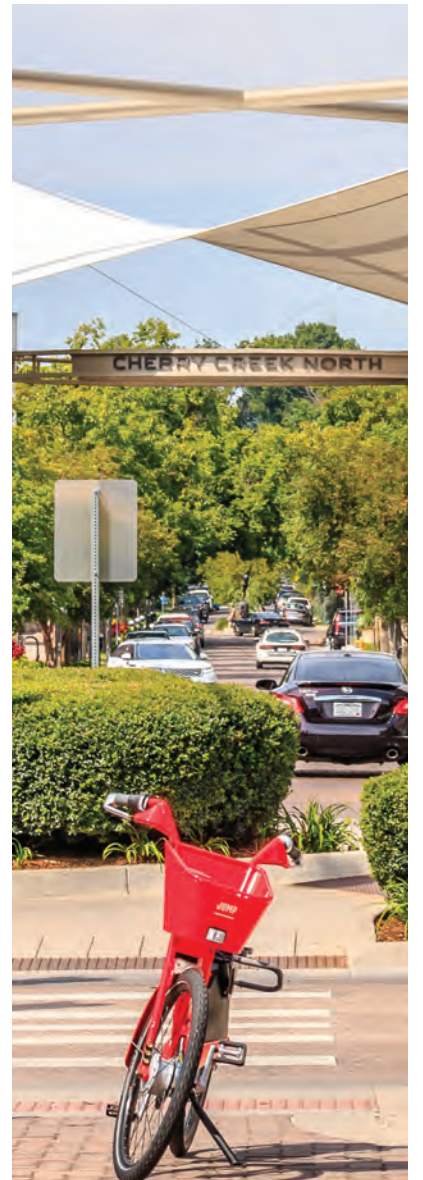
- **NEW** Responded to the City's request for input regarding the launch of **Dockless Mobility Options** in Denver, specifically on pedestrian safety concerns

### City Events Policy

- Lobbied the City to refine its standards for event-related **Street And Sidewalk Closures** to minimize business disruptions in the District

### Business and Community Organizations

- Served on several **committees and boards** to represent the interests of the BID and its constituents:
  - Visit Denver Board of Directors and its Governmental Affairs Committee
  - Cherry Creek Area Business Alliance Board of Directors
  - Cherry Creek Steering Committee
  - Blueprint Denver Steering Committee
- Worked with the other BIDs in the City of Denver to explore creating a **Denver BID Association**
- Worked with and presented to the Cherry Creek **registered neighborhood organizations** to promote CCN





# SPOTLIGHT: RAISING THE STANDARDS

IN 2011, THE BID FINANCED, DESIGNED AND COMPLETED AN \$18.5 MILLION STREETScape PROJECT. THROUGH A COMMUNITY CONSENSUS BUILDING PROCESS, THE 2012 CHERRY CREEK AREA PLAN WAS ADOPTED BY THE CITY, AND IN 2014 NEW ZONING RULES WERE ADOPTED BY THE CITY. THIS HELPED CATALYZE PRIVATE RE-INVESTMENT IN CCN AND SET THE STAGE FOR THE AREA'S EVOLUTION INTO A MIXED-USE DISTRICT. SINCE THEN, THE DISTRICT HAS CONTINUED TO SEE INCREASED DEVELOPMENT WITH MULTIPLE LARGE CONSTRUCTION PROJECTS LAUNCHING SIMULTANEOUSLY, ULTIMATELY ADDING 1.1 MILLION SQUARE FEET OF NEW COMMERCIAL PROPERTY AND RESIDENTIAL UNITS.

While there are many positive effects resulting from new development, the high volume and rapid pace of building construction caused many disruptions for existing businesses and for visitors to the area. Multiple construction projects, all with varying degrees of public right-of-way closures, created the need for higher standards for managing construction, in addition to advanced communication with developers regarding streetscape design requirements when completing projects. To address these needs, the BID worked for more than a year with the development community and the City of Denver to develop two sets of standards that were released in 2018.

### CHERRY CREEK NORTH CONSTRUCTION STANDARDS

Created to inform parties undertaking construction projects within the BID's boundaries of the requirements and expectations prior to, during and upon completion of construction, the standards mandate that construction be completed efficiently while maintaining a livable, vibrant, accessible and desirable public realm. The construction standards address the following areas:

- Pedestrian safety and access
- Communications plan between the City, developers, contractors and businesses
- Construction parking and site staging
- Signage and lighting



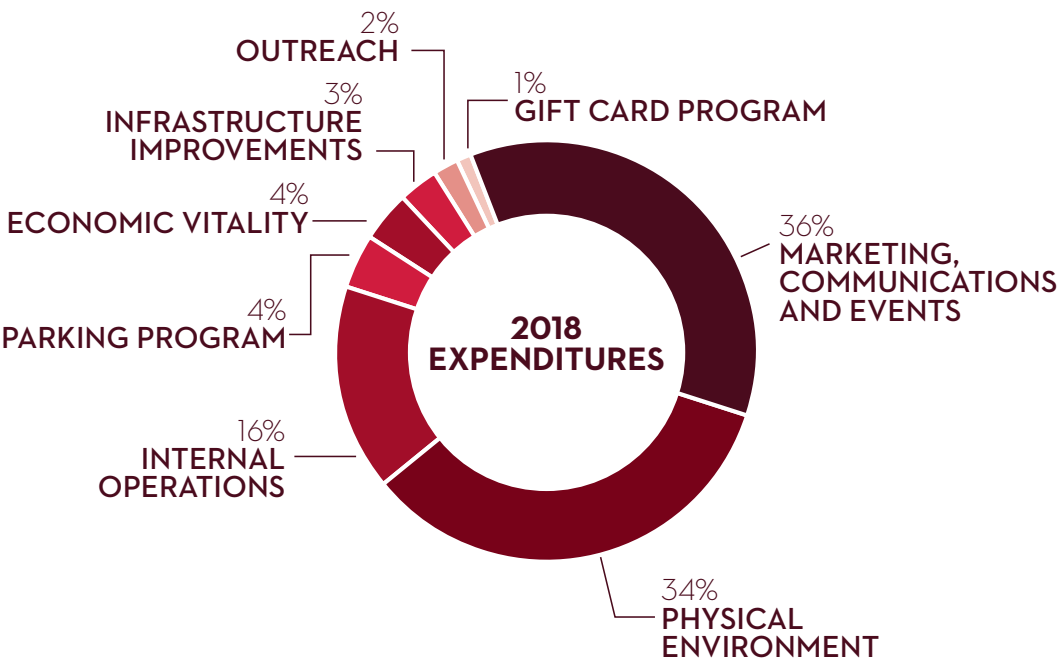
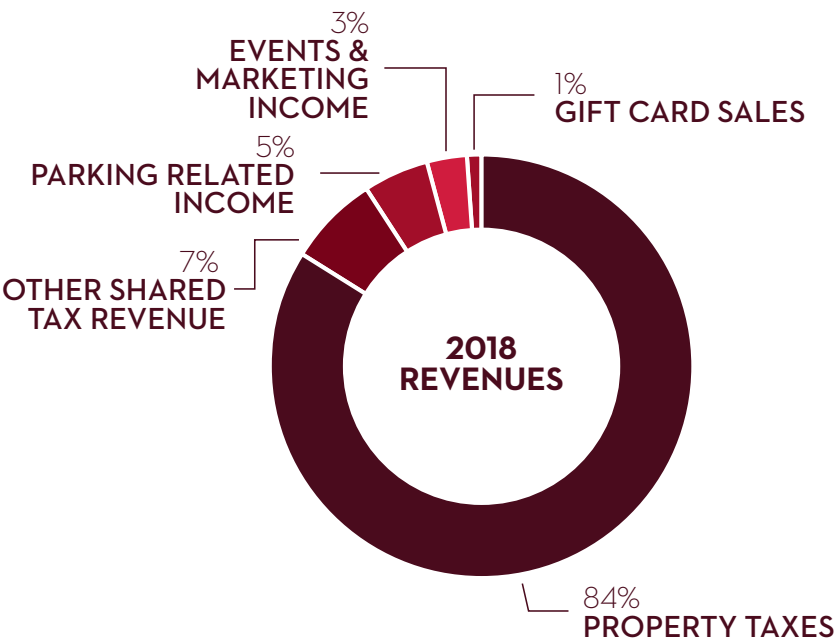
### CHERRY CREEK NORTH STREETScape DESIGN STANDARDS AND GUIDELINES

Created to address design and improvement standards that maintain and strengthen the unique public realm in Cherry Creek North and the BID's investment in its streetscape assets, the standards help assure that the built environment is reinstalled or returned to its original design standards set in the BID's streetscape project of 2011.



# 2018 FINANCIALS

## GENERAL FUND







Cherry Creek North Business Improvement District • 2401 E. 2nd Ave., Suite 150, Denver, CO 80206  
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