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 retail, restaurant, office, hotel and residential destination. In order to support our businesses and property owners, the BID provides enhanced services to make CCN a more attractive and vibrant place.

The landscape of CCN is quickly evolving. 2015 was a pivotal year with the completion of key developments that brought an infusion of retail, residential and office space.

To leverage this momentum in 2015, the BID accomplished its goals by:

• Investing in an integrated marketing plan to promote CCN to residents and visitors;
• Engaging constituents through events and one-on-one meetings;
• Maintaining District standards for streetscape services and maintenance;
• Continuing work to improve the perception of public parking; and
• Implementing the Cherry Creek Area Plan with key community partners.

As CCN evolves, it is critical to address how residents, visitors and employees experience the area. In 2016, the BID will:

• Enhance consumer marketing efforts through local, regional and national advertising campaigns that reinforce the brand of CCN;
• Actively engage CCN businesses in BID initiatives, events and programs and continue robust targeted outreach;
• Create a vibrant, attractive and well-maintained streetscape in the District;
• Incorporate the BID’s streetscape into new building projects;
• Enhance perceptions of public parking accessibility and supply by convening major parking owners and managers in the BID to implement improvements;
• Undertake special projects such as the creation of a new website, adding HALO street cameras in partnership with Denver Police Department, and conducting a retail tenant mix study; and
• Work with the Cherry Creek Area Business Alliance and other organizations on advocacy, outreach and research that enhances multimodal connections in and around Cherry Creek.

It’s an exciting time to be in Cherry Creek North. On behalf of the Board and the BID team, thank you for your continued support and investment in the BID.

Sincerely,
Bob Flynn, 2015 Chairman
Julie Underdahl, President & CEO
Roy Kline, 2016 Chairman

BID BOARD OF DIRECTORS

Bob Flynn - Chair, Crestone Partners, LLC
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ABOUT THE BID

The Cherry Creek North Business Improvement District (BID) is a public organization primarily funded by private commercial tax payers. 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.

The BID was established in 1989 as the first business improvement district in the state of Colorado. The BID’s boundaries extend 16-blocks from east-west, from 1st Avenue to 3rd Avenue, and from University Boulevard to Steele Street.

The BID ensures that Cherry Creek North is a premier destination throughout the year from day-to-day maintenance and operations, annual local and tourism marketing and advertising, constituent outreach, signature events including holidays, and other initiatives.

2015 ANNUAL REPORT
### Consumer Marketing Program

- **17 Million** people reached through advertising
- **2,300** social media followers gained
- **5** CCN signature events produced, including holiday
- **$55,000** in CCN gift cards sold
- **65,000** CCN shopping/dining directories distributed
- **447,000** web page views tracked

### Outreach Program

- **1,000** new multi-family units in the area
- **250** merchants participated in BID signature events
- **660** CCN businesses and property owners received weekly BID e-newsletters
- **600** personal contacts with BID constituents regarding construction & utility projects

### Physical Environment Program

- **97 Inches** of snow cleared from sidewalks
- **13,870** bags of trash and recycling removed
- **8,500** in flowers and plants planted in
- **162** pots and flower beds
- **641** trees maintained
- **16 Blocks**
- **21 Miles** of LED holiday lights strung

### Parking & Mobility Program

- **350** District employees utilized reduced-rate parking
- **21 MILES** of LED holiday lights strung
- **97 INCHES** of snow cleared from sidewalks
- **13,870** bags of trash and recycling removed
- **641** trees maintained
- **16 BLOCKS**
- **21 MILES** of LED holiday lights strung

### Parking Informational Signs

- **21 MILES** of LED holiday lights strung
- **97 INCHES** of snow cleared from sidewalks
- **13,870** bags of trash and recycling removed
- **641** trees maintained
- **16 BLOCKS**
- **21 MILES** of LED holiday lights strung

### Parking Tokens

- **4,400** free parking tokens distributed to CCN merchants and customers