

**CHERRY CREEK NORTH**  
*Business Improvement District*



- Annual Events
- Exclusive Information
- Promotional Opportunities for Your Business
- Safety & Security

**CHERRY  
(CREEK  
NORTH**

**LIFE IS SWEET**



## About the District

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.

The BID was established in 1989 as the first business improvement district in the state of Colorado. Three miles from downtown Denver, the BID'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 reigns as a premier destination through day-to-day:

- Maintenance and Operations
- Marketing
- Advertising
- Merchant Outreach
- Signature Events
- Economic and Market Research
- Other Initiatives

### OPERATIONS & MAINTENANCE



Ensures seamless day-to-day functioning by coordinating maintenance, logistics, safety, and event planning to create an exceptional and vibrant business environment.

### MARKETING & ADVERTISING



Crafts strategic campaigns and initiatives that drive awareness, foot traffic, and customer engagement - ultimately boosting the visibility and success of businesses within the neighborhood.

# Getting Started

Welcome to Cherry Creek North's comprehensive partnership packet, offering businesses in Cherry Creek North an array of invaluable services like enhanced public safety measures and marketing opportunities.



**REGULAR CCN NEWSLETTERS WITH UPDATES TO YOUR TEAM**  
Get any relevant team members added to our Cherry Creek North communication channels.

**STREETSCAPE PERKS**  
An attentive crew maintains and improves hardscape, vegetation, lights, signage, mobility and more.

**COMPLIMENTARY WEBSITE BUSINESS LISTING**  
Appear online at [CHERRYCREEKNORTH.COM](http://CHERRYCREEKNORTH.COM) and get discovered by new customers!



**24/7 SECURITY PATROL**  
The Cherry Creek North Public Safety team patrols the neighborhood 24 hours a day, seven days a week.

**24/7 PUBLIC SAFETY TEAM**

**303-434-1494**

# Marketing Channels



## WEBSITE AND DIRECTORY LISTING

Complete our short survey and get listed on [CHERRYCREEKNORTH.COM](http://CHERRYCREEKNORTH.COM) today! Directories are printed twice a year and include all businesses on the website. Up to 3 images allowed plus social media links!

## SOCIAL MEDIA CHANNELS

Engage with @cherrycreeknorth social media by tagging us in stories, posts, and sending us direct messages! Email our team if you are interested in a social media feature.



## CCN INSIDER NEWSLETTER

The Cherry Creek North 'CCN' Insider is our private newsletter that relays relevant news for Cherry Creek North businesses. Continue to check this newsletter for additional marketing opportunities.



## WEBSITE CALENDAR

Submit details to the calendar to be discovered by our website users, as well as for the CCN marketing team to find things to promote for your business in social media, our newsletters, and to send to our PR team!



## NEWS FROM THE NORTH NEWSLETTER

This public-facing newsletter offers an opportunity for businesses to highlight promotions while engaging with the local community and maximizing exposure in one of Denver's most vibrant neighborhoods.



# Social Media Features

Let us know about your event or promotion!

When we know about your event or promotion in advance, we can better curate our content calendar. Submit your events online or email [jessica@cherrycreeknorth.com](mailto:jessica@cherrycreeknorth.com) to schedule filming an Instagram Reel.

## TAG @CHERRYCREEKNORTH

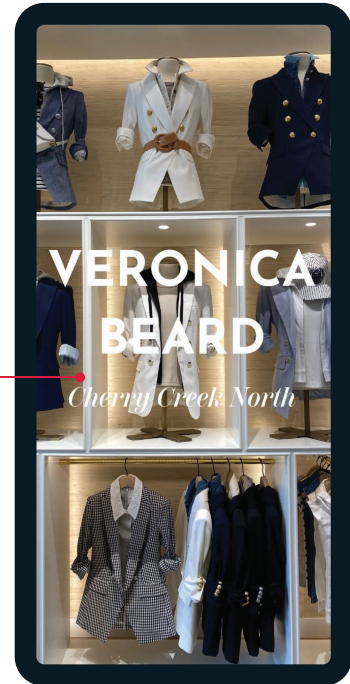
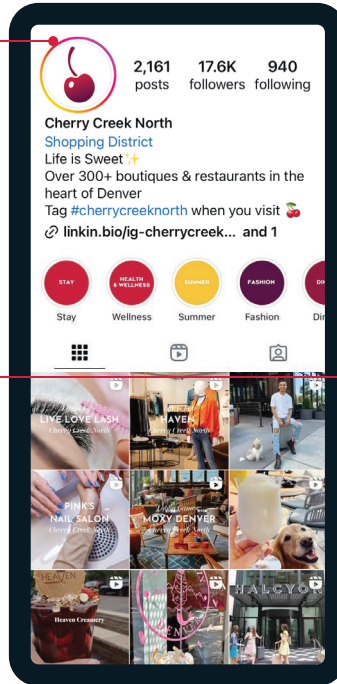
We repost what's happening in the district when we are tagged on Instagram and Facebook.

Tag @cherrycreeknorth on all of your posts, reels, and stories and we will repost to our channel!

## BUSINESS FEATURE

Like all of our opportunities, social media coverage is a complimentary service and comes at zero cost!

Have something fun happening in store? Let us know! We would love to feature you.



Keep up to date. Subscribe today.

## CCN Insider

Welcome to the Cherry Creek North "CCN" Insider, your private CCN newsletter with updates & stories that impact your business.



## NEWS FROM The North

Welcome to News From the North, where you stay connected to Cherry Creek North events, news, and happenings!



## MARKETING CALENDAR

### JANUARY

#### THEME

New Years Resolutions

#### EVENTS

Wellness Collective

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### FEBRUARY

#### THEME

Valentines Day

#### PROMOTIONS

Love, Cherry Creek North

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### MARCH

#### THEME

Dining Out

#### SECONDARY THEME

Women's History Month

#### PROMOTIONS

Supper Club

#### EVENTS

Denver Restaurant Week

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### APRIL

#### THEME

- Spring Break/  
New Arrivals

- Earth Day /  
Sustainability

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### MAY

#### THEME

Entering Summer Season

#### PROMOTIONS

Mother's Day

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### JUNE

#### THEME

Art, Music & Culture

#### EVENTS

- Concert Series  
- Smash Fine Arts  
Festival

### JULY

#### THEME

Outdoor Patios  
& Rooftops

#### EVENTS

- Arts Festival  
- Sidewalk Sale

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### AUGUST

#### THEME

Dining Al Fresco

#### EVENTS

Smash Fine Arts Festival

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### SEPTEMBER

#### THEME

Fall Fête & Fall Fashion

#### EVENTS

- Denver Beer Week  
- Cherry Creektoberfest

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### OCTOBER

#### THEME

Art / Home Decor

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### NOVEMBER

#### THEME

Small Business Weekend

#### EVENTS

- Holiday Market  
- Small Business Weekend  
- Winter Wonderland  
Lighting Ceremony

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### DECEMBER

#### THEME

Winter Wonderland

#### EVENTS

- Winter Wonderland  
- Saturday Night Lights  
- Holiday Market

## Safety & Security

Cherry Creek North is committed to ensuring that this neighborhood is a safe place to live, work, and visit. Public safety officers work tirelessly to prevent crime and maintain order in the community.

**24/7  
PUBLIC SAFETY TEAM**

**303-434-1494**

**24/7 PUBLIC SAFETY | 303-434-1494**

Our team of dedicated officers provides 24-hour mobile bike and foot patrols of the district, ensuring the safety and security of all employees, patrons, and residents. We offer courtesy escorts to district employees to their vehicles.

Additional programming includes:

- Coffee with a Cop
- Monthly Safety Meeting
- Business Watch Program

#### COLLABORATING WITH THE DENVER POLICE

We work closely with the Denver Police to ensure the continued safety and security of the district by providing exceptional customer service to all.

Our officers conduct welfare checks on individuals who may need emergency services or assistance and respond to calls of public disturbance, working to de-escalate the situation.



## *Physical Landscape*

In addition to keeping Cherry Creek North safe, our dedicated Operations Department works tirelessly behind the scenes to ensure that the environment in which your business operates is vibrant, clean, and inviting. Explore the services we provide to support your business's success below:



### **MAINTENANCE AND PUBLIC RIGHT OF WAY SERVICES**

The BID works year-round to keep Cherry Creek North clean, accessible and green. Services like litter and trash removal, irrigation, lighting, infrastructure maintenance, and tree and flower care ensure that Cherry Creek North is a destination that people love visiting.



### **STREETSCAPE AND LANDSCAPE**

The BID beautifies the area through seasonal landscaping and decor programs with 8500 flowers planted in the spring, over a million lights hung during the holidays and 600+ trees maintained year-round.

CONTACT PATRICK ALLISON, OPERATIONS MANAGER, WITH ANY QUESTIONS OR ISSUES AT [PATRICK@CHERRYCREEKNORTH.COM](mailto:PATRICK@CHERRYCREEKNORTH.COM).

## *External Partners*



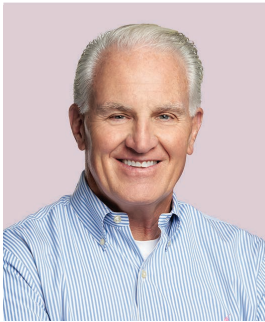
# Meet the Team

If you have any questions or need assistance, don't hesitate to reach out.

We're here to help and always happy to hear from you. Send us an email at [info@cherrycreeknorth.com](mailto:info@cherrycreeknorth.com), and we'll get back to you as soon as we can.

## BUSINESS

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**Nick LeMasters**  
President & CEO



**Jeanne St. Onge**  
Senior Business  
Project Manager



**Richard Barrett**  
Director of Operations



**Patrick Allison**  
Operations Manager

## OPERATIONS

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## MARKETING

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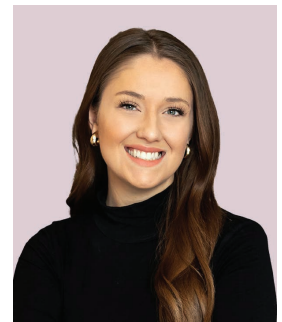
**Lisa Voss**  
VP of Marketing  
& Communications



**Cynthia Ord**  
Senior Marketing  
& Tourism Manager



**Kat Libby**  
Digital Marketing  
Manager



**Jessica Davis**  
Marketing Specialist

CHERRY CREEK NORTH  
Business Improvement District  
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# *Partnership Packet*



SCAN FOR BUSINESS RESOURCES