



MONTHLY BOARD OF DIRECTORS MEETING

March 12, 2025

by Zoom

[https://us06web.zoom.us/webinar/register/WN\\_i5McGKw6Tx68fK1wm8xHrA](https://us06web.zoom.us/webinar/register/WN_i5McGKw6Tx68fK1wm8xHrA)

Mission Statement: The Five Points Business Improvement District unites businesses and commercial property owners by maintaining the business corridor and catalyzing inclusive economic development and cultural preservation.

10:00 AM	I.	Call to Order	Board
10:05 AM	II.	Introductions	Board
10:10 AM	III.	Administrative Items	
		A. Disclosure of Potential Conflicts of Interest	Board
		B. Board Meeting Minutes – Feb 12, 2025	Board
		C. Treasurer’s Report - (will report in May)	N. Beal
		D. Five Points Monthly Placer.ai	Norman Harris
		Old Business	
10:20 AM	IV.	A. BID Project Plan & Status update	Norman Harris
		B. Five Points Jazz Roots Recap	Norman Harris
		C. Five Points Jazz Grants - update	Norman Harris
10:25 AM	V.	New Business	
		D. First Friday update	Norman Harris
		E. 2025 Community Stakeholder Meeting Series update	Norman Harris
11:20 AM	VI.	Public Comment	
11:30 AM	VII.	Adjourn	





FIVE POINTS BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING  
March 12, 2025

MINUTES

Meeting Invite by Zoom	<a href="https://us06web.zoom.us/webinar/register/WN_Bx3oUQ1WTkW1z5V3DltD3A">https://us06web.zoom.us/webinar/register/WN_Bx3oUQ1WTkW1z5V3DltD3A</a>
Meeting Recording By Zoom Meeting Passcode:	<u>884 9538 9241</u>
Zoom Cloud Recording Link	<a href="https://us06web.zoom.us/rec/share/oW20tLJD-1EAqllGCl2RnHDPjzdNHaN3flwuSh8Fdx43dNp2dg2SElhX5sHY-jHk.BanCYjSUSocHdyO4">https://us06web.zoom.us/rec/share/oW20tLJD-1EAqllGCl2RnHDPjzdNHaN3flwuSh8Fdx43dNp2dg2SElhX5sHY-jHk.BanCYjSUSocHdyO4</a>
Zoom Passcode:	<u>k+N*5^uE</u>

**Summary:**

- The meeting involved introductions, approval of minutes, and discussions on the treasurer's report, project status, and plan report. The attendees also discussed the need for an improved calendar on their website, upcoming events, and partnerships with universities. Lastly, they discussed recent events, security concerns, tracking of benefits to black businesses, efforts to align property owners with a single commercial broker, and upcoming meetings.

**Attendance:**

The meeting of the Board of Directors of the Five Points Business Improvement District 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:

- I. Call to order:

The meeting was called to order by Board Chair **Haroun Cowans** at **10:06 AM**

- II. Introductions / Attendance:

Haroun Cowans	Board Chair	<b>Present</b>
Paul Books	Co-Vice Chair	<b>Present</b>
John Pirkopf	Board Member	<b>Present</b>
Nina Rupp	Board Member	<b>Present</b>
Nathan Beal	Treasurer	<b>Present</b>
Fathima Dickerson	Board Member	<b>Running Late</b>

**Absent:**

Maedella Stiger	Co-Vice Chair (Excused)	<b>Not Present</b>
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**BID Staff:**

Norman Harris	Executive Director	<b>Present</b>
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**Invited Special Guests:**

NAME	TOPIC	ROLE
Nova (Monica Ortega)		Note Taker
Sonia Rae	DURA / Grants for Jazz Artists	

III. Administrative Items

A. Disclosure of potential conflicts of Interest: **None to mention**

**03:21**

B. Board Meeting Minutes: There were no corrections to the February 12, 2025 Board meetings minutes. (3:49)

- **Paul Books** moved to approve the **February 12, 2025 Board Meeting Minutes**.
- **Nathan Beal** seconded to approve the minutes.
- **All were in favor of the Motion to approve the minutes.**

C. Treasurer's Report for October - December 2024 by Nathan Beal,  
a. **October 2024**

<b>Expenses   October (total expenses)</b>	\$84,045
US Bank	\$26.00

Gusto	\$43,009.37
Constant Contact	\$56.00
CSG	\$30,547.00
Denver Water	\$101.00
Denver Weekly News	\$250.00
Izone (Print Historical Markers)	\$2,001.64
Spencer Fane	\$1,513.00
SavaTree	\$1060.00
YSI Ventures (Office Space)	\$820.00
Asana	\$3,143.04
Xcel Energy	\$426.00
<b>Current Bank Balances</b>	
Checking Account Balance	\$446,152

- **Paul Books** motioned to approve the October 2024 Treasurer's report. **08:19**
- **John Pirkopf** seconded the motion to approve the October 2024 Treasurer's report.
- **All were in favor of the Motion to approve the minutes.**

**b. November 2024**

<b>Expenses November (total expenses)</b>	\$54,411.00
2 Keys Asset Management (Holiday Light Install)	\$6,000.00
Amazon (Purchase Holiday Lights)	\$1,290.30
Constant Contact	\$112.00
CSG	\$10,823.00
Gusto	\$31,462.00
Haroun Cowans	\$4.98
Quickbooks	\$103.00

Sir Speedy	\$271.00
Spencer Fane	\$3,777.00
Xcel Energy	\$155.00
YSI	\$410.00
<b>Current Bank Balances</b>	
Checking Account Balance	\$416,525.00
Interest Bearing Savings Account	Not Mentioned
Total Cash Balance	\$365,194.00

- **Paul Books** motioned to approve the November 2024 Treasurer's report. **12:49**
- **John Pirkopf** seconded the motion to approve the November 2024 Treasurer's report.
- **All were in favor of the Motion to approve the minutes.**

**c. December 2024**

<b>Expenses December (total expenses)</b>	\$27,912.00
Two Keys	\$8,000.00
CSG	\$1,947.00
Kolby Parker (installed lights business storefronts for the Holiday Lights.	\$1,232.00
Home Depot	\$74.80
Gusto Payroll Expenses	\$16,482.00
Welton Street Cafe	\$16.47
Xcel Energy	\$159.09
<b>Current Bank Balances</b>	
Checking Account Balance	\$365,194
Interest Bearing Savings Account	
Total Cash Balance	

- **Paul Books** motioned to approve the December 2025 Treasurer's report. **15:01**
- **Nathan Beal** seconded the motion to approve the December 2024 Treasurer's report.
- **All were in favor of the Motion to approve the minutes.**

#### **IV. Old Business**

**Norman Harris 15:34**

##### **a. BID Project Plan & Status update**

This report provides a monthly update, to provide more accountability and visibility to what the office is working on. Notable updates include:

- Completing the Five Points Jazz Roots activation in February. We are behind in providing
- We are behind on a final report for the Five Points Jazz Roots
- First Friday activations will begin in May.
- The University of Denver made their presentation to stakeholders. The presentation was attended by the Chief of Police, members of the Mayor's office, Denver District Attorney John Walsh, Senator James Coleman. The class was also recognized on the floor of the State Senate.
- A meeting occurred with the ED of DOTI re:Five Points Street Re-Vision. The Five Points BID has asked Darrell Watson to call a meeting between DOTI, the Mayor's Office, CPD and RTD to have a formal discussion.
- Received a \$2,000 grant from the Denver Foundation to support cultural programming.
- Contract with Denver Arts & Venues was executed.
- Working with Denver7, who will serve as a media sponsor for cultural programming

##### **b. Five Points Jazz Roots Recap**

**Norman Harris 15:58**

Five Points Jazz Roots

- On Saturday Feb 15, according to Placer.ai 3,500 people visited the corridor.
- On Saturday Feb 22, according to Placer.ai 5,500 people visited the corridor.
- 168 people toured the Blair Caldwell Library over the two days.
- Hope Communities donated the Melody Market space which was used as an art gallery and merchant market.

##### **c. DU Presentation Recap 16:59 & 30:37**

**Norman Harris**

Norman Harris shared updates about the successful partnership between the University of Denver and the Five Points BID. Last Friday, the DU Communications class presented findings from their stakeholder meetings and interviews.

The presentation last Friday went well, with about 21 students interviewing 12 businesses. It was well attended, including the Chief of Police, members of the Mayor's Office, Denver's District Attorney John Walsh, Senator James Coleman, and Darryl Watson. Senator Coleman also recognized DU on the Senate floor at the State Capitol.

The study can be viewed as a double edge sword. Feedback for the BID included getting better at communicating and being a better resource. Highlighting areas

where the BID could improve as a resource for businesses and enhance communication efforts. Mr. Harris acknowledged the constructive feedback from business owners and requested a copy of the students' report. He also expressed enthusiasm for upcoming partnerships, noting that two additional classes from the Daniels School of Business will work on initiatives, including a 'Shark Tank'-style contest where students will develop plans to implement \$50,000 to enhance the corridor.

John Pirkopf echoed Norman's sentiments, agreeing that improving communication with businesses is a key opportunity. He highlighted the importance of implementing tools like regular meetings, calendars, and documents to address these challenges. Mr. Pirkopf also found the recommendations focused on supporting businesses and improving the Welton Street business climate particularly impactful. Both speakers noted that the impressive turnout at the presentation reflected strong interest and support for the BID's efforts to strengthen the corridor.

- d. **DURA contract update** **Norman Harris**
- The contract with DURA was shared in the meeting packet, describing the use for murals and moving planters.
  - The contract has been redlined by the BID's attorney.
  - The money will be allocated to get murals painted and tree planters moved on 20th and Welton.
  - We are working to get Deep Rock's wall painted on 27th and Welton.
  - Instead of DURA writing the BID a check, we are asking DURA to pay the contractors directly.
  - DURA will open STAND grants in late spring early summer.

**36:33**

V. **New Business**

- a. **St. Paddy's Day on the Point update** **19:20**
- Curtis Park Neighbors will be hosting the 2nd annual St. Paddy's Day Parade and Bar Crawl.
  - Starting this year's activation at later time so it doesn't compete with the downtown parade
- b. **Five Points Jazz Grant update** **26:35**
- Denver Arts & Venues is entering into a statement of work with the Five Points BID.
  - The Five Points BID will receive \$125,000 to pay for cultural programming
  - There is another \$100,000 for the community to program jazz related programming along the corridor.
    - Applicants can apply for grants up to \$10,000
    - The application is due on March 31
- c. **2025 Community Stakeholders Meeting Series Update** **29:40**
- Started the community stakeholder meeting series.
  - The BID will meet with community stakeholders monthly on the 2nd Monday.
  - Purpose is to listen, respond and address things heard like feedback received



- from the University of Denver.
- Asking board members to attend 2nd monday of each month. at spangalang.
- Presented the project plan in the first Community Stakeholder meeting.

## VI. Public Comment

47:01

### 1. Jessie Parrish

**Effectiveness of Activations:** Mr. Parrish asked whether the activations along the corridor are being tracked to assess their success or if funds are being wasted without measurable results.

**Welton Street Café:** Mr. Parrish inquired about the status of Welton Street Café, questioning if it will remain reservation-only or eventually reopen fully to the public, as he would like to visit.

**Beckwourth Statue and Security:** Mr. Parrish raised concerns about the missing Beckwourth statue head and asked about steps being taken to ensure security along the corridor. He acknowledged the presence of security services like CSG but emphasized the need for measures to make people feel safe at all times—day and night.

Mr. Harris responded to Jesse Parris's questions with the following:

**Effectiveness of Activations:** Mr. Harris provided data from the recent Five Points Jazz Roots event to demonstrate the impact. The event featured performances by 10 bands across 4-5 venues over two weeks, a vendor market, and artist showcases. Historic tours at Blair-Caldwell Library were attended by approximately 160 people. On the second Saturday, the corridor saw 5,500 visitors—nearly double the usual Saturday foot traffic. Businesses like Duke's Hamburgers experienced a significant boost, reporting 2.5 times their typical Saturday earnings. Mr. Harris added that a survey will be sent out to gather more detailed feedback, but overall, he deemed the event highly successful.

**Welton Street Café:** Mr. Harris confirmed that the café does not require reservations, though it is often busy. He suggested making a reservation online for convenience and mentioned that they also offer takeout options.

Jesse Parris raised concerns about the stolen Benny Hooper plaque and questioned what measures are in place to prevent future thefts. Paul Books explained that the replacement plaque has been securely drilled into the wall but acknowledged uncertainty about additional deterrents.

**Are Activations impacting Black-Owned Businesses:** Mr. Parrish also asked whether the activations along the corridor are being tracked specifically for their impact on Black-owned businesses, given the historical significance of the district. Norman Harris confirmed that activations are being tracked for their benefits to all businesses but emphasized his role in supporting the entire community. Mr. Parrish asked for more transparency, highlighting the challenges faced by Black businesses

during the pandemic and the importance of ensuring that activations directly benefit the historically Black corridor and its residents. He expressed skepticism about the current efforts and stressed the need for clear data to demonstrate the impact.

Mr. Harris invited Jesse to participate in events and volunteer opportunities, encouraging him to stay involved. Mr. Parrish agreed, requesting to be notified in advance about meetings and events, reaffirming his active role in the Five Points and Park Hill communities.

**2. Hugh posed a questions about Business Recruitment: 56:24**

Hugh raised a question about whether business recruitment is part of the ongoing agenda. In response, it was shared that a high-level initiative is underway to align property owners with a single commercial broker, particularly larger property owners, to streamline and strengthen recruitment efforts. This strategy aims to reduce fragmentation and catalyze the process of attracting new businesses. Additionally, it was announced that new leases have been signed recently, including the former MBP space, which will soon house a bar and restaurant.

**3. Announcement from Kevin Vasquez about an event. 1:00:57**

"Kevin Vasquez from the Latino Arts Project joined the call to discuss an event he is organizing in collaboration with Central Baptist Church and the Blair-Caldwell Library. The Juneteenth Symposium, scheduled for June 20th and 21st, will explore topics such as Afro-Mexican culture, the Gullah community, and the African diaspora, including the story of Gaspar Yanga. Scholars from across the country will participate in this event.

Kevin proposed meeting with the Five Points BID on March 21st or 22nd to further discuss community involvement and engagement for the symposium. He also mentioned hosting a lunch or breakfast meeting to provide more details and requested assistance in promoting the event. Norman Harris expressed interest in supporting visibility for the symposium but noted scheduling conflicts on March 21st due to his commitments with the Juneteenth Music Festival, scheduled for June 14th and 15th. Norman Harris encouraged Kevin to stay in touch via email to coordinate further efforts." [Kevin@LatinoArtsProject.org](mailto:Kevin@LatinoArtsProject.org).

**VII. Adjourn the meeting 1:06:39**

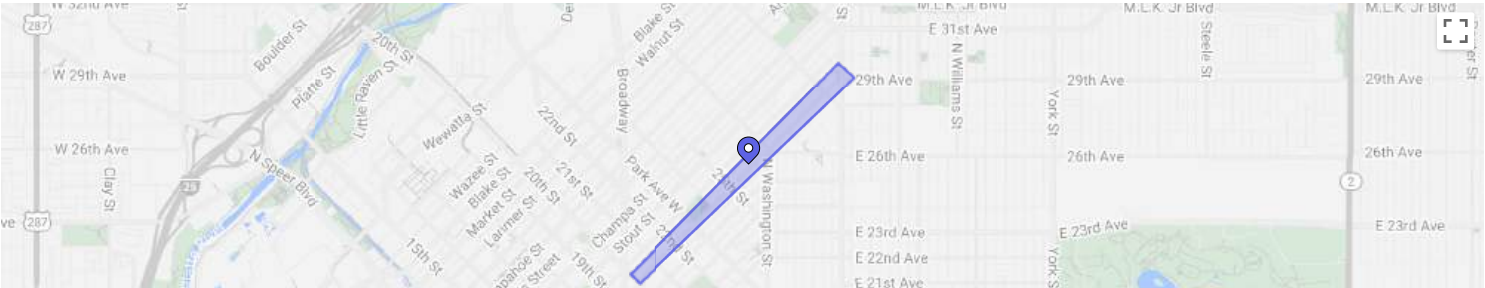
**Mr. John Pirkopf** moved to adjourn the meeting. **Mr. Nathan Beal** seconded the motion and **a unanimous** vote in favor of the motion passed.

The meeting adjourned at **11:11 AM**.


The foregoing minutes constitute a true and correct copy of the Five Points Business Improvement District. Approved this 11th day of April, 2025.


Five Points BID Vice Chair  
Attest.







### Test Area 1

 2025 Welton St, Denver, CO 80205

 2024

 Over 10 Min



 Test Area 1 is a custom POI and only available for your account.

[Learn More](#)

Metrics ?

Property:  
[Test Area 1 / Welton St, Denv...](#)

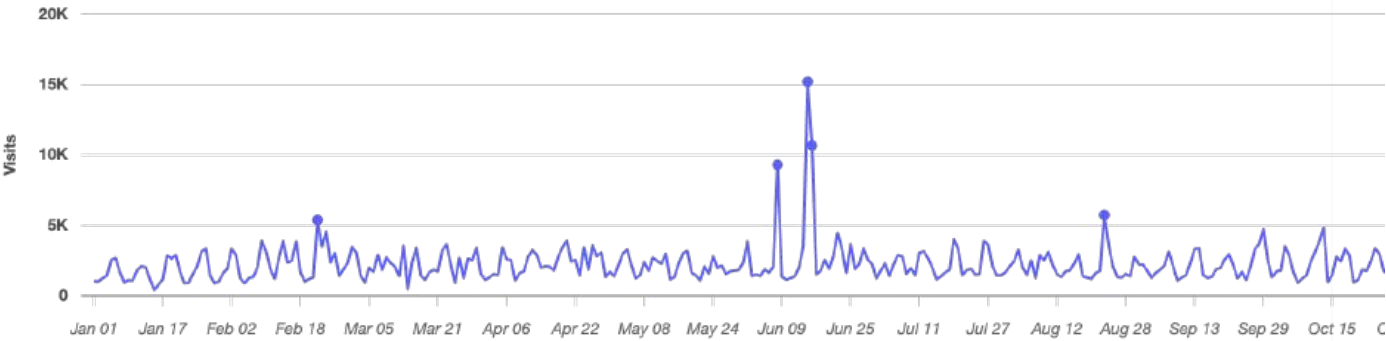


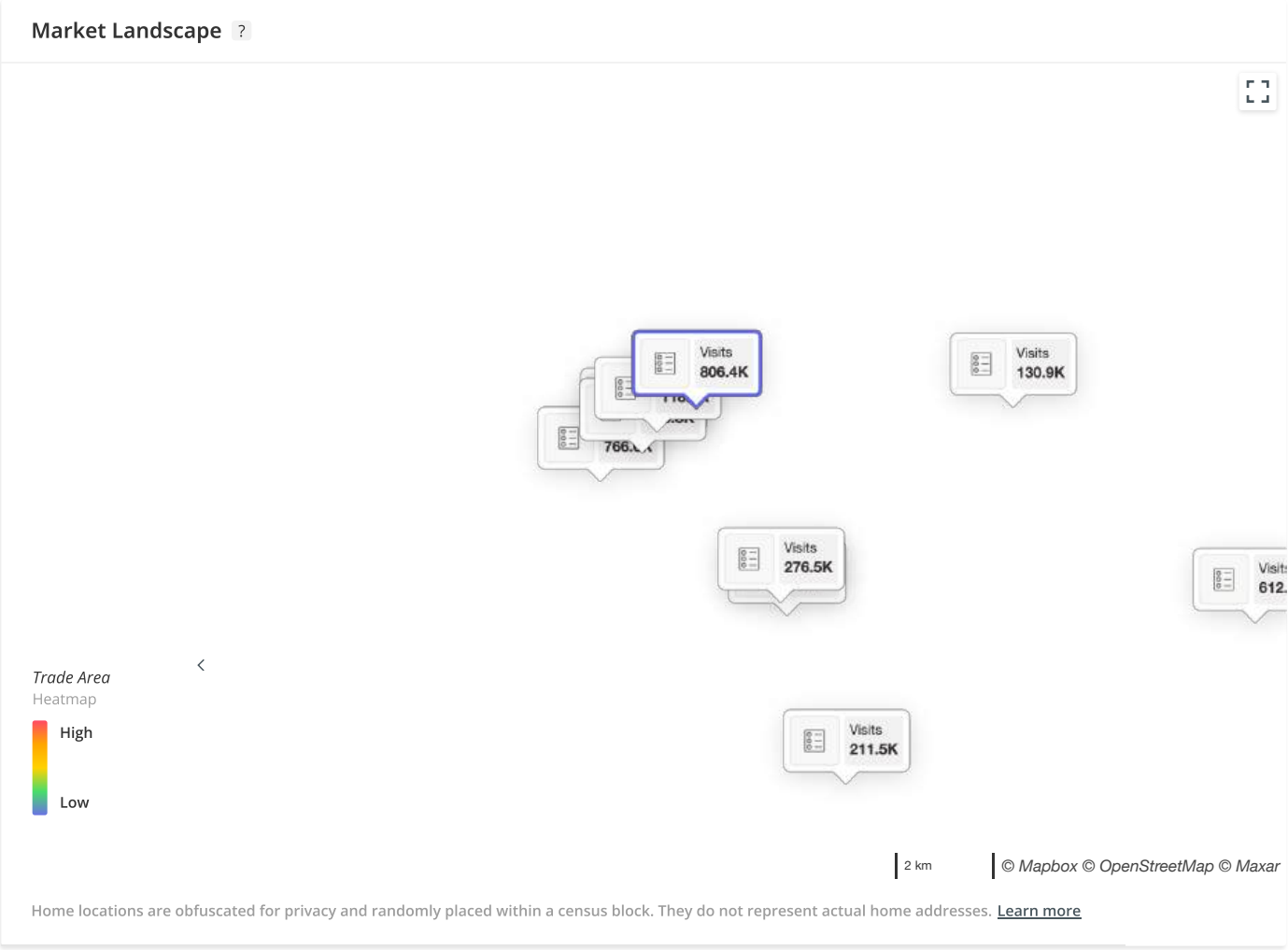
Visits	806.7K	Avg. Dwell Time	121 min
Visits / sq ft	0.48	Panel Visits	35.5K
Size - sq ft	1.7M	Visits YoY	+5.8%
Visitors	372.8K	Visits Yo2Y	+12.4%
Visit Frequency	2.16	Visits Yo3Y	+29.1%

Visits Trend ?

**Test Area 1**  
2025 Welton St, Denver, CO 8...

Metric: **Visits**    Aggregation: **Daily**    Annual Summary: ☐    Outlier Indicators: ☒





Audience Overview ?

Test Area 1

2025 Welton St, Denver, CO 8...

Dataset:

Census 2023

View:

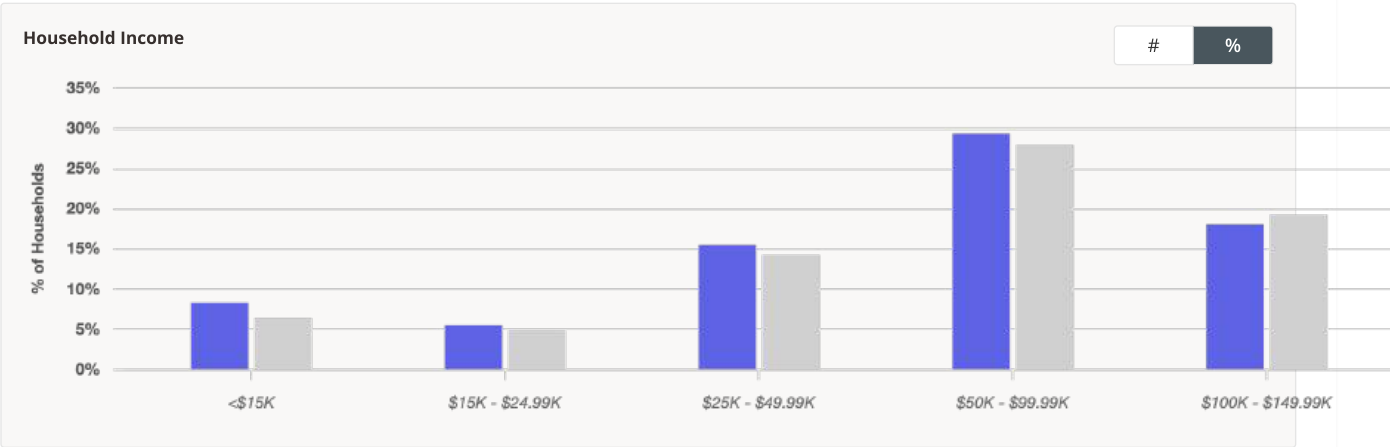
Potential Market

Compare to:

Colorado ▾



Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
<div>Test Area 1</div> <div>Welton St, Denver, CO</div>	\$83.7K	47.3%	33.2	White (51.3%)	2.27
Colorado	\$93K	44.7%	37.1	White (65.7%)	2.50



\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2023

Ranking Overview ?

Test Area 1

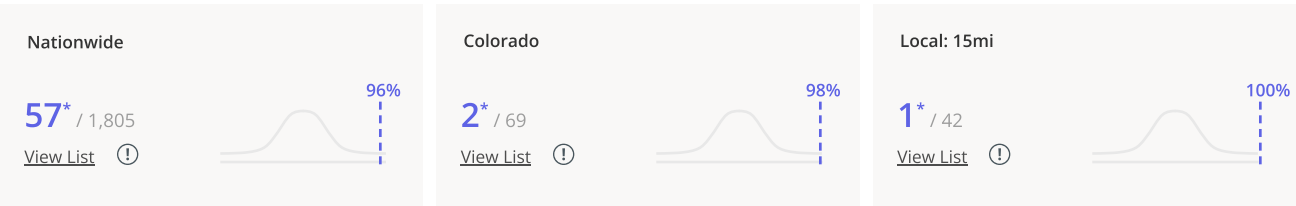
2025 Welton St, Denver, CO 8... ▾

Benchmark:

Category: Other

Metric:

Visits



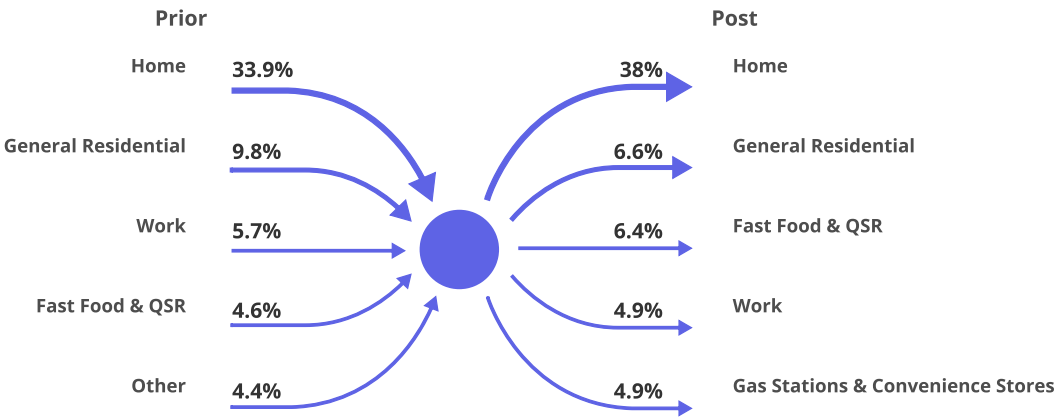
Favorite Places ?

Category: All Categories ▾ Min. Visits: 1

Test Area 1 / Welton St, Denver, CO			
Rank	Name	Distance	Visitors
1	Denver International Airport / 8500 Peña Blvd, Denver, CO 80249	17.6 mi	266.3K (69.8%)
2	Concourse A / 8500 Pena Blvd, Denver, CO 80249	17.7 mi	142.1K (37.3%)
3	Concourse C / 8500 Pena Blvd, Denver, CO	17.9 mi	125.3K (32.9%)
4	Park Meadows / 8401 Park Meadows Center Dr, Lone Tree, CO 80124	14.3 mi	113.4K (29.7%)
5	Cherry Creek Shopping Center / 3000 E 1st Ave, Denver, CO 80206	3 mi	110.8K (29%)

Visitor Journey ?

Property: Test Area 1 / Welton St, Denv... Show by: Location Category Category Group



Visitor Journey - Routes ?

Property:  
Test Area 1 / Welton St, Denv...

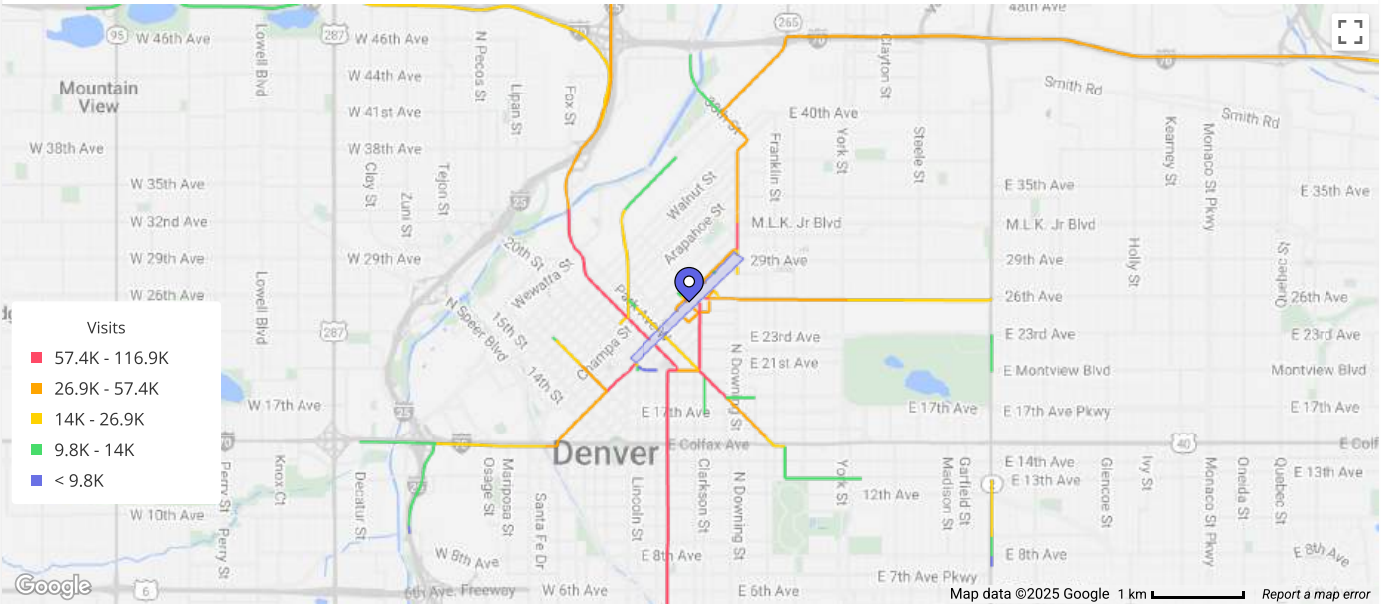
Journey Direction:  

To Property

From Property

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Dismiss

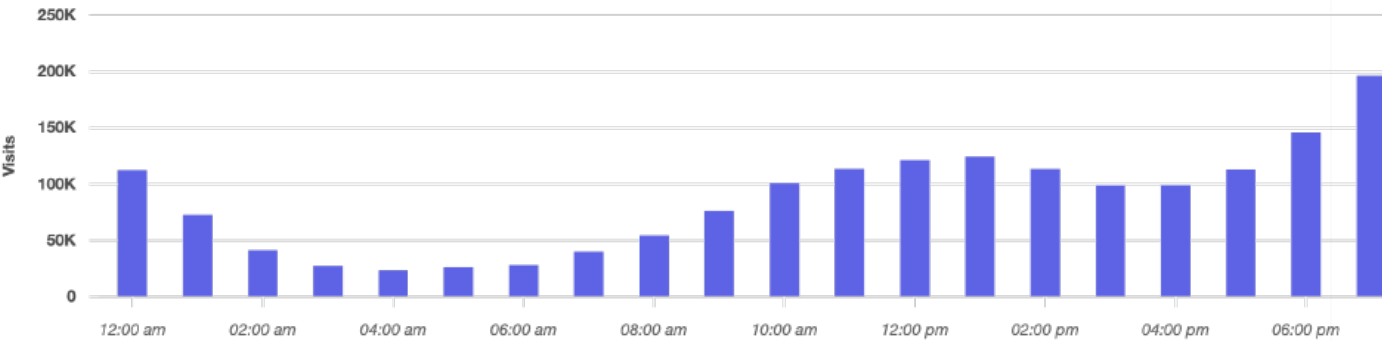


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Hourly Visits ?

Test Area 1  
2025 Welton St, Denver, CO 8...

Metric:  
Visits

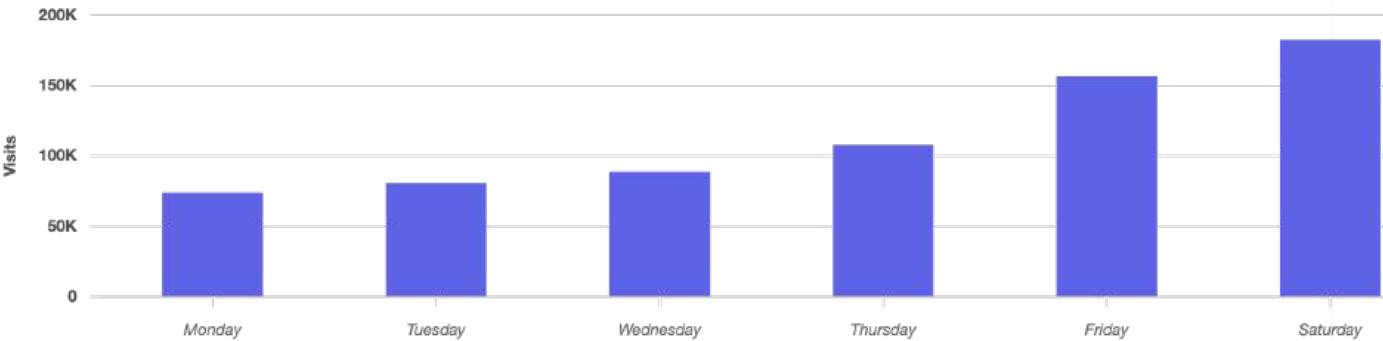




Daily Visits ?

Test Area 1  
2025 Welton St, Denver, CO 8...

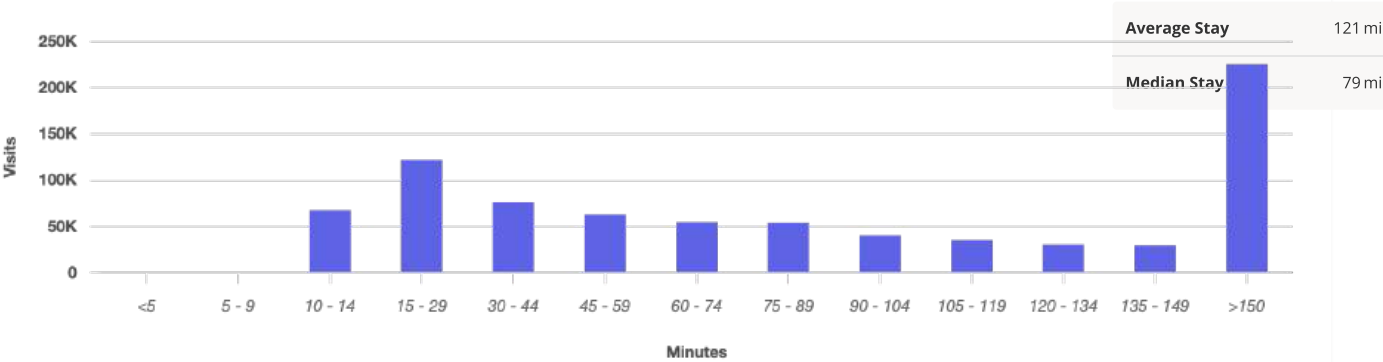
Metric:  
Visits



Visit Duration ?

Test Area 1  
2025 Welton St, Denver, CO 8...

Metric:  
Visits





# Property Overview

Jan 1 - Mar 31, 2025



## Metrics

**Test Area 1**  
2025 Welton St, Denver, CO 80205

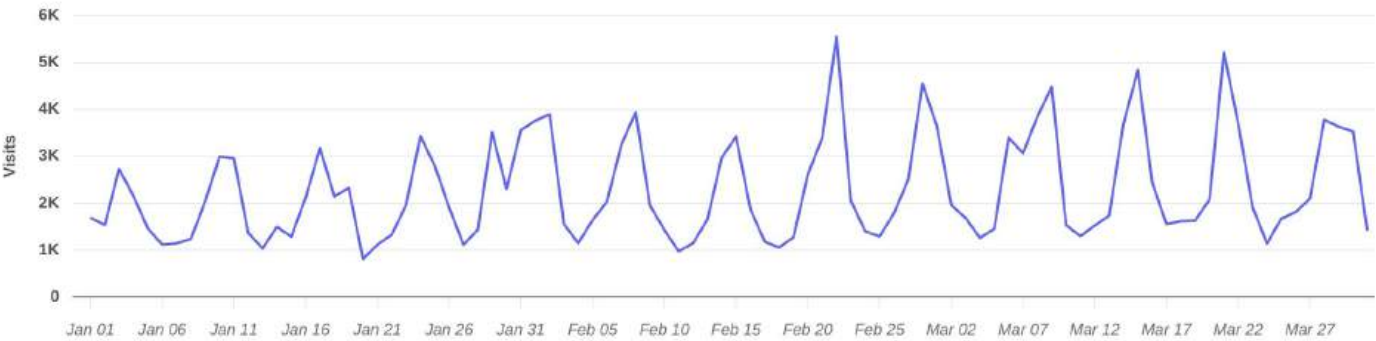
Visits	205.2K	Avg. Dwell Time	124 min
Visits / sq ft	0.12	Panel Visits	10.8K
Size - sq ft	1.7M	Visits YoY	+8.4%
Visitors	126K	Visits Yo2Y	+21.8%
Visit Frequency	1.63	Visits Yo3Y	+24.2%

Jan 1st, 2025 - Mar 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Visits Trend

**Test Area 1**  
Welton St, Denver, CO



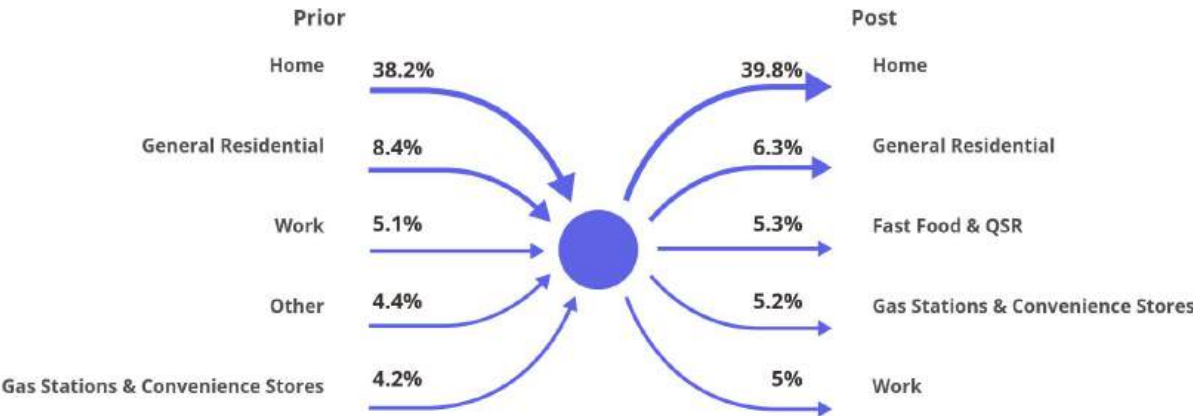
Daily | Visits | Jan 1st, 2025 - Mar 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





## Visitor Journey

**Test Area 1**  
2025 Welton St, Denver, CO 80205

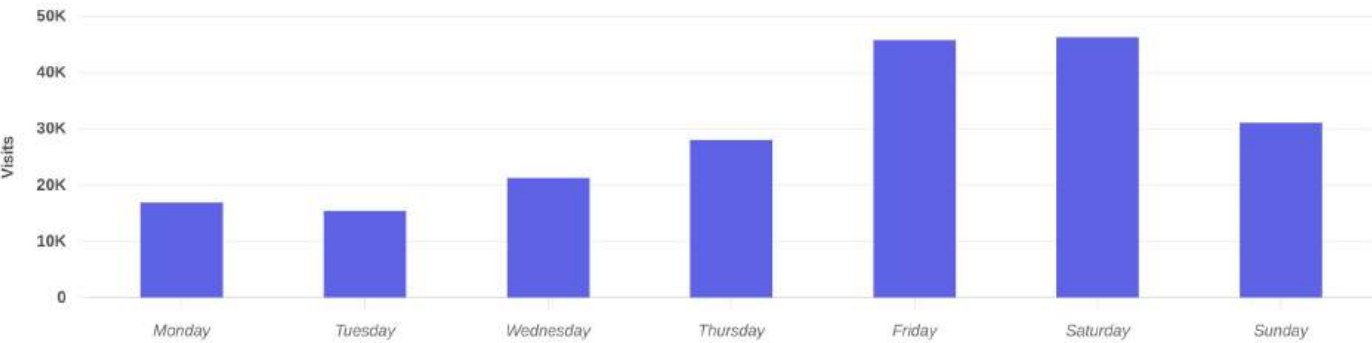


Show by: | Jan 1st, 2025 - Mar 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Daily Visits

**Test Area 1**  
2025 Welton St, Denver, CO 80205



Visits | Jan 1st, 2025 - Mar 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



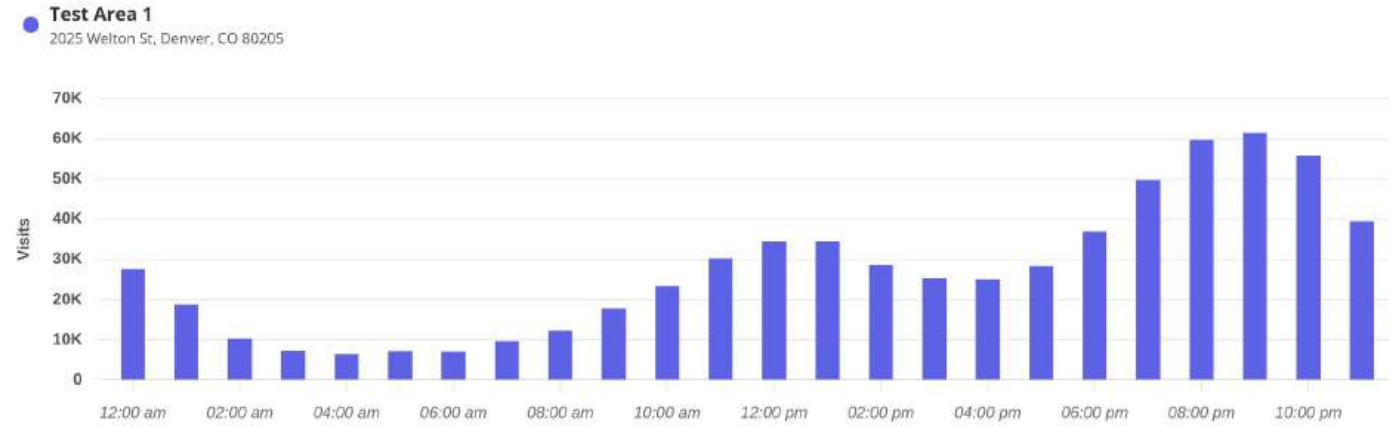


# Property Overview

Jan 1 - Mar 31, 2025



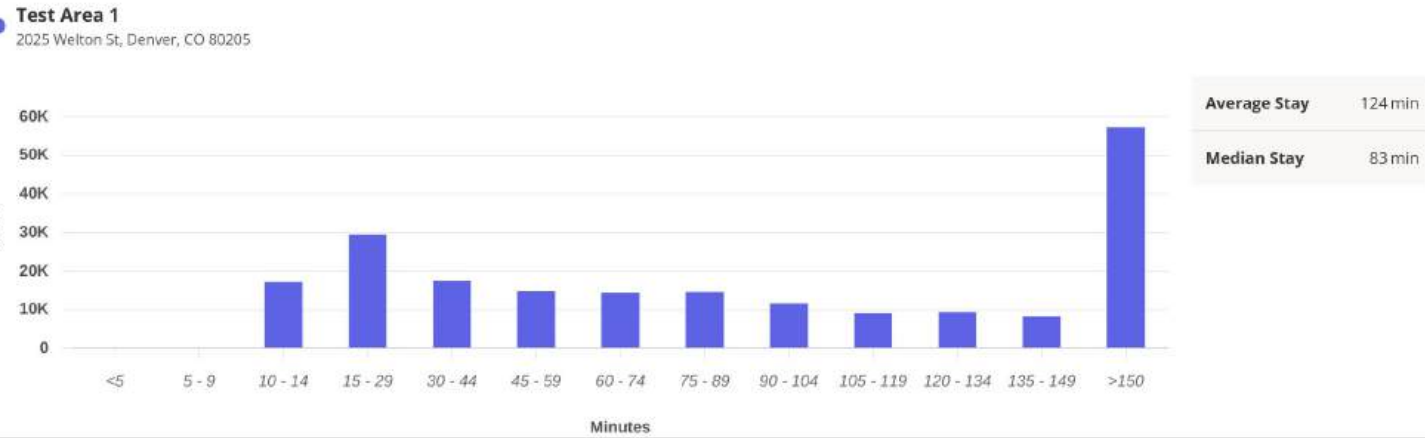
## Hourly Visits



Visits | Jan 1st, 2025 - Mar 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



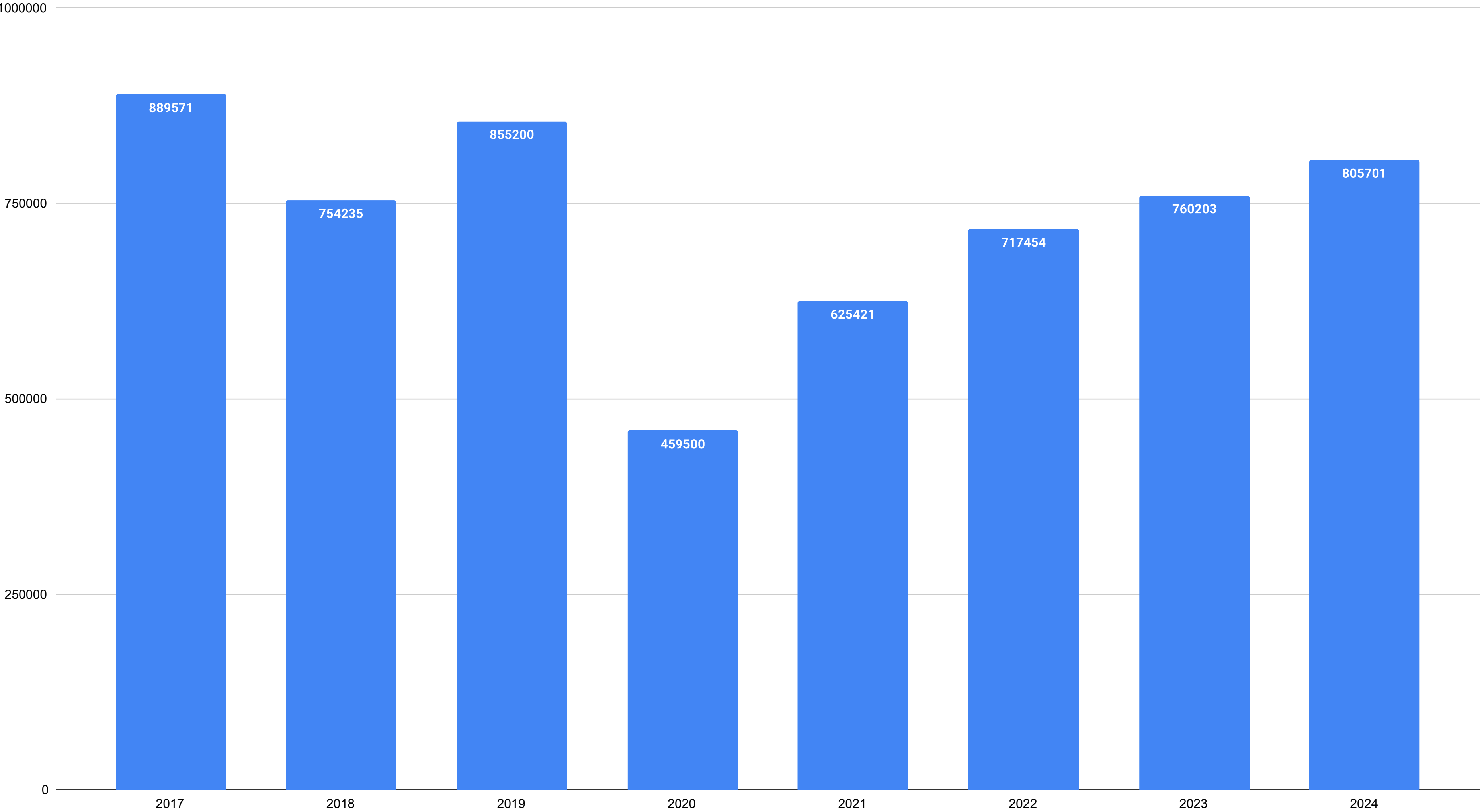
## Visit Duration



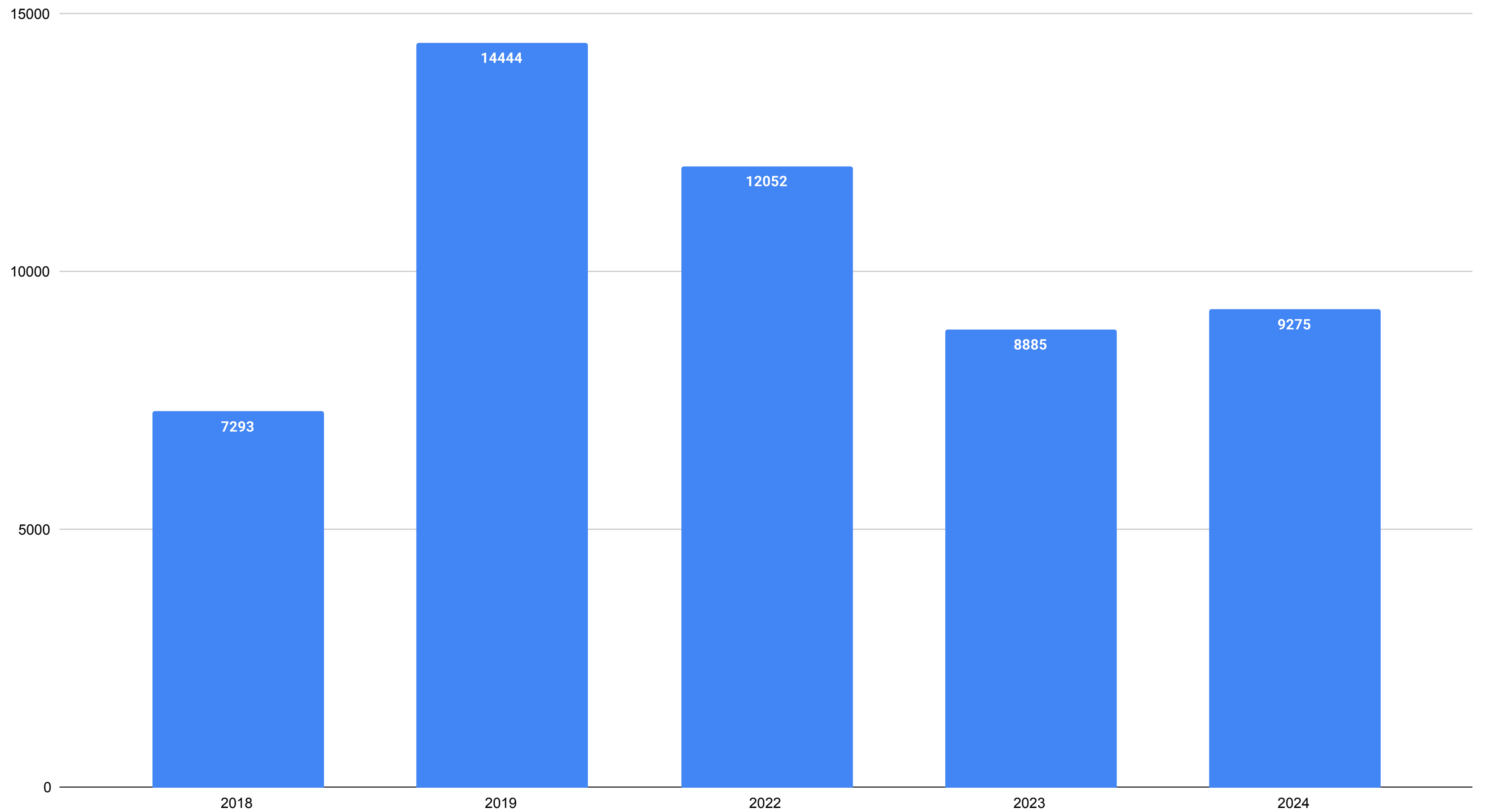
Visits | Jan 1st, 2025 - Mar 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



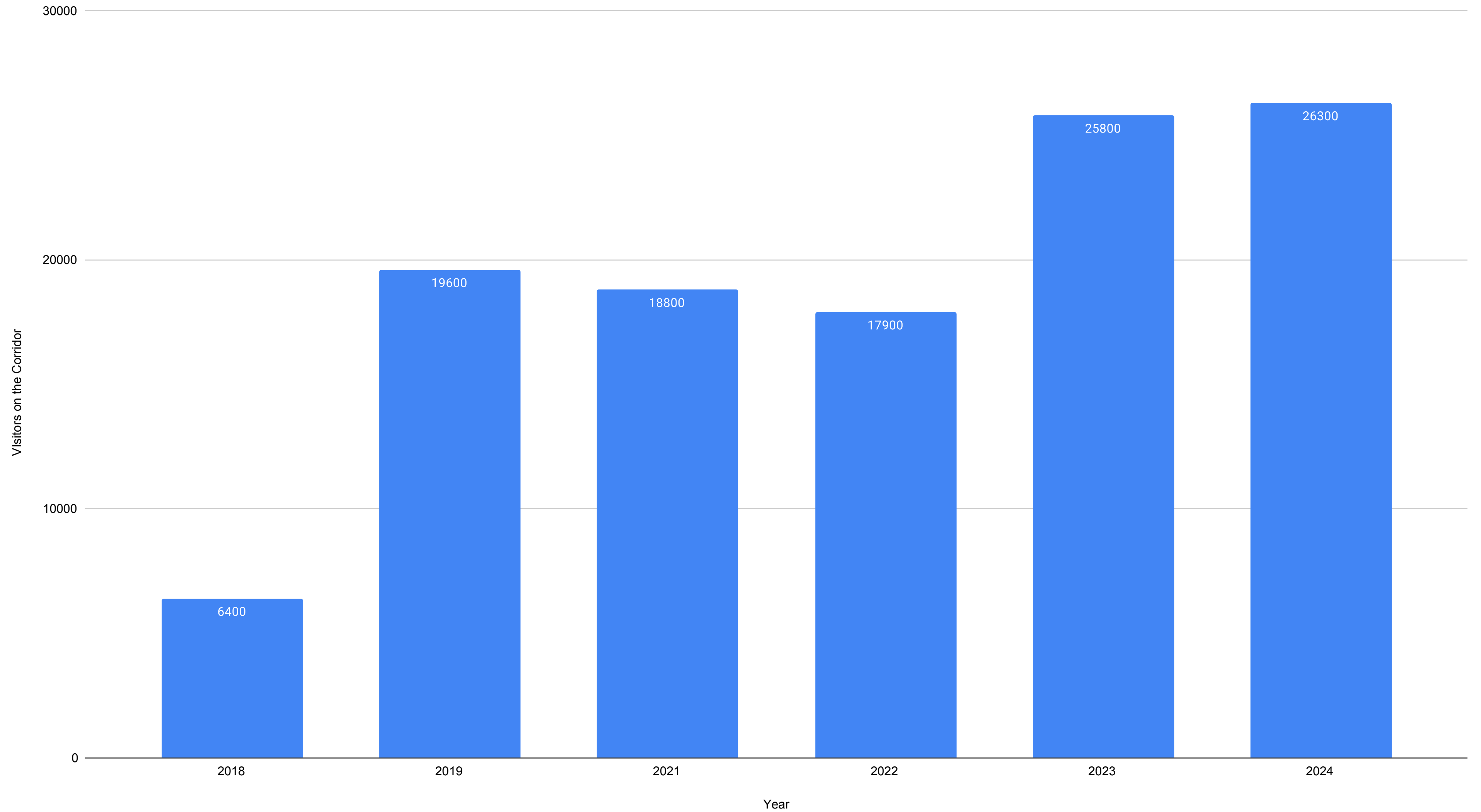
# Welton Corridor Annual Visitor Data



## Five Points Jazz Festival



## Juneteenth Music Festival



## Five Points BID Project Plan & Status

Project	Status	Comments	Outcomes
<b>Events</b>		The Five Points BID will be sponsoring a series of events aimed at activating the corridor with cultural programmin while driving foottraffic into businesses. The Five Points BID as enaged Conjure Productions as an event producer, PR Specialist who will work to coordinate the organization of cultural events along the corridor. The BID is also working closely with Curtis	
Five Points Jazz Roots	<b>Completed</b> 1. Event completion Feb 22  2. Outcomes report will be delivered on April 9, 2025 Five Points BID Board meeting	Jazz Roots will occur on Sat Feb 15 & Sat Feb 22. Featuring live bands in venues, tours of the BCL and an artist showcase & market	<a href="#">Event Recap:</a>  <a href="#">Placer.ai report:</a> <a href="#">Venue/Business Survey:</a> <a href="#">Website report:</a> <a href="#">Social media report:</a>
St. Paddy's Day Pet Parade & Bar Crawl	In progress 1. Event completion March 15.  2. Outcome report to be delivered on May 14, 2025 during Five Points BID Board Meeting	The St. Paddy's Day Pet Parade & Bar Crawl will occur on Saturday March 15, 2025. The event in its 2nd year welcomes familes to march with their pets from 29th and Welton to Sonny Lawson Park, followed by a bar crawl which will activate 6-10 five points venues with DJs. The event is facilated in partnership w/ Curtis Park Neighbors	Placer.ai report: Venue/Business Survey: Website report: Social media report:
First Friday Five Points Jazz Hop	In progress 1. Event completion Dec 5  2. Outcome report will begin monthly on June 11, 2025 during Five Points BID Board Meeting	FFFPJH will commence on 5/2/2025, activating venues along the Welton corridor with live jazz performances. FPBID has contracted Conjure Productions as the event producer and engaged venues to participate. Funding for the program will be secured from Denver Arts & Venues, the SOW for the program is being developed	Placer.ai report: Venue/Business Survey: Website report: Social media report:
Walls of Welton	In planning 1. Event completion Mid August 2025.  2. Outcome report will be delivered on mid October 2025 during Five Points BID Board Meeting	The Five Points BID secured a \$48,390 grant from DURA to pay for the installation/creation of murals along the Welton Corridor. The BID will organize a mural selection committee to identify muralist and concepts to be created. The BID will also work with property owners to identify walls to be painted. The Walls of Welton is tentative set to occur on Saturday June 7, when the murals will be unvaild to the public	Placer.ai report: Venue/Business Survey: Website report: Social media report:
Five Points Jazz in the Park	In progress 1. Event completion Oct 3.  2. Outcome report will begin monthly on June 7 during Five Points BID Board Meeting.	The Five Points BID supported the organization of the Sonny Lawson Park Coalition, which consists of Central Baptist Church, Blair Caldwell Library, Mo Betta Greens Market and Curtis Park Neighbors who will organize a monthly concert series in Sonny Lawson Park, a farmers market and other cultural activities.	Placer.ai report: Venue/Business Survey: Website report: Social media report:
Welton Street Music Festival	In planning 1. Event completion on Aug 16  2. Outcome report will be delivered on Sept 10 during Five Points BID Board Meeting.	The Five Points BID and Conjure Productions are planning a music festival which will occur on Saturday August 16, 2025. Similar to the Urban Music Showcase, which occurs on South Broadway, the event will keep Welton St. while activating 6-10 venues and spaces along with corridor with live music and entertainment. The BID is currently engaging sponsors to fund the event	Placer.ai report: Venue/Business Survey: Website report: Social media report:
Juneteenth Music Festival	In progress 1. Event completion on June 15.  2. Outcome report to be delivered on Sept 10 during Five Points BID Board Meeting.	Organized by JMF Corporation, Juneteenth Music Festival will occur on Saturday and Sunday June 14-15 and will close Welton Street to cars and halt light rail service. The event is in its 14th year of operation. The festival attracts 45,000 people over 2 days, and celebrates Juneteenth.	
Five Points Chalk Art	In Planning 1. Event completion in mid-September date (TBD)  2. Planning status report to be delivered during May 14, 2025 Five Points BID Board Meeting	Five Points Chalk Art is a new program which will occur in mid-september, date TBD, inviting families to participate in creating chalk art on the sidewalks of Welton Street in front of businesses and Five Points Landmarks. The program will also engage professional chalk artists to create five points relevant art on the street scape.	Placer.ai report: Venue/Business Survey: Website report: Social media report:
Five Points Holiday Jazz Jam	In Planning 1. Event completion on Dec 12.  2. Outcome report to be delivered on Jan 14, 2026 Five Points BID Board Meeting	The Five Points Holiday Jazz Jam, will occur on Friday December 12, 2025, is holiday celebration which will align with the installment of holiday lights on the Welton Corridor, activating 6-10 businesses with live jazz bands performing holiday tunes. The event will also encourage attendees to donate gifts for local toy drives.	Placer.ai report: Venue/Business Survey: Website report: Social media report:



## Five Points BID Project Plan & Status

Project	Status	Comments	Outcomes
<b>Marketing</b>		The Five Points BID has committed to provide supplemental marketing efforts through initiating campaigns which raise the visibility of operating businesses with in the District.	
Faces of Five Points Marketing Campaign	In progress 1. Venue business survey results to be delivered on March 12, 2025 Five Points BID Board Meeting.  2. Five Points BID staff will seek input from the BID Board during the March 12, 2025 Five Points BID Board Meeting if the campaign should continue during the spring/summer season	Initiated a campaign called "Faces of Five Points" which consists of marketing videos highlighting businesses along the Welton corridor which have been shared on the Five Points BID's Instagram, Facebook and Tik Tok page - to date 20 videos have been created	Venue/business Survey
Business coupon mailer	In progress 1. Venue business survey results to be delivered on April 2, 2025 Five Points BID Board Meeting.  2. Five Points BID staff will seek input from the BID Board during the April 9, 2025 Five Points BID Board Meeting if the campaign should continue during the spring/summer season	Created a Five Points Business Coupon highlighting discounts offered by businesses along the Welton corridor. 1600 fliers were created and inserted into the Curtis Park Times in December of 2024	Venue/business Survey
Five Points BID website redesign	Not started Initiated - 1. Redesign firm to be identified by March 31, 2025 a. Design firm identified b. created a matrix of immediate edits to be made to the website  2. Goal for <a href="http://Fivepointsbid.com">Fivepointsbid.com</a> website to be redesigned by June 15, 2025	Per the 2024 operational budget, The Five Points BID allocated \$5,000 for the redesign of the Five Points BID website. The Five Points BID plans to complete the redesign by June of 2025. New site functionalities will include an interactive map which list active businesses and leaseable storefronts	
<b>Special Projects</b>			
Five Points / Lot itemization	In progress 1. Database to be completed by March 15, 2025.  2. Engage commercial broker to represent multiple property owners by June 15, 2025.	The Five Points BID's Special Projects coordinator has built a database of current property owners within the district. The goal of the project is to provide capability for the district to communicate and align advancement efforts of the corridor. The Five Points BID is also working to engage a commercial broker who can potentially represent multiple property owners.	
Historical marker replacements	In progress 1. Historic markers will be repaired by April 15, 2025	The Five Points BID engaged Spa Day, a local design agency to complete the design and printing of historical markers along the Welton Corridor. Installation is expected to be completed by April	
University of Denver - Five Points class	In progress	For the winter quater, the University of Denver initiated a class through the School of Communication consisting of 30 students who are currently interviewing Five Points stakeholders with the goal of delivering the Five Points BID solutions to advance the Welton corridor. The program will continue during the spring quarter hosting a class of 50 students.	

## Five Points BID Project Plan & Status

Project	Status	Comments	Outcomes
Five Point Re-Vision / L Line	In progress	<p>The Five Points BID drafted a white paper which outlines the benefits of re-imagining Welton street as a 2-way street, transit hub, removing the Lightrail tracks, and redirecting bus lines along the corridor. In October of 2024, the Executive Director met with the general manager of RTD. In November of 2024, the District hosted a community meeting regarding the concept. The Executive Director of the BID is in communication w/ Director of DOTI and working to schedule a meeting in February. Darrell Watson, is also in support of the re-vision and has met with Lightrail seperately.</p> <p>4/8/2025 - Darrell Watson is working to convene a meeting between CPD, DOTI, RTD, Mayors office and Five Points BID to discuss next steps.</p>	
<b>Fundraising   Grants &amp; Sponsorships</b>		The Executive Director has set a goal to raise \$200,000 through grants and sponsorship which will support the District's operational capacity, marketing and programming	
DURA Grant	Completed		
Five Points Jazz SOW	In progress 1. SOW to be approved by Five Points BID Board February 12, 2025	Denver Arts & Venues has committed \$225,000 to support cultural programming along the Welton corridor, of which \$125,000 will be directed allocated to the Five Points BID. DAV will partner with the Five Points BID to support marketing efforts. The SOW from DAV is under review by the BID's council.	
Colorado Health Foundation	In progress	Met w/ Ageno Oti(Senior Program Officer) on 1/31/2025, informing the CHF that the Five Points BID will be submitting sponsorship request for cultural programming in 2025	
Colorado Trust Foundation	In planning	Meeting w/ Robert Foley (Grant Program Director) on 3/4/25 to discuss potential grant programs for businesses/property owners to allow for property improvements that will support the advancement	
Denver Foundation - Strengthening Neighborhood activations	Recived \$2,000 grant to support First Friday activations	Submitted grant proposal on 2/4/2025 requesting \$5,000 to support First Friday Jazz activation. Decisions can take up to 45 days	
Denver Water	In progress	15K Signed sponsorship agreement - Meeting w/ Denver Water to finalize their activation plan and footprint	
Alpine Bank	In progress	<p>The Five Points BID will open a 5 month or 12 month CD at Alpine Bank after the BID receives revenue from the city. Alpine Bank will sponsor cultural programming the BID facilitates in 2025. Sponsorship amount TBD</p> <p>4/8/2025 - Met w/ Tim Floyd VP of Alpine Bank. At the moment Alpine is not able to sponsor cultural events facilitated by the Five Points BID</p>	
Denver 7	In progress	Denver 7 has agreed to serve as a media sponsor to support the advertisement and promotion of Five Points Cultural Programming	
Milendar White	Not initiated		
Exdo Development	Not initiated		
Visit Denver	Not initiated		
Xcel Energy	Not initiated		
Kronke Sports Entertainment	Not initiated		
<b>Reporting</b>			
2024 Budget Amendment & 2025 Budget and Operating Plan	Completed		
RNO registration	Completed		
<a href="#">Placer.ai</a> Reporting	In progress	In March of 2025, during montly Five Points BID Board Meetings, a baseline <a href="#">Placer.ai</a> report will be presented to the Five Points BID board. The Five Points BID staff will also generate reports for individual businesses along the corridor.	
<b>Community Engagement</b>			

## Five Points BID Project Plan & Status

Project	Status	Comments	Outcomes
2025 Quarterly - Community Stakeholder Meet	Community Stakeholder Meetings begining 3/10/2025	The Five Points BID will initiate a series of community stakeholder meetings which will serve as a conduit to provide communication and guidance from the community to the Five Points BID Board and Executive Director. Dates of meetings (TBD)  4/8/2025 - Community stakeholder meetings will occur the 2nd Monday of each month. Reports/updates of the meetings will be communicated to the Five Points BID Board.	
Events Committee	In progress	The Five Points BID engaged Conjure Productions to serve as an event producer for the district's cultural programming plan in 2025. The BID is also partnering with Curtis Park Neighbors who support and volunteer at various events the BID is conducting	
Corridor development committe	In progress	In August of 2024, the Five Points BID galvanized a group with to discuss strategies to catalyze the activation of the corridor. Following the meeting, The BID worked with Crain Architecture and Studio Troupe who created a re-vision of Welton Street.	
<b>Business Support</b>			
DURA	In progress	In September of 2024, the Executive Director of the Five Points BID attend a grant information session conducted by DURA regarding STAND grants. In October 2024, the Five Points BID alerted Five Points BID stakeholders of the grant opportunities. In December of 2024, DURA awarded STAND grants to Marble Empire, Urban Sanctuary, Moyo Cultural Center and the Five Points BID. The Executive Director is meeting with DURA on 2.25.2025 to explore more opportunities to find resources which can support the Welton Corridor. Specifically, looking to identify grants to cover gaps for spaces needing tenant improvements to attract commercial businesses	
DEDO	In progress	The Executive Director of the Five Points BID met w/ Adeeb Khan, director of DEDO on 2.5.2025. In 8-12 months, DEDO will open a fund (formerly the Herman Malone Fund) which will be aimed at supporting small businesses. Currently DEDO does not have other resources which can support small business development in Five Points	
What's Happening Restuarant & Bar	In progress	Currently the owner of What's Happening Restuarant & Bar is seeking support to install a hood which would allow her to operate a restuarant. The Five Points BID connected the owner with the Colorado Enterprise Fund and continues to search for resources	
<b>Maintenance</b>			
CSG - Maintenance Schedule Review	In progress 1. Feb - March 2025 (review of maintenance schedule) w/ reduction of service from 7 days per week to 5 days per week. 2. Feb - March 2025 CSG will initiate monthly power washing of sidewalks on the corridor to determine effectiveness	The Five Points BID Excutive Director is currently reviewing the current maintenance schedule regarding cleaning of the corridor 7 days a week with 4 people. During Feb and March of 2025, CSG will reduce the schedule to 4 days per week (M,W,F,Sat,and Sun) to determine if the new proposed scheduled is sufficient moving forward.  CSG will also increase power washing services from quarterly cleaning to monthly.  The new proposed schedule will reduce annual cost of cleaning and power washing from \$76,800 to \$63,400	
CSG - Maintenance Contract	In Progress 1. Following the service reduction in Feb & March of 2025, The Five Points BID will enter into a new service agreement with CSG on April 15, 2025		
<b>Accounting &amp; Bookkeeping</b>			
Order credit card for nathan and Norman			
Pay city bill			
Get Dilpreet to open city of Aurora Account			



# 2025 FIVE POINTS JAZZ ROOTS - BLACK HISTORY MONTH CELEBRATION RECAP

Five Points Business Improvement District



# EVENT DESCRIPTION

The Welton Corridor hosted **Five Points Jazz Roots**, on February 15 and February 22, 2025.

The **celebration** honored the neighborhood's deep **jazz heritage** offering live music, spoken word performances, historic tours of the Blair Caldwell African American Library, an artists gallery and merchants market.



# EVENT DETAILS

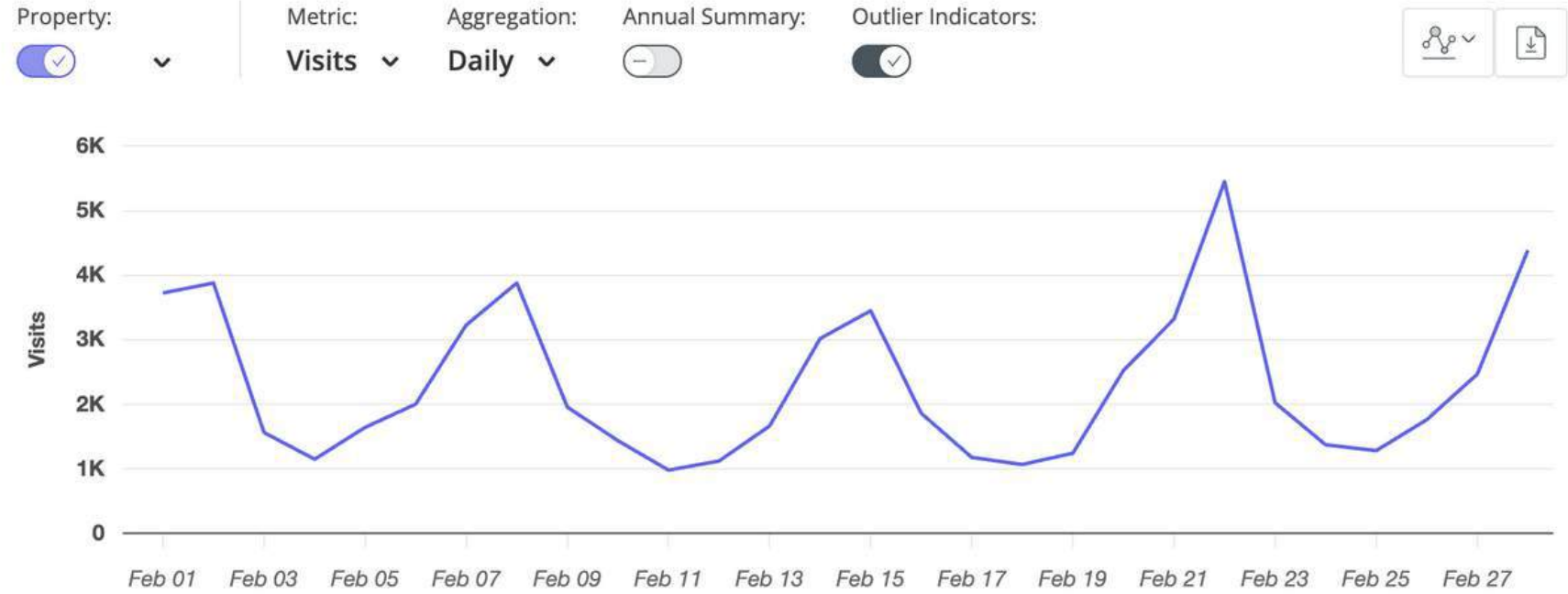
- **Activated Venues & Attractions (9)**
  - Tea Lee's, Pairadice, Welton Room, 715 Club, Spangalang, Marigold, brother jeff's cultural center, Blair Caldwell African American Research Library, former Melody Market
- **Bands & Performers (9 performing groups, 11 total performances)**
  - Purnell Steen & The Five Points Ambassadors, Tony Exum Jr, Gregory Goodloe, Wil Alston & Kool Grooves, Moe Valex, Enmanuel Alexander, Joe Bonner Legacy Band, Dannette Hallowell, Aja Fox (Slam Poetry)



# WELTON CORRIDOR FOOT TRAFFIC - PLACER.AI

Visits Trend ?

February 2025

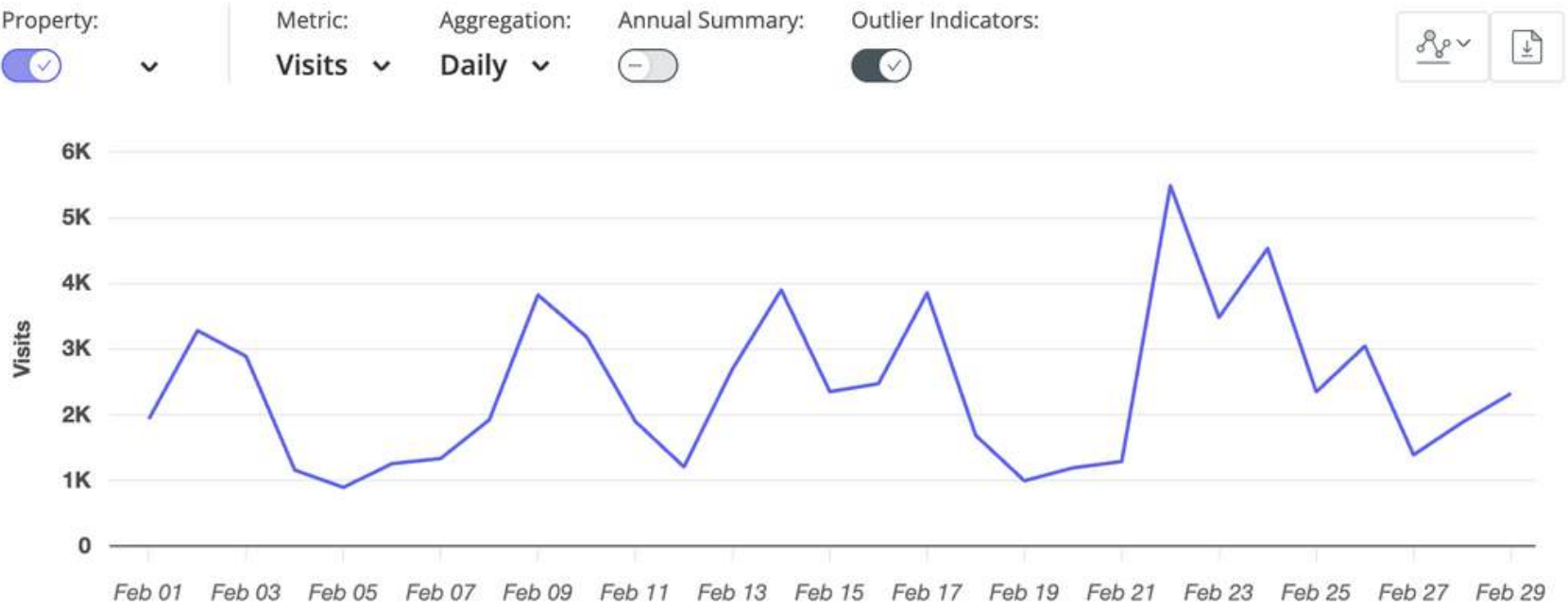


Feb. 1, 2025 - 3,700 visitors  
Feb. 8, 2025 - 3,900 visitors  
Feb. 15, 2025 - 3,500 visitors  
Feb. 22, 2025 - 5,500 visitors

Total Sat Visitors 16,600  
Sat Avg. Daily Visitors 4,150

Visits Trend ?

February 2024

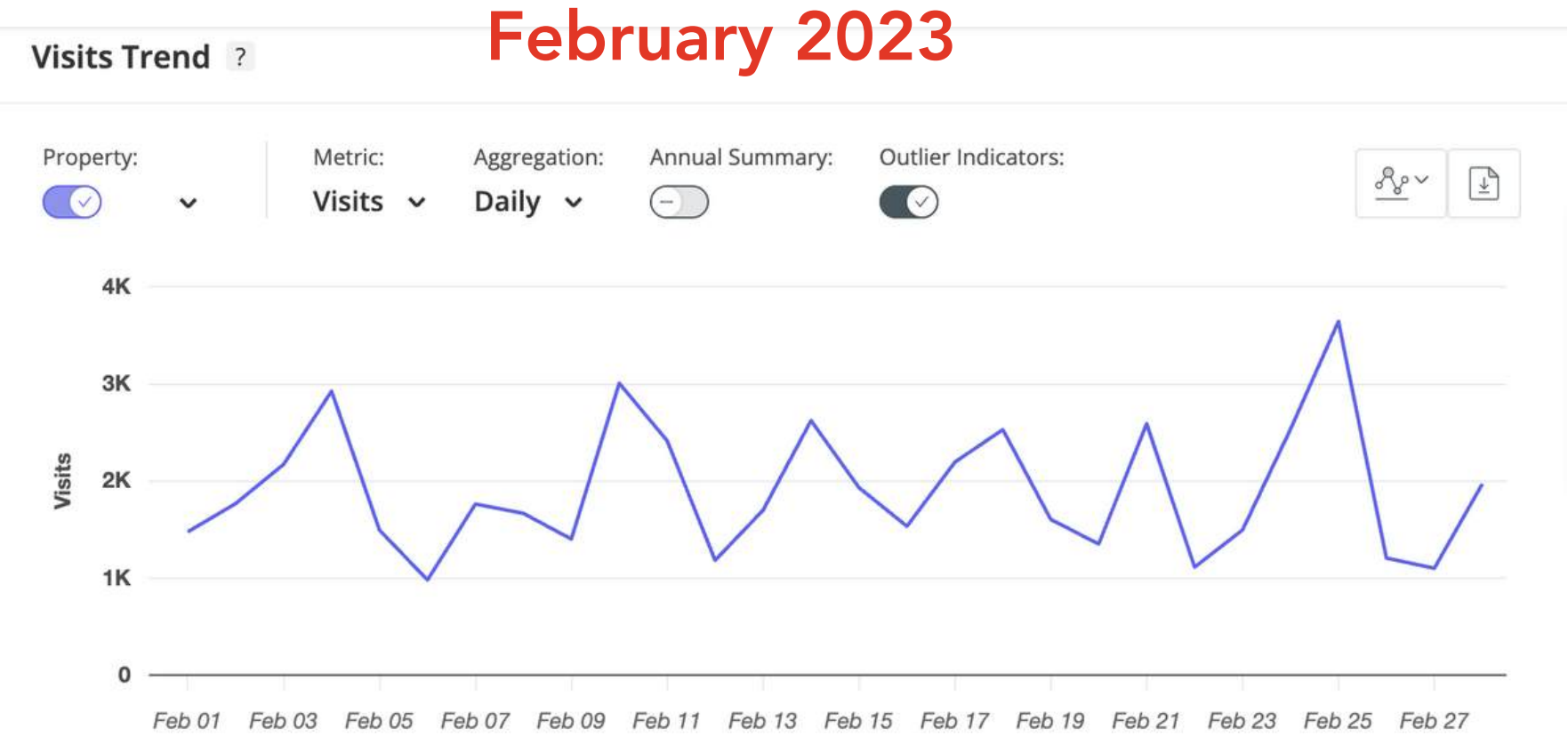


Feb. 3, 2024 - 2,900 visitors  
Feb. 10, 2024 - 3,200 visitors  
Feb. 17, 2024 - 3,900 visitors  
Feb. 24, 2024 - 4,500 visitors

Total Sat Visitors 14,500  
Sat Avg. Daily Visitors 3,625



# WELTON CORRIDOR FOOT TRAFFIC - PLACER.AI



Feb. 4, 2023 - 2,900 visitors  
Feb. 11, 2023 - 2,400 visitors  
Feb. 18, 2023 - 2,500 visitors  
Feb. 25, 2023 - 3,600 visitors

**Total Sat Visitors 11,400**  
**Sat Avg. Daily Visitors 2,850**



Feb. 5, 2022 - 2,500 visitors  
Feb. 12, 2022 - 1,800 visitors  
Feb. 19, 2022 - 3,300 visitors  
Feb. 26, 2022 - 3,100 visitors

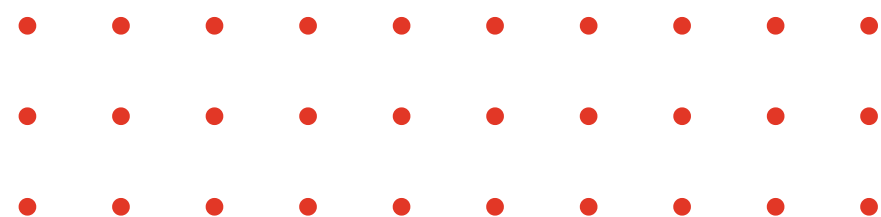
**Total Sat Visitors 10,700**  
**Sat Avg. Daily Visitors 2,675**



# BUSINESS SURVEY | SALES RESULTS - FEB 15

Following the Five Points Jazz Roots event, the Five Points BID conducted a post-event survey to gauge the impact and effectiveness of the event from the perspective of corridor business owners.

The survey was distributed to businesses located along Welton Street, and a total of 12 businesses responded.



## Five Points Jazz Roots Business Feedback Survey form

**B** *I* U [↗](#) ~~✖~~

Thank you for participating in this survey. Your feedback will help us evaluate the success of Five Points Jazz Roots and improve future events. Please answer the following questions based on your experience.

Business / Venue Name

Short answer text

Business Type:

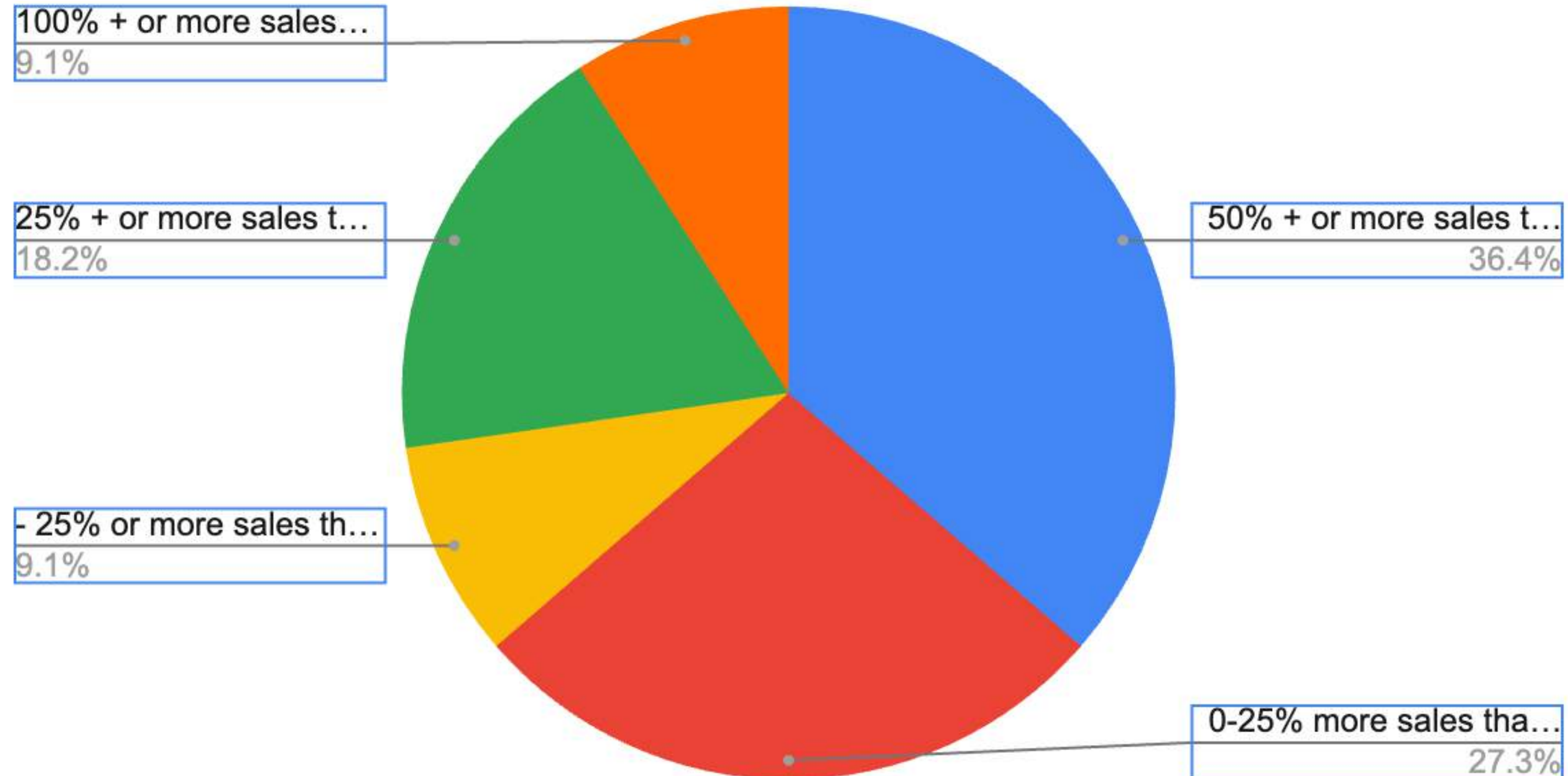
- ☐ Restaurant/Café
- ☐ Bar/Brewery
- ☐ Retail Shop
- ☐ Entertainment Venue
- ☐ Service Provider
- ☐ Other

Did your business participate in Five Points Jazz Roots in any way?

- ☐ Yes, actively (e.g., hosted live music, special promotions, extended hours)
- ☐ Yes, passively (e.g., remained open but did not host special programming)
- ☐ No, we were closed during the event

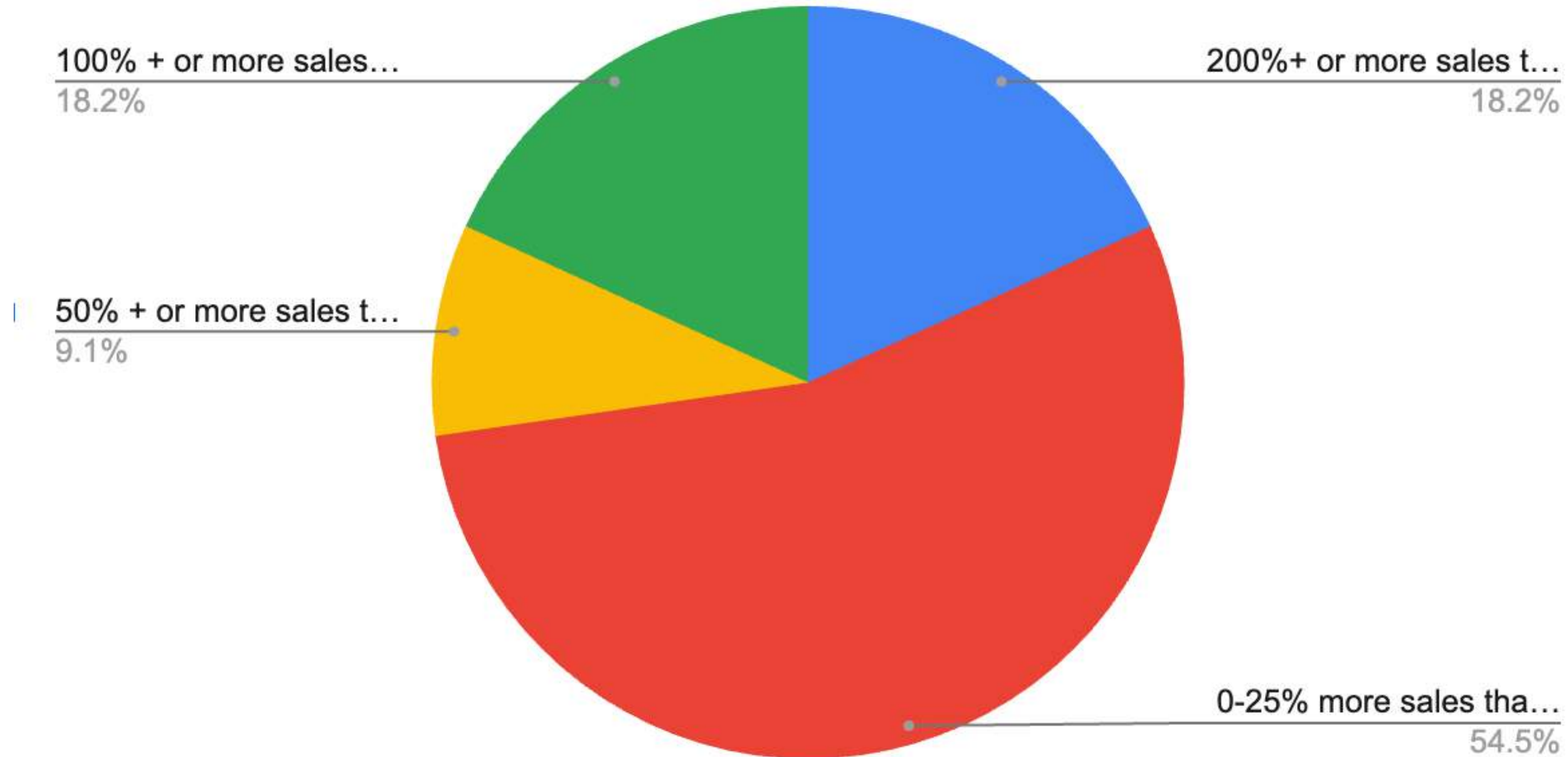
# BUSINESS SURVEY | SALES RESULTS - FEB 15

Count of Event impact & sales performance for your business during Five Points Jazz Roots (Feb 15)



# BUSINESS SURVEY | SALES RESULTS - FEB 22

Count of Event impact & sales performance for your business during Five Points Jazz Roots (Feb 22)



# BUSINESS SURVEY | BENEFICIAL IMPACTS

Count of What aspect of the event was most beneficial to your business?

Community engagemen...

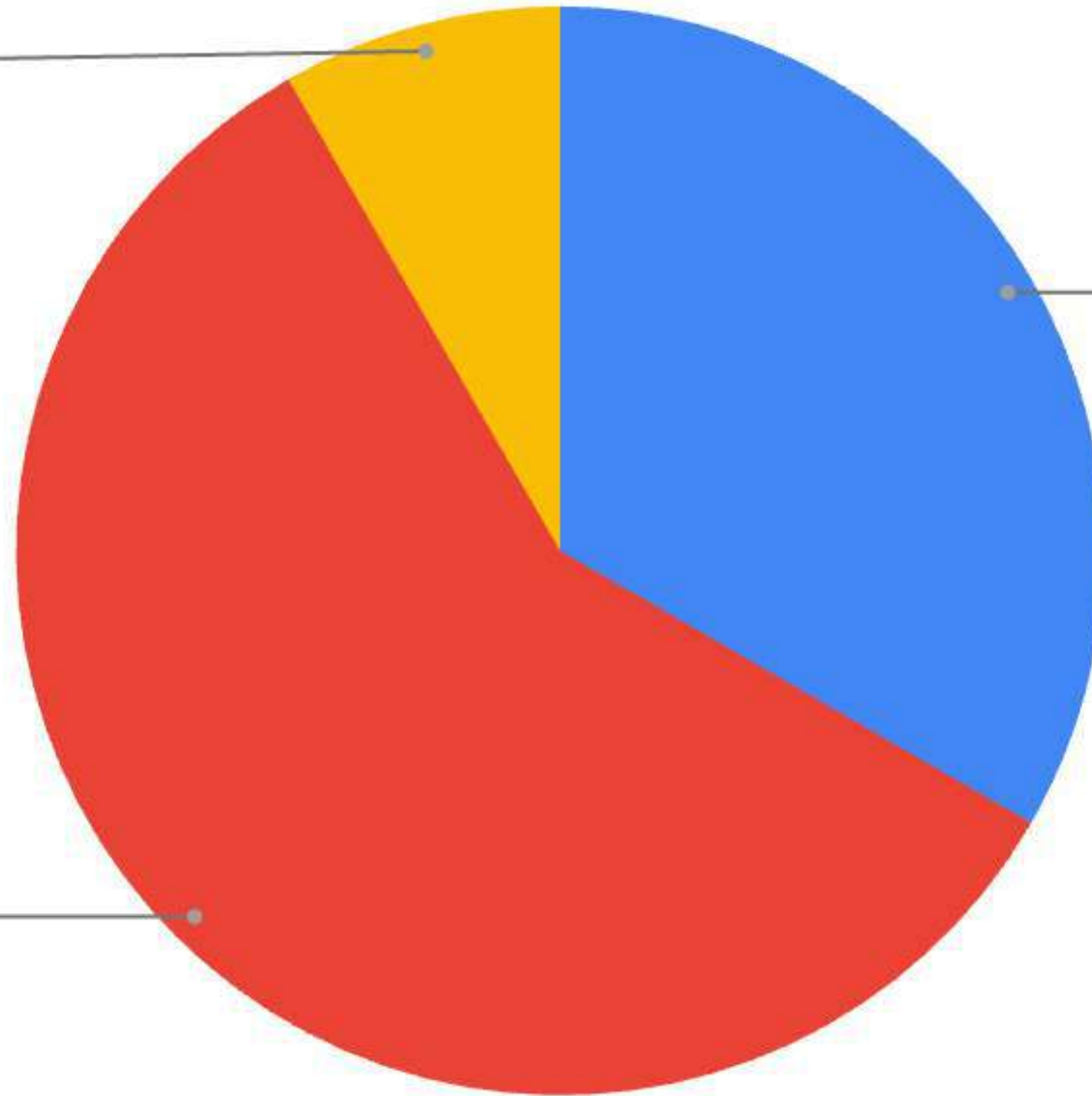
8.3%

Higher sales

33.3%

Increased exposure to...

58.3%





# BUSINESS SURVEY | CAUSE OF SALES INCREASE

Count of If your sales increased, what do you think contributed most to that?

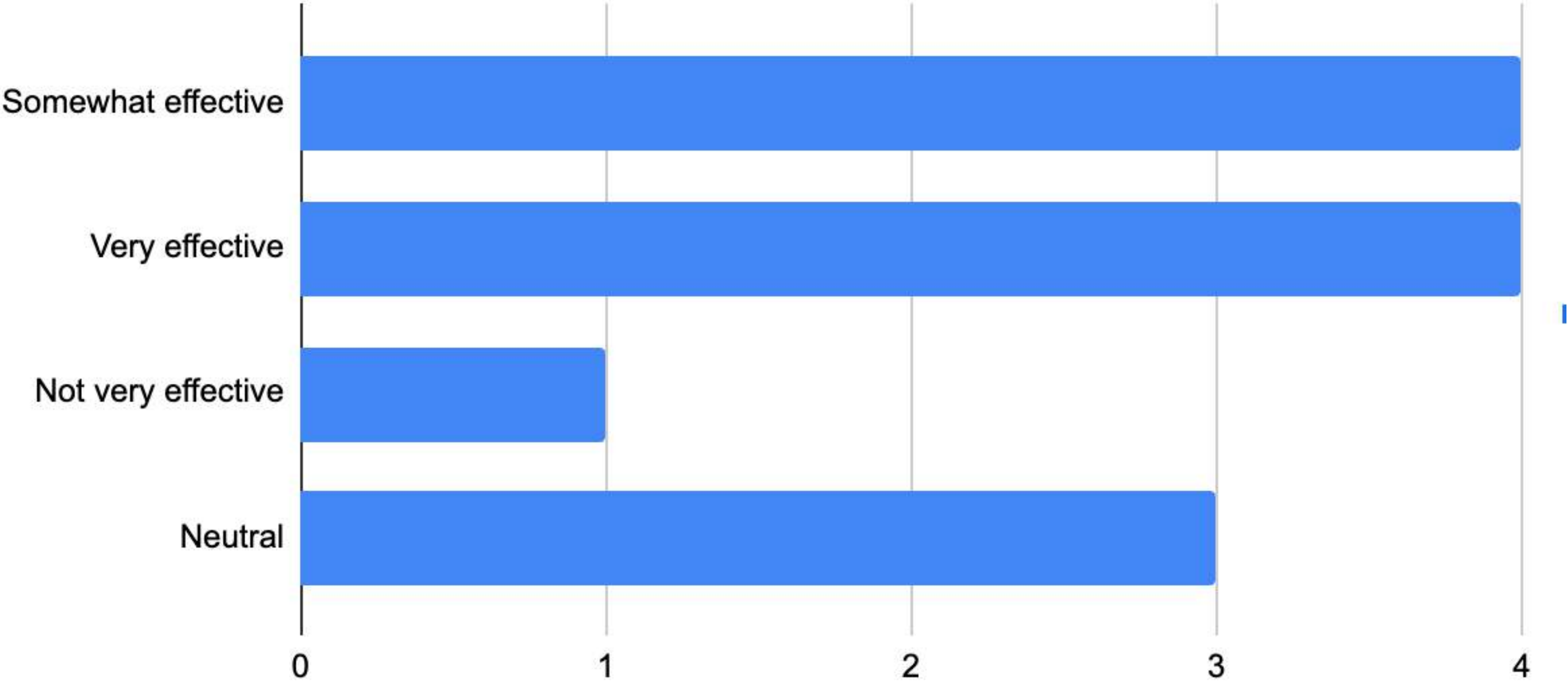


Count of If your sales increased, what do you think contributed most to that?

# BUSINESS SURVEY | MARKETING & PR EFFECTIVENESS

⋮

Count of How would you rate the marketing, PR, and overall awareness of the Five Points Jazz Roots?



Count of How would you rate the marketing, PR, and overall awareness of the Fiv...

# MEDIA COVERAGE



## Jazz Roots in Five Points festival returns this weekend as part of Black History Month celebrations



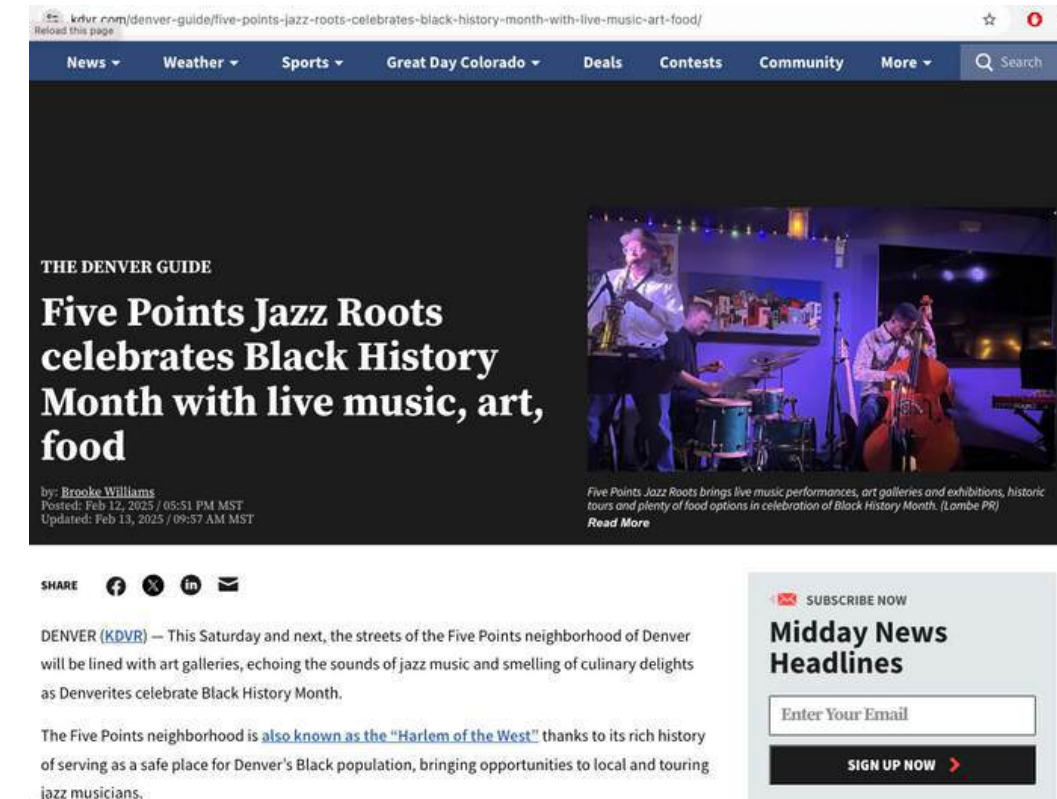
Enmanuel Alexander (namebackwards), a jazz funk guitarist, stopped by the Denver7 studios to preview the Jazz Roots in Five Points festival happening this weekend.



By: Rachel Wingrat

Posted 8:31 AM, Feb 14, 2025 and last updated 8:30 PM, Feb 14, 2025

DENVER — The sound of jazz music can be heard across one Denver neighborhood this weekend.



The Five Points Business Improvement District engaged Lambe PR to provide public relations services for the Five Points Jazz Roots – Black History Celebration, held on February 15 and 22, 2025.

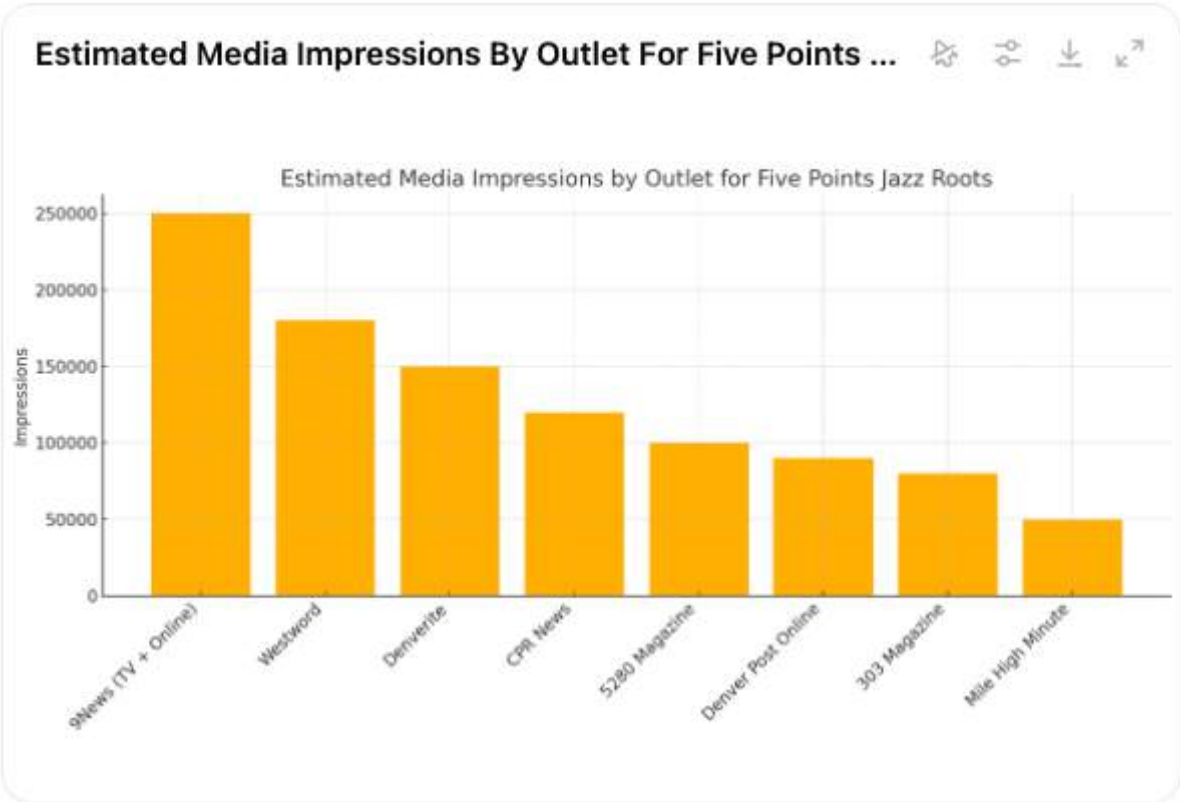
The goal was to raise visibility and generate excitement for the two-day celebration highlighting the cultural legacy of Five Points through live music, storytelling, and community engagement.



# MEDIA IMPRESSIONS

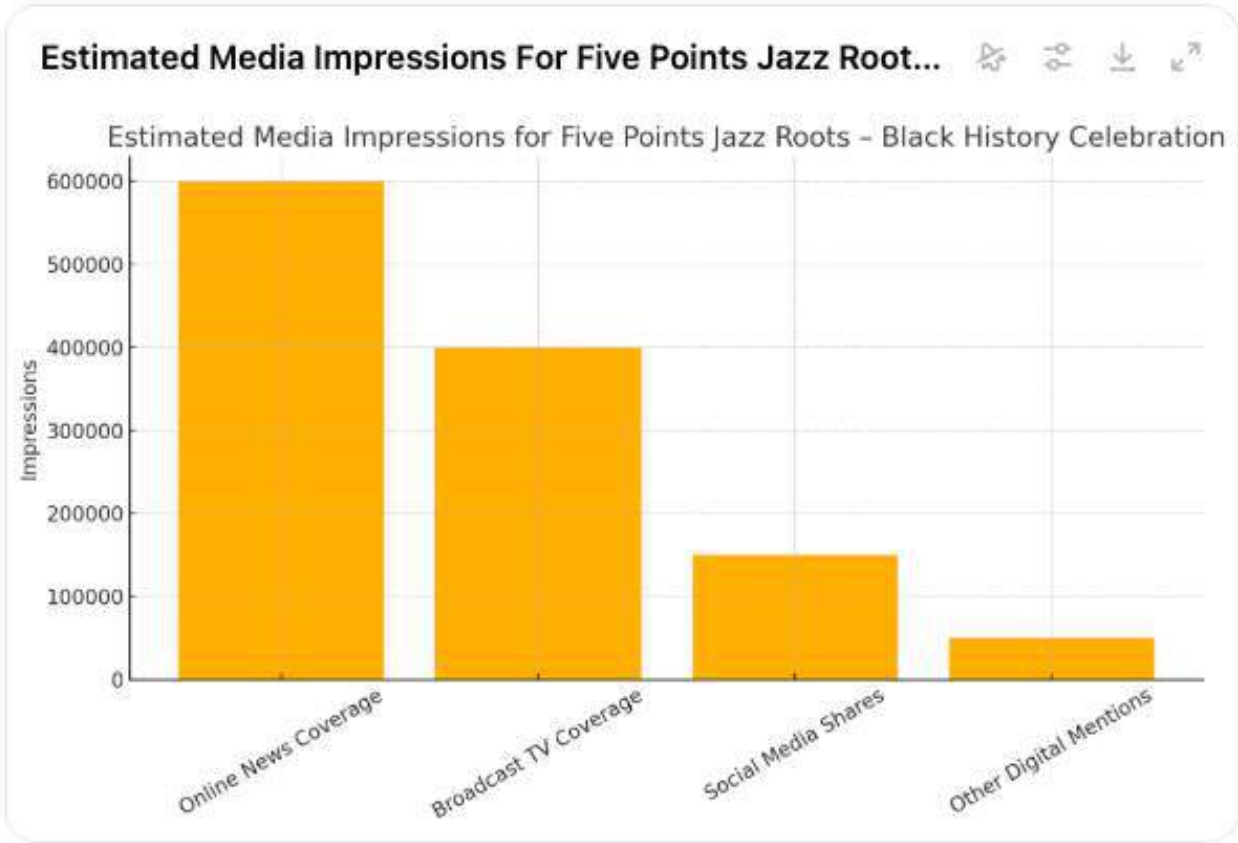
Media impressions are calculated based on a combination of estimated audience reach from the outlets that covered the Five Points Jazz Roots and analytics from digital media monitoring tools.

PR platforms like Cision or Meltwater track this data and estimate how many people potentially saw the story.



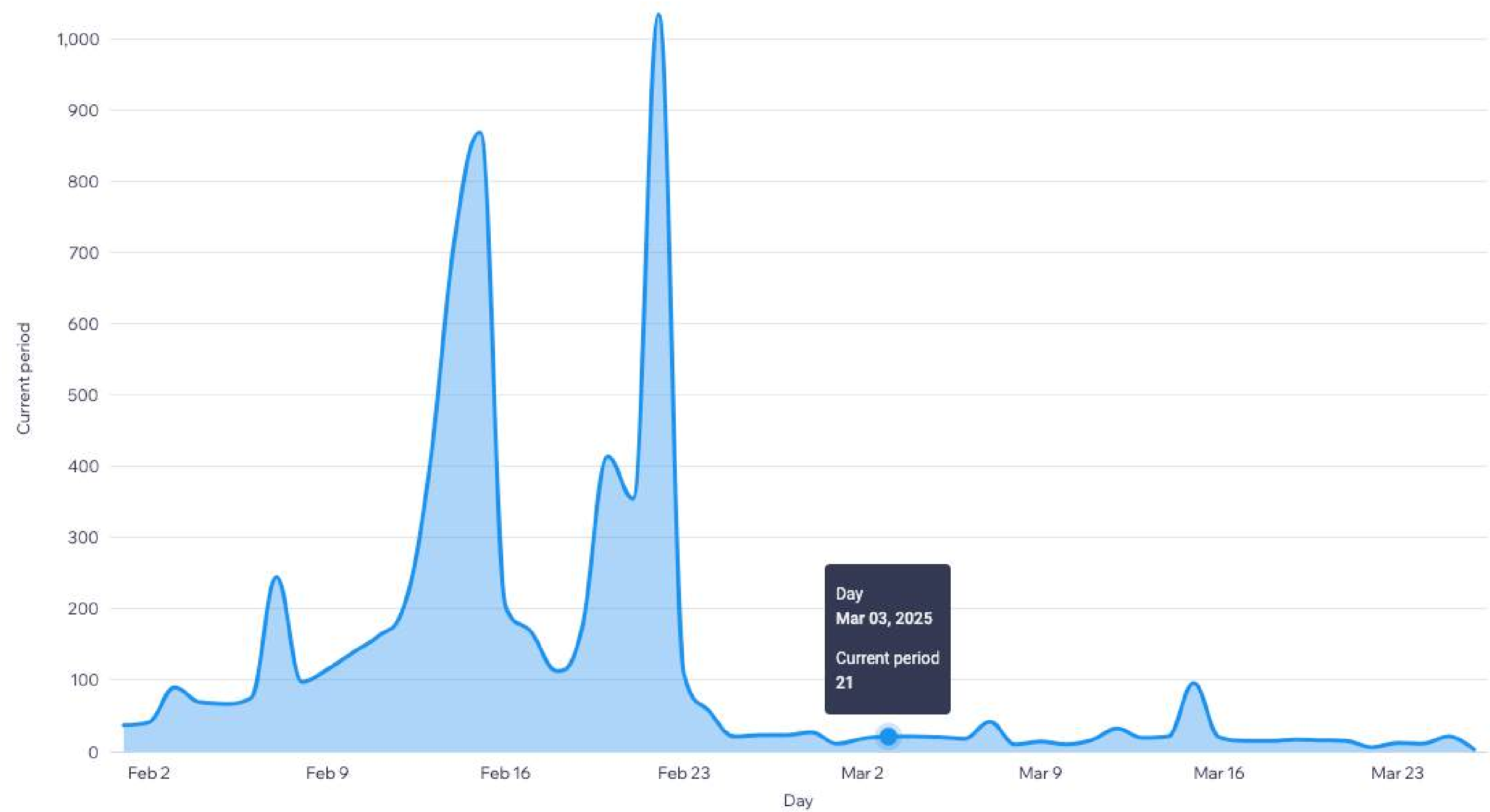
Media Impressions Breakdown			
	Media Type	Estimated Impressior	
1	Online News Coverage	600000	
2	Broadcast TV Coverage	400000	
3	Social Media Shares	150000	
4	Other Digital Mentions	50000	

Outlet-Specific Impressions Breakdown			
	Outlet	Estimated Impressior	
1	9News (TV + Online)	250000	
2	Westword	180000	
3	Denverite	150000	
4	CPR News	120000	
5	5280 Magazine	100000	
6	Denver Post Online	90000	





# WWW.FIVEPOINTS BID.COM | SITE TRAFFIC DATA

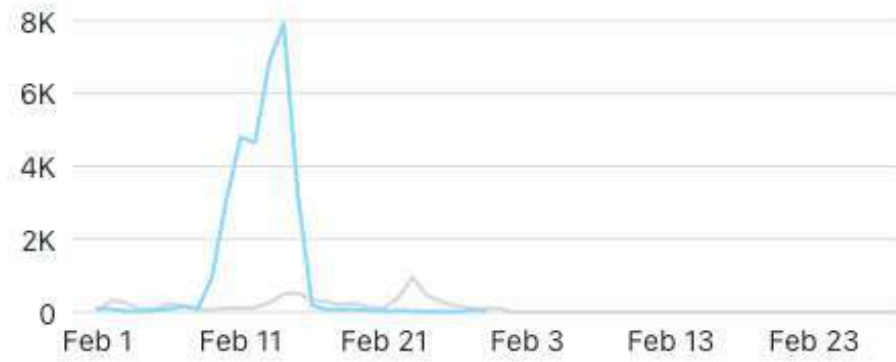


# FACEBOOK TRAFFIC DATA

## Reach ⓘ

📄 Export ▼

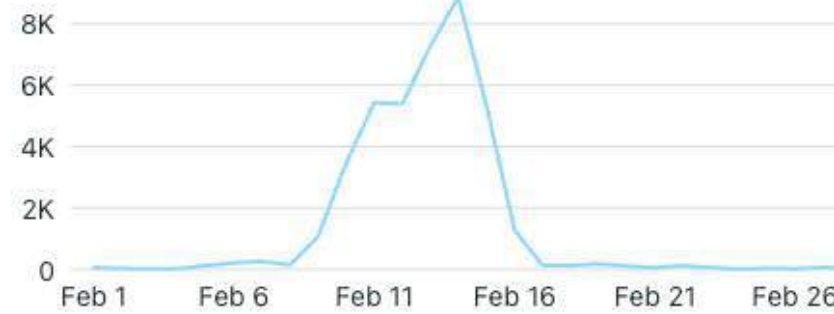
24.9K ↑ 463.2%



## Views ⓘ

📄 Export ▼

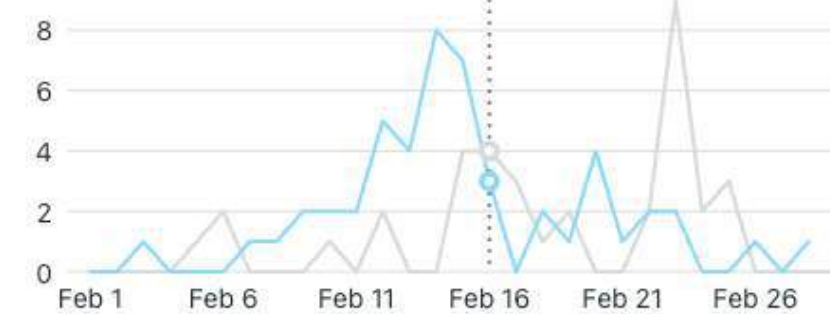
39.9K



## Follows ⓘ

📄 Export ▼

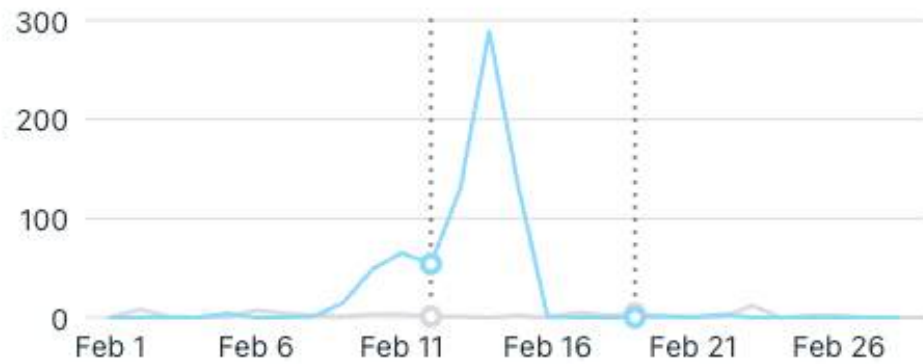
50 ↑ 38.9%



## Link clicks ⓘ

📄 Export ▼

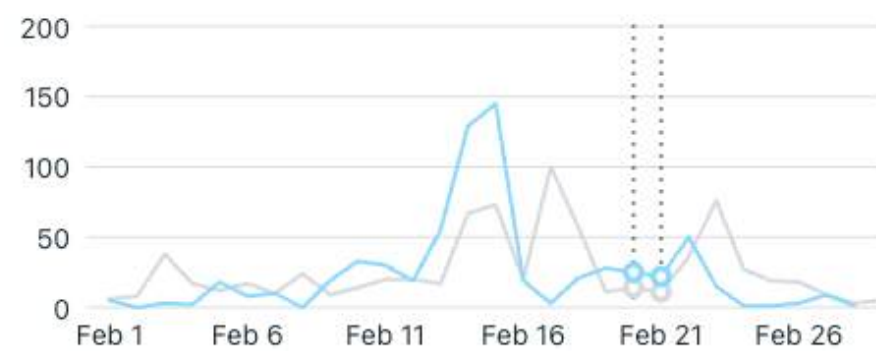
743 ↑ 1.1K%



## Visits ⓘ

📄 Export ▼

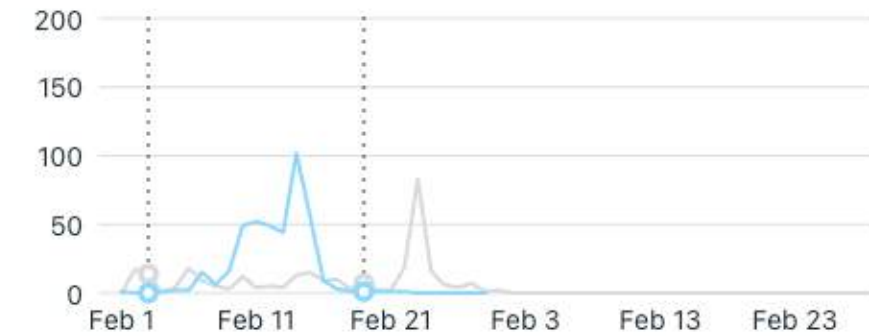
674 ↓ 11.1%



## Content interactions ⓘ

📄 Export ▼

412 ↑ 40.6%



# EVENT BUDGET

Graphic Design & Website Updates - Urban Nerd Studios	\$1,253
Onsite Audio Visual Services - Conjure Productions	\$3,450
Event Production Services - Sound Ground LTD	\$5,000
(18) 24" x 36" Coarafoam Posters for Aframes - FedEx	\$804.82
Public Relation Services - Lambe PR	\$750
Bands & Performers (11 total performance groups)	\$8,360
<b>Total</b>	<b>\$19,618</b>

FIVE ★ POINTS

# FIRST FRIDAY



HONOR THE ROOTS. ENJOY THE FRUITS



# JAZZ HOP

WELTON ST. FIVE POINTS DENVER, CO



5.2 | 6.6 | 7.11 | 8.1 | 9.5 | 10.3 | 11.7 | 12.5

