

# FIVE POINTS

BUSINESS IMPROVEMENT DISTRICT

## SPECIAL FPBID STAKEHOLDER MEETING

February 8, 2023

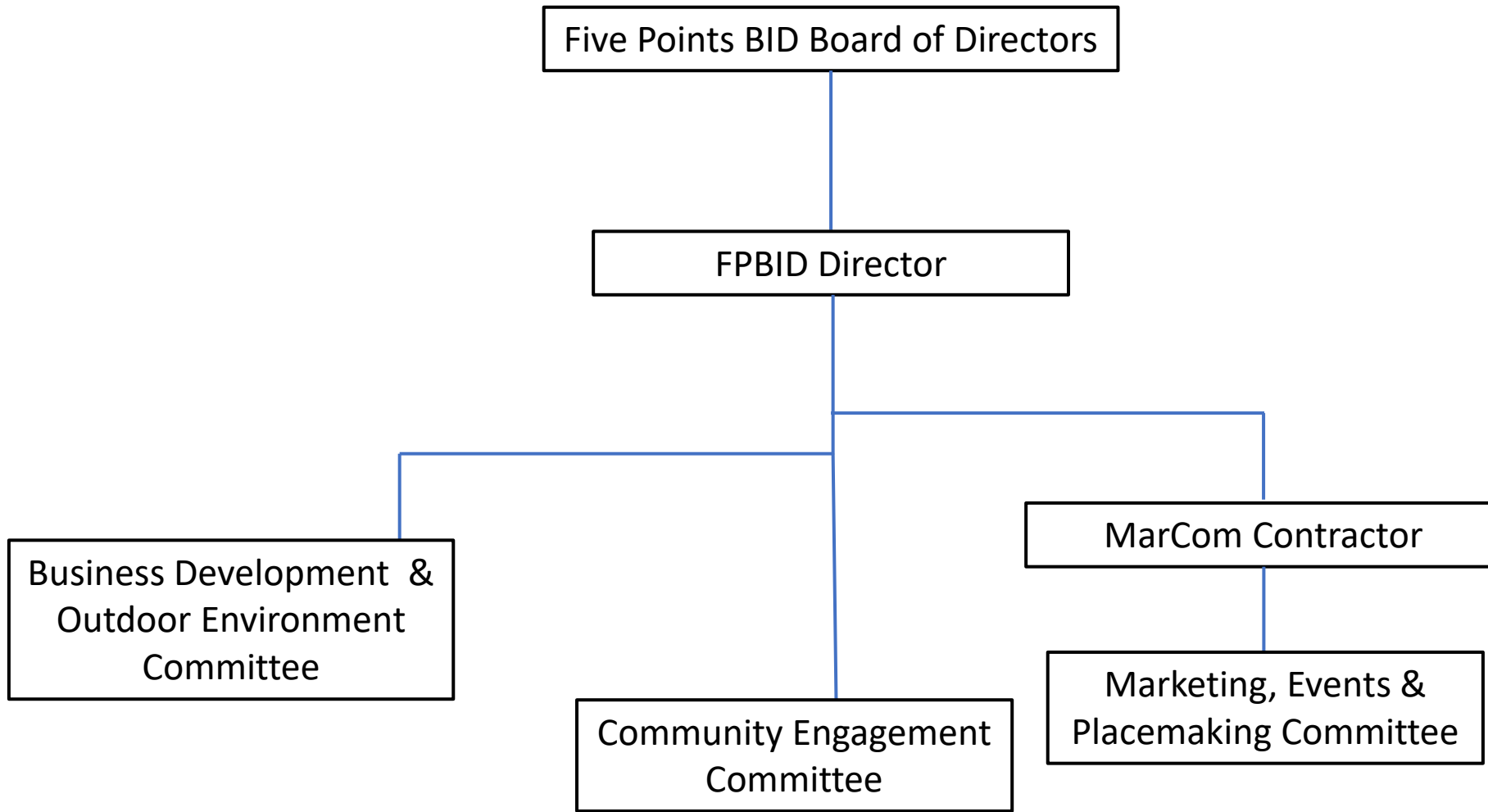
Venture X Denver – Five Points

2590 Welton Street, 2<sup>nd</sup> Floor

### AGENDA

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.

- |         |      |   |                         |
|---------|------|---|-------------------------|
| 4:00 PM | I.   | Welcome, Meeting Overview & BID Areas of Focus  | H. Cowans               |
| 4:15 PM | II.  | Involvement Opportunities & Next Steps  | H. Cowans               |
|         | A.   | Committee Structure   |                         |
|         |      | <ul style="list-style-type: none"><li>• Business Development &amp; Outdoor Environment</li><li>• Marketing, Events &amp; Place Making</li><li>• Community Partners Engagement</li></ul> |                         |
|         | B.   | Board Seat Openings   |                         |
| 4:25 PM | III. | Mission & Vision Development Report   | M. Cipollone            |
| 4:40 PM | IV.  | Administrative and Financial Management of the FPBID  | V. Martinez             |
|         | A.   | Review of Scope of Admin and MarCom Agreements Scope of Work  |                         |
|         | B.   | Review of 2023 Approved Budget  |                         |
| 4:50 PM | V.   | Defining Priorities   | P. Books &<br>H. Cowans |
|         | A.   | Facilitated exercise to survey and determine stakeholder priorities and potential changes to 2023 Operating Plan and Budget   |                         |
| 5:50 PM | VI.  | Regular Board Meeting Date Discussion & Wrap up   | H. Cowans               |
| 6:00 PM | VI.  | Adjourn   |                         |



# FPBID Open Board Positions

- 2 Seats open currently, First term expires June 2024
- 3 Board Members end 2<sup>nd</sup> of optional 3 terms June 2023
- Up to 3 3-year Terms

## Application Process

- Must be elector (Business or Property Owner)
- Submit application through Mayors Office
  - ✓ Go to [Denvergov.org](https://denvergov.org) and search Boards and Commissions



FIVE  POINTS  
BUSINESS IMPROVEMENT DISTRICT

February 7, 2023



**Big Onion  
Partnerships**

CULTIVATING LAYERS OF RESILIENCE

# Mission Statement

The Five Points BID unites businesses and commercial property owners by maintaining the business corridor, and catalyzing inclusive economic development & cultural preservation.



# What are core values?

- Deeply ingrained principles that guide all of the FPBID's actions
- Values define what makes you uniquely you



*“Being inherent and sacrosanct; core values can never be compromised, either for convenience or short-term economic gain.” - Collins & Porras, 1994*

# Proposed Values

Economic  
vibrancy

Creative vision and  
tenacity

Celebrating what  
makes us unique

OUR ROOTS INSPIRE  
OUR FUTURE

 FIVE POINTS  
HISTORIC CULTURAL DISTRICT

OUTFRONT

13910

The  
715  
Cocktails

Clarkson

Weaving values into your operations



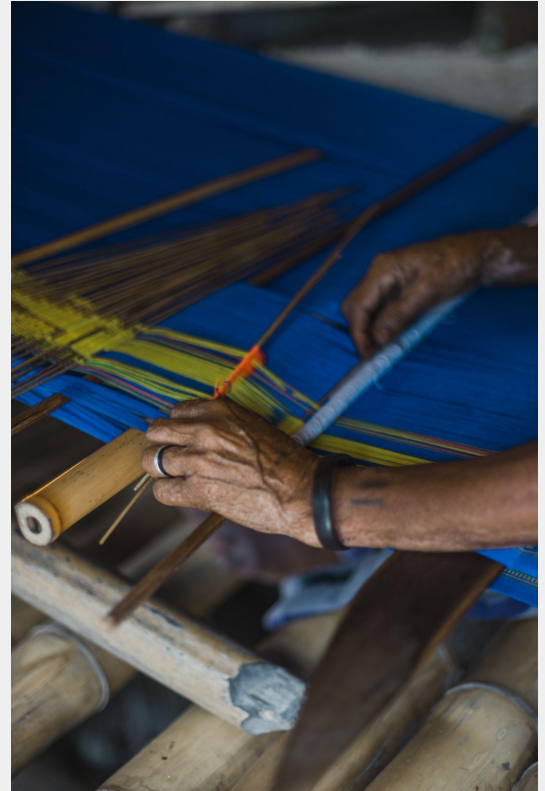




**From someone's very first interaction with the Five Points BID, you want to completely immerse them in an experience of economic vibrancy, creative vision & tenacity, and celebrating what makes you unique.**

# Weaving Values into Your Work

- As you are making important decisions, reflect on your core values and look for alignment and conflict
- Use values when you talk about decisions you make or in stories you tell
- Recognize (individually, publicly) specific actions people take that demonstrate your values in action



# Weaving Values into Your Work

- Board meetings - values reflections:
  - Where have you seen creative vision & tenacity in action this week?
  - Where you struggled to put our values into practice?
  - When have 2 of our values come into conflict for you?
  - What changes can we make - small or large - to bring these values to life in a more meaningful way?

# Marketing & Communication

- Add new mission and values to website
- Highlights stories of values in action in e-newsletters or social media
- Make quick videos of people talking about what FPBID's values mean to them and post on social media



THANK YOU



<https://www.bigonionpartnerships.com/>

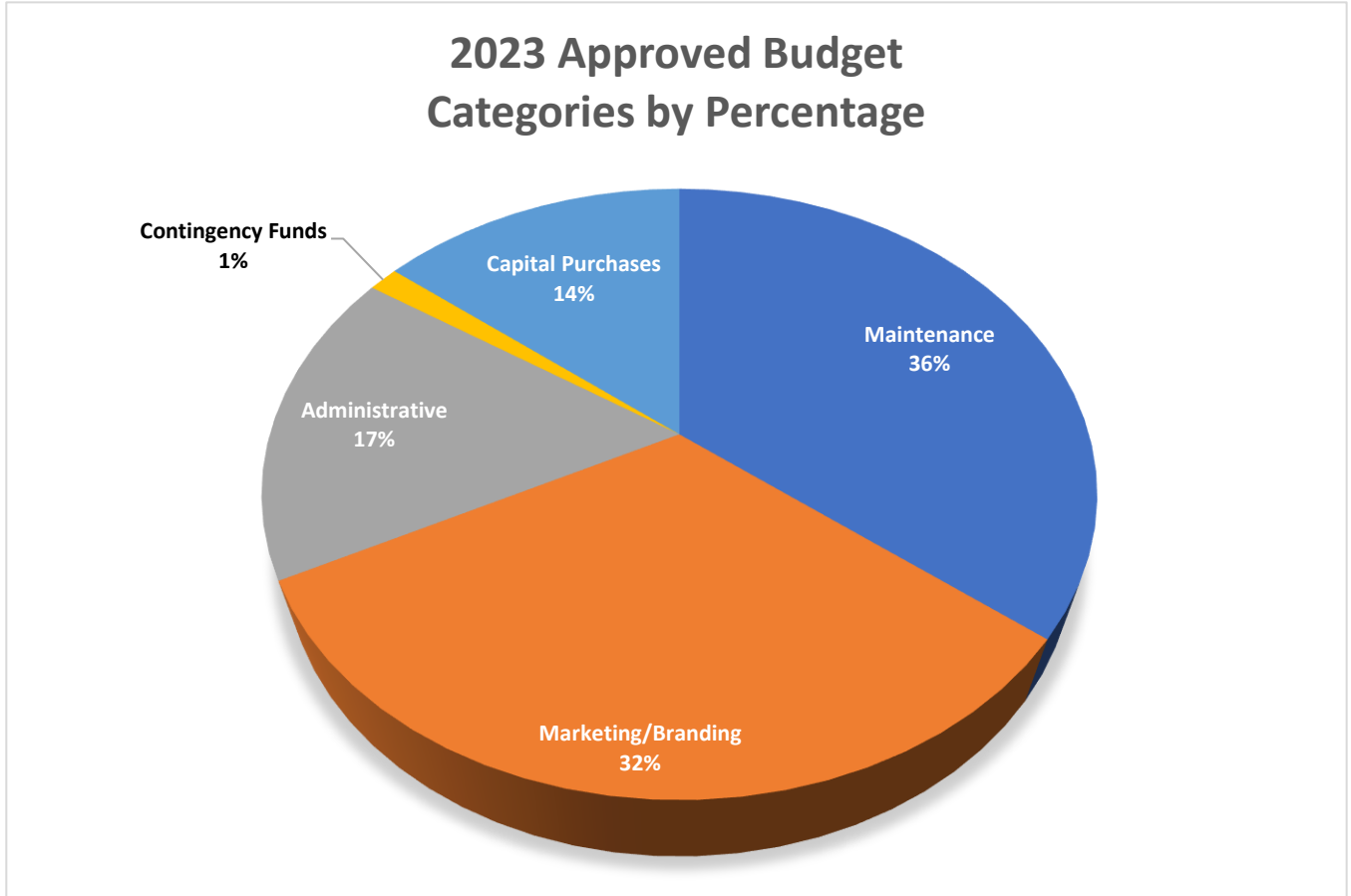


**Big Onion Partnerships**

CULTIVATING LAYERS OF RESILIENCE

FPBID Operating Structure		
District Coordinator	Marketing & Communications	Event Planning
Administration	Social/E-Media Outreach	Event Production
Outreach	Database Management	Outreach
Contractor Management	Website Design & Mgmt.	
Financial Management	Graphic Design	
	PR & Community Outreach	
	General Project Mgmt.	

		2023 Approved Budget
<b>Beginning Cash and Fund Balance</b>	<b>\$</b>	<b>210,618</b>
<b>Income and Other Sources</b>		
Mill Levy Income-FPBID		264,943
DURA Payments		30,000
CCD Office of CASR EV Charger Grant Support		-
CCD - NACTO Grant (Soul Street)		-
Jazz Activation Grant		-
Trasfer of funds from 14th Street LMD		-
<b>Total Income and Other Sources of Funds</b>		<b>294,943</b>
<b>Total Available Resources</b>	<b>\$</b>	<b>505,561</b>
<b>Expenditures</b>		
Maintenance		128,320
Marketing/Branding		115,536
Administrative		60,830
Contingency Funds		5,000
<b>Total Ongoing Expenditures</b>		<b>309,686</b>
Capital Purchases		51,600
<b>Total Expenditures</b>	<b>\$</b>	<b>361,286</b>
<b>Ending Cash and Fund Balance</b>	<b>\$</b>	<b>144,275</b>



**Five Points Business Improvement District  
FY2022 Budget Projections & Amendments and 2023 Draft Budget**

	2022 Budget Projections & Amendments	2023 Approved Budget
<b>Beginning Cash and Fund Balance</b>	236,095	210,618
<b>Income and Other Sources of Funds</b>		
Mill Levy Income-FPBID	294,000	264,943
DURA Payments	30,138	30000
CCD Office of CASR EV Charger Grant Support	10,000	-
CCD - NACTO Grant (Soul Street)	9,999	-
Jazz Activation Grant	24,000	-
Trasnfer of funds from 14th Street LMD	30,654	-
<b>Total Income and Sources of Funds</b>	398,791	\$294,943
<b>Total Available Resources</b>	<b>\$634,886</b>	<b>\$505,561</b>



**Five Points Business Improvement District  
FY2022 Budget Projections & Amendments and 2023 Draft Budget**

	2022 Budget Projections & Amendments	2023 Approved Budget
<b>Expenditures</b>		
<i>Maintenance</i>		
General Maintenance Contract	67,766	68,270
Other Maintenance	13,000	2,000
Plazas Maintenance	10,000	15,000
Snow Removal	18,000	20,000
Utilities	4,000	3,500
Pedestrian Streetlight Maintenance & Repairs	-	2,000
Historical Monuments Maintenance & Repairs	-	2,000
Irrigation Repairs	2,000	1,500
Tree & Landscape Maintenance	13,000	14,050
<b>Total Maintenance</b>	<b>\$127,766</b>	<b>\$128,320</b>

## Five Points Business Improvement District

### FY2022 Budget Projections & Amendments and 2023 Draft Budget

	2022 Budget Projections & Amendments	2023 Approved Budget
<i>Marketing/Branding</i>		
Marketing Administration	51,333	50,000
Marketing Programs	5,000	5,000
Events & Activations Grant Fund	18,404	7,500
First Friday Jazz Hop	400	-
Juneteenth	4,700	-
Event Sponsorships/District Advertising		
Five Point Jazz Festival Sponsorship	8,000	8,000
Juneteenth Music Festival Sponsorship	-	5,000
First Friday Jazz Hop Sponsorship	-	2,500
Five Points Atlas Advertising	1,668	3,336
FPBID Managed Activations		
Holliday Stroll	10,000	10,000
Holiday Sound System	4,000	-
District Marketing/Placemaking		
Constant Contact Email Service	540	600
Website Map & Listings (My City Bikes)	546	600
Holiday Lighting	15,000	15,000
Banners - Pedestrian Streetlights	3,500	3,500
Banners - Xcel Light Poles		2,500
Media Blitz Campaign	2,000	2,000
<b>Total Marketing/Branding</b>	<b>\$125,091</b>	<b>\$115,536</b>

<b>Five Points Business Improvement District</b>		
<b>FY2022 Budget Projections &amp; Amendments and 2023 Draft Budget</b>		
	<b>2022 Budget Projections &amp; Amendments</b>	<b>2023 Approved Budget</b>
<i>Administrative</i>		
General Administration	22,000	55,000
Bank Charges & Fees	130	130
Dues & Memberships	673	700
Planning Retreat	7,250	0
Insurance	3,000	3,000
Legal Fees	3,000	2,000
Total Administrative	\$36,053	\$60,830
<i>Contingency Funds</i>	15,000	\$5,000
<b>Total Ongoing Expenditures</b>	<b>\$303,910</b>	<b>\$309,686</b>

**Five Points Business Improvement District**  
**FY2022 Budget Projections & Amendments and 2023 Draft Budget**

	2022 Budget Projections & Amendments	2023 Approved Budget
<i>Capital Expenditures</i>		
<i>Gateway signage</i>	30,000	0
<i>Activations 1 time (assess what works and consider for future. See Test Activations Tab)</i>		41600
<i>Xcel Pole Banner Brackets &amp; Banners</i>	20,000	0
Security Expenditures	10000	10,000
Wakanda on Welton	10,000	-
Billboard Campaign	9,630	0
EV Charge Ahead Colorado Grant	-	0
Historical Monument Repairs & Reprint	12728	0
Pedestrian Streetlight Restoration & Replacement	28000	0
<i>Total Capital Expenditures</i>	\$120,358	\$51,600
<i>Use of Reserve Funds</i>	-	-
<b>Total Expenditures</b>	<b>\$424,268</b>	<b>\$361,286</b>
<b>Ending Cash and Fund Balance</b>	<b>\$210,618</b>	<b>\$144,275</b>

## Proposed Test Activations (Capital Expenditures)

Proposed Event	Budget	Month
Black Jazz History Experience	\$ 8,000.00	February
Flavors of Five Points	\$ 5,500.00	March
Easter (RNO Activation Grant + Social Media)	\$ -	April
Wednesdays on Welton	\$ 4,000.00	April
Five Points Sunset Jazz (May - October)	\$ 2,000.00	(May - October)
All Star Coaches Classic - Negro League History	\$ 5,000.00	July
4th of July (RNO Activation Grant + Social Media)	\$ -	July
Swinging August Nights	\$ 5,000.00	August
Street & Sidewalk Art Tours	\$ 5,000.00	September
Halloween (RNO Activation Grant + Social Media)	\$ -	October
Small Business Saturday	\$ 2,000.00	November
Thanksgiving (RNO Activation Grant + Social Media)	\$ -	November
Holiday Jingle Market to compliment Holiday Stroll	\$ 5,000.00	December
<b>Total</b>	<b>\$ 41,500</b>	


Tied to grant applications. Implementation dependent on grant award.

# Five Points BID Stakeholder Priorities & Feedback Survey

- Online survey fill out now or later
- Link: [www.surveymonkey.com/r/2023FPBID](https://www.surveymonkey.com/r/2023FPBID)

1. Please indicate how you are associated with the BID  0

- Business and Property Owner
- Business Owner
- Property owner
- Interested community member
- Other (please specify)

2. Please rank the services the BID can offer, above and beyond the base services, in order of your priority  0

	<input type="text"/>	Daily/General Maintenance
	<input type="text"/>	Snow Removal
	<input type="text"/>	Advocacy
	<input type="text"/>	Activation/Event Support
	<input type="text"/>	Holiday Lights
	<input type="text"/>	Actively monitored security cameras
	<input type="text"/>	Physical security presence
	<input type="text"/>	Business recruitment/retention
	<input type="text"/>	Employing an executive director or company to oversee BID to do admin and much of the marketing on a full time basis
	<input type="text"/>	Neighborhood beautification (graffiti assistance on private property and new physical improvements)

3. Any other services we are missing and how high would you rank them?  0

4. In thousands, please indicate how you would budget the following items. The total available to spend is \$200,000. ☞ 0

General

Maintenance -  
current daily service  
is \$70,000 (range  
options include  
\$0-\$70,000)

Snow Removal -  
current budget is  
\$20,000 (either  
choose \$0 or  
\$20,000, as a yes or  
no answer)

Activation/Event  
Support - current  
budget is \$38,000  
for Jazz Fest,  
Juneteenth, First  
Friday Jazz Hopp,  
Grant Fund, and  
Holiday Stroll (either  
choose \$0 to  
\$70,000)

Holiday Lights -  
current budget is  
\$15,000 (choose  
between \$0 and  
\$30,000)

Actively Monitored  
Security Cameras -  
every monitored  
camera is  
\$1,500/year. To  
cover just points  
intersection, it would  
cost XXX (choose  
between \$0 and



Physical security presence - on call Mon, Tues, and Wed, and Sun, then 3 whole cooridor patrols Thurs, Fri, and Sat was quoted at \$146,000 (choose between \$100,000 to \$200,000)

BID Oversight (choose one)- Simple admin to oversee running of basic BID items already included in basic level services for BID (choose \$0)


BID Oversight (choose one) - Current model where we have part time contract for Admin and then contract for marketing/events (\$80,000-\$25,000 = \$55,000)


BID Oversight  
(choose one) - Full  
time path. This  
person would  
oversee most admin  
and marketing. In  
addition, they would  
pursue grants,  
business  
recruitment,  
advocacy, and be  
available 5 days a  
week (whether it be  
employee or  
contractor). We  
would contract for  
small items not  
possible to be  
covered by a single  
person.


(\$120,000-\$25,000 =  
\$95,000)

Graffiti assistance  
on private property  
(already covered on  
public property with  
maintenance  
contract) - currently  
we don't do this  
(choose either \$0 or  
\$25,000)

Neighborhood  
improvements (entry  
signs, lights, trees,  
etc) - (choose  
between \$0 and  
\$100,000)


5. Please let us know neighborhood beautification ideas you have?  0





6. Any other thoughts/feedback you have for the Five Points BID?  0

7. Do you have an interest in being on the board?  0

Yes

No

8. Please rank what time of day would you prefer the Five Points BID meeting to be held?  0

		8am
		10am
		12pm
		2pm
		4pm
		6pm

9. Please indicate below if you have an interest in any of the following committees  0

Marketing and Events

Community Engagement

Business Engagement (security, retention, beautification, recruitment)



**How it works:** Our team installs state of the art cameras on your property. We use Artificial Intelligence to manage notifications and live streams from the cameras. Our agents watch the cameras from 7pm-7am each day/7 days per week. The agents engage suspects through our two way talk in real time to mitigate crime. Learn more at <https://overwatch.live/>

## **The Best Crime Prevention Tool in the Market!**

### **Benefits of Virtual Guarding:**

- Agents always show up
- 90% Crime reduction, just by having the cameras alarmed (Blue and Red LED illuminate in the AI Zones )
- No turnover, less people on your site knowing sensitive information.
- Virtual Guards don't sleep on job
- Cost Savings of 40%-80%

-Live agent monitoring is a force multiplier in that there are multiple agents on hand to address threats and security issues. Rather than a lone guard in a specific location at a designated time, you now have a team and artificial intelligence protecting your property and tenants.

**5 Points Neighborhood Offer 25% off Monitoring: \$120.00/Month First Camera, \$80.00/month 2nd camera and beyond. Cameras and Install pricing varies based upon application.**

**Monitoring agreement required of 12 months**

**60-80% Cost savings vs a traditional security guard**

Learn more at <https://overwatch.live/>

Email: [info@overwatch.live](mailto:info@overwatch.live)