Havana Business Improvement District

2010 Annual Report

www.OnHavanaStreet.com

Business and Commercial Property Owners,

In this report, you will find details about the accomplishments in 2010 and objectives for 2011 of the Havana BID. We are a business district that represents you, our stakeholders, who invest in the economic vitality of the Havana District.

Based on our strategic planning sessions and discussions with stakeholders, our primary mission continues to be economic development of the Havana corridor. Our programs include: Business support and attraction, consumer marketing, special events, district identity and image, program management and ratepayer communication. We appreciate your support and assistance in our BID efforts and sharing our goal of an economically viable, attractive business district.

Sincerely,

BID Board of Directors:
Paul Suss, Suss Buick-GMC
Jack Tierney, Budget Car Sales
Dumitri Palea, Dumitri's Family Restaurant
Matt Rauzi, Colorado's Pro Gym
Scott Goldammer, Miller Weingarten Realty, The Gardens on Havana
Milena Caldwell, representing ECD CO
Michael Sheldon, representing Fan Fair owners
John Ikalowych, Wells Fargo Business Banking
Kim Dammer, The Summit Steak House & Cabin Bar
Gayle Jetchick, BID Executive Director

Advisors:
Larry Berkowitz, Grimshaw & Harring, PC, Legal Advisor
Andrea Amonick, Urban Renewal Manager, City of Aurora
Melissa Rogers, Urban Renewal Project Manager, City of Aurora
Mike Smyth, Planning Supervisor, City of Aurora

A Snapshot of the Havana BID:

4.3 miles in length
6th Avenue to Dartmouth Avenue
209 real commercial properties
539 businesses/tenants
106 new jobs created in the District from Jan-Nov 2010

Sales Tax Revenue from BID:
2008 $12,637,352
2009 $12,178,876

% of Total City Sales Tax Coming From BID:
2008 10.04%
2009 10.13%

Use Tax from BID up > 50%:
2008 $121,378
2009 $244,503

District Assessed Value:
2008: $72,233,880
2009: $84,854,490
2010: $84,220,260

4.5 mill levy to fund BID
2008 Budget: $340,000
2009 Budget: $356,000
2010 Budget: $364,000

Vacancy rate by square footage of 18 retail centers in the Havana BID:
Nov. 2008: 8.2%
Nov. 2009: 8.0%
Nov. 2010: 8.4%

Unique experiences in Shopping, Dining and Living...Making your Life more Interesting!

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2010 District Identity Activities & Accomplishments:

Our District Identity Projects are improving the look, feel and marketability of the District:

- Eight District Identity Markers and 12 Logo Panels were installed at several key locations in the District from Jan - Oct 2010.
- We worked out a Master License agreement with the City of Aurora and were able to install custom newspaper condo racks between Florida & Mississippi.
- Created a District Brochure and plan to have copies available for distribution in January 2011.
- After obtaining permit approval from the City of Aurora, Xcel Energy and CDOT, we were able to hang our Cruzin' Havana and Celebrate Spring street banners from May 20 through June 20.
- We also got approval from all three entities for a Holiday Street banner program. The banners were up for our Holiday Shopping Events.

Objectives for 2011:

- Continue to work on the District Identity Marker project to get more district markers and logo panels in place in the District.
- Work with the City, CDOT, neighbors, business owners and commercial property owners on the Havana North Redevelopment Plans.
- Continue the newspaper condo rack project to get more custom news racks installed in place of the plastic newspaper boxes.
- Work with CDOT, Xcel Energy and The City of Aurora to do street banner programs for at least Cruzin' Havana and the Holidays Shopping Events.
- Safe & Clean: Continue to work with our business watch program to keep our crime rate at its present low levels.
- Streetscape: Continue work with our businesses to assist them through the city processes to implement the Havana Street Overlay District streetscape plans for a Beautiful Havana.

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2010 Economic Development Activities & Accomplishments

The Havana BID is working to enhance the business climate to recruit, retain and grow businesses and new development. The BID:

- Partnered with the City of Aurora to fund a blight study and environmental assessment of the Havana North/Fan Fare area. Went before Aurora City Council on in November for the official declaration of blight and statement of suitability for urban renewal.
- Partnered with the Aurora Business Development Center to host training sessions for current and future business owners, including How to Write A Business Plan and a Funding the Dream Workshop.
- Continued to regularly update the Available Properties List and Business Directory on the website.
- Worked with City planners on the draft of the new electronic sign code.

havana motor mile

- Worked as a liaison between businesses and the City on permitting and redevelopment issues, attended preapplication meetings with developers, facilitated referrals, and helped to resolve code complaints.
- Executive director attended City of Aurora policy committee, planning commission and city council meetings on behalf of the BID.
- Completed a survey of the 18 retail centers in the Havana BID to determine how many square feet of vacant retail space we have in the district. This showed an 8.4% vacancy rate. The Gardens on Havana is currently 88.5% leased.
- Worked with the Aurora Chamber of Commerce on grand opening/ribbon cuttings for several district businesses, including KeyBank and Freddy's Frozen Custard & Steakburgers.
- Trademarked the Havana Motor Mile and worked with the dealers and auto service businesses on a new logo.
- Formed the Havana Motor Mile Board to oversee the new brand roll out in 2011.

Economic Development Objectives for 2011

- Work with the City of Aurora, business and commercial property owners and neighbors on the Urban Renewal Plan for the Havana North/Fan Fare area.
- Continue work on our major district identity projects. Approval for these projects has been slow in coming, and we have funds in the budget from 2008-2010 to spend on completing these projects in 2011.
- Shift the focus in 2011 to marketing and promotion of the district by partnering with TV stations and newspapers. We plan to market the district in a very positive light and advertise our events to attract people into District.
- Beta test the new "dashboard" features on our OnHavanaStreet.com website and custom Facebook page, which will include the addition of video on the home page.

- Work with the car dealers, auto service providers and restaurants to optimize the new Havana-MotorMile website and Facebook pages
- Work with the new Havana Motor Mile board on the brand roll out on 9News & 850 KOA radio in 2011. This will include creating "vignette" commercials to promote the district as the premiere destination for everything automotive.
- Continue to host monthly events to draw people into the district to shop and eat at our businesses, and continue to foster a strong community spirit in the Havana District.
- Continue to work with individual property owners to help them understand and implement the Havana Street Overlay District streetscape and kit of parts design manual.
- Continue to work with the City of Aurora on revision of the electronic sign code. Find some common ground between the issues of flexibility to improve business profitability and avoiding that, "Vegas look."

2010 EVENTS: Bring customers into the Havana District

Activities & Accomplishments

- January: Business/neighbor food drive and benefit night at Noodles & Co for Comitis Crisis Center.
- February: Valentine's Day Travel the World Through Chocolate at our International markets.
- March: Grand opening of Freddy's Frozen Custard, Cabin Fever neighbor/business come together party, Cruzin' Havana Booth at Denver Auto Show, and benefit night for The Aurora Singers at Noodles & Co.
- April: How to Write A Business Plan business workshop and our 2nd annual Earth Day Recycling Event.
- May: National Hamburger Month at our restaurants, training session for volunteers to tend the rose garden, spring garden clean-up, first Rose Garden Concert at The Gardens on Havana, and Funding the Dream business workshop at LePeep.

- June: 3rd Annual Cruzin Havana Car Show and Poker Run attracted 6,000 classic cars and hundreds of people into the District. Second Rose Garden Concert at The Gardens on Havana featuring the country/rock band OldSkool. All-dealership new and used car sale in conjunction with Cruzin' Havana.
- June-October: The Farmers Market set up every Tuesday at the former city building at 1470 S Havana
- July: Wright Amusements Carnival at Fan Fare, HBID Open Golf Tournament at CommonGround to raise funds for the junior golf training program at the course. Rose Garden jazz concert at The Gardens on Havana.
- August: KeyBank grand opening and ribbon cutting. Last rose garden concert, ice cream social and fund raiser for The Aurora Symphony Orchestra at The Gardens on Havana.
- September: Taste of Aurora at The Stampede, and the Tapas and Teas event at our International Markets.

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2010 EVENTS: Continued

October: Halloween "Spooky Walk" trick or treating event at The Gardens on Havana.

November-December: Annual Stakeholders' Meeting. Ugly Holiday Sweater Party—our fall business and neighbor come together event. Holiday Shopping Events with Holiday Shopping Spree, Caroling at The Gardens on Havana, and Secret Santa Event where our Santas bearing gifts thank people for doing their shopping On Havana Street.

2011 Events Schedule

Note: The Havana Motor Mile Board will be meeting to plan the brand roll out, marketing plan and events for the new Havana Motor Mile in 2011. Watch the website for updates.

General Events for 2011 include:

January: Neighbor/business food drive for Comitis Crisis Center with fund-raiser at Noodles & Co to replenish the food bank after the Holidays.

February 12: Travel the World Through Chocolate event at our International Markets.

March 18: Cabin Fever Party—our spring neighbor/business come together event.

April 23: Earth Day Recycling Event.

May 7: Rose garden volunteer training and spring rose garden clean-up. May, all month long: National Hamburger Month Celebration in our restaurants. May 24: First Rose Garden Concert at The Gardens on Havana.

June-October: Farmers' Market returns at a new location.

June 18: Fourth Annual Cruzin' Havana Car Show & Poker Run. June 21: Second Summer Rose Garden Concert at The Gardens on Havana.

July 18: 3rd Annual HBID Open at CommonGround. The Colorado Junior Golf Association joins us this year in this major fund-raising tournament for junior golf. July 26: Third Summer Rose Garden Concert at The Gardens on Havana.

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2011 EVENTS: Continued

August 23: Final Summer Rose Garden Concert and Ice Cream Social at The Gardens on Havana. This is a fund raiser for the Aurora Symphony Orchestra.

September: Taste of Aurora.

September 24: Tapas and Teas International Market Event.

October 15-23: 4th Annual International Restaurant Week.

October 22: Recycling event and food drive/fund raiser for Food Bank of The Rockies at Western Centers.

October 29: Halloween Trick or Treating Event at The Gardens on Havana.

November: Fall business-neighbor come together event and our annual stakeholders' meeting.

December: Holiday Shopping Events starting Black Friday weekend and running through mid-December.

2010 Program Management and Ratepayer Communication: Activities & Accomplishments

- Published a quarterly stakeholder's newsletter, e-mailed to the distribution lists and hand-carried to those businesses without email.
- Sent out e-mail blasts to stakeholders. distribution list with breaking news and grand openings.
- Held monthly BID board of directors meetings, the third Thursday of each month at Dumitri's Restaurant, 1911 So Havana.
- Published monthly Life on Havana Street e-Newsletters.
- Updated website, FaceBook, Twitter and Meet Up throughout the year.
- Made regular in-store visits to stakeholders throughout the year.

We plan to continue the same strategy in 2011.

Comings and Goings in The Havana District Jan-Nov 2010

9 businesses closed
30 businesses opened

106 jobs gained in district as a result of the business openings

Opening Soon:

Buffalo Wild Wings at The Gardens on Havana

7-11 at Birchtree Center

Radio Shack at The Gardens on Havana

Wells Fargo Bank at The Gardens on Havana

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Our 2011 Budget $364,000 Budget Breakdown:

- **14% for program management, governance and ratepayer communication**
- **68% for economic development, marketing, business consulting and advocacy**
- **13% for district identity and community sense**
- **5% reserves**

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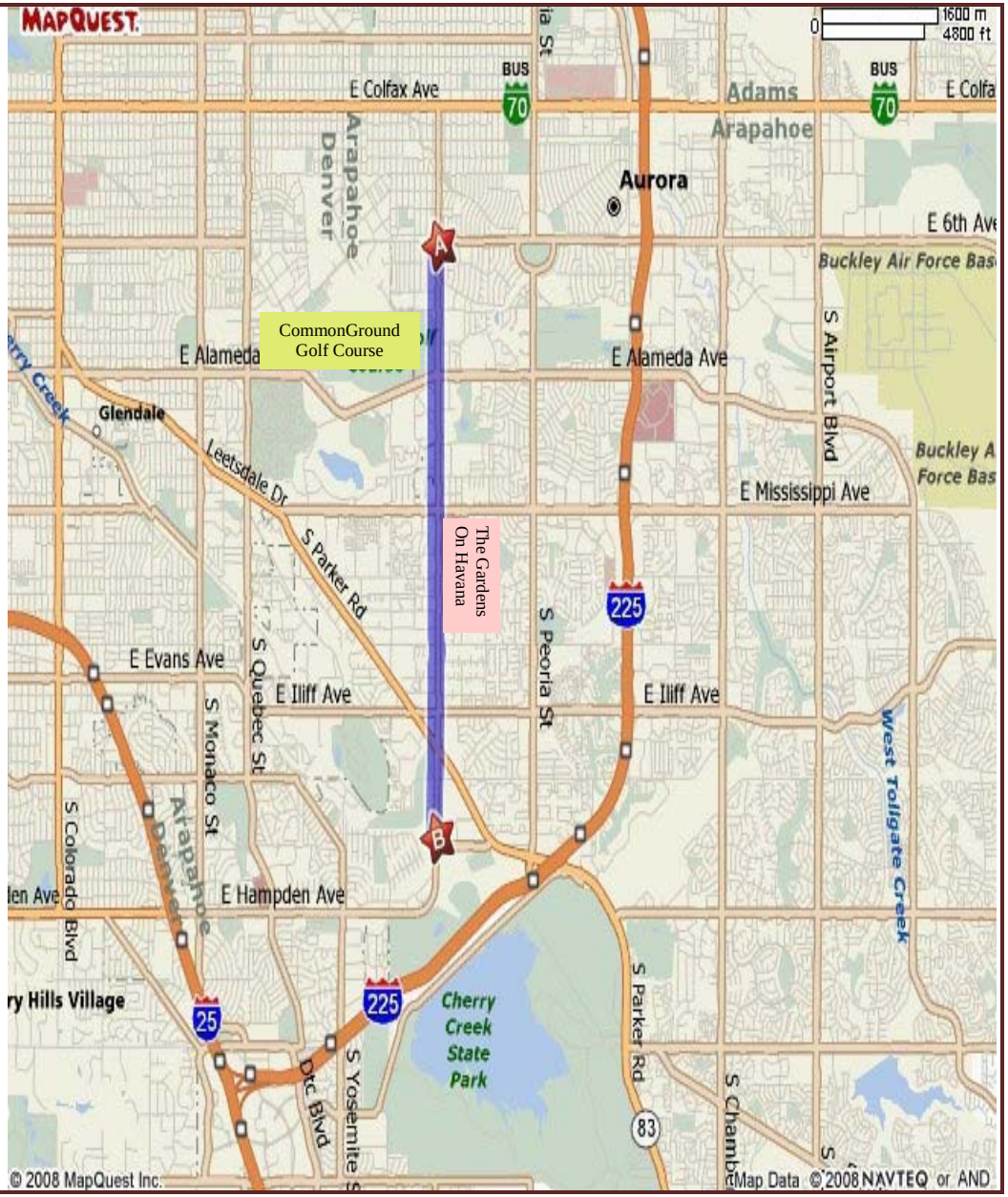
Havana Business Improvement District
4.3 Miles on Havana Street
6th Avenue to Dartmouth Avenue

Business Office:
337 Oswego Street
Aurora CO 80020
Office: 303-360-7505

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