



# LAKESWOOD-WEST COLFAX BUSINESS IMPROVEMENT DISTRICT PROPOSED OPERATING PLAN & BUDGET - 2019

## CORRIDOR CONTEXT

Colfax Avenue has been at the epicenter of cultural and entrepreneurial activity in the metro area for 150+ years. Colfax Avenue—U.S. 40—part of the old Coast-to-Coast Victory Highway from Atlantic City to San Francisco—was supplanted by the modern interstate system but was never forgotten by the legions who have experienced the unique culture and character that is Colfax Avenue—Main Street Colorado.

Colfax earned its reputation as the nation’s longest continuous commercial thoroughfare— and the glitter and grit that comes with it. Though connected by history and geography to stretches of the avenue in Denver and Aurora, West Colfax is a clearly delineated segment. And the Lakewood section of the historic avenue—along with its businesses and neighborhoods— has a story to tell that’s all its own.

U.S. 40, historic West Colfax—the Gateway to the Rockies—was *the* place to be in the 40s, 50s, and 60s. The West Colfax story is as vivid as any in the country. It comes with its own lore—rich in character and creativity. Along West Colfax, mid-century buildings and multi- generational businesses continue to embody the Colfax culture, a carryover from the 1950s car culture and America’s love of the open road. Colfax speaks to the “Americana” in all of us. Its heritage and heart—the neon and neighborhoods, the diners and dance halls, the motels and motorcycles, the galleries and gathering places—that’s what keeps it relevant today.

There is no question that the West Colfax story is as varied as any in the country. As Lakewood’s historic heart, the West Colfax Corridor has seen both high and low times. As we progress through the second half of the millennium’s second decade, West Colfax is re-emerging from years of economic challenges, and artists and entrepreneurs are the vanguard rallying behind both traditional and creative enterprises. Energized by a number of factors, including the corridor’s 40 West Arts District and West Colfax Community Association, the renaissance is happening right before our eyes.

While still in its early stages, the West Colfax transformation is taking place across the economic spectrum—two of the corridor’s largest private employers have new and expanded headquarters facilities (Terumo BCT and FirstBank, respectively), Rocky Mountain College of Art + Design (RMCAD) has announced higher enrollment for the fall semester, Benchmark Theatre is building on the momentum created by the EDGE Theater by taking over The E Project and

continuing to produce high-quality live dramatic productions, Broad Street acquired and has transformed the old JCRS Shopping Center that's home to Casa Bonita and has just recently (June 2018) purchased the east side of the center and plans to marshal it through a similar transformation, topnotch, high-profile galleries Pirate Contemporary Art, Next Gallery, and Edge Gallery have moved into the arts district, two new developments in the corridor, West Line Flats and West Line Village have seen strong market acceptance bringing our community much needed new housing stock, both for-sale and rental, along with approximately 2500 additional residential units in different stages of development, which brings our commercial corridor the new residents that local businesses need to succeed and grow, and multi-generational businesses are investing millions in upgrading their businesses, such as the Rockleys at Rockley Music, the Bettmanns at Colorado Frame & Art, the Veldkamps at its florist, garden and gift center, and the Pasternacks at their retail space—now evolving into a new art retail space in the district.

All this is supported by an active and engaged community . . . the energy and advocacy from West Colfax Community Association (WCCA) and neighborhood associations, the momentum of 40 West Arts District as a magnet for creative enterprises and new visitors, and a resolute commitment from the City to sustain the revitalization with both policies and strategic capital investment.

Among the catalysts for this new investment, the long-awaited opening of light rail arrived in April 2013, triggering young families and millennials to notice the area—because of light rail, because of the arts district, because its relative affordability . . . and because it was a community on a positive trajectory.

This year, 2018, saw the culmination of a significant two-year community collaboration—the completion and launch of the first phase of the 40 West ArtLine. The ArtLine, a four-mile walking and biking art experience that connects three parks in the area and includes 70+ art installations along the route. And this is just the beginning. Funded in part through a grant from the National Endowment for the Arts (NEA) awarded jointly to the City of Lakewood and 40 West Arts District (with matching funds from the BID), the ArtLine is a major milestone that has already distinguished Lakewood's oldest commercial corridor in local media and throughout the real estate community. The ArtLine, an asset for local residents and a destination for visitors seeking a unique outdoor art experience, will continue to grow, add experiences, and attract visitors and new businesses to the corridor. The collaboration required to attain such a grant—the largest NEA grant ever received by the City and the largest award given to any organization in the state of Colorado in 2016—is a testament to the energy and commitment of the City and its partnership with all the local West Colfax-based organizations.

With its more flexible zoning, the catalytic impact of light rail, fresh creative energy from 40 West Arts and RMCAD, and the quirky history that makes Colfax cool, Lakewood's West Colfax corridor is well positioned to be the next big thing in metro area real estate.

West Colfax is the convergence of a rich history and an innovative future. It is a creative

community that embodies a freedom-loving lifestyle and the energy of American entrepreneurialism. How do we leverage the nostalgia of the past, the energy of the present, and package it for the future? The answer is continued collaboration. With sustained, integrated efforts among the City of Lakewood, the three West Colfax-based organizations— the Lakewood-West Colfax BID, the West Colfax Community Association, and 40 West Arts— and an active business community, West Colfax can continue the renaissance and tell the world about the experiences and opportunities in Lakewood’s historic corridor . . . about a community rising up to celebrate the glory of the past and the glitter still to come.

## **PLAN APPROACH - BACKGROUND & FRAMEWORK**

The Lakewood-West Colfax Business Improvement District (BID) was formed in 2011 following a two-year, grass-roots campaign that included scores of community meetings, dozens of presentations to civic groups, and a successful petition process and special election. With the results of the Nov. 1, 2011 special election (81% approval), The Lakewood-West Colfax BID was established as a duly formed business improvement district under Colorado State Revised Statutes.

It is a tribute to the West Colfax community, its property and business owners as well as supporting neighborhood and civic organizations, who together demonstrated their belief in and commitment to the corridor by investing time and resources in the effort to form the BID and help shape its vision. The West Colfax Community Association (WCCA), 40 West Arts (40W), Rocky Mountain College of Art & Design (RMCAD), numerous local business and property owners and a broad range of other neighborhood groups and involved citizens played an integral role in the successful effort to form the Lakewood-West Colfax BID. With the BID as a unifying voice, a predictable funding source, and an operational platform, these groups are working together to manifest the vision embodied first in the West Colfax Avenue Action Plan (adopted Jan. 2006) and now in the West Colfax Vision 2040 Action Plan (adopted Sept. 2015).

The BID is working to energize Lakewood’s historic West Colfax corridor by focusing on the following general activities for investment and advocacy:

1. Support for awareness programs, special events, and other economic development activities to increase knowledge and appreciation of West Colfax businesses and attract more and new customers to the area
2. Advocacy and support for capital improvements, i.e. streetscapes, median enhancements, pedestrian amenities and other maintenance, safety and beautification programs to create a revitalized identity
3. Funding for programs and/or incentives to attract new creative enterprises to the area as well as initiatives for local businesses to encourage clean-up and frontage improvements
4. Financial and operational support for Lakewood’s State-Certified Creative District (40

- West Arts) and other entities that improve the business climate, promote economic vibrancy, create memorable experiences, and enhance the quality of life in the district
5. An active, unified voice for the business and property owners that will allow the district to attract public and private grants, thus bringing additional dollars for programs and improvements to the corridor

These general activity areas all appear in the West Colfax Avenue Action Plan, published in 2006, align with the results of the 2011 survey of corridor property and business owners, and are referenced and updated in the recently adopted West Colfax Vision 2040 Action Plan.

The following pages provide more detail on the BID Operating Plan for 2019. This year builds on programs and activities funded and approved in the 2018 Operating Plan. The BID Board may amend program activities in subsequent years within the general categories authorized by state law and within the context of the approved annual operating plan and budget. Programs and budgets will be subject to annual review by the BID Board of Directors and the local jurisdiction, designated as the Lakewood City Council. The BID budget projections are based on information derived from the current fiscal year and the most recent Preliminary Assessed Values (PAV) data projections from Jefferson County.

## **GENERAL BID PROGRAMMING OVERVIEW**

Programs and activities fall into three broad categories: 1) Economic development and district awareness; 2) District image and identity; and 3) Program management and related communications. Please note, however, that specific programs don't always fit in a single category. Please see BID OPERATIONS: 2019 Focus Areas for details beginning on page 7. An exploration of specific programming that spans these general categories is provided therein.

***Economic Development and District Awareness***—A variety of initiatives are proposed to enhance the overall image and marketability of the Lakewood-West Colfax Corridor and to create a favorable business climate to recruit, retain and grow businesses and new development. The BID Board of Directors will set annual priorities for economic development projects. Options include:

**Business Attraction Programs** will assist brokers and property owners to attract new businesses and development along the Lakewood-West Colfax Corridor. Business and developer attraction program options include periodic meetings, tours, seminars and conferences for brokers, developers, investors, property owners and tenants for the district and connecting interested parties with the resources and people who encourage, support, or facilitate development and redevelopment opportunities. Also, as part of both business attraction and identity programs and its commitment to overall advocacy for the West Colfax Corridor, the BID will continue to support the efforts of the West Colfax Community Association,

40 West Arts District, and other entities aligned with the objectives of this plan. NOTE: The BID programs outlined herein are, in and of themselves, incentives for businesses to locate within the district.

**Business Support Programs** will help businesses stay and flourish within the Lakewood-West Colfax District. The BID will support efforts and programs for businesses that will help promote collaboration among businesses and other corridor organizations for such initiatives as web awareness, promotions, media relations, social media and special events. Our web resources (westcolfax.org, gowestcolfax.org, and 40WestArts.org), our social media platforms (Facebook, Twitter, YouTube, Instagram), and email newsletters are the cornerstones of our business support and outreach efforts. The BID, in collaboration with our partners in Lakewood's Economic Development Department, can also provide liaison services to aid businesses and developers in navigating through the jurisdictional development review and permitting process.

**Community Engagement Programs** will promote the district and the businesses and destinations along the Lakewood-West Colfax Corridor. Options include collaborative planning efforts and cross-marketing activities among organizations and businesses to promote the area as well as establishing an informative and entertaining periodical to circulate within the corridor and throughout the neighborhoods, along with a digital version as e-news to promote the corridor within the district and outside the region to attract more and new customers and more and new investment to the area.

**Stakeholder Communications** will seek to keep stakeholders informed and involved through e-newsletters and community meetings—primarily through its partner organizations, such as WCCA and 40 West Arts—regarding activities within the district and the programs spearheaded or supported by the BID.

**Special Events**, unique to the area, will help to attract interest and pull new customers to the area. The BID will continue its efforts to support and promote corridor events, including arts, music, and other cultural activities, automotive and motorcycle events, restaurant and history tours, business openings, and other themed activities and events to create more energy and excitement about the area and give more people reasons to visit (and in some cases rediscover) the corridor.

***District Identity***—In order to create a greater sense that the Lakewood's historic West Colfax Corridor is a unique, cohesive commercial district, the following initiatives are recommended:

**Visual Identity Programs**, developed in collaboration with the City of Lakewood and aligned with overall community planning efforts, are intended to promote the

overall economic vitality and attractiveness of the area and augment a sense of visual identity for Lakewood-West Colfax Corridor. Visual identity concepts include:

- Gateway signs and/or treatments
- Street furniture and amenities / Bus stop improvements
- Streetscape and landscape design and implementation
- Seasonal banners and decorations (as possible)
- Special projects in the corridor to help define and promote the District
- Traditional and non-traditional public art programs
- Ongoing maintenance of target areas

**Safety and Security** initiatives, including such programs as proactive code enforcement, periodic safety audits and promoting CPTED compliance, to improve patrons' peace of mind and public perception.

**Capital Improvements** such as public art, park development and amenities, streetscapes, pedestrian amenities, and sidewalk and curb improvements. By working with the City of Lakewood to advocate for capital improvement priorities and by seeking and supporting grants, the BID can help work toward the implementation of such improvements. The BID can issue bonds to pay for capital improvements if the Board chooses to do so. BID funds can also be used to match and leverage funds from other sources.

***Program Management and Communications***—To continue the momentum created by the multi-year, grassroots campaign to form the business improvement district and the subsequent broad-based effort to establish, develop, and scale a state-certified creative district, it is recommended the BID take an active role in advocacy for the corridor through activities such as the following:

**Active Involvement**, including board representation and related volunteer service in the planning and implementation of BID-supported organizations, programs, services and events

**Economic Development Coordination** and information exchange with the Economic Development Department at the City of Lakewood, as a consistent and conscious effort to fully leverage and integrate efforts for greater impact

**Additional Coordinated Efforts** with the City of Lakewood, the City of Edgewater, the City of Denver, Denver's West Colfax BID, Jefferson County, Colorado Creative Industries, Colorado Department of Tourism and other state agencies, WCCA, 40 West Arts, RMCAD, Metro West Housing Solutions, other programming partners, neighborhood organizations, real estate professionals, and the development community to highlight and support revitalization efforts,

historic preservation opportunities, and the successful redevelopment of targeted properties within the district

Coordinated efforts with public and private agencies to support **“green” business practices** that lead to energy and resource conservation and greater sustainability for the district

**Following Issues and Advocating for Policies** that will positively impact the Lakewood-West Colfax Corridor in both the short- and long-term

**Seeking and Supporting Grants and Other External Funding** to extend the BID’s capabilities with added funds for projects, programming, and improvements within the district

## **BID OPERATIONS: 2019 Focus Areas**

Drilling deeper into the categories and programmatic options outlined above, this section provides more details and project specificity on focus areas for 2019. Below are the top initiatives for 2019, including a brief description, a goal or purpose, and a metric for each.

NOTE: The first two Focus Areas outlined below are 40 West Arts and West Colfax Community Association (WCCA). These two Focus Areas, both significant areas of investment for the BID, each have their own boards and their own strategic plans. The BID CEO/Executive Director and a staff member from the City of Lakewood also serve on these boards to ensure strategic continuity and integration of efforts. The BID has provided leadership and operational support for 40 West Arts since its formation in 2011 and subsequently during its filing and designation as a 501(c)3 tax-exempt entity in 2012. The BID also provides leadership and operational support for West Colfax Community Association (WCCA), a 501(c)6 business/community association. WCCA, by unanimous vote of its Board, transitioned its operational administration to the BID platform in 2013. Thereafter, with BID support, its board began to implement a strategic planning process to align its goals and programs with those of the BID and its corridor partners. The BID now provides leadership and operational support for both entities, creating a synergistic environment in which WCCA implements business-related programming and 40 West Arts implements arts and culture programming, supported by the funding mechanism and operational infrastructure of the BID—all for the benefit of the West Colfax Corridor.

### 1. 40 West Arts District

- a. Brief Description: 40 West Arts is a 501(c)3 non-profit arts district located along a section of Lakewood’s West Colfax Avenue; it was among the first eleven districts certified by Colorado Creative Industries, a division of Office of Economic and International Trade. Now it is one of 21 state-certified creative districts in Colorado.
- b. Goal/Purpose: 40 West Arts creates and promotes community arts spaces and

community arts events and supports creative enterprises and activities in the district; showcases the creative and cultural attributes of the people and places in our community; and supports and seeks to expand the creative, cultural, and economic vitality of the corridor, the City, and the region.

- c. Metric: 40 West Arts develops and tracks progress toward its internal operational goals in its strategic plan which outlines its programming commitments to the community: For 2019, this includes five (5) juried art exhibitions, three (3) district-wide art walks, two (2) member showcase events, 3 or 4 other arts-related exhibitions or events, at least one performing arts tribute or event, two (2) guest shows, support for youth and senior programming (40W Connects!), and support for the productions and exhibitions by Benchmark Theatre, Lakewood Arts, Rocky Mountain College of Arts + Design, all other district galleries and venues, and other district partners and their events and activities in 40 West Arts District—including the corridor’s largest one-day, annual arts-related event, West Colfax MuralFest (transitioning to The Colfax Art Festival in 2019)—as well as ongoing collaboration with the City of Lakewood, the BID and WCCA on other arts, culture, and community initiatives, i.e. the 40 West ArtLine, which received the National Endowment for the Arts “Our Town” grant in 2016 to implement the first phase of a walking and biking art experience connecting three major district parks with a variety of engaging arts installations and artistic elements to delineate the route.

## 2. West Colfax Community Association (WCCA)

- a. Brief Description: WCCA is a 501(c)6 business-oriented, community association serving Lakewood’s West Colfax Corridor, including its business community and any/all neighborhood associations who wish to collaborate on the common vision for the corridor as articulated in the West Colfax 2040 Vision Plan (adopted 2015).
- b. Goal/Purpose: WCCA serves the community by providing reliable community information and a forum for productive and collaborative dialogue; provides a unified voice for community advocacy; and supports partner organizations with an aligned mission: to energize Lakewood’s historic West Colfax corridor.
- c. Metric: WCCA develops and tracks its internal operational goals in its strategic plan which outlines its programming commitments to the community: For 2019, this includes eleven (11) general monthly meetings (3<sup>rd</sup> Wednesday Jan. – Nov.), support for 2 to 3 community events, including West Colfax Lately Luncheon, the annual corridor recognition event; support for 40 West Arts activities, and collaboration with the BID and the City on community and business-related initiatives, including West Colfax MuralFest and the 40 West ArtLine).  
NOTE: The BID is also an annual funding partner for WCCA’s Business Beautification Program and Micro-Grant Program.

## 3. ArtLine and Place-making Initiatives

- a. Brief Description: This is a community collaboration and a key initiative of the BID,

with its partners the City of Lakewood, 40 West Arts and WCCA, to help establish, nurture, and sustain a more defined sense of place for 40 West Arts District and the West Colfax Corridor, including concepts in the West Colfax Vision 2040 Action Plan and the ongoing steps outlined in the 40 West Arts Place-making Implementation Plan, both developed through an inclusive public process and adopted by Lakewood in 2015, and build on the accomplishments achieved in the first phase of the 40 West ArtLine (launched in June 2018), a project funded in part by a substantial National Endowment for the Arts “Our Town” Grant, matching funds from the City and from the BID (and other community partners, too) to create a four-mile walking and biking art experience, connecting three parks in the corridor, which currently includes 70+ art installations along the route.

- b. Goal/Purpose: Build on 2018’s accomplishments, which included the planning, implementation, and launch of the ArtLine and more than two dozen artists involved in 70+ art installations along the four-mile route, including a significant art installation in each of the three parks connected by the route. The ArtLine launch followed progress made in the prior year that included installation of branded signal box wraps in the 40W core, the first installations of branded pedestrian amenities, branded banners at Lamar Station Plaza and along the ArtLine spine, and the two large 40 West Art Gateway Monuments placed in the West Colfax Avenue medians. 2019’s goal is to develop and publish an ArtLine plan (in collaboration with all ArtLine partners), to make incremental progress toward completing more action steps outlined in existing published plans and to evaluate and document other strategies for a West Colfax brand that integrates well with the City of Lakewood branding/signage and other branding/signage objectives in the corridor.
- c. Metric: Priorities for this program in 2019 are 1) a 40 West ArtLine Plan to guide implementation of future phases, including new installations, funding, and maintenance; 2) the addition of at least one significant art installation along the Artline; and 3) the addition of more way-finding and place-making elements along the ArtLine and in the 40 West Arts core as well as other locations along the West Colfax Corridor; and 4) continued collaboration with the City to explore a comprehensive branding and signage strategy for West Colfax that integrates well with City branding/signage and 40 West Arts District and ArtLine branding/signage.

NOTE: Building on the preliminary work completed in 2016 and 2017 by the West Colfax Vision 2040 Group and as part of a place-making/revitalization initiative, the BID will continue its engagement with the City to more fully explore the feasibility of the concept of a “restoration” of West Colfax or the “right-sizing” a target section of West Colfax (reducing traffic lanes to implement a variety of amenities—from pedestrian and multi-modal amenities and/or place-making elements). Once the preliminary feasibility is completed, future actions will be guided through an inclusive public process with extensive opportunities for community involvement to arrive at task force recommendations for implementation, if any.

4. Fifth Edition of *West Colfax Lately* – a Corridor “Showcase” Publication
  - a. Brief Description: This is also a collaborative initiative of the BID, 40 West Arts, WCCA, and the City of Lakewood’s Economic Development Department to capture an annual snapshot of Lakewood’s historic corridor in a journalistically sound and highly visual “glossy” publication.
  - b. Goal/Purpose: Build on the successful 2015, 2016, 2017, and 2018 editions to showcase more about Lakewood’s historic corridor—its past, present, and future as well as its people, businesses, and activities; use as a tool for economic development, business attraction, community building— celebrating the history and heritage of the corridor.
  - c. Metric: Publish fifth edition in Q2 2019.
  
5. Corridor Business Attraction/Support Program
  - a. Brief Description: This is a two-part program that involves 1) active advocacy and support for new or expanding businesses and 2) a modest incentive fund established by the BID Board to attract qualifying business to the corridor.
  - b. Goal/Purpose: Target, contact, attract, and support businesses that add to the West Colfax community’s quality of life, such as restaurants, entertainment activities, and creative enterprises.
  - c. Metric: Identify and/or support a target number of four (4) businesses to open, relocate, or expand in the West Colfax Corridor.
  
6. West Colfax Corridor Maintenance & Improvements
  - a. Brief Description: This initiative covers two areas of the BID’s responsibilities: 1) to fulfill its obligations to specific maintenance responsibilities in the corridor identified in intergovernmental agreements (IGAs); and 2) to advocate for and monitor capital improvements within the district.
  - b. Maintenance Goal/Purpose: Current responsibilities include the care and maintenance of 40 West Arts Gallery, 40 West Studios, improvements along Pierce Street (north of Colfax), improvements on Lamar Street (south of Colfax), the 14<sup>th</sup> & Lamar roundabout and the public art installation; trash removal from district branded waste bins throughout the district; the BID will also monitor the care and maintenance of public art installation at light rail stations in the district, and the mural on the Astro Supply building at Lamar and 13<sup>th</sup>.
  - c. Capital Improvements Goal/Purpose: Specific target areas for advocacy include:
    - i. Next phase of pedestrian improvements and lighting in targeted areas
    - ii. Continuation of 40 West Arts core place-making initiatives
    - iii. West Colfax Intersection improvements
    - iv. 40 West ArtLine
    - v. Oak Street Station - connectivity improvements

- vi. Feasibility for locating Car 25 in the corridor
- vii. Lakewood-Wadsworth Station information kiosk and pedestrian crossing/safety improvements
- viii. Whitlock Park improvements
- ix. Improvements to select bus stop/shelters and adjacent public areas
- x. West Colfax/Wadsworth parklet and branded community digital sign at the corridor’s busiest intersection (partnering with WCCA on an NPP grant this year)
- xi. Long-term solution to flood plain and flood way issues
- d. Metric: Meet all obligation for 2019 maintenance, advocate for implementation of capital projects already funded, and continue to advocate for additional capital investment in the corridor—focusing on the above priorities.

7. The Colfax Art Festival (formerly MuralFest)

- a. Brief Description: The Colfax Art Festival (formerly MuralFest) is evolving to be a broader arts and culture experience but will remain true to its roots, delivering experiences to patrons that are authentic to who we are as a community. This will remain a one-day celebration of the arts and culture of community wrapped in the legend and lore of Colfax Avenue’s glitter and grit. The festival will continue to be family friendly and will showcase art vendors, food, craft beer, live music, art demonstrations, and other entertainment and activities for locals and visitors to enjoy.
- b. Goal/Purpose: The festivals goals include to drive awareness of West Colfax as a commercial and entertain destination, elevate community engagement, deliver authentic arts/entertainment experiences to patrons, and support local business stakeholders.
- c. Metric: Plan, promote, and conduct an arts festival in the corridor in 2019 that delights our community, generates attention in traditional and social media, attracts thousands of attendees, and supports the goals/objectives of our local West Colfax-based organizations and our published plans.

8. Creativity Lab of Colorado (formerly referenced as Lakewood-based Business Accelerator: LaunchPad Lakewood)

- a. Brief Description: The Creativity Lab of Colorado (the Lab) is a collection of collaborative capabilities, centered around creativity, innovation, and the entrepreneurial spirit. A public-private nonprofit formed in the district and supported by Colorado Creative Industries (CCI), RMCAD and other community partners, the Lab serves students and start-ups, emerging entrepreneurs and existing businesses, creatives and community leaders through three focus areas—each in its own way aimed at empowering the art of entrepreneurship. The Lab’s three distinct focus areas are: i) The Creative Business Incubator, which provides guidance for individuals with new business or product concepts and early-stage start-ups through a structured process that includes business development resources, business education, group coaching, mentorship programs, “pitch” sessions, and, in selected cases, launch

support; ii) The Community Design Studio, serving both private enterprises and public entities, which provides a structured visioning, designing, and modeling process for those seeking a tangible next step to bring abstract concepts to life—from branding and packaging to space planning and community redevelopment; and iii) The Institute for Creative Community Leadership, which couples collaborative community development with creative organizational dynamics—and healthy dose of entrepreneurial vigor and community service. Born out of the practical application of its copyrighted 10 Community Readiness Principles™, The Lab’s Institute offers change agents, policymakers and civic leaders tools and tactics for community transformation.

- b. Goal/Purpose: Building on the progress in 2017 and 2018, the goal is to continue to evaluate available resources in the area—particularly those at JCBRC and the state’s SBDC—and further develop the Lab to engage with the entrepreneur and creative communities and help bolster Lakewood’s standing in the metro area start-up game and attract and support new creative enterprises to the area; the Creativity Lab is designed to nurture creative industry start-ups, cultivate new jobs, educate entrepreneurs, support existing creative enterprises, and foster the development of the next generation of creative leaders.
- c. Metric: 2019 goals are to support a minimum of five (5) start-ups or early stage companies in the Incubator; complete ten (10) projects for local companies or organizations through the Design Studio; and conduct four (4) seminars/workshops through the Institute.

#### 9. West Colfax Web and Email Newsletter Programs

- a. Brief Description: Continue to improve and promote the [gowestcolfax.org](http://gowestcolfax.org) and [westcolfax.org](http://westcolfax.org) sites and the West Colfax-centric e-newsletter and deliver useful and interesting news and updates to our subscribers.
- b. Goal/Purpose: These communications programs are designed to support the BID, WCCA, 40 West Arts and business partners and activities in the corridor.
- c. Metric: Publish twelve (12) e-newsletters; Grow site traffic by 10% year-over-year and grow aggregate e-newsletter subscribership by 10% by the end of the year.

#### 10. West Colfax Social Media Campaigns

- a. Brief Description: Continue to leverage Facebook, Twitter, and Instagram (and other social media platforms as needed) to make connections and elevate awareness about the West Colfax Corridor.
- b. Goal/Purpose: These campaigns are designed to support WCCA, 40 West Arts, the BID and other businesses partners in the corridor, and promote overall awareness of activities along West Colfax.
- c. Metric: Post a minimum of five (5) items per week to social media; Grow Facebook, Twitter, and Instagram followers by 10% annually.

**BID BUDGET**

The projected 2019 BID revenue is anticipated to be approximately \$504,000, with an estimated \$305,000 generated through its 5.0 mill levy on commercial property, approximately \$113,000 from pass-through master leases, and an estimated \$85,000 from various grants and IGAs. At this time (early Sept. 2018), we have received from Jefferson County a preliminary assessed value of the commercial properties in the BID catchment area, which dictates our mill levy revenue. We will receive a final projection from the county in early December; however, it is not anticipated that a variance of the projected mill levy revenue will be more than 1-2 percent. Revenue can also be augmented through other public and private grant opportunities. While several grants are pending, these monies are not included in the budget, as they are primarily earmarked for specific projects and, in most cases, such as NEA or NPP grants, do not flow through the BID budget. Expenses are projected to be approximately \$504,000 as well, which includes a 3% (\$15,000+) contingency reserve. Please see more details in the 2019 Proposed Operating Budget included on page 16.

**Bonds:** The BID is authorized to issue bonds at the discretion of the BID Board of Directors. While the Board is investing options for leveraging the BID’s revenue stream to accelerate targeted improvements, no plan is in place for a bond issue in 2019.

**Fees, Charges and Other Revenues:** Although the current budget and operating plan do not contemplate imposing rates and charges for services furnished or performed, the BID is authorized to impose and collect reasonable fees and charges for specific services as determined by the BID Board of Directors. There are no plans at this time to impose any additional fees and charges beyond the annual BID assessment. The BID will be authorized to collect and spend other revenues as well, such as any funds received through grants, gifts, receipts from contracts and enterprises, specific ownership taxes and interest earnings.

**Assessment Methodology:** Under Colorado statutes, business improvement districts are permitted to generate revenues through several methods, including charges for services rendered by the District, fees, taxes, special assessments or a combination of any of these. In order to allocate the costs of the services to be furnished by the BID in a way that most closely reflects the benefits conferred upon the businesses and commercial properties in the BID, the BID shall be authorized to determine, impose and collect a mill levy based upon the assessed value of commercial properties located in the District.

The mill levy method of assessment is intended to equitably address the intended benefits to the Lakewood-West Colfax Corridor by improving the overall value of the commercial property in the District through enhanced identity and image, economic development initiatives and advocacy for positive change along the historic corridor.

## **BID GOVERNANCE AND PROGRAM MANAGEMENT**

The Lakewood-West Colfax BID is managed by a CEO or Executive Director with governance and strategic direction support through a Board of Directors. The Board of Directors will consist of a minimum of five (5) electors (property owners or leaseholders in the District), all of whom shall be voting members of the Board, plus a non-voting ex officio board seat filled by the BID CEO/Executive Director. At least 80 percent of the Board seats shall consist of owners of real property or their representatives within the District. At least one Board member shall be an elector located in the following geographic segments of the District:

- East of Welch and west of Miller (Wright)
- East of Kipling and west of Garrison (Rockley and Kolev)
- East of Garrison and west of Pierce (Enger and Yoshida)
- East of Pierce and west of Sheridan (Yockey)

The Board consists of both large and small property owners or tenants and represents a diverse mix of property-use types. The BID Board has the following responsibilities:

- Participate in the preparation, review and filing of the annual BID operating plan and budget in accordance with state legal requirements and ensure compliance with other state laws
- Support and guide the CEO/Executive Director in developing and implementing strategies and programs that further the purpose of the BID
- Provide governance in the implementation of BID-funded improvements, programs and services
- Serve as a resource to the community, akin to an Ambassador, for the Lakewood-West Colfax Corridor and share the vision of the district with individuals and in group settings

The current members of the Board of Directors of the Lakewood-West Colfax Business Improvement District are as follows:

**Gloria Enger** – Enger Enterprises (Real Estate & Property Management)  
1530 Teller Street 80214

**Kevin Yoshida** – Ideate Design (Architecture & Urban Design)  
1615 Reed Street., 80214 1600

**Tom Yockey** – Broad Street (Real Estate Brokerage, Investments, & Property Mgmt.)  
6701 W. Colfax Ave. 80214

**Vic Kolev** – JP Morgan Chase (Banking & Financial Services)  
9210 W. Colfax Ave., 80215

**Nina Rockley** – Rockley Music (Piano Retailer, Music Education, & Family Foundation)  
8555 W. Colfax Ave., 80215

**Stu Wright** – FirstBank (Banking & Financial Services)  
12345 W. Colfax Ave. 80215

**William Marino** – Ex Officio member, LWCBID CEO/Executive Director  
1560 Teller Street 80214

From inception, the board member terms have been staggered to allow for new members while maintaining the continuity of the board. Board members shall serve until qualified successors are appointed.

### **CITY SERVICES**

BID services will be *in addition to* any City services currently provided along the Lakewood-West Colfax Corridor.

### **BID TERM**

The Lakewood-West Colfax BID term is established as a perpetual business improvement district. It is recommended that the BID Board conduct a review after a minimum of five (5) full years of operational funding (2018). The review will allow for appropriate adjustments, if any, to the BID boundary/service area, assessment methodology, services and/or programming.

## **LAKWOOD-WEST COLFAX IMPROVEMENT DISTRICT MAP**

*(The BID footprint / service area is completely within the City of Lakewood. All residential properties are excluded from a BID by Colorado Revised Statutes.)*

Please see Appendix for District Map

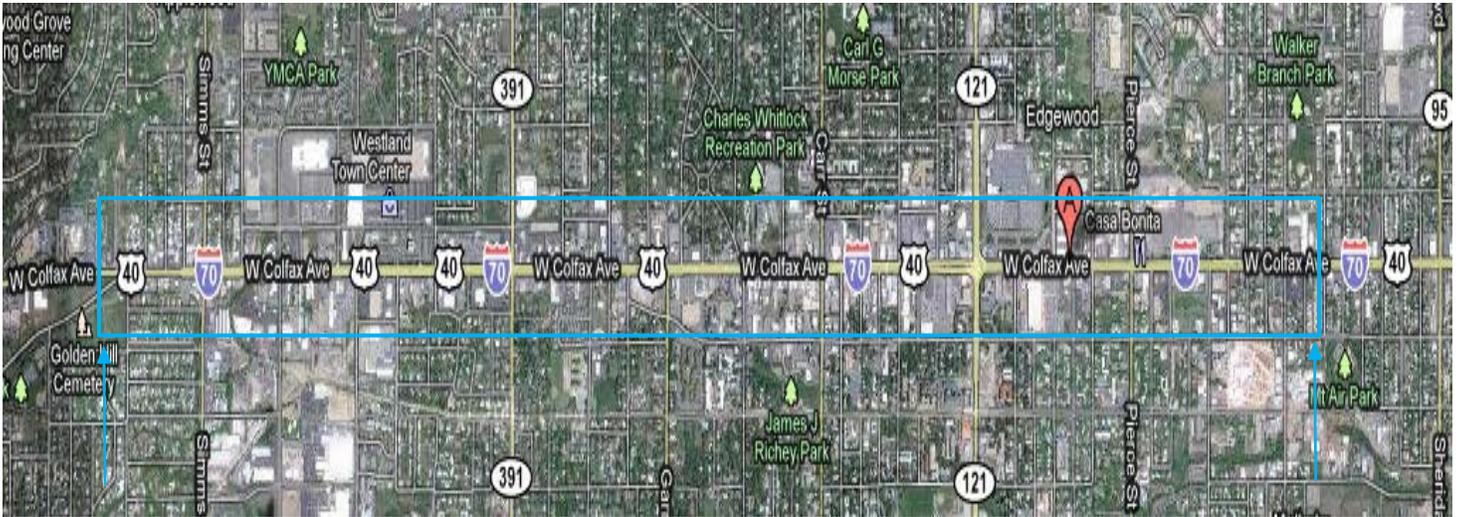
<b>LAKWOOD-WEST COLFAX BUSINESS IMPROVEMENT DISTRICT</b>			
Proposed Budget 2019			
	<b>2017 Actual</b>	<b>2018 Projected</b>	<b>2019 Projected</b>
<b>BEGINNING FUNDS AVAILABLE</b>	\$4,135	\$88	\$1,416
<b>REVENUE</b>			
Property taxes (BID mill levy)	236,987	307,010	305,637
Specific ownership taxes	0	0	0
Special Assess. - Principal	0	0	0
Special Assess. - Interest	0	0	0
Special Assess. - Collection fee	0	0	0
Interest income	0	18	0
Other monies: rents, grants, IGAs, etc.	239,168	155,000	198,500
<b>Total revenue</b>	<b>476,155</b>	<b>462,028</b>	<b>504,137</b>
<b>Total funds available</b>	<b>480,290</b>	<b>462,116</b>	<b>505,553</b>
<b>EXPENDITURES</b>			
<b>General Administration/Overhead</b>			
Adm./Support Services/Prog. Mgmt.	2,789	8,000	8,000
Office/Facility/Operations Overhead	11,392	14,000	13,000
Professional Services	1,106	5,000	5,000
Insurances	330	1,700	1,725
<b>District/Corridor Programs</b>			
Programming Support / Econ. Dev.	120,040	110,000	120,000
Special Projects / Identity / Implementation	142,046	105,000	110,000
Management Services	86,250	93,000	94,000
<b>Affiliated Rents/CAM (Galleries / Studios)</b>	<b>116,249</b>	<b>124,000</b>	<b>133,000</b>
Treasurer fee - Property taxes (1.5%)	0	0	4,585
Treasurer fee - Special Assess.	0	0	0
Other debt (loan)	0	0	0
Contingency/Reserve (3%)	0	0	15,124
<b>Total expenditures</b>	<b>480,202</b>	<b>460,700</b>	<b>504,434</b>
<b>ENDING FUNDS AVAILABLE</b>	<b>\$88</b>	<b>\$1,416</b>	<b>\$1,120</b>
Funds Available - Restricted	0	0	0
Funds Available - Unrestricted	0	0	0
<b>TOTAL FUNDS AVAILABLE</b>	<b>\$88</b>	<b>\$1,416</b>	<b>\$1,120</b>
<b>LAKWOOD-WEST COLFAX BUSINESS IMPROVEMENT DISTRICT Property Tax Summary - Preliminary</b>			
	<b>2017 Proposed</b>	<b>2018 Projected</b>	<b>2019 Estimated</b>
PAV	\$45,238,058	\$61,402,015	\$61,127,483
MILL Levy	5.0000	5.0000	5.0000
	\$226,190	\$307,010	\$305,637

## **APPENDIX**

1. District Map – General Services Area
2. Overview of Three Key West Colfax Organizations
3. 2019 Snapshot of Programming by Organization
4. Key Accomplishments / Milestones to Date
5. Comments from Community Members/Stakeholder Compiled During Five-Year Review

## District Map – General Service Area

While the actual BID footprint is not always contiguous, the BID service area is contiguous, only includes commercial properties, and extends for 4.11 miles along West Colfax (and its major intersections) from Depew Street on the East to Welch Street on the West.



## Three Local Organizations Working Together to ENERGIZE Historic West Colfax



**WCCA**  
West Colfax Community Association

West Colfax Community Association (WCCA), a 501(c)6 nonprofit, is a coalition of citizens, business owners, community leaders, and local organizations working together to foster and sustain an engaged community and the economic vitality of the West Colfax corridor. WCCA exists to serve the West Colfax Community—its businesses, residents, and partners—by providing reliable community information, a forum for community dialogue, and a unified voice for community advocacy to help support the quality of life and economic vibrancy of our historic corridor.



**40 WEST ARTS**  
Creative District

40 West Arts, one of only 21 state-certified Creative Districts in Colorado, is a 501(c)3 nonprofit focused on delivering direct, positive impact to help catalyze the resurgence of the West Colfax Corridor—the historic heart of Lakewood— through the energy of arts and culture and the inspiration of creative enterprises. The 40 West Arts mission is to enrich the community and enhance the creative, cultural and economic vitality of historic West Colfax by creating community arts spaces and community arts events and by supporting creative enterprises and activities in the district.



Lakewood-West Colfax Business Improvement District, formed by petition and special election in 2011, represents the corridor in conversations about business, development, and investment opportunities; coordinates efforts among local organizations with a common vision for West Colfax, advocates for economic development and capital investment in the district, provides a stable entity for grants, intergovernmental agreements, and other funding; delivers direct support and maintenance for local public spaces, and serves as the operational platform for WCCA, 40 West Arts, and other entities with shared objectives.



## 2019 Programming Snapshot

### WCCA Programs/Activities

1. Monthly Community Meetings
2. Scheduled Membership Activities
3. Direct Business Outreach
4. Volunteer/Membership Management
5. Staffing Support
6. Colfax Marathon Clean-up
7. “Barn-raising” Beautifications Program
8. Micro Grant Program
9. COLorFAX Program Support
10. West Colfax Lately Luncheon
11. Colfax Art Festival support
12. WCCA Web/eNews/Social Media Management

### 40W Programs/Activities

1. Gallery Exhibitions
2. Art Walks with activities
3. 40 West Connects! Program and related grant reporting
4. Creative District Programming Support
5. Creative District Venue Support
6. Creative District Event Support
7. Artist in Residency Program
8. 40W Advisory Council
9. 40W ArtLine & Place-making Collaboration
10. Colfax Art Festival Collaboration
11. Craft & Craft Makers Experience Events
12. Gallery Staffing
13. Volunteer/Membership Management
14. 40 West Arts Web/eNews/Social Media Management

### BID Corridor Programs/Activities

1. Grant & IGA Administration and Reporting
2. Enterprise Zone Administration & Reporting
3. Grant Match Commitments
4. Business Attraction Incentive & Support Program
5. Developer/Broker Outreach
6. Community/Partner/Media Relations
7. Grant Research/Writing
8. District Advocacy / Capital Improvements
9. Regulatory & Compliance
10. City Economic Development Collaboration / Program Integration
11. Fund-raising and operational Support for the Colfax Arts
12. Budgeting, HR and Payroll Administration
13. Technology Infrastructure and Facilities Management
14. BID Operations/Financial Mgmt.
15. General Administration for WCCA and 40 West Arts
16. Corridor Maintenance Support
17. ArtLine and Place-making Program Support
18. West Colfax Lately Magazine Administration
19. Creativity Lab Support
20. Content/Technology Support for Web & Social Media Platforms

## **Key Accomplishments/Milestones for the Corridor since Inception through August 2018**

2009-2011

- Two-year grass-roots campaign, spearheaded by Bill Marino and Bunny Malm, to form a Lakewood-based West Colfax business improvement district

2011

- BID Petition drive is complete and special election is set for Nov. 2011
- After a series of City-led meetings, the BID Committee assumes leadership for the formation of a new arts district along West Colfax
- 40 West Arts is formed and files for 501(c)3 status
- 40 West Arts is designated a Contribution Project by Jefferson County in the West Colfax Enterprise Zone
- BID campaign wins approval with 81% of the vote and the Lakewood- West Colfax BID is established

2012

- 40 West Urban Design & Mobility Plan adopted as amendment to City of Lakewood Comprehensive Plan
- Corridor awarded Global Green USA Grant
- 40 West Arts received Colorado Creative Industries Grant and the designation as an “Emerging Creative District” by the State of Colorado
- Along with the City of Lakewood, the Corridor is awarded DRCOG’s Gold Level Award for Planning with Vision
- CDOT awards \$900,000 funding for Lamar Street connectivity and streetscape improvements and roundabout based on 40W Urban Design Plan and City Public Works application
- 40 West is awarded 501(c)3 status
- 40 West opened 40W Gallery on Teller Street and holds first juried exhibition during INSPIRE Week
- Corridor organizations contributed to the successful \$900,000 EPA Brownfield Grant for the Colfax Corridor
- 40 West Arts re-certified as an approved Contribution Project for the West Colfax Enterprise Zone
- BID awarded SIPA grant for web resources
- Sales Tax in the West Colfax Corridor: 2010 thru 2012 – up 7.3% (\$8,654,430 in 2010 to \$9,294,029 in 2012)

## 2013

- BID and 40 West facilitated The Edge Theater move into the creative district
- Corridor organizations awarded NPP grant for public art installation in 14<sup>th</sup> & Lamar roundabout; BID provided \$7250 matching funds
- Corridor organizations supported and produced, along with Alameda Gateway, the annual State of the City event, raising more than \$7,000 for Lakewood-based charities
- BID supported ULI TAP study of Oak Street Station area
- BID led the reorganization and operational transition of the West Colfax Community Association
- BID supported ULI Developers Tour of West Colfax Corridor
- All three local organizations supported light rail opening with multiple events at the Sheridan, Lamar, and Wadsworth stations
- Corridor selected as a Study Area by Artspace and schedule formal feasibility visits
- Corridor organizations contributed to the six-month effort to arrive at a City-wide Public Art Master Plan, published in June
- 40 West Arts filed district annual report and successfully qualifies for year-two CCI Creative District grant
- BID provided additional funding for public art in Lamar/14<sup>th</sup> roundabout to increase the scale of the installation
- Corridor received commitment from Colorado Guides Association to conduct a FAM Tour—a tour of tour guides to West Colfax in March 2014
- Artspace Feasibility Study conducted (report issued in Oct. recommends Market Demand Survey)
- BID and local organizations helped to facilitate the establishment of a West Colfax Vision Group to update the West Colfax Action Plan
- Corridor is awarded State Historical Fund Grant (\$50K with \$12,500 matching funds from the BID) for an historic resource survey of West Colfax structures more than 50-years-old
- Corridor selected as panelist/presenter for DRCOG Symposium “The Last Mile” and “Attracting/Retaining Creative Enterprises”
- BID organized and arranged funding for the 40W-RMCAD Artist in Residence Program at Lamar Station Crossing in partnership with RMCAD and Metro West Housing Solutions

## 2014

- BID provided financial and logistic support for ULI TAP at Sheridan Station
- Faye Crowe Architect and Fine Artist moved studio to 40 West Arts District
- WCCA and 40 West awarded a \$35,000 Neighborhood Participation Grant to fund the design, development and installation of a series of historical interpretive signs telling the entrepreneurial history of West Colfax. The series of six large interpretive signs will be installed at Lakewood-Wadsworth Light Rail Station through a partnership

with RTD (Installation scheduled for Aug. 2015)

- Corridor conducted first-ever FAM Tour of West Colfax with RMGA
- Corridor organizations expanded the West Colfax Vision Group and set schedule with City staff to have a new plan in less than one year
- In partnership with the City, the Corridor launched Market Demand Survey Campaign for Artspace Project
- BID, WCCA, 40W, along with Alameda Gateway, supported and produced the annual State of the City event, raising more than \$8,000 for Lakewood-based charities
- BID arranged and conducted an 11-stop State Senate Tour of West Colfax with Sen. Andy Kerr
- BID collaborated with commercial brokerage and City of Lakewood to help complete the sale of 191,000 sf of JCRS Shopping Center to Broad Street Realty
- Corridor conducted successful Kickstarter campaign for gallery renovation, totaling \$12,000, and completes first phase of improvements
- The Abo Group, a sustainable architecture and urban design firm, relocated to the corridor, purchasing the historic Lakewood Lanes building
- The City and Corridor dedicated Lonnie Hanzon's "Lakewood Legacy Trees" public art installation at Lamar Station
- Corridor collaborated with Broad Street on new name for center: Lamar Station Plaza
- Casa Bonita and Planet Fitness signed long-term anchor leases at Lamar Station Crossing
- Field work began with a dozen volunteers for West Colfax Historic Resource Survey
- 40 West Arts achieved full state certification as an official Creative District—one of only 12 in the state of Colorado
- 40 West Arts receives both \$20K CCI Grant and Boettcher Foundation Grant for creative districts
- City launched Developer/Broker Outreach initiative called "Embrace the Fax" campaign
- Corridor participated in West Colfax Tour with Senator Bennet on the W Line
- 40 West/BID selected by Colorado Creative Industries as "Best Practice Model" for organizational structure, a model for future creative district candidates
- 40 West approved by Community First Foundation to have 40 West Arts included in Colorado Gives Day program
- Corridor announced to community the plan to hold the first annual West Colfax MuralFest in 40 West Arts District in August 2015
- Corridor selected by Colorado Creative Industries as host for creative district new candidate convening
- BID served as facilitating entity for federal funds for the "Hear the Train a Humming" mural by Bobby Magee Lopez at Lamar Station
- 40 West Arts and BID commit funding for new mural at The Action Center
- 40 West Place-making Implementation Task Force kicks off with goal to

complete first phase of work by summer 2015

- 40 West Arts collaborated with the City of Lakewood, with funds provided by RTD, to engage local artists to design and install location-specific art wraps on more than 30 light rail electrical boxes along the W Line to highlight elements of the community and bring color to the corridor
- Funded by the BID and produced by 40 West Arts creatives, the Corridor partnered with RMPBS CH12 to create and air a video series to showcase local public art and artist
- Partnered with Sprout City Farms and the City of Lakewood to add a community mural at Mountair Park, supported by 40 West's Artist in Residence with funding from the BID
- Sales Tax in the West Colfax Corridor: 2012 thru 2014 – up 11.5% (\$9,294,029 in 2012 to \$10,366,792 in 2014)

2015

- The community celebrated the unveiling of the following public art projects:
  - a \$15,000 Active Staircase Art Project by 40 West artist Laura Phelps Rogers at Lamar Station Crossing (Funding provided by a grant written by Metro West Housing from Colorado Health Foundation)
  - a \$42,000 public art installation, entitled “Connected” by Colorado artist Christopher Weed in the new roundabout at 14<sup>th</sup> and Lamar St. (Funding secured by a NPP grant through the City of Lakewood)
  - a \$7,500 mural by 40 West artist Martha Pinkard at The Action Center (donated to The Action Center by 40 West Arts, WCCA, and the Lakewood-W. Colfax BID)
- Corridor partners fully funded the 40 West Artist in Residency Program for second consecutive year
- The Abo Group (architecture & urban planning firm) and 40 West Arts District partnered to open Gallery 8025, a new innovative sculpture venue in the district, at 8025 W. Colfax in the circa 1950 Lakewood Lanes building
- The Lakewood-W. Colfax BID and 40 West Arts, with support from Lakewood's Economic Development Department, partnered to launch *West Colfax Lately Magazine* (in print and online), a new, creative publication showcasing the people, places, and activities creating the momentum for the renaissance occurring in the West Colfax Creative Corridor
- FirstBank began construction on its 120,000 square-foot expansion at its headquarters on West Colfax
- Terumo BCT opened its new, 130,000 square-foot global headquarters near Oak Street Station
- 40 West Arts was selected as presenter on community revitalization initiatives and the impact of arts and culture for CCI Creative District Summit in Ft. Collins
- Golden Music Center opened at 10395 W. Colfax, a new flagship location, revitalizing a classic mid-century building that had been slated for demolition and

adding its rich musical programming and its multi-million-dollar strings collection to the corridor (collection includes violins that are more than 300 years old)

- BID successfully negotiated a new home for Lakewood Arts Council, Lakewood's oldest arts organization (25+ years), moving its community gallery and arts center to 40 West in Lamar Station Plaza (next door to Casa Bonita) . . .and with it bringing its robust art class programming and slate of exhibitions—its grand opening on March 28<sup>th</sup> attracted 500+ people and resulted in the highest single-day art sales in the organization's 25-year history
- Colorado Business Committee for the Arts (CBCA) recognized the leadership of the BID / 40 West Arts for its influence and vision for the West Colfax Creative Corridor with its John Madden Jr. Leadership Award at its 30th annual awards luncheon
- After a successful Feasibility Study, a very strong Market Demand Survey, and an in-depth Council Study Session at 40 West Gallery, City Council unanimously approved investing in a pre-development contract with Artspace to bring a catalytic artist live/work project to Lakewood's 40 West Arts District
- West Colfax mainstay, Colorado Frame & Art Restoration opened its striking new building on West Colfax across from its old location
- Historic Veldkamp's Flowers & Gifts completed a multi-million-dollar renovation at its headquarters location on West Colfax
- Denver's *Westword* conducted a series of reader surveys for its Best of 2015 edition– The EDGE Theatre won Best Suburban Theater and 40 West Arts District had two first place finishes for Best New Public Art for “Connected” by Christopher Weed and “Hear the Train A Humming” mural by Bobby MaGee Lopez (both tied for 1<sup>st</sup> place)
- Andy Sprenger, owner of 40 West Creative Enterprise, Sweet Bloom Coffee Roaster & Gallery, was featured on the March cover of Barista Magazine for his accomplishments as an award-winning coffee roaster
- Iconic Mexican restaurant and entertainment destination Casa Bonita was awarded an historic designation and bronze plaque from the Lakewood Historical Society
- West Line Flats, a 155-unit, market rate multi-family project, one-block from the Lamar light rail station filed plans and intends to break ground in August/September 2015
- A new brewery, The WestFax Brewing Company (named for a combination of West Colfax and 40 West Arts), signed a new lease at Lamar Station Plaza and will locate next to the Lakewood Arts Council gallery. Build-out is underway and is expected to take six months
- Other new arrivals of note include: The West End Theater and Arts Center—another new gallery and a new 50-seat theater by 40 West artist Sophia Rose at 9393 W. Colfax, Studio Nova at 6464 W 14<sup>th</sup> Ave.—a new venue for media and events for the inspired life, Collective Yoga Studio at 1492 Ammons (½ block south of W. Colfax and across from historic Lakewood Grill), and a new music venue, called Misfits (formerly Shark's Saloon) opened at 11475 W. Colfax

- The West Colfax Community Association, in partnership with the BID and 40 West Arts, held the first West Colfax Lately Annual Award Luncheon on April 30<sup>th</sup>. Featuring the comedy of Naughty Pierre as the emcee, this event celebrates the beginning stages of the renaissance of our historic corridor and will honor our Legacy Award Winner Nina Rockley of Rockley Music (in business on W. Colfax since 1946) and two Momentum Award Winners (Rocky Mountain College of Art + Design and The Abo Group)
- 40 West Arts partner Rocky Mountain College of Art + Design achieved its highest enrollment—online and on campus— in the college’s history, eclipsing 1000 student enrollment for the first time
- As part of “Embrace the Fax” campaign, a campaign developed and implemented by the City of Lakewood, the Corridor hosted The West Colfax Developers Conference for 80+ developers, brokers, and investors, to showcase West Colfax momentum
- Corridor organizations celebrated the completion of the field work for West Colfax Historic Resource Survey with the first-ever West Colfax Historic Preservation Symposium, during which 50+ attendees heard from experts and historians about what we learned during this 18-month community project and more about the history of Colfax Avenue and preservation efforts in the corridor
- Work is coming to a close on two long-range, community-wide initiatives led by 40 West, WCCA, and the Lakewood-W. Colfax BID in partnership with the City of Lakewood:
  - The West Colfax Vision Group is a forum that connects community leaders and business innovators to collaborate on a compelling vision for the West Colfax Corridor and to work together on a plan that will help catalyze that future vision. The group is preparing to present its 2040 plan for West Colfax designed to capture the goals of the West Colfax Creative Corridor for the next generation and provide a working plan for the BID and other supporting organizations
  - The 40 West Arts Place-making Implementation Task Force is working to implement the strategies outlined in the 40 West Urban Design & Mobility Concept Plan (adopted by the City in 2012). The implementation of this plan will provide gateway and way-finding signage, public art, streetscape and pedestrian amenities, and tactical urbanism throughout the district to dramatically improve our “sense of place.” The implementation plan is scheduled to be published in August
- Corridor organizations partnered with the City of Lakewood to provide financial and operational support for a summer camp program for children at Mountair Park, providing weekly art programming for students, delivered by 40 West’s Artist in Residence
- Corridor organizations, as part of the \$50,000 grant from the State Historical Fund to inventory structures in the corridor that are more than 50 years old and document architectural characteristics and land use for archival purpose, plan to complete the survey and corresponding report by September 2015; Corridor organizations plan to write another SHF grant to support the vision for next steps: to create public-facing materials to showcase the history and heritage of West Colfax

- Corridor organizations planned and conducted the first-ever West Colfax MuralFest—a FREE one-day celebration of arts and culture unveiling seven new murals, accompanied by 30+ arts vendors, 5 food trucks, 3 live bands . . . and fun-filled activities for the whole family; the event attracted approximately 2200 attendees and marked another significant milestone for the West Colfax community
- Corridor organizations worked together to open 40W Studios – both a professional workspace for up to 20 artists and a compelling destination during district art walks
- Corridor organizations worked together to plan and deliver Riot IV – a Speak-easy Sing-along with dueling pianos at the Elks Lodge – to a sold-out crowd
- After a year of collaborative community planning, the City Council adopted the West Colfax Vision 2040 Action Plan in September 2015
- The BID worked directly with its partners and the City to facilitate a \$1.45 investment of Lakewood Reinvestment Authority funds in public improvements and place-making at and around Lamar Station Plaza, including the dedication of a public park on the property
- In an effort to implement the 2012 40 West Urban Design and Mobility Plan, Corridor organizations worked with the City to complete the 40 West Place-making Implementation Plan, adopted by City Council in December 2015
- Sales Tax in the West Colfax Corridor: 2012 thru 2015 – up 18.7% (\$9,294,029 in 2012 to \$11,035,336 in 2015)

## 2016

- For the second year in a row, Colorado Business Committee for the Arts (CBCA) recognized the leadership of the City and BID for the progress along the West Colfax Creative Corridor with its John Madden Jr. Leadership Award
- The 2nd Annual West Colfax Lately Luncheon was another huge success! This MUST-ATTEND event featured the comedy of Naughty Pierre and celebrated the ongoing renaissance of our historic West Colfax Corridor. We announced two West Colfax MOMENTUM Award winners (Broad Street and Kris & Bob Autobee) and this year's West Colfax LEGEND Award recipient: the incomparable Joe Margotte, owner of Chicago Style Beef and Dogs.
- The Lakewood-W. Colfax BID, along with 40 West Arts District, rolled out a new collaborative, community-focused cultural program, Live at Light Rail! This program delivered 15 free musical performances during the summer months to the Lakewood-Wadsworth Light Rail Station.  
The BID's investment in 40 West Arts continues to deliver positive returns. The momentum continues at 40 West Arts, [at the time] one of only 18 certified creative districts in Colorado. The nonprofit organization has seen significant statewide recognition and incremental growth in galleries and activities, accompanied by a doubling of creative enterprises and patronage, while contributing to the corridor's positive economic trajectory—a more than 11% increase in sales tax revenues.
- Our key strategic partner, Rocky Mountain College of Art + Design (RMCAD) has grown its on-campus and online enrollment to more than 1100 students. But

enrollment doesn't tell the whole story. RMCAD has established deep community connections through the Artist in Residence Program, its Visiting Artist, Scholar, & Designer Program, FARMCAD markets on its historic campus, an ever-growing commitment to volunteerism, and a new degree program that hits the sweet spot: a Bachelor's in Business of Creative Industries.

- Estimates for new residential development range from 1500-2,000 units in the W Line corridor, including WestLink at Oak Station, Zephyr Street Apartments, luxury townhomes at Mountair on 10th Avenue, the hip-and-cool West Line Flats a block from the Lamar Station, 40 West Residences at Colfax and Gray, the next phase of Lamar Station Crossing, and other projects, such as West Line Village, in various stages of planning, all bringing the “heads and beds” that drive new investment in additional retail consumer amenities.
- Major investments at Lamar Station Plaza in the heart of the arts district is a real game-changer—a key transformation for the corridor! This classic (but rundown) 1950s retail center on West Colfax is home to the iconic Mexican-themed entertainment complex Casa Bonita, plus new tenants, such as WestFax Brewing Company, Planet Fitness, Lakewood Arts Gallery and Gallery of Everything, which makes the plaza a key destination for the burgeoning 40 West Arts scene. Since its 2015 purchase of the plaza, Broad Street has invested millions in site improvements—and a public-private partnership with the City of Lakewood and the Lakewood Reinvestment Authority resulted in a variety of public improvements and a new public park on site that will host district and other community activities.
- As referenced prior, signature companies, such as FirstBank and Terumo BCT, built and opened new headquarters, collectively investing more than \$100M and this investment is now bringing hundreds of new jobs to the corridor. Prestige Imports, on West Colfax since 1984, is also continuing to evaluate its plans for a major expansion of its Audi and Porsche dealerships. In addition, longtime entrepreneurial mainstays, including Rockley Music, the Bettmanns of Colorado Frame and Art Restoration, and Veldkamp's Flowers and Gifts, spent millions in dollars and effort to build or upgrade their West Colfax-based businesses. All this is on top of the City of Lakewood's ongoing capital investments in the corridor, including improvements at light rail stations and along West Colfax, Lamar and Pierce Streets.
- 2015 marked the first-ever West Colfax MuralFest, a one-day celebration of the arts, with live bands, 30+ art booths, food trucks, the unveiling of new murals, and fun activities for the whole family. The first installment attracted artists from throughout Colorado and across the nation, drawing more than 2000 people; the second iteration, just held on August 20<sup>th</sup> this year was bigger and better than the first, attracting an estimated 4500 people to the new venue at Lamar Station Plaza.
- Since the beginning of 2015, the district has now unveiled 20 new public art installations (sculptures and murals). *Westword* Magazine honored both Bobby

Magee Lopez’s “Hear the Train A Humming” mural and Christopher Weed’s “Connected” sculpture as “Best of” for New Public Art Installation in 2015, joining other noteworthy installations, such as Martha Pinkard’s “Stardust” mural at The Action Center and Lonnie Hanzon’s “Lakewood Legacy Trees” at Lamar Light Rail Station.

- The EDGE Theater, led by Rick and Patty Yaconis, has broken new ground in local theater, staging more Denver-area and regional premieres than any other suburban theater—and in doing so, garnering a long list of recognition, including “Best Actor” and “Season of the Year” from *Westword*, while more than doubling ticket sales since moving into the district.
- Following the approval of the new, more flexible, mixed-use oriented Lakewood Zoning Ordinance, the City embarked on a forward-thinking path of comprehensive community planning that paved the way for revitalization. Milestone planning efforts included the 40 West Arts Urban Design and Mobility Plan, the new West Colfax 2040 Vision Plan, and the 40 West Arts Place-making Implementation Plan. These plans played integral roles in the formation and growth of the district and the ability to secure meaningful grants, such as those awarded from the EPA, CDOT, Colorado Creative Industries, the Boettcher Foundation, the State Historical Fund, Xcel Energy Foundation, and most recently, the National Endowment of the Arts (NEA) “Our Town” Grant.
- New business activity in the last two years has outpaced the previous four years combined. In addition to activity already mentioned that brought nearly 1000 new jobs to the corridor, the district has welcomed the arrival of 40 West Studios, Lakewood Arts Gallery, Gallery of Everything, Red Herring Art Supply, Guiry’s Paint & Art Supply, C2 Gallery and C-Squared Studios, Hyperspace Video Arcade, Wings Stop and a host of other businesses too numerous to list and others still in the works, such as a Ross store, a Dutch Brothers Coffee, and two new restaurants.
- The corridor organizations celebrated the release of the 2<sup>nd</sup> Edition of *West Colfax Lately* Magazine, an annual publication supported by local business and Lakewood Economic Development, to showcase the people, places, and progress of the historic West Colfax community.
- Corridor organizations worked together to plan and deliver Riot V – an immersive entertainment experience, including an authentic four-course Italian meal, a gallery transformed into classic trattoria, live arias from Italian operas, and an Arthur Miller play (A View from the Bridge) about an Italian immigrant family in New York—all to a sold-out crowd
- On the horizon, there’s still a great deal to look forward to—here are just a few highlights (excerpts from “Quintessentially Colfax!” 2<sup>nd</sup> Edition of *West Colfax Lately*):
  - 40 West Arts Loop: “It’s quite an honor to receive the National Endowment for the Arts (NEA) Our Town Grant,” reflects Alexis Moore, principal planner with the City of Lakewood and member of the 40 West Arts District Board. “We’re excited to work with the community to implement the arts loop vision they

first identified several years ago when planning for the area. This grant will help us design a unique artistic experience, develop a local amenity for walking and biking, and advance place-making in a way that adds to the economic vibrancy of the district.” With the NEA Our Town Grant, the largest award in Colorado in 2016 and the largest ever for Lakewood, the City and 40 West Arts are amid a two-year process to create the first phase of an arts loop envisioned as a continuous and distinctly designed pedestrian and bicycle route circling 40 West Arts District, connecting people to unique art experiences along the way, in parks, and other public and private spaces.

- The Creativity Lab of Colorado: “With all that’s happening here, the west-side needs an entity focused on creative ventures, and that’s the core purpose of The Creativity Lab,” says Bill Marino, a West Colfax advocate who heads up the local BID and a co-founder of the Lab. “Teaming up with Colorado Creative Industries and RMCAD is a natural. Together with our community partners, we believe we can have a significant impact on existing creative enterprises and new creative start-ups.”
- Artspace: “Affordable housing and workspace for artists and artisans is a key factor in keeping creatives in a district,” explains Kevin Yoshida, Lakewood- based architect and urban planner, who designed the Artspace project in Loveland, Colorado. “Simply put—you can’t have a creative district without creatives. Artspace solves this problem in a long-term, sustainable way and helps catalyze economic activity as well.” After successful feasibility and market demand studies and a unanimous vote of City Council in April of 2015, Artspace, a national nonprofit provider of artist creative space with 40+ projects across the country, is working with the City of Lakewood to finalize a site for a proposed 40-50 live/work units as well as flexible gallery and gathering space, creating a perpetually affordable artist enclave for the district.
- Creative District Gateway Monuments: “I’ve seen the model and drawings,” says Kevin Crehan, the landscape architect and principal at Solara Designs who designed the new park at Lamar Station Plaza. “They’re works of art—18’ foot sculptures that communicate creative energy and serve as dynamic entry features. They say ‘something cool is happening here!’” Lakewood-West Colfax Business Improvement District, in collaboration with the City, WCCA and 40 West Arts, is funding the creation and installation of these large 40 West Arts gateway monuments in the median on West Colfax, heralding the arrival of commuters from east and west—a key step in implementing the comprehensive strategies outlined in the place-making plan.

2017

- The completion of Lamar Station Plaza’s public improvements, including branded pedestrian amenities and kiosk, the public walkway that will serve as an east- west connector of the ArtLine, the public gathering space with shade sails called Momentum Park, and the installation of district-branded and seasonal banners.
- The completion of a number of place-making and connectivity improvements along Pierce and Lamar streets (detached sidewalks, pedestrian amenities) and artistically branded wraps on traffic signal boxes along West Colfax intersections in the arts district core.
- The BID contributed funds to two new community impact programs delivered through West Colfax Community Association, the WCCA Business Beautification Program and the WCCA Micro Grant Program. The programs supported Mint & Serif Coffee House, Rockley Music, and the Krystie Rose Millich art project for the 40 West ArtLine.
- The BID provided help, support and/or committed matching funds for grant awards from the Boettcher Foundation, Colorado Creative Industries, the National Endowment for the Arts, the State Historical Fund, and the Xcel Energy Foundation.
- Celebrated one-year anniversaries for Gallery of Everything, Red Herring Art Supply, WestFax Brewing, 40 West Studios, C2 Gallery, Pure Colorado Pro Kitchen & Event Center, WingStop, The Creativity Lab of Colorado, and the new headquarters for both Terumo BCT and FirstBank.
- Celebrated two-year anniversary for 40 West Farmers Market, Container Collective Yoga and Bikes, Planet Fitness, Lakewood Arts Council, Sweet Bloom Coffee Roasters, the new building for Colorado Frame & Art Restoration, and Veldkamp’s Flowers & Garden Center renovation and expansion.
- After more than two years of planning, the BID funded the design and fabrication of the 40 West Arts Creative District Entry Monuments, installed in the medians along West Colfax in April 2017 on the east and west ends of the arts district core.
- In collaboration with the City, the BID supported the significant progress made with the 40 West ArtLine (formerly the Arts Loop), a project funded in part by a National Endowment for the Arts grant awarded to the City of Lakewood and 40 West Arts to create a four-mile walking and biking art experience that connects three parks in the district.
- The 3<sup>rd</sup> Annual West Colfax Lately Luncheon was a great success—this time with entertainment from Jonny “Colfax” Barber! This MUST-ATTEND event celebrated the ongoing renaissance of our historic corridor. We announced two West Colfax MOMENTUM Award winners (WestFax Brewing Company and Planet Fitness) and this year’s West Colfax LEGEND Award recipients were Maddie Nichols and Kathi Hasfjord, who have advocated for the community for more than 40 years!

- Lakewood’s ongoing collaborative work with residents, businesses and West Colfax-based organizations to transform the West Colfax corridor and to benefit from the W line has earned it the first-ever Impact Award given in the “Inspire” category by the Urban Land Institute of Colorado. The Impact Award is like the Oscars™ for land-use, planning and development work, and it recognizes outstanding projects, related programs and visionaries in urban development. The first-ever “Inspire” category recognized the project that has inspired the community and has a lasting impact in the public realm.
- The BID business attraction initiatives helped to engage, support, and/or promote a number of new businesses, including Miracle Street Gallery, West Line Flats, BPL Plasma, Lechuga’s Italian Restaurant, Pirate Contemporary Art, NEXT Gallery, Mint & Serif Coffee House, Hyperspace Vintage Video Game Arcade, and Reed Art & Imaging.
- With support from the BID, the corridor organizations celebrated the release of the 3<sup>rd</sup> Edition of *West Colfax Lately* Magazine, an annual publication supported by local business and Lakewood Economic Development, to showcase the people, places, and progress of the historic West Colfax community.
- The corridor celebrated the grand opening of the corridor’s first 100% market rate multi-family residential project in decades, West Line Flats, by Momentum Development, located on 13<sup>th</sup> Avenue near the Lamar Light Rail Station. Within two months more than a third of the 155 units were leased, and its projected to be fully leased in less than nine months from its grand opening.
- Corridor organizations planned and conducted the 3<sup>rd</sup> annual West Colfax MuralFest—a FREE one-day celebration of arts and culture unveiling new murals, accompanied by 30+ arts vendors, food trucks, 3 live bands . . . and fun-filled activities for the whole family that attracted thousands of attendees to the revitalized Lamar Station Plaza, the venue on West Colfax for the annual festival.
- The West Colfax Corridor was selected as a destination site by Smart Growth America for a tour by a five-city delegation (Charlotte, Columbia, Akron, Macon, and Wichita) as part of its “Amazing Places Forum” in 2017.
- What’s on the horizon: the opening of Ross Dress for Less at Lamar Station Plaza, ground-breaking for Dutch Brothers Coffee also at Lamar Station Plaza, the expansion of Hyperspace Video Gallery, the grand opening of Archway’s 40 West Residences, additional place-making progress in the corridor, the ribbon-cutting of the first phase of the 40 West ArtLine in June 2018, and a final site selection for an Artspace live/work project in the West Colfax corridor.

2018

- The BID business attraction and support initiatives helped to engage, support, and/or promote a number of new businesses, recently re-located businesses, business expansions, and new developments, including Edge

Gallery, Next Gallery, Pirate Contemporary Arts, West Line Flats, West Line Village, BPCP Colfax 1, Hyperspace Vintage Video Gallery, Reed Art & Imaging, Lamar Stations Plaza, Dutch Bros, Benchmark Theatre, Landt-MaKenna Galleries, R Design, Pasternack's, The Colfax Museum, 40W Studios, and Rocky Mountain College of Art + Design.

- Supported the completion of additional branded signal/electrical boxes in 40 West Arts District core.
- Supported the design and installation of banners on light poles along ArtLine and at Lamar Station Plaza
- Advocated for the completion of place-making/connectivity capital improvements along Pierce and Lamar streets (detached sidewalks, landscaping, pedestrian amenities/lighting etc.) and entered into an IGA for future maintenance of elements of these improvements.
- The BID provided help, support and/or committed matching funds for grant awards (or pending grant applications) from Colorado Creative Industries, the National Endowment for the Arts, the State Historical Fund, and the Xcel Energy Foundation.
- The West Colfax Corridor and 40 West Arts was selected as a destination site by the Creative Placemaking Leadership Summit (held at DU) for a mobile tour and workshop for its transformational accomplishments in the community.
- Supported 40W Studios Community Garden project in partnership with the nonprofit Jovial Concepts.
- In March, West Metro Chamber recognized the BID's leadership with the Steve Burkholder Diamond Legacy Award for the positive impact the service, leadership and programming have had on the community.
- For the 5<sup>th</sup> year in a row, provided funding and fund-raising support for 40 West Artist in Residence Program and 40 West Connects! Programming.
- Contributed funds to new community impact programs delivered through West Colfax Community Association, the WCCA Business Beautification Program and the WCCA Micro Grant Program. The programs supported Mint & Serif Coffee House, Rockley Music, the Krystie Rose Millich art project for the 40 West ArtLine, The ArtLine, Pasternack's and Guido's Nickel.
- Supported The Creativity Lab's video pilot program which provided five Lakewood businesses with video production services for web and social media use.
- In *Westword's* "Best of" issue Lakewood's 40 West Arts District was named 2018's "Best Suburban Arts District." 40 West Arts has gained significant attention due to its family friendly art walks, its free arts programming and its popular co-op galleries.
- The BID supported 40 West Arts application for SCFD funding, resulting in 40 West becoming the first-ever creative district to qualify for ongoing SCFD funding.
- Corridor's Creativity Lab was selected by the State of Colorado to support its state-wide Creative District Program, bringing additional attention to the

- accomplishments along West Colfax and the positive impact of 40 West Arts .
- Along with community partners, launched the 40 West ArtLine ArtLine with a block party that drew more than 3,000 people to the district in conjunction with a First Friday art walk on June 1st. This four-mile walking and biking art route in the heart of 40 West Arts District features ground murals, fence art, interactive sound sculptures, and large-scale park art installations. This free outdoor art experience lets you #exploreartoutside! 40 West Arts extends a HUGE thank you to its partners: the National Endowment of the Arts, City of Lakewood, ArtLine Champions, art selection committee, local neighborhood associations, WCCA, the Lakewood-W. Colfax BID, and everyone who helped to make this dream a reality. BID contribution: \$25,000 plus staff resources.
  - Corridor organizations planned and conducted the 4<sup>th</sup> annual West Colfax MuralFest—a FREE one-day celebration of arts and culture unveiling new murals, accompanied by arts vendors, food trucks, live music . . . and fun-filled activities for the whole family that attracted thousands of attendees to the revitalized Lamar Station Plaza.
  - With support from the BID, the corridor organizations celebrated the release of the 4<sup>th</sup> Edition of *West Colfax Lately* Magazine, an annual publication supported by local business and Lakewood Economic Development, to showcase the people, places, and progress of the historic West Colfax community.
  - The 4<sup>th</sup> Annual West Colfax Lately Luncheon was a great success—this time with entertainment from Benchmark Theatre delivering an SNL-like Weekend Update—Colfax Edition to the delight of the crowd! This MUST-ATTEND event celebrated the ongoing renaissance of our historic corridor. We announced two West Colfax MOMENTUM Award winners (Jeff & Jamie Temple of West Line Flats and Dan Lundin of Banner Signs) and this year’s West Colfax LEGEND Award recipient was the Honorable Steve Burkholder, who as Lakewood Mayor sparked the revitalization of West Colfax by convening a Blue-Ribbon Committee to produce and publish the first West Colfax Action Plan.
  - Broad Street Realty acquired the east side of Lamar Station Plaza, positioning it for a similar revitalization and transformation as the west side (already owned by Broad Street).
  - Supporters gathered with the Mayor and other local dignitaries to celebrate the announcement of The Colfax Museum’s relocation to West Colfax at a July 6th First Friday Pop-up Event.
  - City of Lakewood announced that the West Colfax Community Association was a 2018 winner of the Mayor’s Inspiration Award.
  - The Americans for the Arts recognized the BID’s leadership in the community. Americans for the Arts, a national nonprofit with a 55-year legacy of advocating for the arts awarded the BID leadership the 2018 Michael Newton Award for Leadership. This award recognizes achievements of

individuals and organizations committed to enriching their communities through the arts. The award was presented at the organization's national convention on June 16. This award showcases the cohesiveness of our community. It's a tribute to all who have worked to champion the renaissance of West Colfax and the impact of 40 West Arts, including volunteers, community partners and team members.

- What's on the horizon: 40 West Arts RIOT VII (Sept. 29<sup>th</sup>)—a “Pop-up” gala celebrating arts & culture with numerous “Pop-up” art experiences; aesthetic improvements to the east side of Lamar Station Plaza, following a similar color scheme as the west side along with addition lease signings for the available space—including a new food/ice cream venue slated to open by late 2018 or early 2019 next to Cricket; a formalized program in 2019 to target and attract independent restaurant operators to the district and provide ongoing promotional support to help their ramp-up; additional plans for the ArtLine including new art installations in 2019; the stabilization of Pasternack's retail hub and subsequent lease up with creative retail outlets, potentially enabling The Colfax Museum storage area to begin to scale its operation (subject to roof and flood mitigation); a multi-phased community collaboration to improve the aesthetic and function of the city-owned remnant property at the southwest corner of W. Colfax and Wadsworth with a goal of creating an iconic visual queue that welcomes passers-by to Lakewood's historic West Colfax Corridor; ground-breaking for a significant new residential project at 13<sup>th</sup> and Lamar, and the completion of a number of residential projects along the west end of the district at and near Oak Street Station.

**Community Member/Stakeholder Comments**  
(compiled during BID five-year review process)

“The LWCBID greeted me and my company with open arms from day 1 and has been a huge advocate in supporting us and all that we do. We are extremely lucky to be part of such a great community of people and businesses that strive to better the place we live and work. I’m often asked by other breweries how we were able to cultivate such a positive and collaborative relationship with our local community organizations, and I have to respond by saying: We were lucky. Everything was already in place when we joined the community. We just had to embrace it!”

**Anthony Martuscello, Owner**  
WestFax Brewing Company  
WCCA & 40W Member

“I have worked in Lakewood since 1988 and have traveled the West Colfax corridor almost daily since 1980. I am continually struck by the evolving nature of the corridor, particularly since the opening of the W light rail line. I know the Lakewood West Colfax Business Improvement District has been an important part of implementing a vision for our community that embraces appropriate economic development, but with a keen eye to maintaining the rich heritage of Colfax Avenue that is a treasure to be part of.”

**Ron Seigneur, Managing Partner**  
Seigneur Gustafson LLP  
WCCA Board Member

“I was introduced to the LWCBID and its partnership with 40 West Arts and WCCA in 2011. LWCBID’s passion, commitment, leadership development, mentoring, coaching and physical work is yielding an ROI worthy of public pride and praise. After 30 plus years of watching West Colfax deteriorate, the corridor is coming alive, even prompting me to name my business after 40 West. I’ve lived in Lakewood for 44 years and am overwhelmed with pride and joy seeing 40 West Arts and West Colfax come alive in large part due to the leadership of the LWCBID.”

**Todd Lansing, Resident**  
40 West Financial LLC  
WCCA Board Member

“Living right off West Colfax for 30 years, I've witnessed the resurgence of the corridor—primarily since the formation of the Lakewood-West Colfax Business Improvement District. Prior to the BID, very little, if any, development happened. Since the BID's formation, the money (public and private) invested in the corridor has been significant. Once neglected shopping centers are now vibrant economic drivers via businesses and community-inspired activities. This would not have been possible without the collaboration of the BID, the City, and the Community.”

**Cindy Baroway**  
Owner, Office Evolution  
WCCA Board President

“I have been a board member of the West Colfax Community Association for many years—long before the Lakewood-West Colfax BID. The “old” WCCA board was working on making improvements for the corridor, but our impact was limited due to money and the knowledge about how to reach out to businesses, acquire grants, etc. Since the inception of the LWCBID and the work that Bill Marino and so many others have done, the changes to this corridor are striking. This area (West Colfax and the neighborhoods around the corridor) is becoming a destination spot again. The LWCBID provided the leadership our community needed. It is so much fun to see this happening, and it is so much fun to be a participant in the positive changes that have and are occurring in this area. It is wonderful to meet and see so many talented people who work together to make all of this happen.”

**Kathi Hasfjord**

WCCA Board Member / Secretary

Two Creeks Board Member / Secretary

“As one of the primary funders for 40 West Arts District, the Lakewood-W. Colfax BID (LWCBID) is critical to our success and growth. The LWCBID understands the role arts and creativity play in a robust and diverse economic movement and sees the impact 40 West Arts has on visitorship to the corridor and accompanying sales to local businesses. Additionally, the LWCBID has been instrumental in taking the lead on attracting new galleries and creative businesses to the district. We are grateful for our relationship and truly could not do what we do without the leadership provided by the LWCBID.”

**Liz Black, Executive Director**

40 West Arts District

“When I first entered my art work in the 40 West Art Gallery and had to find the gallery, I wasn't impressed by the building or the location. Four years later, the gallery and the area has improved curb appeal and the quality of art displayed is higher. I also have been involved with Next Co-op Gallery, Gallery of Everything, Lakewood Arts Council and Edge Gallery while expanding my role within the arts district. With the continued momentum provided by the BID, 40 West Arts District is becoming a destination for all types of aesthetic experiences.”

**Carolyn Berry, Artist**

40 West Arts Board

“The LWCBID has been a tremendous transformational force in the West Colfax Corridor. Through its partnerships with businesses and other organizations on West Colfax, the LWCBID has successfully created a like-minded community of advocates that have transformed a once dormant part of our city into a vibrant and emerging economic area.”

**Katja Walton, Resident**

40 West Arts Board

“The support from the City and the BID for the arts, housing and ensuring that we received light rail stops at in the district has put this area on a positive trajectory toward the goal of building a diverse and vibrant community. The investments in the ArtLine and 40 West Arts District are perfect examples; both give people who live and work here a reason to get out of their cars and rediscover what the area has to offer, and just as importantly, build loyalty with local businesses. This energy that has been building over the last few years has translated into clients willing to take more risks in making investments in the area and insisting that we hold business meeting at local venues in the corridor. While there is a considerable amount of work to be done, the momentum for a vibrant and diverse community would not exist without the vision, predictable funding, and perspiration from the BID.”

**David Rein, Attorney**  
Erickson Kernell LP  
40 West Arts Board

“I am writing this in recognition of the many positive programs and efforts that are funded by the Lakewood-West Colfax BID. As an owner of Lamar Station Plaza (LSP), a critical commercial property in Lakewood’s West Colfax corridor, I can attest to the many positive impacts that the BID efforts have had on our property and others in the area. Arts programs and events like the Colfax Arts Festival (formerly MuralFest), the ArtLine Placemaking Initiative and First Fridays provide important pedestrian traffic that greatly contribute to the patronage and success of the commercial businesses at LSP. These activities and the sense of community that it helps create have also assisted us in attracting new businesses to our retail center that have helped define a new image for the corridor. I fully expect that future efforts of the BID will continue to assist our efforts at LSP, bringing new businesses and new customers that will continue to rejuvenate and build the identity and support the vibrancy of the West Colfax community.”

**Thomas Yockey, President**  
Broad Street Realty and Investment  
WCCA & 40W Member/BID Board Member

“The LWCBID is a wonderful organization. They introduced us to other businesses in the district—and we were immediately welcomed. What a great way to get to know the other business people! Bill Marino invited us to be a part of MuralFest—and through this we ended up painting an mural on the side of our building—“The Lakewood Lion.” This iconic mural has become a defining feature of our apartment community. The whole process was made easy by the Lakewood-W. Colfax BID.

**Jeff Temple**  
Owner, West Line Flats Apartments