

# GO WEST COLFAX



Working together to ENERGIZE historic West Colfax

## Lakewood-West Colfax BID:

A community-created district that advocates for capital investment and economic development to support existing and new business in Lakewood's West Colfax corridor

## 40 West Arts District:

A 501(c)3 nonprofit operating a Colorado Certified Creative District that champions community arts spaces and events and supports creative activities along Lakewood's historic West Colfax Avenue

## West Colfax Community Association:

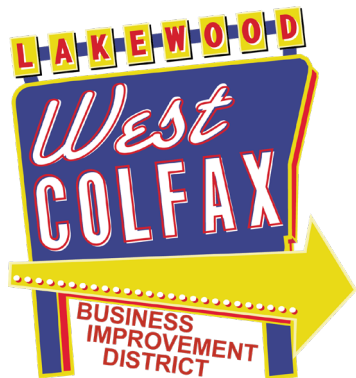
A 501(c)6 association for businesses and residents that provides a forum for dialogue & reliable community information as well as a unifying voice for the West Colfax community



# 2021 CORE FOCUS AREA UPDATE

STATUS .....	0%	50%	100%
1. 40 West Arts Creative District	<div></div>		ON TRACK
2. West Colfax Community Association	<div></div>		ON TRACK
3. 40W ArtLine & Placemaking Efforts	<div></div>		PROGRESS
4. West Colfax Lately Magazine (7 <sup>th</sup> Edition)	<div></div>		COMPLETE
5. VISION 2040 Plan Review/Update	<div></div>		ON TRACK
6. Corridor IGA Maintenance	<div></div>		ON TRACK
7. Corridor Awareness: Communications	<div></div>		ON TRACK
8. Drumstick Building Acquisition & Building Activation	<div></div>		COMPLETE PROGRESS





# Framework 2022: Focus Areas

**Primary Role:** Funding Mechanism, Management, & Operational Platform

**DIRECT**

1. Support for & Administration of Corridor organizations

2. Support for the West Colfax Pedestrian Safety Project

3. Update & Implementation of the West Colfax VISION 2040 Action Plan

4. Outbound Communications: Business & Community Outreach/8<sup>th</sup> Ed. West Colfax Lately

5. Business Assistance & Recruitment/Advocacy for Capital Improvements

6. IGA-required Maintenance & Improvements

7. Support of the 40 West ArtLine & Placemaking Initiatives

8. Management Services: Support for Corridor Organizations' Programming, Fundraising Efforts and Grant Applications

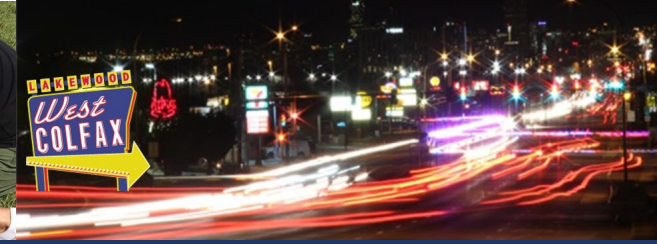
9. Operational Platforms: Communications, web-related, Budgeting/Finance, Compliance, and Payroll & Human Resources

10. Building Activation (renovation, leasing, property management, maintenance, debt service)

**Ops/G&A**

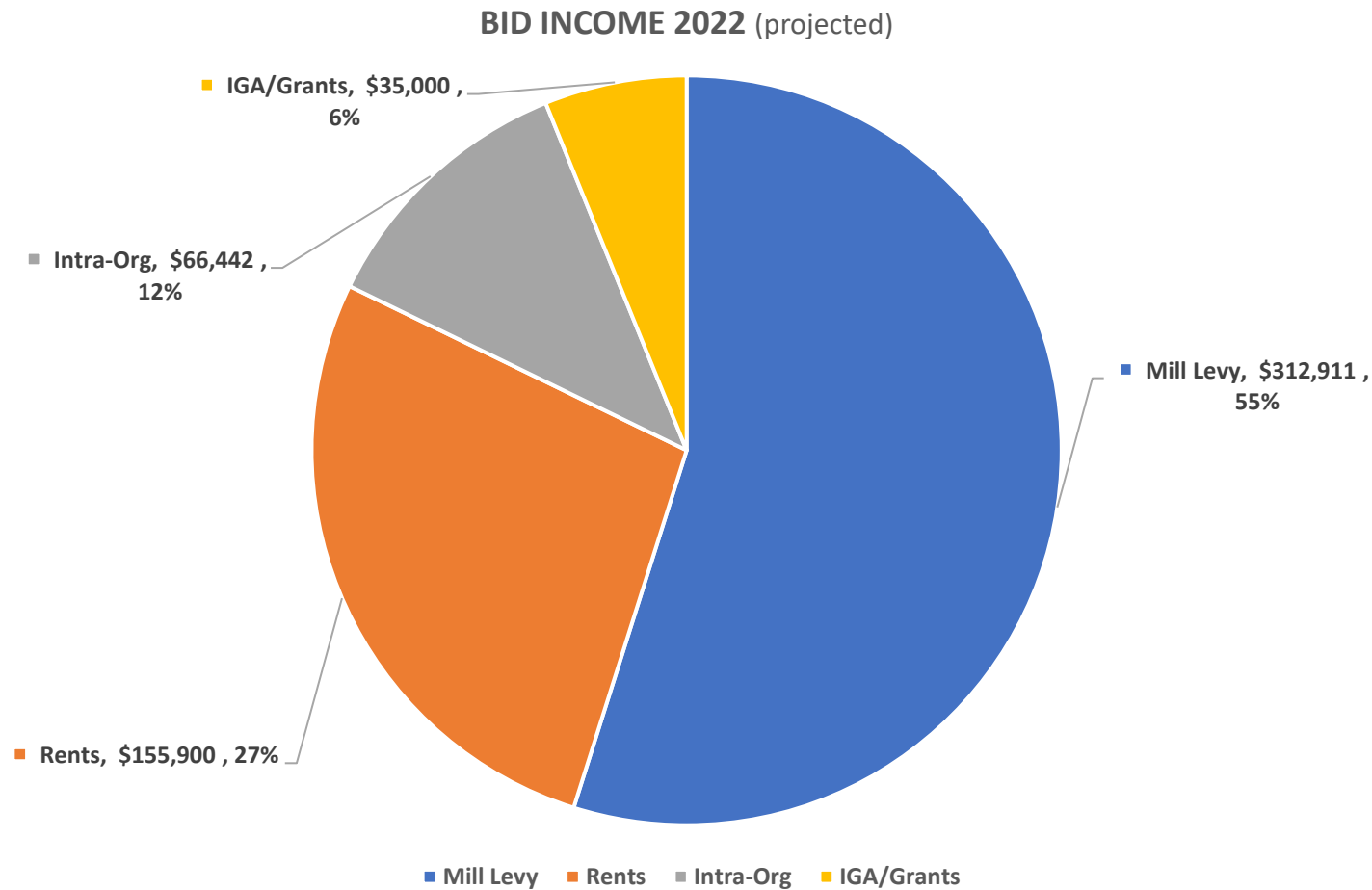
**REAL ESTATE**

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# 2022 BID INCOME

**\$570,253** (projected)





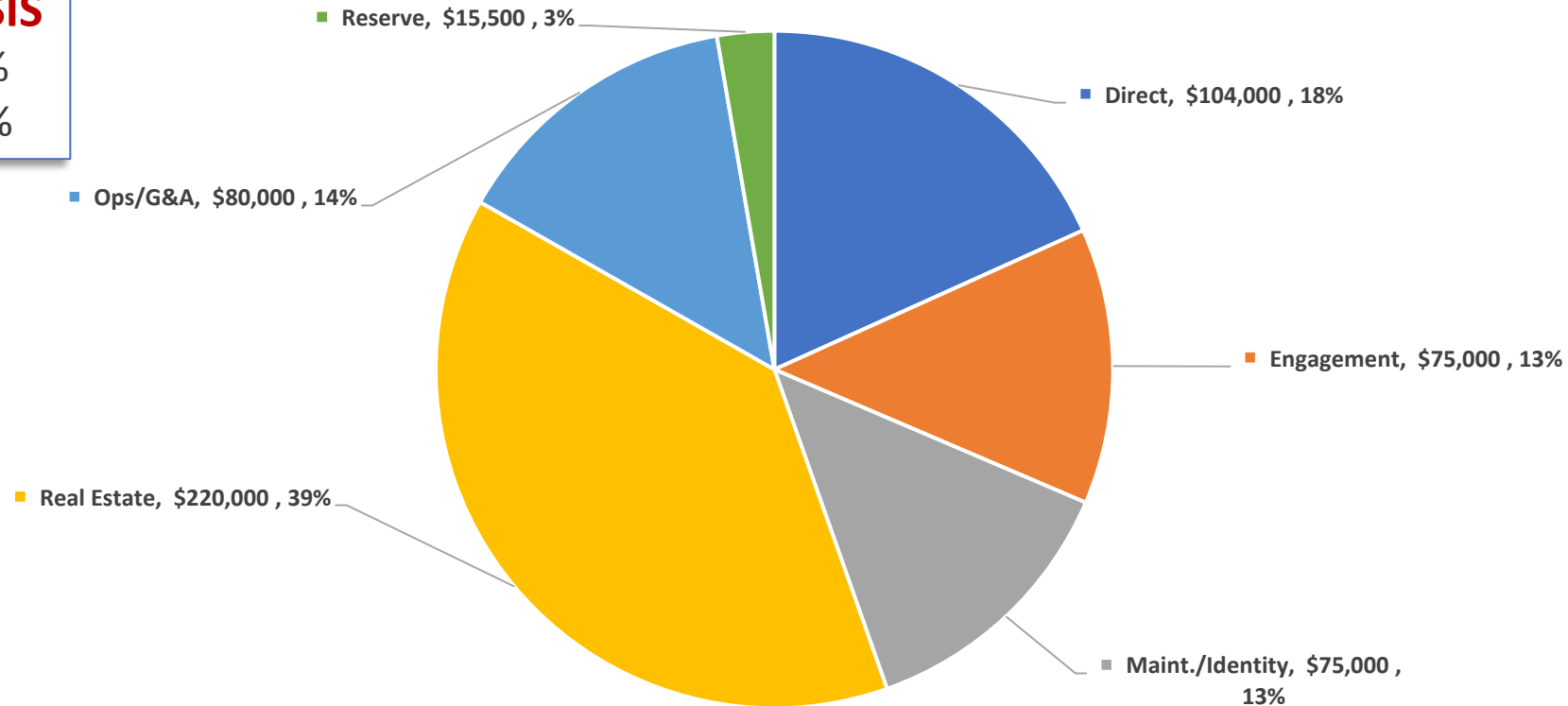
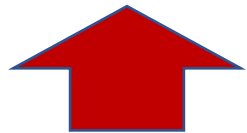
# 2022 BID EXPENSES

**\$569,500** (projected)

BID EXPENSES 2022 (projected)

## SNAPSHOT ANALYSIS

Programming: 86%  
G&A Overhead: 14%



■ Direct ■ Engagement ■ Maint./Identity ■ Real Estate ■ Ops/G&A ■ Reserve

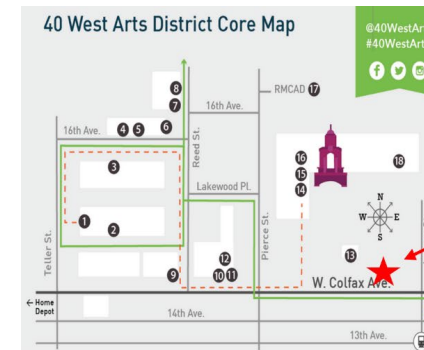




# Wrap-up

## FOUR Major Intended Outcomes

1. VISION 2040→ Continue focus on a 360 degree view of the corridor and west side revitalization
2. SUPPORT the implementation of the West Colfax Safety & Beautification Projects
3. ACTIVATE the old Drumstick Building
4. ASSIST in the re-launch of Casa Bonita



**West Colfax**



**Casa Bonita**

From all of us:



Welcome South Park's Matt & Trey!  
Let's work together!