

Welcome to Colfax Ave!

Welcome to Colfax Avenue, a vibrant community that's home to many legendary businesses and establishments. This section of Colfax is supported by the Colfax Ave Business Improvement District (BID). We're here to assist you and your endeavors, and look forward to getting to know you better and working with you to help your business thrive.

We take pride in our unique personality and connection to the most densely populated community in the entire City of Denver. This packet will give you a taste of who we are, what we do, and the resources for how to engage with us – or with the City of Denver – if and when you need help.

Table of Contents

01

Welcome

02

Mission & Boundaries

03

Overview of BID Services

04

Meet the Team &
Board Meetings

05-07

Programs & Events

08

City Support &
Community Resources

09

Neighborhood
Statistics

10-12

East Colfax
Bus Rapid Transit

13

Thank You &
Contact Information



Our Vision

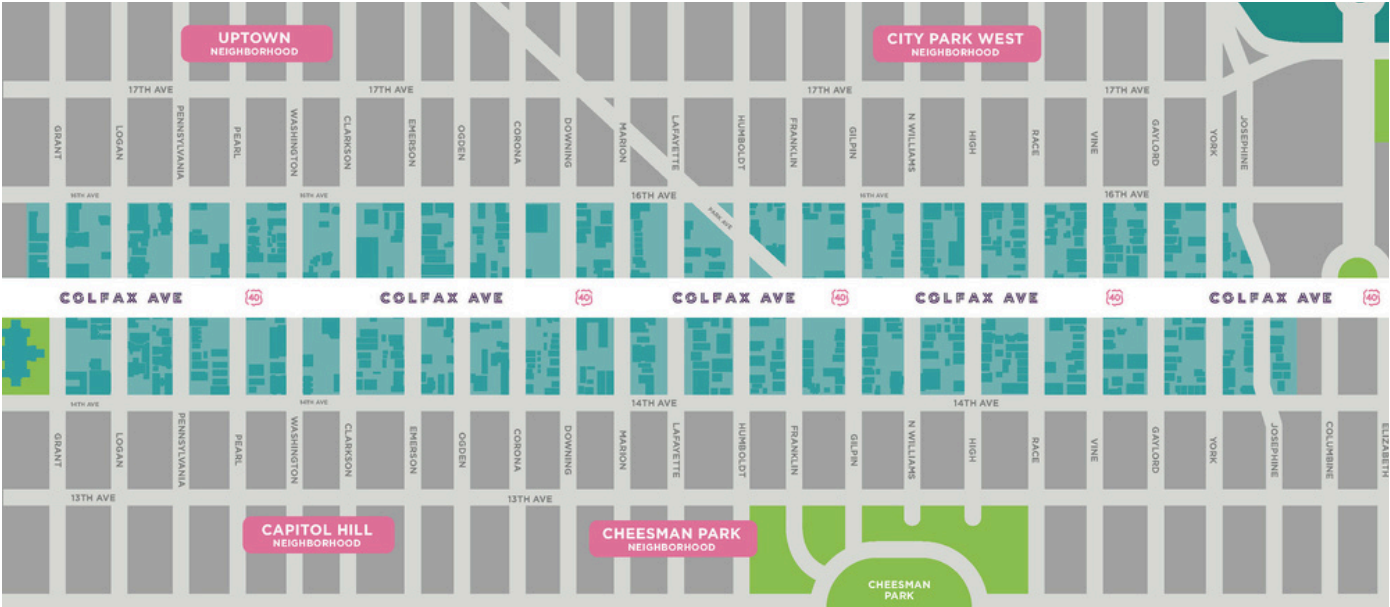
Colfax is the most dynamic street in Denver, welcoming all, offering joyful and fulfilling experiences, and sustaining a diverse mix of community-centered businesses and residents that help each other thrive.

Our Mission

The Colfax Ave BID builds community and cultural vitality, supports economic prosperity, and ensures the East Colfax Avenue corridor is safe and well-maintained.

Colfax Ave BID Boundaries

The Colfax Ave BID boundaries span from the alley west of Grant Street to the alley east of Josephine Street with 14th and 16th Avenues as the southern and northern borders, respectively.





Overview of Colfax Ave BID Services

A Cleaner Colfax: Our clean team, pictured above, is out on the street daily removing trash from our 64 trash receptacles, removing litter and graffiti from the public right-of-way, and pressure washing sidewalks.

A Safer Colfax: We work closely with District 6 Police, business owners, property owners, and residents to implement safety initiatives; we also provide matching grants to businesses who want to improve safety at their property.

Placemaking: We create a spirit and vibrancy on Colfax to attract people to come and spend time at our businesses.

Public Art Installations: We collaborate with local artists to transform our power boxes and street banners into vessels for storytelling and art, and foster the creation of additional murals throughout the district.

Events & Programs: We celebrate the diversity and resilience of the Colfax community through various events and promotional programs.

Marketing & Promotion: We promote local businesses through social media, our website, e-newsletters, and local media outlets.

Community Connections: We collaborate with surrounding organizations in the neighborhood and City to share information and work together on issues.

Coordinated Advocacy: We work with Denver City agencies to bring in millions of dollars in investment and needed infrastructure through various funding sources.

Meet the Colfax Ave Team



Frank Locantore

Executive Director

frank@colfaxave.com
(303) 832-2086 ext. 1



Denon Moore

Support Director

denon@colfaxave.com
(303) 832-2086 ext. 2



Mitch Freund

Operations Director

mitch@colfaxave.com
(303) 832-2086 ext. 3

Board of Directors & Board Meetings

The Colfax Ave BID Board of Directors is comprised of a diverse mix of business and property owners within the BID's boundaries. Board members set the priorities for the organization, serve on a volunteer basis, and are appointed by the Mayor.

The Colfax Ave BID Board meets monthly on the second Tuesday of each month. Board Meetings are held at UMB Bank (1635 E Colfax Ave) at 9am. Meetings are open to the public and are available to attend either in-person or virtually. Find more information and view past board meeting minutes [here](#).

Len Austin, Board President
Front Range Services

Alex Barakos, Board Vice President
Pete's Kitchen & Pete's Satire Lounge

Jennifer Neuhalfen, Board Secretary
1915 E Colfax LLC

Christopher Bishop, Board Treasurer
UMB Bank

Andy Baldyga, Director
The Mulhern Group

David Bentley, Director
Argonaut Wine & Liquor



Colfax Ave Programs & Events

Below you'll find a list of our signature events and programs. We are also always happy to promote your business on our social media outlets and in our e-newsletter. There is no cost to you. Just reach out to Business Support Director, Denon Moore, at denon@colfaxave.com to get on our calendar or to get involved with these events!

[Martin Luther King, Jr. Marade](#) (January)

Not our event, but an opportunity for businesses to capitalize on the foot traffic that comes with the Marade. The Marade combines the terms "march" and "parade" and commemorates the civil rights leader, Dr. Martin Luther King Jr. It involves a large march from City Park to the State Capitol along Colfax.

[Wear Your Heart On Your Street](#) (February)

Community members declare their love on Colfax by reserving a heart with a custom message. The hearts hang on our pedestrian light poles for the entire month of February.

[The Colfax Marathon](#) (May)

Not our event, but another opportunity for businesses to capitalize on the thousands who participate in the marathon weekend and week leading up to it. The actual race passes through our district very early in the morning, but many businesses will offer a discount if runners come back and show their race bib.

[Summer Movie Night Series](#) (June, July, August, September)

Monthly free movie nights in the park during summer months. Tests out a larger long-term vision of creating more open space in the district for people to enjoy. Opportunity for businesses and community partners to have a presence.



Denver Pride Parade, 2022. Photo courtesy of Cam Margera

[Denver Pride](#) (June)

Again, not our event, but a big one for the community. We have many LGBTQ+ bars who participate in Pride week and the Parade with special programming and events. The Parade goes from Cheesman Park, turns on Colfax from Franklin and heads to Civic Center Park.

[Power Box Art](#) (July - every other year)

Each year, we work with local artists to transform our 17 electrical power boxes into vessels for art and storytelling. There is typically a theme each year.

[Independents Day](#) (July)

A weekend-long celebration of our local, independent businesses. Participating businesses pick a special of their choosing to offer all weekend. Local artists and performers “pop up” at businesses throughout the weekend. Attendees can participate in our scavenger hunt that leads them on a tour of Colfax’s public art; they double their points if they support businesses along the way.

[Colfax Indie Bash](#) (July)

In lieu of a traditional holiday party, we host a summer bash to kick off Independents Day weekend and celebrate our local businesses and community partners. All food, drinks, and entertainment come from our Colfax community.



[The Colfax Crawl](#) (September)

The Colfax Crawl celebrates our district watering holes, from our classic dive bars to LGBTQ+ bars and everything in between. This event allows crawlers to visit an old haunt, or discover a new favorite spot to grab a drink with friends.

[Bag of Colfax](#) (November-December)

Bag of Colfax is a mystery gift bag filled with products from our local businesses, along with some bonus items from us. Purchasers can upgrade to our VIP bag, which is made from upcycled street banners. Easy for businesses to participate - we buy the product directly from you and handle the rest. These bags have raised over \$33,000 for participating businesses over the last three years.



City Support & Community Resources

311: Denver's 311 service is a non-emergency hotline connecting residents and business owners with city services, including reporting issues related to graffiti, encampments, fallen trees, etc.

911 and Non-Emergency: Call 9-1-1 to report a crime in progress, report an active fire, or save a life. Use the Non-Emergency line (720-913-2000) to report a crime that is not currently in progress.

Denver Economic Development & Opportunity (DEDO): DEDO supports local businesses through various programs and resources, offering assistance with permits, licenses, and business development.

District 10 Councilman Chris Hinds: Councilman Chris Hinds represents District 10 in Denver. Business owners in this district can contact his office at district10@denvergov.org or 720.337.7710 for local concerns, community issues, and to stay updated on district-specific developments.

Denver Police District 6: Denver Police District 6 serves the Capitol Hill, Golden Triangle, and Central Business District neighborhoods. Business owners can contact Community Resource Officer Knabe (kayla.knabe@denvergov.org, 720.913.2908) or Officer Main (glenn.main@denvergov.org, 720-614-3923) for safety concerns and community-related issues.

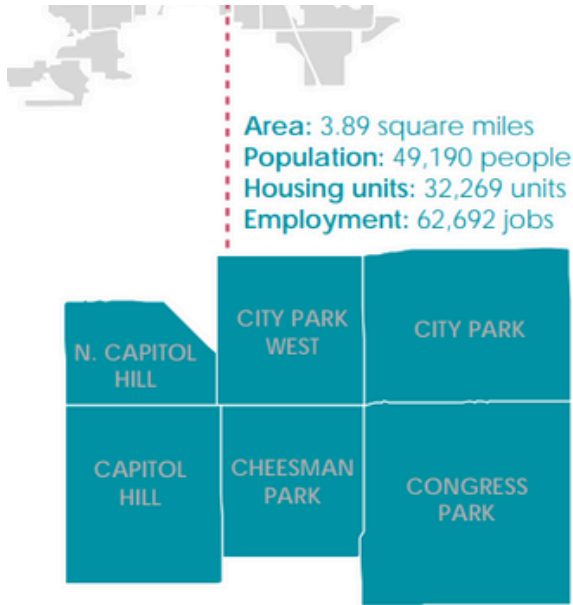
Support Team Assisted Response (STAR): STAR is a specialized program that pairs mental health professionals with paramedics to respond to non-violent, non-criminal calls, providing assistance for individuals experiencing behavioral health crises. You can contact STAR by calling 9-1-1 and requesting their services, or by calling 720-913-STAR (7827).

Department of Housing Stability (HOST): HOST builds a healthy, housed, and connected Denver. They invest resources, create policy, and partner with organizations to keep people in the homes they already live in, to quickly resolve an experience of homelessness, and to connect people to affordable housing opportunities. There are a number of outreach teams who connect individuals experiencing homelessness with supportive services - you can find a list of those organizations [here](#).

Harm Reduction Action Center (HRAC): Since 2002, HRAC has been the primary provider of emergency, health, and human services to people who inject drugs (PWID) in Colorado. They offer proper syringe disposal, clean syringes, access to on-demand HIV/HCV testing, health education classes, street outreach, and referrals to mental health/substance use treatment.

Neighborhood Statistics

Note: These neighborhood demographics are from Denver’s East Central Area Plan, which is the area encompassing and surrounding the Colfax Ave BID boundaries. You can view the entire plan [here](#). For a deep dive into the demographics and other data for the magnitude of the surrounding area’s population, [click here](#).

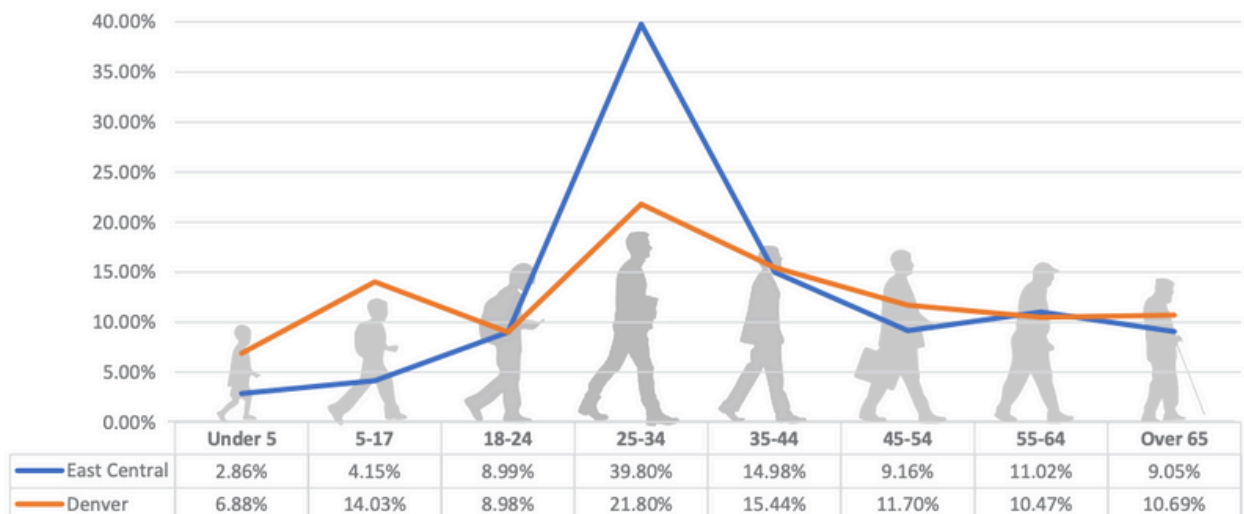


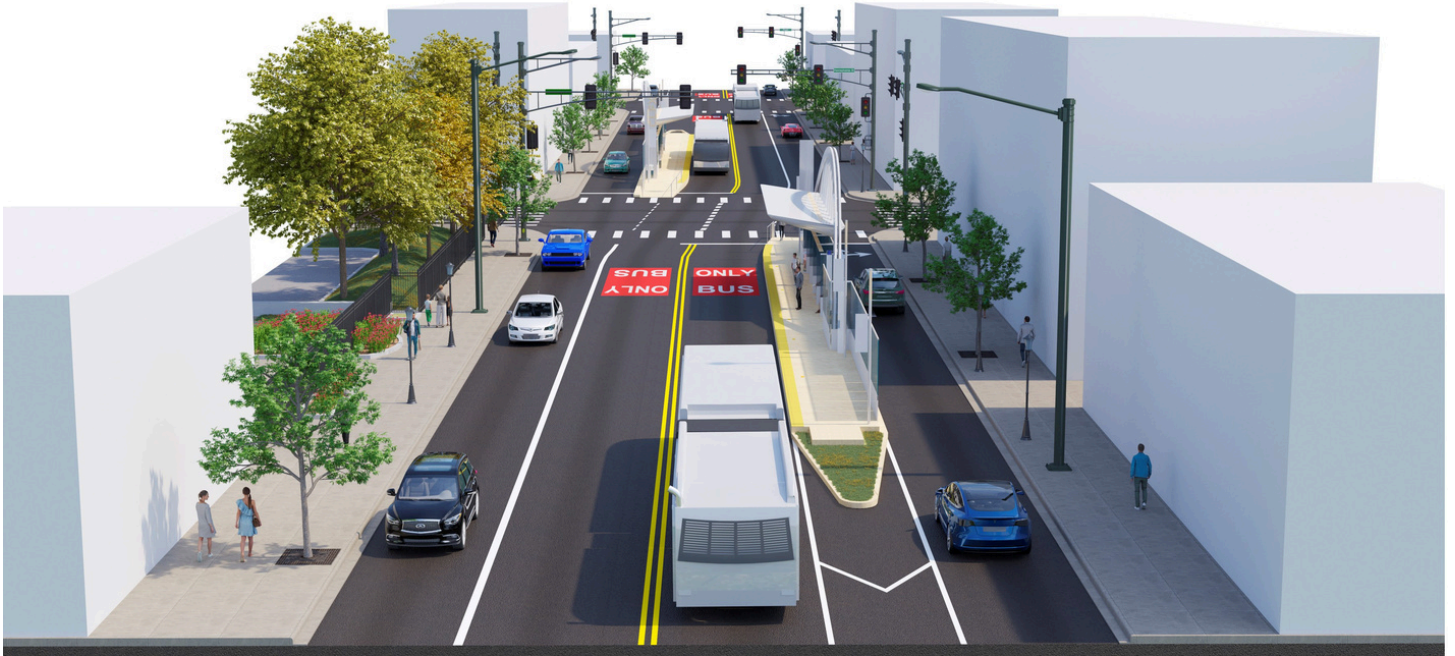
Source: 2011-2015 American Community Survey 5-Year Estimates

The East Central Area Plan is the neighborhood plan for the Colfax-adjacent neighborhoods of Capitol Hill, Cheesman Park, City Park, City Park West, Congress Park, and North Capitol Hill, providing a vision and policy guidance for land use, urban design, housing, mobility, parks, and the local economy for the next 20 years.

The plan covers the area roughly between Broadway and Colorado Boulevard and between 6th Avenue and 23rd Avenue in central Denver. These neighborhoods extend from the edge of downtown in the west to neighborhoods in the east, incorporating all types of buildings, houses, and businesses in between, and all connected by Colfax Avenue running through the center.

The area includes some of the most beloved features in Denver: great parks like City Park and Cheesman Park; cultural attractions like the Botanic Gardens, Zoo, and Museum of Nature and Science; theaters like the Fillmore, Ogden, Bluebird, and Sie Film Center; and many shops, restaurants, and historic landmarks. The people of East Central value the diversity and inclusiveness of their community that is open to all and represents the unique character of their neighborhoods.





Coming to Colfax: East Colfax Bus Rapid Transit (BRT)

Benefit to businesses, equity, climate, and transportation

What's BRT?

Bus Rapid Transit (BRT) is a transportation system that combines the speed, reliability, and convenience of a rail system with the flexibility and affordability of buses.

Project Background

The project has undergone several studies, including a feasibility study comparing various transit modes, such as enhancing the bus system, streetcar, underground subway, and even gondola and monorail options. BRT was chosen as the preferred option due to its cost-effectiveness and flexibility.

BRT offers the same service as a streetcar but at just 25% of the construction costs. It also provides more flexibility by being able to move out of the lane in the event of an emergency or take alternate routes during special events like the MLK Jr. Parade, Colfax Marathon, or the Pride Parade.

Key attributes of a true BRT system:

- **Dedicated Lane and Signal Prioritization:** BRT has its own lane, separate from regular traffic, which ensures that buses don't get stuck in congestion. The system also includes signal prioritization to keep buses moving efficiently.

- **Predictable Travel Times:** BRT provides reliable travel times, thanks to its dedicated lane and efficient operations. Buses arrive at stations at regular intervals, typically every 4-5 minutes throughout the day, making it convenient for passengers.
- **Fare Payment at Stations:** Like light rail systems, BRT requires passengers to pay the fare at the station before boarding. This speeds up the boarding process and ensures quick and predictable travel times. BRT stations also have platforms at the same height as the bus floor, allowing easy access for strollers and wheelchairs without the need for ramps.
- **Simultaneous Boarding and Alighting:** BRT stations enable passengers to board and exit the bus at the same time. All bus doors open simultaneously, enhancing efficiency and reducing dwell time at stations.

Benefits of BRT to the broader Colfax community?

- **Growing Demand:** The current 15/15L bus routes serve over 20,000 riders daily, but the corridor is expected to experience a 25% growth in travelers, 67% growth in employment, and 25% growth in population over the next 20 years. BRT will accommodate this increasing demand. Without BRT, there would be about 13,000 more cars on the road.
- **Business Increase:** The increase in travelers along Colfax brings business growth opportunities. More patrons can support local businesses without a need for parking. People walking to & from the bus station will pass many businesses besides the one they intended which provides intimate and visible marketing opportunities.
- **Lifeline for Essential Workers:** During the pandemic, while other bus routes in Denver were at around 20% of pre-pandemic ridership, the 15/15L route had an impressive 60% ridership, highlighting its importance for essential workers.
- **Improved Safety and Livability:** BRT will create people-friendly spaces that are calmer, quieter, and safer for children, families, and the elderly. It will also prevent additional cars from congesting neighborhoods on parallel streets.
- **Reducing High-Injury Network Problems:** The reduced speeds that come with BRT would dramatically decrease collisions between vehicles and pedestrians, cyclists, and wheelchair users, resulting in less serious injuries or fatalities and making the corridor calmer, safer, and quieter for everyone.
- **Climate Impact:** If the population has to rely on driving due to limited capacity on the current bus system, it would result in approximately 13,000 additional cars on the road. This would contribute to more climate emissions and make addressing climate change even more challenging.

Concerns and Solutions:

- **Implementation:** It is crucial that BRT is implemented as described in the attributes section, providing rapid and predictable service to ensure the full benefits to businesses and riders.
- **Parking Loss:** Some businesses worry about losing parking spaces. However, research shows that customers arriving on foot or by bicycle tend to spend more at local businesses each month than those arriving by car. Over 25,000 people live within a 5-10 minute walk or bike ride to our section of Colfax.
- **Preventing Neighborhood Traffic Congestion:** Without intervention, Colfax will experience further congestion due to expected population and employment growth, negatively impacting local businesses. Additionally, neighborhoods will face an increase in impatient and aggressive drivers, affecting the overall livability and safety of the area.
- **Construction Impacts:** The Colfax Ave Business Improvement District (BID) and the Department of Economic Development & Opportunity (DEDO) are working together to assist businesses in managing the construction impacts associated with the BRT project.

By implementing BRT, we can increase commerce, improve transportation, address climate concerns, enhance safety, and create a more vibrant and accessible community along the Colfax corridor. Learn more at denvergov.org/colfaxbrt, or contact Executive Director, Frank Locantore, at frank@colfaxave.com.





We hope this packet is a helpful resource for you! As you embark on this journey with us, remember that you're part of a network of passionate entrepreneurs, visionaries, and community advocates. Together, we'll shape the legacy of Colfax, celebrating its uniqueness while embracing progress.

Whether you need support, connections, or simply a listening ear, we're here to help. We encourage you to engage, connect, and contribute; your ideas and efforts are what make Colfax Avenue truly exceptional.

Thanks for choosing Colfax!
Still have questions? We're here to help.



info@colfaxave.com
(303) 832-2086

IG/TW: @colfaxaven
FB: @colfaxave