

Colfax Mayfair Business Improvement District 2026 Operating Plan

Introduction

The Colfax Mayfair Business Improvement District (BID) is entering a pivotal year, marked by the implementation of transformational infrastructure projects that will shape the district's future. At the forefront is the publicly funded **Bus Rapid Transit (BRT)** system and complementary **streetscape and pedestrian safety improvements**. These changes, in tandem with a new area plan, updated zoning, and new residential development, will support the corridor's evolution into a vibrant, multimodal, and pedestrian-friendly main street and town center.

Throughout 2026, the BID will continue to deliver its core programs in **economic development, marketing, maintenance, placemaking, and safety**, while also working in close coordination with the Colfax BRT project team. Together, these efforts aim to minimize disruption, support district businesses, and strengthen the corridor for the long term.

In preparation for project completion, the BID Board is planning for the **ongoing maintenance** of new streetscape improvements, ensuring their sustainability and long-term benefit to the district and community. The Colfax Mayfair BID operates with a **modest, assessment-based budget** with strong fiscal management by its board.

Strategic Goals – 2026

1. **Support district businesses** during construction of BRT and streetscape improvements.
 2. **Maintain visibility, consumer activity, and investment** in the corridor.
 3. **Advocate for district interests** in business attraction and retention, city planning, development, and infrastructure.
 4. **Deliver effective and professional BID administration** in compliance with regulations.
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Action Areas & Key Initiatives

1. Administration – Build a Leading Organization

Maintain effective operations, increase organizational capacity, and plan for the future.

- Submit annual budget to the City of Denver and State of Colorado.
- Provide timely reports to city, state, and funding partners as required.

- Participate in weekly BRT task force meetings for construction coordination and advocacy.
- Expand staff capacity to support businesses and coordinate events.
- Advance strategic planning around post-construction operations and maintenance.

2. Economic Development – Grow the Economic Base

Support existing businesses and attract new activity.

- Share information on available grant and business support programs via e-newsletters and one-on-one outreach.
- Provide timely construction updates and resources to businesses through a monthly e-newsletter, email and direct outreach.
- Facilitate construction-related problem solving with businesses and BRT project team.
- Implement marketing program to promote local businesses and encourage local shopping:
 - Increase reach of social media and e-newsletters.
 - Highlight businesses affected by construction in digital campaigns.
 - Collaborate with BRT promotions (e.g., “We Back the Fax,” shopping passports).
 - Implement banner campaign
 - Leverage new residential developments (The Marlowe Apartments, La Vista Motel) as consumer bases.
 - Support grand openings, business expansions, and new offerings.
 - Maintain and distribute branded window decals.
 - Update the BID website and business/property database quarterly.
 - Track vacancies and ownership changes; connect interested buyers and tenants.
- Produce and distribute an annual report to all ratepayers.
- Offer individual business support and facilitate coordination with City agencies.

Community Engagement & Events

- Host 4–5 **Colfax Chat** gatherings for business and property owners to discuss BRT updates, grants, and BID programs.
- Coordinate with the BRT team to host **Arch Watch Block Parties** for Elm, Hudson, and Krameria stations (Q1–Q3). Involve nearby local businesses.
- Produce the **Holiday Sip & Stroll** in December to promote local retail and dining.
- Promote business and community events via BID communication channels.

3. Placemaking – Create a More Inviting, Connected Destination

Support a more welcoming and functional corridor through infrastructure and design.

- Coordinate with the BRT project team on communication, promotions, and impact mitigation during streetscape construction.
- Improvements to include street trees, pedestrian lighting, trash cans, and bike racks in the Colfax corridor and Mayfair Town Center.

4. Public Safety – A Cleaner, Safer Place to Shop, Eat, and Do Business

Maintain district cleanliness and safety during a disruptive construction year.

- Conduct five district-wide cleanups, including:
 - Spot cleaning sidewalks
 - Sweeping sidewalks/gutters/medians
 - Litter and graffiti removal
 - Sticker and poster removal from BID furniture
- Provide powerwashing of sidewalks in station area work zones 4 times, including the Elm Station (Eudora to Fairfax); Hudson Station (Grape to Holly) and Kearney Station (Kearney to Leyden).
- Provide up to 5 spot cleanups.
- Maintain weekly trash can servicing.
- Temporarily remove and store bike racks during construction.
- Work with property owners on city inspection items (e.g., weeds, trash, graffiti, nuisance activity).

Public Safety Coordination

- Serve as liaison to Denver Police District 2 and City departments.
 - Support and promote the **Mayfair Town Center Business Watch** program.
 - Engage in issue-specific responses to public safety or nuisance concerns.
 - Advocate with city officials for remediation of neglected or derelict properties.
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5. Advocacy – Build Partnerships to Benefit the District

Represent the district's interests in citywide conversations and collaborate with key partners.

- Maintain strong working relationships with Denver City Council and city staff.
 - Participate in the **Denver BIDs Council** to:
 - Exchange best practices
 - Stay informed on broader BID-related issues
 - Align advocacy efforts for citywide support and investment
 - Partner with area neighborhood associations to support local businesses during construction.
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Conclusion

2026 represents both a challenge and an opportunity for the Colfax Mayfair BID. As the corridor undergoes historic public investment, the BID will be a stabilizing and proactive force—supporting local businesses, advocating for stakeholder interests, and ensuring that the district emerges stronger, safer, and more connected than ever.

**Colfax Mayfair Business Improvement District
2026 Budget**

		2026 Budget
Revenue		
Total Revenue		<u>156,218</u>
Expenditures		
Management & Administration		65,280
Programs		
Marketing	46,320	
Supplementary Maintenance	16,610	
Planning Services	<u>15,000</u>	
Total Programs		77,930
Operations		5,000
Contingency		<u>8,000</u>
Total Expenditures		<u>156,210</u>
Excess Revenues Over Expenses		<u>8</u>