Santa Fe Business Improvement District Meeting
April 28, 2015

Welcome – from Executive Director of Public Works
Jose M. Cornejo

Presentation Outline

• City Introductions
• Districts
• Overview of City’s Past Involvement in Santa Fe Area
• Critical Issues (Infrastructure)
• How can we work together
Districts – Public Works Involvement

• The Santa Fe Business Improvement District (BID) is now in place where two Local Maintenance Districts (LMD’s) had existed (from 6th to 13th)
• Public Works – Involved in the creation of the two LMD’s (1996), their dissolution (2015) and the creation of the Santa Fe BID (2015)

Districts – Key Differences

• LMD’s governed by City Charter versus BID’s governed by State Statute. BID’s are political subdivisions of the State, with specific State and Municipal requirements.
• LMD’s are limited to the continuing care, repair, replacement and operation of LMD amenities versus BID’s allowed to acquire, construct, finance, install and operate improvements, to do marketing, to organize and promote public events.
• LMD’s can assess residential and commercial property versus BID’s only being able levy and collect ad valorem taxes on and against all taxable commercial property.
• For BID’s, City Council has the duty to levy the taxes certified by the BID by December 31st of each year pending the Council’s approval of the BID’s Operating Plan and Budget.
• BID’s are better positioned than LMD’s to leverage public dollars if they are able to prioritize, plan for and communicate their needs.
• For a BID to function, it needs to decide to what extent to engage the professional services in the fields of construction and maintenance contracting, district management, accounting, legal, planning, marketing, etc.
Art District Santa Fe

Background

- Since 2007, the Create Denver initiative at Denver Arts & Venues has served as a liaison from the city to provided business development, leadership and strategic planning opportunities to Denver’s Art & Creative Districts. For over ten year, these dynamic and creative ‘hot spots’ have been thriving through grass-roots efforts to help grow the vitality of our neighborhoods and serve as thriving arts communities that continue to set the tone and foundation for new commercial and residential development, economic activity and the recruitment and retention of cross-sector businesses and artistic endeavors.

Art District Santa Fe

Highlights of Denver’s Art and Creative Districts include:

- In 2012 Art District Santa Fe (ADSF) was one of the first two creative districts in Colorado to be certified by the Colorado Creative Industries (CCI), a division of the Colorado OED
- Lead by a 13-member all-volunteer operational board and committees and one part-time paid consultant
- The district is guided by a 5-Year Strategic Plan developed in 2013 through the support Arts & Venues (A&V)
- Formed as a Colorado nonprofit corporation in 2003 and received full 501c3 status in 2014 and currently applying for grants and obtain sponsors for paid executive director, staff, and office
- Today the ADSF has 80 members in a variety of creative industry sectors including galleries, artist studios and cultural institutions including Su Teatro, AEG, Youth on Record (Mariposa), Center for Visual Art and Colorado Ballet
- ADSF has one of the largest First Friday Art Walks with up to 7,000 attending
- Continuing the collection of economic data on job creation, retail sales tax, occupancy rates and visitors
- A&V hopes to understand prioritized needs, plans and interests for the district through a unified vision and partnership of the Art District on Santa Fe and BID
Planning Background – Community Planning and Development and Public Works

- Neighborhood Assessment completed June 2006
- Denver Transit-Oriented Development (TOD) Strategic Plan completed August 2006
- La Alma Lincoln Park Neighborhood Plan/10th and Osage Station Area Plan 2010
- Santa Fe/Kalamath pedestrian Improvements Study 2013

La Alma Lincoln Park Neighborhood Plan/Station Area Plan 2010

Land Use and Urban Design Principles

- Attract development to Areas of Change
- Utilize mixed use, main street, and small lot residential zoning
- Encourage a mixture of uses that support a successful neighborhood
- Support greater heights at the station and key intersections
- Explore shared parking
- Support public art in the community