

2015 P.S. YOU ARE HERE APPLICATION TEMPLATE

Submissions must be made online, \*indicates required field

### GENERAL INFORMATION

Name of Primary Applicant (business/organization): \* Santa Fe Business Improvement District

Primary Contact\* Andrea Barela

Primary Contact Person Title\* President

Primary Contact Email \* abarela@newsed.org

Primary Contact Phone Number \* 303-534-8342 x 110

Primary Applicant Business Address \* 901 W 10<sup>th</sup> Avenue Suite 2A, Denver CO, 80204

Summarize your business or organizations mission (100 words max): \* The mission of the Santa Fe Business Improvement District is to promote, energize and cultivate the physical and business environment of Denver's Gateway, Santa Fe Drive.

Type of entity: \*

- Business Improvement District (BID)

Proposed project title: \*Bump out mural project

Description of the project for which you are seeking support (100 words max): \*The Santa Fe BID is seeking support for a beautification project that will increase the amount of street visible murals on the 700 and 800 blocks of Santa Fe Drive. The murals will be placed on the facades of eleven tree well bump outs. The BID will facilitate an open call for mural concepts at the beginning of 2015 for the placement in April of 2016. This project is intended to enhance public outdoor space, increase place making and create area identification for the Art District on Santa Fe and the BID.

Requested grant amount (maximum grant amount is \$10,000): \*\$10,000

Proposed project site (must be in the City and County of Denver): \* 700 & 800 blocks of Santa Fe Drive, Denver, CO 80204.

Describe whether the project is in a specific neighborhood, art/creative/historical district, etc. (30 words max): \* This project is within the geographic parameters of the Santa Fe Business Improvement District and Denver's Art District on Santa Fe.

If applicable, please provide demographic and geographic information regarding the community or population benefiting from or served by the request (15 words max): This project will take place and benefit the neighborhood of La Alma Lincoln Park.

City Council District: (if you aren't sure, please visit [www.denvergov.org/maps/map/councildistricts](http://www.denvergov.org/maps/map/councildistricts) for a city council district map) \* District 3 - Councilman Paul Lopez

Please chose what best describes your project type, area or activity: \*

- Streetscape
- Public art
- Physical improvements; benches, bike racks, etc.

Will your project provide public benefit and be free and open to all members of the public? \*

- Yes

Will your project demonstrate a community match? \*

- Yes

THE FOLLOWING QUESTIONS ADDRESS THE SELECTION CRITERIA OUTLINED IN THE GUIDELINES:

What challenges or opportunities will your project plan to address? Please demonstrate community support, collaboration and neighborhood partnerships. (100 words max): \* One of the main challenges facing the BID and Art District has to do with marketing and public amenities that indicate to the visitor, "You Are Here" when they are walking or driving through it. Many out-of-town visitors and Coloradoans who have never been to the area are unaware of where they are upon arrival due to a lack of signage and fast speeds along the corridor. The mural project will be a collaboration with Denver's Art District on Santa Fe and will engage the neighborhood and the greater Denver artist community through a call for entry process.

Creativity, Artistic Quality, Scope & Merit: How does your proposal demonstrate creativity and artistic quality? Please mention any partnerships with qualified artists, design professionals, additional resources or organizations. (100 words max): \* The mural's artistic quality and creativity will be determined through a juried selection process once the open call for entries is complete. The selection criteria is to be determined but preference will go to artists who are connected to the District and neighborhood. The Santa Fe BID and Art District will form a committee to outline the parameters for artists, announce the call through a marketing campaign and receive entries via an online program called Café. The bump outs will alternate the featured mural image or the words/logo of the Art District on Santa Fe. Please see the attached bump out photos and mural examples.

Planning, Feasibility & Maintenance: Describe how the proposed project will be created, safely installed, maintained, and removed. (100 words max): \* The chosen artist's mural concept will be adhered to the bump out using a brick melt process similar to the how the current Art District logos are placed on the sides of various buildings along the corridor. This will be conducted with a professional company who is licensed and insured and the proper lane closure permits will be pulled. The murals will be sustained and maintained for one year.

Economic & Community Vitality: How will this project enhance the vibrancy and economic vitality in the neighborhood/area where it will be installed? (100 words max): \* Santa Fe Drive and its surrounding streets, alleys, nooks and crannies are becoming known for its fantastic murals by well know national and local artists. The diversity, un-uniformity and eclectic nature of the corridor made notable by area galleries and high density of artists is part of the reason it was named Colorado's First state designated Art District. The bump out mural project will enhance and celebrate this tradition and add to Santa Fe Drive's cultural attractions. It will also increase place making, create much needed identifiable signage and attract new visitors which should increase commerce to local businesses and reduce graffiti.

Community Benefit and Social Impact: How will this project will benefit the community, as well as strengthen the identity, engagement, and sense of place in the area where it will occur? (100 words max): \* The bump out murals will dramatically improve the look of Santa Fe Drive and add to the area's growing creative and retail vibrancy. In recent years there has been tremendous efforts by property, business owners and residents to collaborate and begin the process of proposing new ideas to the city for right of way, way-finding, place making, safety boosting and connectivity improvements. This proposed project is a step in that direction and is designed to enhance our historic and architecturally unique buildings and streets.

Describe your criteria for success and results you hope to achieve with the project (100 words max): \* The goal is for the murals to boost a sense of place and appeal to a wide variety of visitors and local residents. One of the key adjectives of the Santa Fe BID's mission is to "energize", meaning give new life

to the area. We see this project as an ideal opportunity in fulfilling our mission in a way that is collaborative and completely beneficial to everyone.

What are the challenges you anticipate for your project? (100 words max): \*

The main foreseeable challenge will be the selection committee's burden to choose a mural design on behalf of the neighborhood, Santa Fe BID and Art District that will be widely accepted. The selection committee will need to be made up of a mix of local professional artists, neighborhoods groups the BID and Art District.

#### **TIMELINE**

Proposed date of project planning to begin (must be before July 2016):

Selection committee formation - November 1 - 20, 2015

Selection committee mural criteria planning - November 30 - December 18, 2015

Open call for artists - January 1 - February 29, 2016

Selection committee jury process - March 1 - 11, 2016

Announce selected mural concept - March 14, 2016

Vet and contract a company for brick melt process - February 1 - 29, 2016

Begin lane closure permit application process - March 1, 2016

Proposed date of project installation: April 1 - 8, 2016

Proposed period of time the project will be displayed once completed (minimum three months, suggested maximum one year): One year, from April 2016 to April 2017 at which time the mural will be replaced with a different mural.

#### **PROPOSED BUDGET**

##### **Bump Out Mural Project**

##### **Income**

P.S. You are here grant	\$10,000
BID Match	\$5,000
In-kind selection committee @ \$20 an hr x 100 hrs	\$2,000
In-kind project facilitator @ \$20 an hr x 150 hrs	\$3,000
Total	\$20,000

##### **Expense**

Contract for brick melt @ \$600 per x 11 bump outs	\$6,600
Artist award	\$5,000
Permits and Barricades	\$2,500
Café program	\$150
Contingency	\$750
Total	\$15,000

Net/Loss \$5,000 (in-kind value)

#### **ATTACH ALL DOCUMENTS**

- Proposed project budget, including your requested grant amount, proposed 1:1 matching funds, supplies, volunteer hours, art services, design or fabrication costs, in-kind and staffing. Please

also include other private and public funding sources for this program or project (if applicable). Be sure to highlight what areas the grant funding would be used for. Please see example budget on our Toolkit page. \*

- List of all active partner organizations, business & individuals involved in your project (please include their business, name, contact email and phone number): \*
- Letter of endorsement from your area council person, district representation, registered neighborhood association, business association or other place-based community organization (other than yourself) for the proposed project:
- Example (in one document). images or sketches of your proposed project here (maximum document size 1MB)
- Completed Diversity and Inclusiveness form here (see guidelines to download the form) \*
- W9 for primary applicant\*

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Primary Applicant Business Address \* 901 W 10<sup>th</sup> Avenue Suite 2A, Denver CO, 80204

Summarize your business or organizations mission (100 words max): \* The mission of the Santa Fe Business Improvement District is to promote, energize and cultivate the physical and business environment of Denver's Gateway, Santa Fe Drive.

Type of entity: \*

- Business Improvement District (BID)

Proposed project title: \* 1<sup>st</sup> Friday Sidewalk Parklets

Description of the project for which you are seeking support (100 words max): \* The Santa Fe BID is seeking support for the construction and placement of sidewalk expansion parklets. The parklets are intended to stage wider sidewalks that are usable, attractive, a way to engage community participation and promote permanent right of way physical improvements.

Requested grant amount (maximum grant amount is \$10,000): \* \$10,000

Proposed project site (must be in the City and County of Denver): \* One block of Santa Fe Drive.

Describe whether the project is in a specific neighborhood, art/creative/historical district, etc. (30 words max): \* This project is within the geographic parameters of the Santa Fe Business Improvement District and Denver's Art District on Santa Fe.

If applicable, please provide demographic and geographic information regarding the community or population benefiting from or served by the request (15 words max): This project will take place in and benefit the neighborhood of La Alma Lincoln Park.

City Council District: (if you aren't sure, please visit [www.denvergov.org/maps/map/councildistricts](http://www.denvergov.org/maps/map/councildistricts) for a city council district map) \* District 3 - Councilman Paul Lopez

Please choose what best describes your project type, area or activity: \*

- Landscape architecture
- Public plaza
- Streetscape
- Physical improvements; wider sidewalks

Will your project provide public benefit and be free and open to all members of the public? \*

- Yes

Will your project demonstrate a community match? \*

- Yes

THE FOLLOWING QUESTIONS ADDRESS THE SELECTION CRITERIA OUTLINED IN THE GUIDELINES:

What challenges or opportunities will your project plan to address? Please demonstrate community support, collaboration and neighborhood partnerships. (100 words max): \* There are serious issues that stand in the way of viable pedestrian accessibility on Santa Fe Drive. The sidewalks are narrow and much of this width is occupied by gas meters, street lights and furniture. This causes barriers to businesses and browsing customers and to the overall success of the district. In response to this the Santa Fe BID would like the ability to build and place sidewalk parklets that would provide more space for foot traffic during heavy attended events such as First Friday. Parklets would be designed and built with the involvement of colleges and volunteers.

Creativity, Artistic Quality, Scope & Merit: How does your proposal demonstrate creativity and artistic quality? Please mention any partnerships with qualified artists, design professionals, additional resources or organizations. (100 words max): \* The parklets themselves are a creative solution that will transform the existing strip to be more engaging and welcoming to encourage community participation. With partnership with creative design firms like Hanger 41 and Tangram Design as well as the University of Colorado School of Environmental Design the plan is to have a prototype modular parklet system designed and built to be used on two sections of a block on Santa Fe Drive. It will create a temporary solution and demonstrate how very narrow sidewalks can become more people friendly and community engaging.

Planning, Feasibility & Maintenance: Describe how the proposed project will be created, safely installed, maintained, and removed. (100 words max): \* In 2013 the stakeholder collaborative of La Alma Action, the predecessor to the BID, held a "Better Block" event in September 2013 and built a 80' parklet on the 700 Block of Santa Fe Drive and repeated the process during Doors Open Denver later the following year (see attached photos). That process took over 20 organizations and up to 60 volunteers to complete. The new Parklets are to be designed and constructed to be modular with sustainable materials. The BID will apply for the permits to place the parklets throughout the summer months in 2016.

Economic & Community Vitality: How will this project enhance the vibrancy and economic vitality in the neighborhood/area where it will be installed? (100 words max): \* The parklet project will be an effort to reduce and slow traffic with the potential of removing a lane of through-traffic in the street and reclaiming that space to the sidewalks. All of this is in order to activate the culture of the street and encourage a successful and universally accessible main street. One of the Santa Fe BID's goals is to make the corridor much less of a high speed thorough fair and more of a live able, attractive, energized and comfortable gathering place for everyone. The parklets physically accomplishes that and stage how wider sidewalks can work permanently.

Community Benefit and Social Impact: How will this project will benefit the community, as well as strengthen the identity, engagement, and sense of place in the area where it will occur? (100 words max): \* The parklets will be designed to be attractive and spacious features mainly positioned within one block of Santa Fe Drive. The idea is to create 2 separate parklets that are 60' to 80' long and positioned on both the West and East sides of the featured block. The parklets will be mobile, moving location during First Friday weekends during the months when full street closures are not allowed. We anticipate the parklets will attract new visitors to the area and give regulars a new reason to linger and shop creating an increase in commerce to businesses. We also intend to paint and brand the parklets with identifiably makers that say Denver's Art District on Santa Fe.

Describe your criteria for success and results you hope to achieve with the project (100 words max): \* The project will be successful when it is designed and built utilizing a combination of in kind work from the design firm and physically constructed using a combination of volunteer and paid labor. The parklets will need to be manageable and easy to layout during First Fridays. When this is achieved then they can be used in perpetuity and hopefully replicated in future years to extend to a second street.

What are the challenges you anticipate for your project? (100 words max): \* The main challenge of the parklet project will be storage and labor. Much of the budget will need to encompass the labor of

strategically placing the parklets at certain times of the year during 2016 and then storing them in between the times that they are not being used.

**TIMELINE**

Proposed date of project planning to begin (must be before July 2016):

Design process: November 2015 - January 31, 2016

Build process: February 1 - April 30, 2016

Proposed date of project installation: May - November 2016 First Fridays

Proposed period of time the project will be displayed once completed (minimum three months, suggested maximum one year): One year

**PROPOSED BUDGET**

Frist Friday Sidewalk Parklets

Income

P.S. You are here grant	\$10,000
BID Match	\$5,000
Designer In-Kind @ \$20 an hour x 50 hrs	\$1,000
In-Kind construction @ \$20 an hr x 200 hrs	\$4,000
Total	\$20,000

Expense

Materials	\$9,000
Labor	\$3,000
Storage	\$2,000
Permitting	\$500
Contingency	\$500
Total	\$15,000

Net/Loss \$5,000 (in-kind value)

**ATTACH ALL DOCUMENTS**

- Proposed project budget, including your requested grant amount, proposed 1:1 matching funds, supplies, volunteer hours, art services, design or fabrication costs, in-kind and staffing. Please also include other private and public funding sources for this program or project (if applicable). Be sure to highlight what areas the grant funding would be used for. Please see example budget on our Toolkit page. \*
- List of all active partner organizations, business & individuals involved in your project (please include their business, name, contact email and phone number): \*
- Letter of endorsement from your area council person, district representation, registered neighborhood association, business association or other place-based community organization (other than yourself) for the proposed project:
- Example (in one document). images or sketches of your proposed project here (maximum document size 1MB)

- Completed Diversity and Inclusiveness form here (see guidelines to download the form) \*
- W9 for primary applicant\*



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Summarize your business or organizations mission (100 words max): \* The mission of the Santa Fe Business Improvement District is to promote, energize and cultivate the physical and business environment of Denver's Gateway, Santa Fe Drive.

Type of entity: \*

- Business Improvement District (BID)

Proposed project title: \* Holiday Tree Lighting

Description of the project for which you are seeking support (100 words max): \* The Santa Fe BID is seeking support for the holidays with the purchase and placement of decorative lights for trees that line Santa Fe Drive between 6<sup>th</sup> and 13<sup>th</sup> Avenues. The lights will be up for a total of three months from November 15, 2015 through January 15, 2016. There will be a tree lighting ceremony on Sunday, November 15<sup>th</sup> at 6pm where the neighborhood, city council and members of the media will be invited. Since the implementation of the new BID it has been a goal to renew the holiday tree lights and engage the community in celebration.

Requested grant amount (maximum grant amount is \$10,000): \*\$10,000

Proposed project site (must be in the City and County of Denver): \* The proposed site is seven total blocks of Santa Fe Drive between 6<sup>th</sup> and 13<sup>th</sup> Avenue.

Describe whether the project is in a specific neighborhood, art/creative/historical district, etc. (30 words max): \* This project is within the geographic parameters of the Santa Fe Business Improvement District and Denver's Art District on Santa Fe.

If applicable, please provide demographic and geographic information regarding the community or population benefiting from or served by the request (15 words max): This project will take place and benefit the neighborhood of La Alma Lincoln Park.

City Council District: (if you aren't sure, please visit [www.denvergov.org/maps/map/councildistricts](http://www.denvergov.org/maps/map/councildistricts) for a city council district map) \* District 3 - Councilman Paul Lopez

Please chose what best describes your project type, area or activity: \*

- Streetscape
- Physical improvements - Lighting
- Event

Will your project provide public benefit and be free and open to all members of the public? \*

- Yes - The tree lights will be visually attractive and will appeal to residents and visitors which will draw shoppers helping to boost the district's economy.

Will your project demonstrate a community match? \*

- Yes - The Santa Fe BID will be able to match the cost.

THE FOLLOWING QUESTIONS ADDRESS THE SELECTION CRITERIA OUTLINED IN THE GUIDELINES:

What challenges or opportunities will your project plan to address? Please demonstrate community support, collaboration and neighborhood partnerships. (100 words max): \* The Santa Fe Drive corridor faces the challenges of not being a regular attraction to residents and visitors beyond 1<sup>st</sup> Friday activities which puts a stain on local businesses. The holidays are a prime time to boost economic activity. In partnership with the Place Making Committee of the Art District on Santa Fe and local firm Tangram Design, LLC the BID is collaborating to boost and repair the electrical grid of the corridor and increase the amount of holiday lights in up to 200 trees.

Creativity, Artistic Quality, Scope & Merit: How does your proposal demonstrate creativity and artistic quality? Please mention any partnerships with qualified artists, design professionals, additional resources or organizations. (100 words max): \* The design professional the BID is currently working with is George Lim of Tangram Design, LLC who is donating his time, creative designs and development of design standards to regulate current and future esthetics. Early in the summer the BID conducted various maintenance renewal efforts including the removal of the old, high energy tree lights for the purposes of tree trimming and the need to reestablish how new and energy efficient lights should be placed once the holidays approach. The BID and George have consulted with lighting consultants and have gathered quotes from electricians for the project's entire scope.

Planning, Feasibility & Maintenance: Describe how the proposed project will be created, safely installed, maintained, and removed. (100 words max): \* The BID will contract a professional, licensed and bonded electrical/lighting company to repair the existing and increase the number of electrical outlets on the corridor. They will place the tree lights and bring them down at the end of the season and be responsible for acquiring the proper electrical permits and consulting with city electric engineers before the project is initiated. This company will also be responsible for the storage of the lights during non-holiday months.

Economic & Community Vitality: How will this project enhance the vibrancy and economic vitality in the neighborhood/area where it will be installed? (100 words max): \* Holiday tree lighting will dramatically improve the look of Santa Fe Drive and add to the area's growing creative and retail vibrancy. In recent years there has been tremendous efforts by property, business owners and residents to collaborate and begin the process of proposing new ideas to the city for right of way, way-finding, place making, safety boosting and connectivity improvements. This proposed project is a step in that direction and is designed to enhance our historic and architecturally unique buildings and streets. New lighting, especially decorative, is intended to boost the corridors visitors and increase business revenue.

Community Benefit and Social Impact: How will this project will benefit the community, as well as strengthen the identity, engagement, and sense of place in the area where it will occur? (100 words max): \* Beside the striking appearance, the holiday tree lights will create an inviting, attractive, and warm place for families to visit during the holidays. In year's past tree lights have only been concentrated on four blocks. This effort will expand to the upper section of Santa Fe Drive where new businesses and organizations have recently been established, visually encouraging visitors to explore further. The lights will demonstrate that the area is being paid attention to and efforts are being made to enhance beautification. In addition the BID will purchase lights that are LED to conserve energy, save money and increase sustainability.

Describe your criteria for success and results you hope to achieve with the project (100 words max): \*  
The goal is for the new lights to boost a sense of place and appeal to a wide variety of visitors and local residents. One of the key adjectives of the Santa Fe BID's mission is to "energize", meaning give new life to the area. We see this project as an ideal opportunity in fulfilling our mission in a way that is collaborative and completely beneficial to everyone.

What are the challenges you anticipate for your project? (100 words max): \*  
The primary challenges we are concerned with at the present time is adhering to our timeline. We are unaware of how long the permitting process might take which is why we designated the longest amount of time to it as well as the electrical work that must be done to the tree bump outs on the 700 and 800 blocks and the adding of new electricity to right of way areas on the upper portion of Santa Fe Drive.

### **TIMELINE**

Proposed date of project planning to begin (must be before July 2016):

Electrical/Lighting Contractor Acquired: October 14, 2015

Permitting, light purchase and electrical work: October 14 - November 8, 2015

Light installation: November 9 - 14, 2015

Lighting Ceremony: November 15, 2015

Lighting take down: January 15, 2015

Proposed date of project installation: November 9 - 14, 2015

Proposed period of time the project will be displayed once completed (minimum three months, suggested maximum one year): Three months

### **PROPOSED BUDGET**

Holiday Tree Lights on Santa Fe Drive

#### **Income**

P.S. You are here grant	\$10,000
BID Match	\$10,000
Total	\$20,000

#### **Expense**

Light purchase	\$5,000
Electrical repair additions	\$15,000
Installation	\$10,000
Total	\$20,000

Net/Loss	\$0
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### **ATTACH ALL DOCUMENTS**

- Proposed project budget, including your requested grant amount, proposed 1:1 matching funds, supplies, volunteer hours, art services, design or fabrication costs, in-kind and staffing. Please also include other private and public funding sources for this program or project (if applicable).

Be sure to highlight what areas the grant funding would be used for. Please see example budget on our Toolkit page. \*

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