



LAKWOOD-WEST COLFAX BUSINESS IMPROVEMENT DISTRICT PROPOSED OPERATING PLAN & BUDGET 2024

CORRIDOR CONTEXT

Colfax Avenue has been at the epicenter of cultural and entrepreneurial activity in the metro area for 150+ years. Colfax Avenue—U.S. 40—part of the old coast-to-coast “Victory” Highway from Atlantic City to San Francisco—was supplanted by the modern interstate system but was never forgotten by the legions who have experienced its unique culture and character. Colfax Avenue—Main Street Colorado.

Colfax earned its reputation as the nation’s longest continuous commercial thoroughfare—and the glitter and grit that comes with it. Though connected by history and geography to stretches of the avenue in Denver and Aurora, West Colfax is a clearly delineated segment. And the Lakewood section of the historic avenue—along with its businesses and neighborhoods— has a story to tell that’s all its own.

U.S. Route 40, historic West Colfax—the Gateway to the Rockies—was *the* place to be in the 40s, 50s, and 60s. The West Colfax story is as captivating as any in the country. It comes with its own lore—rich in character and creativity. Along West Colfax, mid-century buildings and multi-generational businesses continue to embody the Colfax culture, a carryover from the 1950s car culture and America’s love of the open road. Colfax speaks to the “Americana” in all of us. Its heritage and heart—the neon and neighborhoods, the diners and dance halls, the motels, and motorcycles, and now the galleries and gathering places—that’s what keeps it relevant today.

As Lakewood’s historic heart, the West Colfax Corridor has seen both high and low times. As we progress through the new millennium’s third decade, West Colfax is re-emerging from years of economic challenges, and artists and entrepreneurs are the vanguard rallying behind both traditional and creative enterprises. Energized by a number of factors, including the corridor’s 40 West Arts District, the ArtLine, and the West Colfax Community Association, the renaissance is happening right before our eyes.

While still in its early stages, the West Colfax transformation is taking place across the economic spectrum: two of the corridor’s largest private employers have new and expanded headquarters buildings (Terumo BCT and FirstBank) and Broad Street acquired and has transformed the old

JCRS Shopping Center (now Lamar Station Plaza) that's home to Casa Bonita (now with exciting new ownership), and Broad Street has recently purchased the east side of the center and plans to marshal it through a similar transformation. Ownership of Rocky Mountain College of Art + Design (RMCAD) continued to invest in their celebrated campus—listed on the National Registry of Historic Places—and has announced higher than expected enrollment for the fall semester. Meanwhile, Benchmark Theatre is trying to build on the momentum created by the EDGE Theater by taking over The E Project and continuing to produce high-quality live dramatic productions. In the past few years, topnotch galleries such as Pirate Contemporary Art, Next Gallery, Edge Gallery, CORE New Art Space, and Kanon Collective have moved into 40 West Arts District, and three new developments in the corridor, West Line Flats, West Line Village, and The Brickyard at Lamar Station have seen strong market acceptance, bringing our community much needed new housing stock, both for-sale and rental, as well as approximately 2,500 additional residential units in different stages of development along the W Line, which brings our commercial corridor the new residents that local businesses need to succeed and grow. (And more are on the way as well.)

All this is supported by an active and engaged community . . . the energy and advocacy from West Colfax Community Association (WCCA) and local neighborhood associations, the momentum of 40 West Arts District as a magnet for creative enterprises and new visitors, and the anticipated ongoing commitment from the City to sustain the revitalization with both forward-looking policies, staff resources, and strategic capital investment.

Among the catalysts for this new investment, the long-awaited opening of light rail arrived in April 2013, triggering young families and millennials to notice the area—because of light rail, because of the arts district, because its relative affordability (compared to the rest of the metro area) . . . and because it was a community on a positive trajectory.

2018 saw the culmination of a significant two-year community collaboration—the completion and launch of the first phase of the 40 West ArtLine. The ArtLine, a four-mile walking and biking art experience that connects three parks in the area and includes 70+ art installations along the route. And this is just the beginning. Funded in part through a grant from the National Endowment for the Arts (NEA) awarded jointly to the City of Lakewood and 40 West Arts District (with matching funds from the BID), the ArtLine is a major milestone that has already distinguished Lakewood's oldest commercial corridor in local media and throughout the real estate community. The ArtLine, an asset for local residents and a destination for visitors seeking a unique outdoor art experience, will continue to grow, add experiences, and attract visitors and new businesses to the corridor. The collaboration required to attain such a grant—the largest NEA grant ever received by the City and the largest award given to any organization in the state of Colorado in 2016—is a testament to the energy and commitment of the City and its partnership with all the local West Colfax-based organizations.

In 2019, we've seen both continued progress and some setbacks to our ongoing momentum in the district. Positive accomplishments included a host of new businesses (including four new restaurants/eateries) and new housing options in our corridor (both for rent and for-sale), the 5th Annual West Colfax Lately Luncheon, the 5th Annual Colfax ArtFest, the commemorative 5th edition

of West Colfax Lately Magazine, the Business of the Arts Award presented to the City and 40 West Arts for the ArtLine, the DCI Governor’s Award presented to the City for Best Use of Public Space for the ArtLine, and Westword naming 40 West Arts District “Best Metro Area Arts District.” (Please see more information on Milestones & Accomplishments in the Appendix.)

Challenges for our district include multiple buildings and parcels in transition, such as the closure of a number of retail stores in the district, particularly those in the Westland Center. More broadly, the passage of Lakewood 200 (14.27), a growth limitation regulation, caps housing unit growth to 1% (which includes a lottery system to allocate building permits) and requires City Council approval for residential developments of greater than 40 units. While key residential projects, such as The Brickhouse at Lamar Station and West Line Village, were able to proceed, the new growth limitation regulation has already caused a number of investors to abandon proposed investments in Lakewood’s West Colfax corridor due to the lack of development predictability and the disincentive for attracting more “heads & beds” to the area to support local retail, services, restaurants, and other entertainment and amenities.

As everyone is well aware, 2020 brought unprecedented challenges. By the end of Q1, we were amid a global Covid-19 pandemic and the ensuing deep and growing economic meltdown. The BID redeployment available funds to help small business and actively participated in the Lakewood Economic Recovery Task Force and the collective efforts to support Lakewood businesses. West Colfax small businesses—particularly independent retailer, restaurants, and creative venues—were hit hard. Some have closed; many are trying to adapt, and our West Colfax organizations are rallying support by providing reliable, actionable information and by aggressively promoting a “buy local” campaign. But the longer the pandemic restrictions go on and the deeper economic spiral, the more West Colfax, its businesses, and its residents, will suffer. Simply put, West Colfax needs more revitalization funds, more human services support, more capital investment in infrastructure, and more customers for existing businesses.

2021 saw glimmers of hope on the horizon, but the delta variant caused a fourth wave and disrupted an early of economic recovery. We remain hopeful that vaccines will maintain their effectiveness, and vaccination rates will continue to rise, so our economy can continue to improve.

However, 2021 was not without major milestones—one was in the beginning stages of the implementation of the West Colfax Pedestrian Safety Project, enabled by a CDOT \$10M grant, plus city matching funds. A major game-changer for this area in need of improved infrastructure!

After years of collaboration among city departments and community stakeholders, the Denver Regional Council of Governments (DRCOG) awarded a \$10 million grant to the City of Lakewood to implement West Colfax Avenue safety and beautification improvements. The City pledged the required matching funds, making this a major investment in the future of this historic corridor. This project, part of State of Colorado’s Safer Main Streets Initiative, is over budget and now divided into two phases; stakeholders are committed to completing all project elements.

While the City and its consultants are amid of launching a sustained public process to seek input from residents and local business to further define the project, implementation is anticipated to involve as array of exciting improvements, such as wide-ranging infrastructure and technology improvements to enhance safety, the addition of more lighting, landscaping, public art, and other placemaking elements to buffer sidewalks from vehicular traffic flow, construction of bus pull-outs for safer vehicle interaction, faster unloading of patron, and brighter, more attractive waiting areas, and more directional and informational signs for pedestrians and motorists. According to city officials, the work associated with Phase 1 of this grant project is anticipated to be substantially complete by mid-to-late 2024 and Phase 2 by the end of 2025. The BID's role is to the support the city staff and their consultants with the ongoing community outreach efforts.

Also in 2021, as planned, we wrapped up our ten-month-long review of the West Colfax VISION 2040 Action Plan. The BID team of Yoshida and Marino first formed a core team to discuss the process and then a rolled out a plan that involved recruiting West Colfax Ambassadors to serve on a review committee. This collection of people was called the Vision Implementation Group or (the VIG for short). More than two dozen ambassadors signed up to participate in a ten-month review process, with the following stated purpose:

*The **Vision Implementation Group** exists to provide an inclusive community forum to integrate input, distill ideas, isolate priorities, marshal resources, and report status on the focus areas in the West Colfax Vision 2040 Action Plan.*

As stated prior, the purpose in convening this group was to ensure that the Vision 2040 plan remains current, by revisiting priorities for the subsequent 5-year period and to allow the document to continue to serve its original purpose.

Starting in August 2020, amid a global pandemic, this 2020-2021 Vision Group met monthly via Zoom and rated the importance of every goal in the original plan. And they collaborated on priorities for the next 5 years, with an emphasis on activating revitalization strategies along the West end of the corridor. The schedule and all the activities of this endeavor (including Ambassadors' homework) is captured on the landing page for the West Colfax Ambassadors at <https://bid.westcolfax.org/2040>. Key Focus Areas for the Plan Review were the following:

- Conduct performance & importance ratings of the existing section of the plan.
- Add new Guiding Principles section to the Table of Contents.
- Add New Goals and Action Step that address new priorities in new ways.
- Work with partners with a 360-degree view of the corridor to activate emerging opportunities in the targeted nodes of activity, particularly targeting the corridor's west end.
- Promote land uses and land use policies that align with our community's vision
- Help neighborhood associations, residents, property owners, and business operators to advocate for desired land use outcomes
- Renew efforts around historical preservation to capture the quintessential Colfax character for posterity

One more highlight of early 2021 saw a long-wished-for dream come true. After years of searching and planning, the Lakewood-West Colfax BID teamed up with [40 West Arts](#) and other partners to purchase the building at 6501 W. Colfax Ave. While it needed much work, it signals that 40 West Arts and its creative partners have reached a milestone for its long-term sustainability as a Creative District—a building that they own and call home.

The purchase of this building gives us so much more control of our own destiny. Having this facility will help us better serve our community and help other local nonprofits as well. With the many delays associated with the pandemic, it took more than a year to get this deal closed. We could not have arrived here without the help and support of many. We're grateful to our partners at the City of Lakewood and our friends at Broad Street Realty and FirstBank.

After the planned yearlong construction effort for the adaptive reuse to reactivate the building, the renovated facility is slated to serve as the headquarters of 40 West Arts District (and its gallery), the [West Colfax Community Association](#) and the new location of its mainstay monthly community meetings, and the main office for the Lakewood-West Colfax BID. And that's not all: Now that the improvements are completed, the building houses several other district galleries that were also looking for a more sustainable location, and a number of other local nonprofits, civic groups, and neighborhood organizations, and potentially additional creative retail and someday a food use (someday) as well. Our goal is to make this building a "must-see" arts and culture destination and a vibrant community hub on West Colfax!

Despite the ongoing public health, economic, and regulatory challenges, our hope is to continue to build on the creative energy from 40 West Arts, 40 West ArtLine, and RMCAD as well as the quirky history that makes West Colfax iconic. Despite the impact of the pandemic, we still believe, if we continue our efforts and work together, that Lakewood's West Colfax corridor can create forward momentum, as it is still well positioned as the next significant area for potential investment and redevelopment in the metro area.

In 2022, coming out of two operational years of a pandemic and the related economic upheavals, progress on some projects slowed down or were delayed. The publication of *West Colfax Lately* magazine was suspended for a year to preserve funds and planning for the next Colfax ArtFest was delayed indefinitely. However, a significant milestone worthy of celebration made 2022 a banner year—the June 3rd opening and dedication celebration of the district-owned building at 6501 W. Colfax Ave., providing our art district venues and community/civic nonprofits a stable and affordable home into the future—a major milestone and a dream come true! This is a tribute to all who help us with the capital campaign to raise \$900,000+ to renovate a blighted building in the corridor—there are many to thank, including the State of Colorado and its Colorado Community Revitalization Grant, the City of Lakewood, the Lakewood Reinvestment Authority, The Community First Foundation, The Gate Family Foundation, and the many business and individual contributors who believed in our vision enough to help us achieve this milestone.

We all know that West Colfax is still in transition. There is still major work to do. The economic

inequities of our country are evident in our community. Worsening conditions has increased homelessness and the prevalence of encampments and trash heaps. The need for more human services is profound here. The Action Center is being called on to serve even more families than at the peak of the pandemic.

As vocal advocates for this community, we have been working with the city of Lakewood on these and other issues since our inception. We want to be part of the solution, but as a group of small, local, civic / non-profit organizations, we lack the capacity to make a sustained impact—but we are trying! We help organize efforts to clean up the corridor, support free art programming through 40 West Arts and the ArtLine, conduct fundraiser for our local schools and nonprofits, raised money and collected food for the Action Center, and planned and hosted the first-ever FREE 40 West Summer Youth Camp at our newly renovated Hub building.

But we are under no illusion that all is rosy along West Colfax—as mentioned prior, much more work needs to be done! We understand these issues are complicated and multifaceted with no quick fixes, but we (together) must do more. We are working on new program with a local partner that could bring direct resources to our unhoused populations to provide services, training, and opportunities for low-barrier-to-entry employment right here in our community. Those of us who live and work in this community engage with our unhoused residents often, and we do what we can. We’ve been raising funds to support an ongoing work program, It’s far from perfect—but we are trying to do what we can to make a difference!

Together in 2022-23, we have made progress—and there are great things on the horizon: a reopened Casa Bonita is generating excitement and drawing new visitors to the corridor again, the West Colfax Safety and Streetscaping Project is scheduled to break ground later this year, a new state-of-art Porsche dealership on Colfax by Prestige Imports is under contraction, multiple new TOD multifamily community near the W Line are nearing completion, and significant redevelopment opportunities at 10th & Sheridan, the Summit Brickyard, and Westland Center are in the early stages of planning. We are close to the tipping point. Since the inception of 40 West Arts and its certification as a Colorado Creative District in 2014, there has been a 300% increase in creative enterprises and related jobs in this area and more 200,000 visitors to our creative venues during that same timeframe. Our shared vision for West Colfax is in reach—if we can move forward with the funding, focus, and collaboration needed to address these issues together.

West Colfax is the convergence of a rich history and an innovative future. It is a creative community that embodies a freedom-loving lifestyle, the energy of American entrepreneurialism, and the historic soul of Lakewood’s past. How do we leverage the nostalgia of the past, the energy of the present, and package it for the future? The answer is continued collaboration. With sustained, integrated efforts among the City of Lakewood, our West Colfax-based organizations—the Lakewood-West Colfax BID, the West Colfax Community Association, and 40 West Arts—and active businesses and neighborhoods, West Colfax can continue the renaissance and tell the world about the experiences and opportunities in Lakewood’s historic commercial corridor . . . about a community rising up to celebrate the glory of the past and the glitter still to come.

PLAN APPROACH - BACKGROUND & FRAMEWORK

The Lakewood-West Colfax Business Improvement District (BID) was formed in 2011 following a two-year, grass-roots campaign that included scores of community meetings, dozens of presentations to civic groups, and a successful petition process and special election. With the results of the Nov. 1, 2011, special election (81% approval), the Lakewood-West Colfax BID was established under Colorado State Revised Statutes.

It is a tribute to the West Colfax community, its property and business, as well as supporting neighborhood and civic organizations, who together demonstrated their belief in and commitment to the corridor by investing time and resources in the effort to form the BID and help shape its vision. The West Colfax Community Association (WCCA), 40 West Arts (40W), Rocky Mountain College of Art & Design (RMCAD), numerous local business and property owners and a broad range of other neighborhood groups and involved citizens played an integral role in the successful effort to form the Lakewood-West Colfax BID. With the BID as a unifying voice, a predictable funding source, and an operational platform, these groups are working together to manifest the vision embodied first in the West Colfax Avenue Action Plan (adopted Jan. 2006) and the West Colfax Vision 2040 Action Plan (adopted Sept. 2015 & updated in 2021).

The BID is working to energize Lakewood's historic West Colfax corridor by focusing on the following general activities for investment and advocacy:

1. Support for awareness programs, special events, and other economic development activities to increase knowledge and appreciation of West Colfax businesses and attract more and new customers to the area
2. Advocacy and support for capital improvements, i.e., streetscapes, median enhancements, pedestrian amenities and other maintenance, safety, and beautification programs to create a revitalized identity
3. Funding for programs and/or incentives to attract new creative enterprises to the area as well as initiatives for local businesses to encourage clean-up and frontage improvements
4. Financial and operational support for Lakewood's State-Certified Creative District (40 West Arts) and other entities that improve the business climate, promote economic vibrancy, create memorable experiences, and enhance the quality of life in the district
5. An active, unified voice for the business and property owners that will allow the district to attract public and private grants, thus bringing additional dollars for programs and improvements to the corridor

These general activity areas all appear in the West Colfax Avenue Action Plan, published in 2006, align with the results of the 2011 survey of corridor property and business owners, and are referenced and updated in the adopted West Colfax Vision 2040 Action Plan.

The following pages provide more detail on the BID Operating Plan for 2024. This year builds on programs and activities funded and approved in the 2022-23 plans. The BID Board may amend programs in subsequent years within the categories authorized by state law and within the context of the approved annual operating plan and budget. Programs and budgets are subject to approval by the BID Board of Directors and annual review by the local jurisdiction, designated as the Lakewood City Council. The BID budget projections are based on information derived from the current fiscal year and the most recent guidance and/or Preliminary Assessed Valuation (PAV) projections from Jefferson County.

GENERAL BID PROGRAMMING OVERVIEW

Programs and activities fall into three broad categories: 1) Economic development support and district awareness; 2) District image and identity; and 3) Program management and related communications. Please note, however, that specific programs don't always fit in a single category. Please see BID OPERATIONS: 2023 Themes, Goals, and Focus Areas for details beginning on page 11. An exploration of specific programming that spans these general themes and categories is provided therein.

Economic Development Support and District Awareness—A variety of initiatives are proposed to enhance the overall image and marketability of the Lakewood-West Colfax Corridor and to create a favorable business climate to recruit, retain and grow businesses and new development. The BID Board of Directors will set annual priorities for economic development projects. Options include:

Business Attraction Programs will assist brokers and property owners to attract new businesses and development along the Lakewood-West Colfax Corridor. Business and developer attraction program options include periodic meetings, tours, seminars and conferences for brokers, developers, investors, property owners and tenants for the district and connecting interested parties with the resources and people who encourage, support, or facilitate development and redevelopment opportunities. Also, as part of both business attraction and identity programs and its commitment to overall advocacy for the West Colfax Corridor, the BID will continue to support the efforts of the West Colfax Community Association, 40 West Arts District, and other entities aligned with the objectives of this plan. NOTE: The BID programs outlined herein are, in and of themselves, incentives for businesses to locate within the district.

Business Support Programs will help businesses stay, grow, and flourish within the Lakewood-West Colfax District. The BID will support efforts and programs for businesses that help promote collaboration among businesses and other corridor organizations for such initiatives as web awareness, promotions, media relations, social media, and special events. Our web resources (westcolfax.org,

gowestcolfax.org, and 40WestArts.org), our social media platforms (Facebook, Twitter, YouTube, Instagram), and email newsletters are the cornerstones of our business support and outreach efforts. (These have been particularly useful in sharing information about the pandemic and local, state, and federal business relief/recovery resources.) The BID, in collaboration with our partners in Lakewood’s Economic Development Department, can also provide liaison services to aid businesses and developers in navigating through the jurisdictional development review and permitting process.

Community Engagement Programs will promote the district and the businesses and destinations along the Lakewood-West Colfax Corridor. Options include collaborative planning efforts and cross-marketing activities among organizations and businesses to promote the area as well as establishing an informative and entertaining periodical to circulate within the corridor and throughout the neighborhoods, along with a digital version as e-news to promote the corridor within the district and outside the region to attract more and new customers and more and new investment to the area.

Stakeholder Communications will seek to keep stakeholders informed and involved through e-newsletters and community meetings—primarily through its partner organizations, such as WCCA and 40 West Arts—regarding activities within the district and the programs spearheaded or supported by the BID.

Special Events and Activities, unique to the area, will help to attract interest and pull new customers to the area. The BID will continue its efforts to support and promote corridor events, including arts, music, and other cultural activities, automotive and motorcycle events, restaurant and history tours, business openings, and other themed activities and events to create more energy and excitement about the area and give more people reasons to visit (and in some cases rediscover) Lakewood’s West Colfax corridor.

District Identity—In order to create a greater sense that Lakewood’s historic West Colfax Corridor is a unique, cohesive commercial district, the following initiatives are recommended:

Visual Identity Programs, developed in collaboration with the City of Lakewood and aligned with overall community planning efforts, are intended to promote the overall economic vitality and attractiveness of the area, and augment a sense of visual identity for Lakewood-West Colfax Corridor. Visual identity concepts include:

- Gateway signs and/or treatments
- Street furniture and amenities / Bus stop improvements
- Streetscape and landscape design and implementation

- Seasonal banners and decorations (as possible)
- Special projects in the corridor to help define and promote the district
- Traditional and non-traditional public art programs
- Ongoing maintenance of target areas (as budget permits)

Safety and Security initiatives, including such programs as proactive code enforcement, periodic safety audits, and promoting CPTED compliance, to improve patrons' peace of mind and public perception.

Capital Improvements such as the 40 West ArtLine, other public art, park development and enhancements, streetscapes, pedestrian amenities, and sidewalk and curb improvements. By working with the City of Lakewood to advocate for capital improvement priorities and by seeking and supporting grants, the BID can help work toward the implementation of such improvements. With BID Board approval, the BID can issue bonds to pay for capital improvements, but due to the high upfront costs associated with bonding, the BID has opted not to pursue this path. BID funds can also be used to match and leverage funds from other sources.

Program Management and Communications—To continue the momentum created by the multi-year, grassroots campaign to form the business improvement district and the subsequent broad-based effort to establish, develop, and scale a state-certified creative district, the BID take an active role in advocacy for the corridor through activities such as the following:

Active Involvement, including board representation and related volunteer service in the planning and implementation of BID-supported organizations, programs, services, and events.

Economic Development Coordination and information exchange with this Department at the City of Lakewood, as a consistent and conscious effort to fully leverage and integrate efforts to achieve the greatest impact.

Additional Coordinated Efforts with a litany of organization, including the City of Lakewood, the City of Edgewater, the City/County of Denver, Denver's West Colfax BID, Jeffco EDC, West Metro Chamber of Commerce, Jefferson County, Colorado's OEDIT, Colorado Creative Industries, Colorado Department of Tourism (and other state agencies), plus local organizations such as The Action Center, WCCA, 40 West Arts, RMCAD, Red Rocks Community College, Lakewood Arts, The Creativity Lab of Colorado, Metro West Housing Solutions, other programming partners, neighborhood organizations, real estate professionals, and the development community—all highlight and support revitalization efforts, historic preservation opportunities, and the successful redevelopment of targeted properties within the district.

Additional coordinated efforts with public and private agencies to support **“green” business practices** that lead to energy and resource conservation and greater sustainability for the district.

Following Issues and Advocating for Policies that positively impact the Lakewood-West Colfax Corridor in both the short- and long-term.

Seeking and Supporting Grants and Other External Funding that will extend the BID’s capabilities and its partner organizations with added funds for projects, programming, and improvements within the district.

BID OPERATIONS: 2024 MAIN THEMES

Service Impact

- Civic & Neighborhood Organization Support (free meeting space, technical assistance, micro-grants programs); Homeless Population (direct outreach, showers, lockers, services, food support, jobs, & art programming)
- Corridor Identity & Clean up (wayfinding, clean-up events/services, shopping cart corrals, participant recognition)
- Local Youth/Senior Support (accessibility, free on-site programming, free transportation to events)

Community Engagement

- Neighborhood & Local Nonprofits Support (free meeting space, outreach/social media support, advocacy campaigns, micro-grants programs)
- Local After-School Programs (working on art programming, internships, tutoring, school supplies, fund-raising support)

Economic, Social, and Environmental Sustainability

- Sustainability Advocacy (amplify city/county/state programs, DEI advocacy, local seminars, and resources, serve as a model, micro-grants)
- Sustainable Leadership Practices (commitment to innovation, equitable stewardship, succession planning)

BID OPERATIONS: 2024 GENERAL GOALS & OBJECTIVES

Service Impact

GOAL: *Leverage our new building for greater impact to serve our community*

- Provide free meeting space for civic, community, local nonprofits group
- Contribute to the human needs of our community (*safe parking initiative, lockers,*

- *laundry, showers/bathrooms, computer use, employment opportunities)*
- Explore partnerships to provide for services for unhoused population and innovative ways for transitional or workforce housing

Community Engagement

GOAL: *Collaborate to manifest our vision/mission in the corridor*

- Expand partnerships to address key issues & focus areas: *2040 Plan/Westland/Brickyard Redevelopment/LSP/ArtLine Land Use Framework)*
- Continue to offer forums for accurate information sharing to spur collaboration
- Work to create more gathering people spaces in corridor nodes (*parks/plaza and performances spaces*)
- Be a force for advocacy and continued investment for partners and the whole corridor

Economic, Social, Environmental Sustainability

GOAL: *Enhance corridor vitality through sustainable practices*

- Continue to evaluate and evolve our sustainable stewardship
- Embrace innovation to achieve goals (*West Colfax Safety Project/Housing/Homeless Population*)
- Mindfully deploy resources in an equitable and inclusive way
- Strive to be a role model in how we honor and respect each other and the environment; be a positive force for good!

BID OPERATIONS: 2024 FOCUS AREAS

As mentioned prior, this section drills deeper into the categories and programmatic options outlined above and provides more specificity on focus areas and programs planned for next year. Building on our 2023 programs, below are the top initiatives for 2024, including a brief descriptive statement or purpose, and a metrics for each.

Background:

The first two Focus Areas outlined below are 40 West Arts and West Colfax Community Association (WCCA). These two Focus Areas, both significant areas of resource investment for the BID, each have their own boards and their own strategic plans. The BID chief executive and a staff member from the City of Lakewood also serve on these boards to ensure strategic continuity and integration of efforts. The BID has provided leadership and operational support for 40 West Arts since its formation in 2011 and during its filing and designation as a 501(c)3 tax-exempt entity in 2012. The BID also provides leadership and operational support for the West Colfax Community Association (WCCA), a 501(c)6 business/community association. WCCA, by unanimous vote of its Board, transitioned its operational administration to the BID platform in 2013. Thereafter, with BID support, its board began to implement a strategic planning process to align its goals and programs with those of the BID and its corridor partners. The BID now provides leadership and

operational support for both entities, creating a synergistic environment in which WCCA implements business-related programming and 40 West Arts implements arts and culture programming, supported by the funding mechanism and operational infrastructure of the BID—all for the benefit of Lakewood’s West Colfax Corridor.

THEME: SERVICE “Leadership through Service—modeling the way!”

1. Maintain operational platform and financial support for WCCA business & community programs (track and report dashboard metrics - financials, membership, attendance, impact funding, & volunteerism] to boards and at WCCA community meeting)
2. Maintain operational platform and financial support for 40 West Arts programming (track and report dashboard metrics - financials, membership, programming events, visitorship, & volunteerism] to the boards and at WCCA community meeting)
3. Continue to operationalize our 6501 W. Colfax Ave property and explore future option for the property to serve our community (metrics - ensure the building is accessible for use for other local nonprofits and civic and neighborhood groups (if space is available); maintain >90% occupancy for 2024 and beyond)
4. Support and expand a pilot work program for our unhoused residents with Bayaud Enterprises to provide direct outreach, services, training, and low-barrier-to-entry employment that helps clean-up the corridor (BID-led pilot completed in Q4-2022 and then was maintained by the city in 2023; we are advocating for this high-impact program to be continued by the city in 2024)
5. In partnership with Bayaud Enterprise, establish and promote an opt-in service for West Colfax business and property owners to subscribe for regularly scheduled services, such as parking lot clean-up, graffiti removal, and gathering and returning shopping carts (launch offering in Q1/2-2024)
6. Support West Colfax beautification west of Kipling (metric – at least 3 mural art installations in 2023 (accomplished); continue program in 2024)
7. Support the West Colfax Safety Project (participate as team members throughout the City-led project and report progress to the boards and at WCCA meetings)

THEME: COMMUNITY ENGAGEMENT “Working Together—Anything is Possible!”

8. Continue implementation of the VISION 2040 Plan and Track/Report Progress (metrics– track and report progress to the board and at community meetings)
 - Advocate for progress on North Dry Gulch Improvement
 - Advocate for better safety/security on RTD’s W Line (invite RTD to speak at WCCA and follow up with letter writing campaign; report on progress to the board and at WCCA meetings)
 - Build/Expand relationships with Artesia for Westland redevelopment, the Casa Bonita team, and the Trailbreak Partners for 10th & Sheridan redevelopment, and Riverpoint Partners for Brickyard redevelopment, and

QuikTrip for Pierce & Colfax redevelopment (metric - report on progress to the board and at WCCA meetings)

- Continue collaborative business attraction activities with Lakewood Economic Development (metric – hold quarterly meetings with Lakewood Economic Development staff; report on progress to the board and at WCCA meetings)
- Continue to support the ArtLine and other place-making initiatives (metric - report on progress to the board and at WCCA meetings)
- Continue identity and IGA maintenance programs (metric - report on progress to the board and at WCCA meetings)
- Continue outbound communication platforms (web presence, monthly newsletters, and social media (metric - report on metric/progress to the board and at WCCA meetings)

THEME: SUSTAINABILITY **“By shaping change today—we can change the world of tomorrow!”**

9. Take step to make our building more sustainable as model for the community and promote sustainability initiatives throughout the corridor (metric – install EV Charging Station by Q-1, 2023 (accomplished) and conduct energy new audit in Q1-2024 and enact as recommendations as budget with allow)
10. Put in place at the board level a formal process for leadership succession.

BID BUDGET

2024 (like 2023) was a return to typical BID financial operations, after the excitement and trepidation of the acquisition of the “Hub” building at 6501 W. Colfax Ave. and the associated major capital campaigns conducted jointly by the BID and 40 West Arts to fund the purchase and renovation. Other than adjustments for inflation, 2024 is much more typical. The projected 2024 BID revenue from its 5.0 mill levy on commercial property is estimated to be \$325,000. The BID projects additional revenue of approximately \$445,110 from pass-thru master leases, intra-organizational payments, and various sponsorships, grants and IGAs, thus bringing total projected 2024 revenue to \$770,110. At this time (mid Aug. 2023), we have not received from Jefferson County an official final assessed valuation of the commercial properties in the BID catchment area, which dictates our mill levy revenue. Based on available guidance, we are projecting the final assessment amount very near this estimate.

Revenue may also be augmented through other public and private grant opportunities, pursued collaboratively with WCCA and/or 40 West Arts. While several grants are pending, these monies are not included in the budget, as they are earmarked for specific projects and in most cases (such an NPP grant), do not flow through the BID budget, thus are not administered by the BID. Expenses are projected to be approximately \$768,450. Revenue and expenses are based on the available information at this time. Please see more details in the 2024 Proposed

Operating Budget on page 18 and further analysis in the Appendix on page 22.

Bonds: The BID is authorized to issue bonds at the discretion of the BID Board of Directors. While the Board is investigating options for leveraging the BID's perpetual revenue stream to accelerate targeted improvements, no plan is in place for a bond issue in the near future due to the high upfront costs.

Fees, Charges and Other Revenues: Although the current budget and operating plan do not contemplate imposing rates and charges for services furnished or performed, the BID is authorized to impose and collect reasonable fees and charges for specific services as determined by the BID Board of Directors. There are no plans at this time to impose any additional fees and charges beyond the annual BID assessment approved by the special election in 2011. The BID will be authorized to collect and spend other revenues as well, such as any funds received through grants, gifts, receipts from contracts and enterprises, specific ownership taxes, and interest earnings (if any).

Assessment Methodology: Under Colorado statutes, business improvement districts are permitted to generate revenues through several methods, including charges for services rendered by the District, fees, taxes, special assessments, or a combination of any of these. In order to allocate the costs of the services to be furnished by the BID in a way that most closely reflects the benefits conferred upon the businesses and commercial properties in the BID, the BID shall be authorized to determine, impose, and collect a mill levy based upon the assessed value of commercial properties located in the District.

The administration of the assessment and collection of the mill levy is provided by Jefferson County. The mill levy method of assessment is intended to equitably address the intended benefits to the Lakewood-West Colfax Corridor by improving the overall value of the commercial property in the District through enhanced identity and image, economic development initiatives, and advocacy for positive change along the historic corridor.

BID GOVERNANCE AND PROGRAM MANAGEMENT

The Lakewood-West Colfax BID is managed by a chief executive with governance and strategic direction through a Board of Directors. The Board of Directors will consist of a minimum of five (5) electors (property owners or leaseholders in the District service area), all of whom shall be voting members of the Board, plus a non-voting ex officio board seat filled by the BID's chief executive. NOTE: The BID currently has six (6) voting board members plus the non-voting ex officio member. At least 80 percent of the Board seats shall consist of tenants or owners (or their representatives) of real property within the District. At least one Board member shall be an elector located in the following geographic segments of the District:

- East of Welch and west of Miller (Wright)

- East of Kipling and west of Garrison (Rockley and West)
- East of Garrison and west of Pierce (Enger and Yoshida)
- East of Pierce and west of Sheridan (Yockey)

The Board consists of both large and small property owners or tenants and represents a diverse mix of property-use types. The BID Board has the following responsibilities:

- Participate in the preparation, review and filing of the annual BID operating plans and budgets in accordance with state legal requirements and ensure compliance with other state laws governing business improvement districts
- Support and guide the BID’s chief executive in developing and implementing strategies and programs that further the purpose of the BID
- Provide governance for BID-funded improvements, programs, and services
- Serve as a resource to the community and an ambassador for the Lakewood-West Colfax Corridor and help share the vision of the district throughout the community

The current members of the Board of Directors of the Lakewood-West Colfax Business Improvement District are as follows:

- Gloria Enger** – Enger Enterprises (Real Estate & Property Management)
1530 Teller Street 80214 *(Term through 2026)*
- Nina Rockley** – Rockley Music (Retailer, Music Education, & Family Foundation/Event Center) 8555 W. Colfax Ave., 80215 *(currently on leave-term through 2024)*
- Scott West** – Prestige Imports (Luxury Auto Sales and Service)
9210 W. Colfax Ave., 80215 *(Term through 2026)*
- Stu Wright** – FirstBank (Banking & Financial Services)
12345 W. Colfax Ave. 80215 *(Term through 2025)*
- Kevin Yoshida** – Ideate Design (Architecture & Urban Design)
1615 Reed Street., 80214 1600 *(Term through 2026)*
- Tom Yockey** – Broad Street (Real Estate Brokerage, Investments, & Property Mgmt.)
6701 W. Colfax Ave. 80214 *(Term through 2025)*
- William Marino** – Ex Officio member (non-voting), LWCBID Chief Executive / Board Secretary & Fiscal Agent for the building at 6501 W. Colfax Ave. 80214 *(Term through 2026)*

From inception in 2011, BID board member terms have been staggered to allow for new members to join the board as needed, while maintaining strategic and operational continuity. The current slate of Board members was renewed in 2022. Board members shall serve until qualified successors are appointed. With this plan, we are reaffirming the terms of our current slate of BID board members—and also recommending the approval of an additional member of BID Board to serve a four term: RCMAD President Brent Fitch (RCMAD is a significant and active property owner in the district).

CITY SERVICES

BID services will be *in addition to* any City services currently provided along the Lakewood-West Colfax Corridor.

BID TERM

The Lakewood-West Colfax BID term is established as a perpetual business improvement district. It is recommended that the BID Board conduct a review after a minimum of five (5) full years of operational funding (completed in 2021; next review in 2026). The review will allow for appropriate adjustments, if any, to the BID boundary/service area, assessment methodology, services and/or programming.

LAKWOOD-WEST COLFAX IMPROVEMENT DISTRICT MAP

(The BID footprint / service area is completely within the City of Lakewood. All residential properties are excluded from a BID by Colorado Revised Statutes.)

Please see Appendix for District Map

Please see also "Budget Snapshot & Analysis" in the Appendix on page 22.

| LAKWOOD-WEST COLFAX BUSINESS IMPROVEMENT DISTRICT Proposed Budget - 2024 | | | |
|---|------------------------|---------------------------|---------------------------|
| | 2022 Actual | 2023 Estimated | 2024 Projected |
| BEGINNING FUNDS AVAILABLE/GRANTS | \$56,860 | \$107,360 | \$55,560 |
| REVENUE | | | |
| Property taxes (BID mill levy) | 328,956 | 320,000 | 325,000 |
| Specific ownership taxes | 0 | 0 | 0 |
| Special Assess. - Principal | 0 | 0 | 0 |
| Special Assess. - Interest | 0 | 0 | 0 |
| Special Assess. - Collection fee | 0 | 0 | 0 |
| Interest income | 0 | 0 | 0 |
| Other monies: rents, grants, IGAs, etc. | 1,143,150 | 451,000 | 445,110 |
| Total revenue | 1,472,106 | 771,000 | 770,110 |
| Total funds available | 1,528,966 | 878,360 | 825,670 |
| EXPENDITURES | | | |
| General Administration/Overhead | | | |
| Adm./Support Services/Prog. Mgmt. | 2,532 | 12,000 | 12,000 |
| Office/Facility/Utilities/Supplies | 22,845 | 28,000 | 29,000 |
| Professional Services/fees | 5,654 | 24,000 | 20,000 |
| Insurances | 3,448 | 12,000 | 13,000 |
| District/Corridor Programs | | | |
| Programming Direct Support | 36,851 | 65,000 | 30,000 |
| Projects-Maintenace/Identity/EcDev | 49,888 | 65,000 | 25,000 |
| Program Personnel / Mgmt Services | 180,243 | 201,000 | 211,000 |
| Affiliated Rents/CAM (Galleries / Studios) | 197,050 | 220,000 | 244,000 |
| Acquisition Costs (for building) | 0 | 11,000 | 0 |
| Real Estate/Building Loan Debt Service | | | |
| Building Improvements/Services | 813,895 | 75,000 | 73,800 |
| Treasurer fee - Property taxes (1.5%) | 0 | 4,800 | 4,875 |
| Treasurer fee - Special Assess. | 0 | 0 | 0 |
| Contingency/Reserve/Other Expenses | 0 | 40,000 | 13,125 |
| Total expenditures | 1,421,606 | 822,800 | 768,450 |
| ENDING FUNDS AVAILABLE | \$107,360 | \$55,560 | \$57,220 |
| Funds Available - Restricted | 0 | 0 | 0 |
| Funds Available - Unrestricted | 0 | 0 | 0 |
| TOTAL FUNDS AVAILABLE | \$107,360 | \$55,560 | \$57,220 |

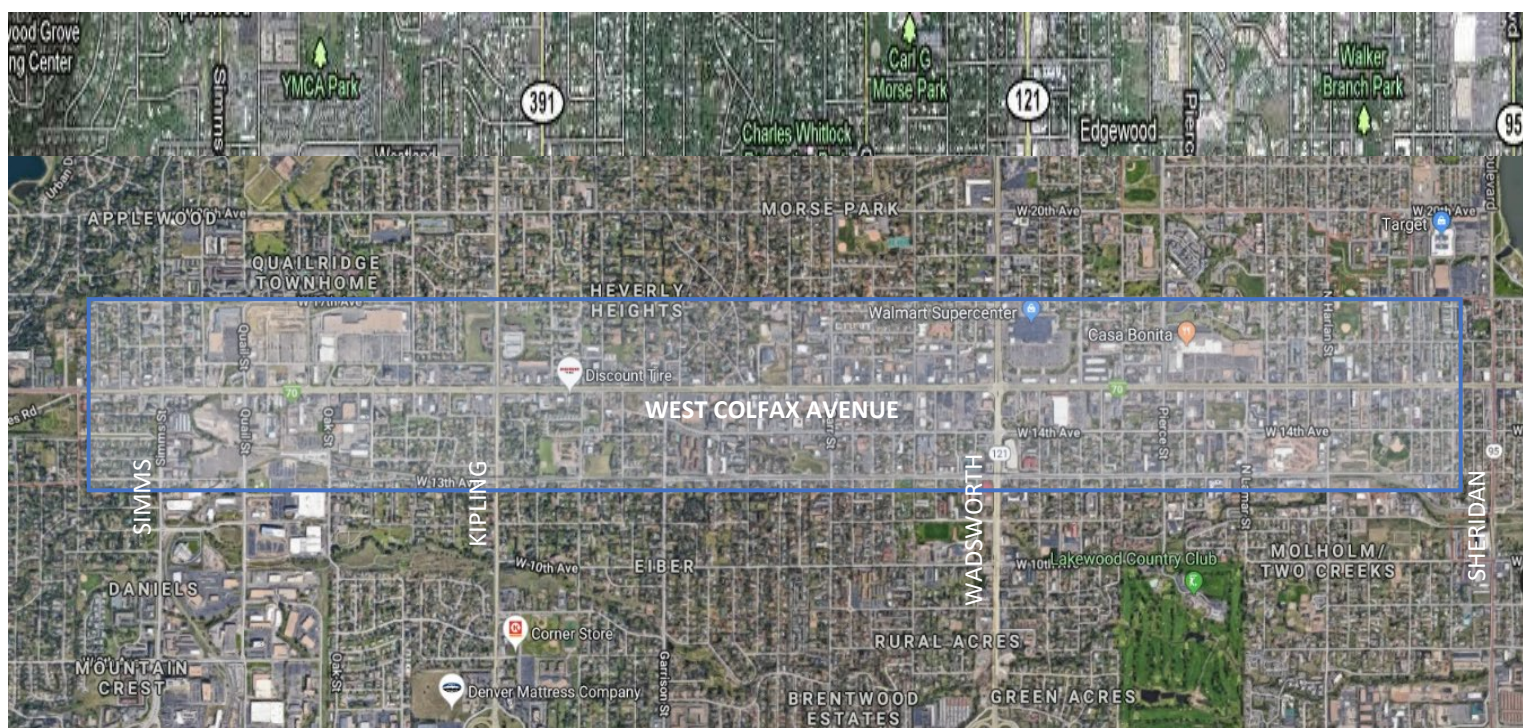
Lakewood-West Colfax BID Operating Plan and Budget - 2024

Appendix

1. District Map – General Services Area
2. Recommended Additional Resources
3. 2024 Budget Snapshot & Analysis
4. Overview of Three Key West Colfax Organizations
5. Snapshot of Programming by Organization
6. Key Accomplishments / Milestones to Date
7. Comments from Community Members/Stakeholder Compiled During Five-Year Review

District Map – General Service Area

While the actual BID footprint is not always contiguous, the BID service area is contiguous, only includes commercial properties, and extends for 4.11 miles along West Colfax (and its major intersections) from Depew Street on the East to Welch Street on the West.



Recommended Additional Resources

- See the entire updated West Colfax Vision 2040 Action Plan [HERE](#).
- Excerpt from *West Colfax Lately* Magazine: “Dare to Dream: West Colfax Charts a Course for 2040” Click [HERE](#) for a link to the story
- Excerpts from *West Colfax Lately* Magazine (2021):
Photo Essay: 40 West Arts Celebrates 10 Years - [HERE](#)
We Asked: What’s Next for West Colfax – [HERE](#)
- For the full 2020 edition of *West Colfax Lately*, click [HERE](#).
- For the full 2021 edition of *West Colfax Lately*, click [HERE](#).
- For the full 2023 edition of *West Colfax Lately*, click [HERE](#). (Coming in Oct. 2023)
- For the West Colfax Ambassadors Schedule of Session for VISION 2040 Plan Review and their session Homework Assignment, click [HERE](#).
- See the results of the 2021 update to the VISION 2040 Plan [HERE](#) (links at the bottom of the page under Review Summary Info.

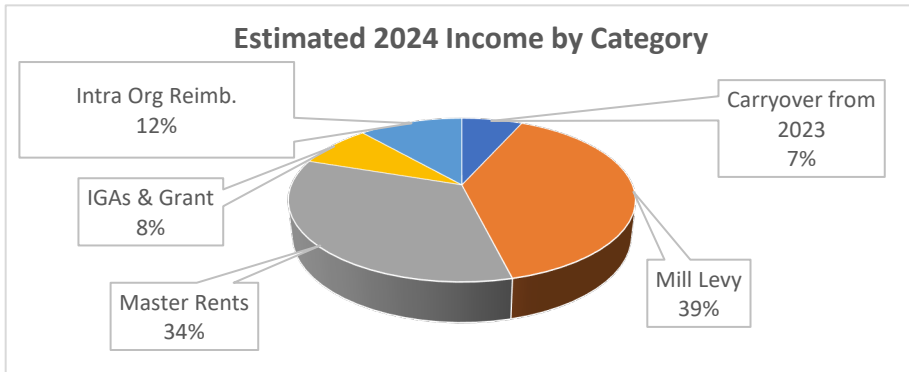
2024 Budget Snapshots & Analysis

(Please see Proposed 2024 Budget Table on page 18.)

Projected 2024 Income: \$770,110 **Projected 2024 Expenses:** \$768,450

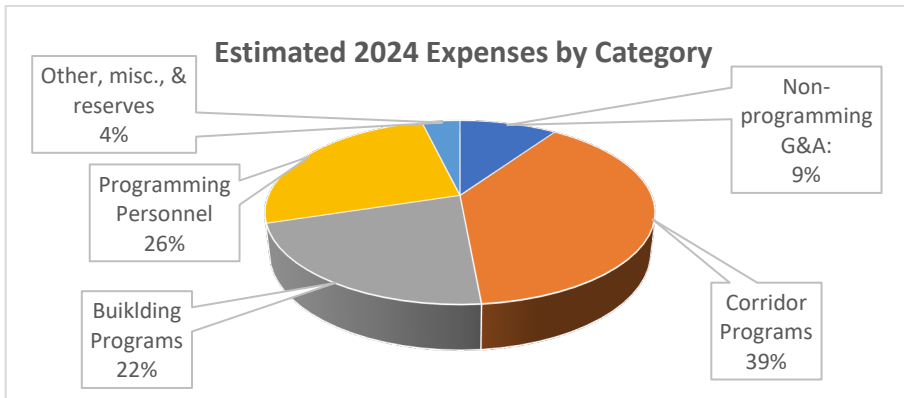
Estimated Income breakdown:

| | Category Total | Percentage of Total |
|--------------------------|-----------------------|----------------------------|
| Carryover from 2023: | \$ 55,560 | 7% |
| Mill Levy: | \$325,000 | 39% |
| Master Rents | \$280,948 | 34% |
| IGAs & Grants | \$ 69,000 | 8% |
| Intra-org Reimbursements | \$ 95,162 | 12% |



Estimated Expenses breakdown:

| | Category Total | Percentage of Total |
|----------------------------------|-----------------------|----------------------------|
| Non-programming/G&A: | \$ 74,000 | 7% |
| All Programming Exp. (\$665,450) | see breakdown below | |
| Corridor Programs | \$299,000 | 39% |
| Building Programs | \$166,450 | 22% |
| Program Personnel | \$200,000 | 26% |
| Other, Misc, & Reserve | \$ 29,000 | 4% |



Three Local Organizations Working Together to ENERGIZE Historic West Colfax



WCCA
West Colfax Community Association

West Colfax Community Association (WCCA), a 501(c)6 nonprofit, is a coalition of citizens, business owners, community leaders, and local organizations working together to foster and sustain an engaged community and the economic vitality of the West Colfax corridor. WCCA exists to serve the West Colfax Community—its businesses, residents, and partners—by providing reliable community information, a forum for community dialogue, and a unified voice for community advocacy to help support the quality of life and economic vibrancy of our historic corridor.



40 WEST ARTS
Creative District

40 West Arts, one of only 30 state-certified Creative Districts in Colorado, is a 501(c)3 nonprofit focused on delivering direct, positive impact to help catalyze the resurgence of the West Colfax Corridor—the historic heart of Lakewood— through the energy of arts and culture and the inspiration of creative enterprises. The 40 West Arts mission is to enrich the community and enhance the creative, cultural, and economic vitality of historic West Colfax by creating community arts spaces and community arts events and by supporting creative enterprises and activities in the district.



Lakewood-West Colfax Business Improvement District, formed by petition and special election in 2011, represents the corridor in conversations about business, development, and investment opportunities; coordinates efforts among local organizations with a common vision for West Colfax, advocates for economic development and capital investment in the district, provides a stable entity for grants, intergovernmental agreements, and other funding; delivers direct support and maintenance for local public spaces, and serves as the operational platform for WCCA, 40 West Arts, and other entities with shared objectives.



2022 Programming Snapshot

WCCA Programs/Activities

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. Monthly Community Meetings 2. Scheduled Membership Activities 3. Direct Business Outreach 4. Direct Neighborhood Outreach 5. Volunteer/Membership Management 6. Staffing Support 7. Colfax Marathon Clean-up 8. “Barn-raising” Beautifications Program | <ol style="list-style-type: none"> 9. West Colfax Passport Program 10. Micro Grant Program 11. 40 West Arts Program support 12. West Colfax Lately Magazine 13. West Colfax Lately Luncheon 14. Colfax Art Festival support 15. WCCA Web/eNews/Social Media Management |
|--|---|

40W Programs/Activities

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Gallery Exhibitions 2. Art Walks with free activities 3. 40 West Connects! Program and related grant reporting 4. Creative District Programming Support 5. Creative District Venue Support 6. Creative District Event Support 7. Artist in Residency Program 8. 40W Advisory Council | <ol style="list-style-type: none"> 9. 40W ArtLine & Place-making Collaboration 10. Colfax Art Festival (suspended) 11. Craft & Craft Makers Experience Events 12. Gallery Staffing 13. Volunteer/Membership Management 14. 40 West Arts Web/eNews/ Social Media Management |
|--|--|

BID Corridor Programs/Activities

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Grant & IGA Administration and Reporting 2. Enterprise Zone Administration & Reporting 3. Grant Match Commitments 4. Business Attraction Incentive & Support Program 5. Monitoring progress of 2040 Vision Plan 6. Developer/Broker Outreach 7. Community/Partner/Media Relations 8. Grant Research/Writing 9. District Advocacy / Capital Improvements 10. Regulatory & Compliance 11. City Economic Development Collaboration / Program Integration 12. Fund-raising and operational Support for 40W and Events 13. Budgeting, HR, Payroll | <p>Administration, and ongoing Strategic Planning for 40W & WCCA</p> <ol style="list-style-type: none"> 14. Technology Infrastructure/Real Estate/Facilities Management/ Corridor Maintenance Support 15. BID Operations/Financial Mgmt. 16. General Administration for WCCA and 40 West Arts 17. ArtLine and Place-making Program Support 18. West Colfax Lately Magazine Program Management 19. Creativity Lab Support 20. Content/Technology Support for Web & Social Media Platforms |
|---|---|

Key Accomplishments/Milestones for the Corridor since Inception through August 2023

2009-2011

- The community rallies behind a two-year grass-roots campaign, spearheaded by two local business leaders and former Lakewood Planning Commissioners, Bill Marino and Bunny Malm, to form a Lakewood-based West Colfax business improvement district; this was a top recommendation of the community generated and City adopted West Colfax Action Plan (2006)

2011

- BID Petition drive is complete and special election is set for Nov. 2011
- After a series of City-led meetings, the BID Committee assumes leadership for the formation of a new arts district along West Colfax
- 40 West Arts is formed and files for 501(c)3 status
- 40 West Arts is designated a Contribution Project by Jefferson County in the West Colfax Enterprise Zone
- BID campaign wins approval with 80+% of the vote and the Lakewood-West Colfax BID is established

2012

- 40 West Urban Design & Mobility Plan adopted as amendment to City of Lakewood Comprehensive Plan
- Corridor awarded Global Green USA Grant
- 40 West Arts received Colorado Creative Industries Grant and the designation as an “Emerging Creative District” by the State of Colorado
- Along with the City of Lakewood, the Corridor is awarded DRCOG’s Gold Level Award for Planning with Vision
- CDOT awards \$900,000 funding for Lamar Street connectivity and streetscape improvements and roundabout based on 40W Urban Design Plan and City Public Works application
- 40 West is awarded 501(c)3 status
- 40 West opened 40W Gallery on Teller Street and holds first juried exhibition during INSPIRE Week
- Corridor organizations contributed to the successful EPA Brownfield Grant for the Colfax Corridor
- 40 West Arts re-certified as an approved Contribution Project for the West Colfax Enterprise Zone
- BID awarded SIPA grant for web resources
- Sales Tax in the West Colfax Corridor: 2010 thru 2012 – up 7.3% (\$8,654,430 in 2010 to \$9,294,029 in 2012)

2013

- BID and 40 West facilitated The Edge Theater move into the creative district
- Corridor organizations awarded NPP grant for public art installation in 14th & Lamar roundabout; BID provided \$7250 matching funds
- Corridor organizations supported and produced, along with Alameda Gateway, the annual State

- of the City event, raising more than \$7,000 for Lakewood-based charities
- BID supported ULI TAP study of Oak Street Station area
- BID led the reorganization and operational transition of the West Colfax Community Association
- BID supported ULI Developers Tour of West Colfax Corridor
- All three local organizations supported light rail opening with multiple events at the Sheridan, Lamar, and Wadsworth stations
- Corridor selected as a Study Area by Artspace and schedule formal feasibility visits
- Corridor organizations contributed to the six-month effort to arrive at a City-wide Public Art Master Plan, published in June
- 40 West Arts filed district annual report and successfully qualifies for year-two CCI Creative District grant
- BID provided additional funding for public art in Lamar/14th roundabout to increase the scale of the installation
- Corridor received commitment from Colorado Guides Association to conduct a FAM Tour—a tour of tour guides to West Colfax in March 2014
- Artspace Feasibility Study conducted (report issued in Oct. recommends Market Demand Survey)
- BID and local organizations helped to facilitate the establishment of a West Colfax Vision Group to update the West Colfax Action Plan
- Corridor is awarded State Historical Fund Grant (\$50K with \$12,500 matching funds from the BID) for an historic resource survey of West Colfax structures more than 50-years-old
- Corridor selected as panelist/presenter for DRCOG Symposium “The Last Mile” and “Attracting/Retaining Creative Enterprises”
- BID organized and arranged funding for the 40W-RMCAD Artist in Residence Program at Lamar Station Crossing in partnership with RMCAD and Metro West Housing Solutions

2014

- BID provided financial and logistic support for ULI TAP at Sheridan Station
- Faye Crowe Architect and Fine Artist moved studio to 40 West Arts District
- WCCA and 40 West awarded a \$35,000 Neighborhood Participation Grant to fund the design, development, and installation of a series of historical interpretive signs telling the entrepreneurial history of West Colfax. The series of six large interpretive signs will be installed at Lakewood-Wadsworth Light Rail Station through a partnership with RTD (Installation scheduled for Aug. 2015)
- Corridor conducted first-ever FAM Tour of West Colfax with RMGA
- Corridor organizations expanded the West Colfax Vision Group and set schedule with City staff to have a new plan in less than one year
- In partnership with the City, the Corridor launched Market Demand Survey Campaign for Artspace Project
- BID, WCCA, 40W, along with Alameda Gateway, supported and produced the annual State of the City event, raising more than \$8,000 for Lakewood-based charities
- BID arranged and conducted an 11-stop State Senate Tour of West Colfax with Sen. Andy Kerr
- BID collaborated with commercial brokerage and City of Lakewood to help complete the sale of 191,000 sf of JCRS Shopping Center to Broad Street Realty
- Corridor conducted successful Kickstarter campaign for gallery renovation, totaling \$12,000,

- and completes first phase of improvements
- The Abo Group, a sustainable architecture and urban design firm, relocated to the corridor, purchasing the historic Lakewood Lanes building
- The City and Corridor dedicated Lonnie Hanzon’s “Lakewood Legacy Trees” public art installation at Lamar Station
- Corridor collaborated with Broad Street on new name for center: Lamar Station Plaza
- Casa Bonita and Planet Fitness signed long-term anchor leases at Lamar Station Crossing
- Field work began with a dozen volunteers for West Colfax Historic Resource Survey
- 40 West Arts achieved full state certification as an official Creative District—one of only 12 in the state of Colorado (at this time)
- 40 West Arts receives both \$20K CCI Grant and Boettcher Foundation Grant for creative districts
- City launched Developer/Broker Outreach initiative called “Embrace the Fax” campaign
- Corridor participated in West Colfax Tour with Senator Bennet on the W Line
- 40 West/BID selected by Colorado Creative Industries as “Best Practice Model” for organizational structure, a model for future creative district candidates
- 40 West approved by Community First Foundation to have 40 West Arts included in Colorado Gives Day program
- Corridor announced to community the plan to hold the first annual West Colfax MuralFest in 40 West Arts District in August 2015
- Corridor selected by Colorado Creative Industries as host for creative district new candidate convening
- BID served as facilitating entity for federal funds for the “Hear the Train a Humming” mural by Bobby Magee Lopez at Lamar Station
- 40 West Arts and BID commit funding for new mural at The Action Center
- 40 West Place-making Implementation Task Force kicks off with goal to complete first phase of work by summer 2015
- 40 West Arts collaborated with the City of Lakewood, with funds provided by RTD, to engage local artists to design and install location-specific art wraps on more than 30 light rail electrical boxes along the W Line to highlight elements of the community and bring color to the corridor
- Funded by the BID and produced by 40 West Arts creatives, the Corridor partnered with RMPBS CH12 to create and air a video series to showcase local public art and artist
- Partnered with Sprout City Farms and the City of Lakewood to add a community mural at Mountair Park, supported by 40 West’s Artist in Residence with funding from the BID
- Sales Tax in the West Colfax Corridor: 2012 thru 2014 – up 11.5% (\$9,294,029 in 2012 to \$10,366,792 in 2014)

2015

- The community celebrated the unveiling of the following public art projects:
 - a \$15,000 Active Staircase Art Project by 40 West artist Laura Phelps Rogers at Lamar Station Crossing (Funding provided by a grant written by Metro West Housing from Colorado Health Foundation)
 - a \$42,000 public art installation, entitled “Connected” by Colorado artist Christopher Weed in the new roundabout at 14th and Lamar St. (Funding secured by a NPP grant through the City of Lakewood)
 - a \$7,500 mural by 40 West artist Martha Pinkard at The Action Center (donated to The

Action Center by 40 West Arts, WCCA, and the Lakewood-W. Colfax BID)

- Corridor partners fully funded the 40 West Artist in Residency Program for second consecutive year
- The Abo Group (architecture & urban planning firm) and 40 West Arts District partnered to open Gallery 8025, a new innovative sculpture venue in the district, at 8025 W. Colfax in the circa 1950 Lakewood Lanes building
- The Lakewood-W. Colfax BID and 40 West Arts, with support from Lakewood’s Economic Development Department, partnered to launch *West Colfax Lately Magazine* (in print and online), a new, creative publication showcasing the people, places, and activities creating the momentum for the renaissance occurring in the West Colfax Creative Corridor
- FirstBank began construction on its 120,000 square-foot expansion at its headquarters on West Colfax
- Terumo BCT opened its new, 130,000 square-foot global headquarters near Oak Street Station
- 40 West Arts was selected as presenter on community revitalization initiatives and the impact of arts and culture for CCI Creative District Summit in Ft. Collins
- Golden Music Center opened at 10395 W. Colfax, a new flagship location, revitalizing a classic mid-century building that had been slated for demolition and adding its rich musical programming and its multi-million-dollar strings collection to the corridor (collection includes violins that are more than 300 years old)
- BID successfully negotiated a new home for Lakewood Arts Council, Lakewood’s oldest arts organization (25+ years), moving its community gallery and arts center to 40 West in Lamar Station Plaza (next door to Casa Bonita) . . .and with it bringing its robust art class programming and slate of exhibitions—its grand opening on March 28th attracted 500+ people and resulted in the highest single-day art sales in the organization’s 25-year history
- Colorado Business Committee for the Arts (CBCA) recognized the leadership of the BID / 40 West Arts for its influence and vision for the West Colfax Creative Corridor with its John Madden Jr. Leadership Award at its 30th annual awards luncheon
- After a successful Feasibility Study, an extraordinarily strong Market Demand Survey, and an in-depth Council Study Session at 40 West Gallery, City Council unanimously approved investing in a pre-development contract with Artspace to bring a catalytic artist live/work project to Lakewood’s 40 West Arts District
- West Colfax mainstay, Colorado Frame & Art Restoration opened its striking new building on West Colfax across from its old location
- Historic Veldkamp’s Flowers & Gifts completed a multi-million-dollar renovation at its headquarters location on West Colfax
- Denver’s *Westword* conducted a series of reader surveys for its Best of 2015 edition– The EDGE Theatre won Best Suburban Theater and 40 West Arts District had two first place finishes for Best New Public Art for “Connected” by Christopher Weed and “Hear the Train A Humming” mural by Bobby MaGee Lopez (both tied for 1st place)
- Andy Sprenger, owner of 40 West Creative Enterprise, Sweet Bloom Coffee Roaster & Gallery, was featured on the March cover of Barista Magazine for his accomplishments as an award-winning coffee roaster
- Iconic Mexican restaurant and entertainment destination Casa Bonita was awarded an historic designation and bronze plaque from the Lakewood Historical Society
- West Line Flats, a 155-unit, market rate multi-family project, one-block from the Lamar light rail station filed plans and intends to break ground in August/September 2015

- A new brewery, The WestFax Brewing Company (named for a combination of West Colfax and 40 West Arts), signed a new lease at Lamar Station Plaza and will locate next to the Lakewood Arts Council gallery. Build-out is underway and is expected to take six months
- Other new arrivals of note include: The West End Theater and Arts Center—another new gallery and a new 50-seat theater by 40 West artist Sophia Rose at 9393 W. Colfax, Studio Nova at 6464 W 14th Ave.—a new venue for media and events for the inspired life, Collective Yoga Studio at 1492 Ammons (½ block south of W. Colfax and across from historic Lakewood Grill), and a new music venue, called Misfits (formerly Shark’s Saloon) opened at 11475 W. Colfax
- The West Colfax Community Association, in partnership with the BID and 40 West Arts, held the first West Colfax Lately Annual Award Luncheon on April 30th. Featuring the comedy of Naughty Pierre as the emcee, this event celebrates the beginning stages of the renaissance of our historic corridor and will honor our Legacy Award Winner Nina Rockley of Rockley Music (in business on W. Colfax since 1946) and two Momentum Award Winners (Rocky Mountain College of Art + Design and The Abo Group)
- 40 West Arts partner Rocky Mountain College of Art + Design achieved its highest enrollment—online and on campus—in the college’s history, eclipsing 1000 student enrollment for the first time
- As part of “Embrace the Fax” campaign, a campaign developed and implemented by the City of Lakewood, the Corridor hosted The West Colfax Developers Conference for 80+ developers, brokers, and investors, to showcase West Colfax momentum
- Corridor organizations celebrated the completion of the field work for West Colfax Historic Resource Survey with the first-ever West Colfax Historic Preservation Symposium, during which 50+ attendees heard from experts and historians about what we learned during this 18-month community project and more about the history of Colfax Avenue and preservation efforts in the corridor
- Work is about to conclude on two long-range, community-wide initiatives led by 40 West, WCCA, and the Lakewood-W. Colfax BID in partnership with the City of Lakewood:
 - The West Colfax Vision Group is a forum that connects community leaders and business innovators to collaborate on a compelling vision for the West Colfax Corridor and to work together on a plan that will help catalyze that future vision. The group is preparing to present its 2040 plan for West Colfax designed to capture the goals of the West Colfax Creative Corridor for the next generation and provide a working plan for the BID and other supporting organizations
 - The 40 West Arts Place-making Implementation Task Force is working to implement the strategies outlined in the 40 West Urban Design & Mobility Concept Plan (adopted by the City in 2012). The implementation of this plan will provide gateway and way-finding signage, public art, streetscape and pedestrian amenities, and tactical urbanism throughout the district to dramatically improve our “sense of place.” The implementation plan is scheduled to be published in August
- Corridor organizations partnered with the City of Lakewood to provide financial and operational support for a summer camp program for children at Mountair Park, providing weekly art programming for students, delivered by 40 West’s Artist in Residence
 - Corridor organizations, as part of the \$50,000 grant from the State Historical Fund to inventory structures in the corridor that are more than 50 years old and document architectural characteristics and land use for archival purpose, plan to complete the survey and corresponding report by September 2015; Corridor organizations plan to write another SHF grant to support the vision for next steps: to create public-facing materials to showcase the history and heritage of West Colfax

- Corridor organizations planned and conducted the first-ever West Colfax MuralFest—a FREE one-day celebration of arts and culture unveiling seven new murals, accompanied by 30+ arts vendors, 5 food trucks, 3 live bands . . . and fun-filled activities for the whole family; the event attracted approximately 2200 attendees and marked another significant milestone for the West Colfax community
- Corridor organizations worked together to open 40W Studios – both a professional workspace for up to 20 artists and a compelling destination during district art walks
- Corridor organizations worked together to plan and deliver Riot IV – a Speak-easy Sing-along with dueling pianos at the Elks Lodge – to a sold-out crowd
- After a year of collaborative community planning, the City Council adopted the West Colfax Vision 2040 Action Plan in September 2015
- The BID worked directly with its partners and the City to facilitate a \$1.45 investment of Lakewood Reinvestment Authority funds in public improvements and place-making at and around Lamar Station Plaza, including the dedication of a public park on the property
- In an effort to implement the 2012 40 West Urban Design and Mobility Plan, Corridor organizations worked with the City to complete the 40 West Place-making Implementation Plan, adopted by City Council in December 2015
- Sales Tax in the West Colfax Corridor: 2012 thru 2015 – up 18.7% (\$9,294,029 in 2012 to \$11,035,336 in 2015)

2016

- For the second year in a row, Colorado Business Committee for the Arts (CBCA) recognized the leadership of the City and BID for the progress along the West Colfax Creative Corridor with its John Madden Jr. Leadership Award
- The 2nd Annual West Colfax Lately Luncheon was another huge success! This MUST-ATTEND event featured the comedy of Naughty Pierre and celebrated the ongoing renaissance of our historic West Colfax Corridor. We announced two West Colfax MOMENTUM Award winners (Broad Street and Kris & Bob Autobee) and this year’s West Colfax LEGEND Award recipient: the incomparable Joe Margotte, owner of Chicago Style Beef and Dogs.
- The Lakewood-W. Colfax BID, along with 40 West Arts District, rolled out a new collaborative, community-focused cultural program, Live at Light Rail! This program delivered 15 free musical performances during the summer months to the Lakewood-Wadsworth Light Rail Station.
The BID’s investment in 40 West Arts continues to deliver positive returns. The momentum continues at 40 West Arts, [at the time] one of only 18 certified creative districts in Colorado. The nonprofit organization has seen significant statewide recognition and incremental growth in galleries and activities, accompanied by a doubling of creative enterprises and patronage, while contributing to the corridor’s positive economic trajectory—a more than 11% increase in sales tax revenues.
- Our key strategic partner, Rocky Mountain College of Art + Design (RMCAD) has grown its on-campus and online enrollment to more than 1100 students. But enrollment doesn’t tell the whole story. RMCAD has established deep community connections through the Artist in Residence Program, its Visiting Artist, Scholar, & Designer Program, FARMCAD markets on its historic campus, an ever-growing commitment to volunteerism, and a new degree program that hits the sweet spot: a Bachelor’s in Business of Creative Industries.
- Estimates for new residential development range from 1500-2,000 units in the W Line corridor,

including WestLink at Oak Station, Zephyr Street Apartments, luxury townhomes at Mountair on 10th Avenue, the hip-and-cool West Line Flats a block from the Lamar Station, 40 West Residences at Colfax and Gray, the next phase of Lamar Station Crossing, and other projects, such as West Line Village, in various stages of planning, all bringing the “heads and beds” that drive new investment in additional retail consumer amenities.

- Major investments at Lamar Station Plaza in the heart of the arts district is a real game-changer—a key transformation for the corridor! This classic (but rundown) 1950s retail center on West Colfax is home to the iconic Mexican-themed entertainment complex Casa Bonita, plus new tenants, such as WestFax Brewing Company, Planet Fitness, Lakewood Arts Gallery, and Gallery of Everything, which makes the plaza a key destination for the burgeoning 40 West Arts scene. Since its 2015 purchase of the plaza, Broad Street has invested millions in site improvements—and a public-private partnership with the City of Lakewood and the Lakewood Reinvestment Authority resulted in a variety of public improvements and a new public park on site that will host district and other community activities.
- As referenced prior, signature companies, such as FirstBank and Terumo BCT, built and opened new headquarters, collectively investing more than \$100M and this investment is now bringing hundreds of new jobs to the corridor. Prestige Imports, on West Colfax since 1984, is also continuing to evaluate its plans for a major expansion of its Audi and Porsche dealerships. In addition, longtime entrepreneurial mainstays, including Rockley Music, the Bettmanns of Colorado Frame and Art Restoration, and Veldkamp’s Flowers and Gifts, spent millions in dollars and effort to build or upgrade their West Colfax-based businesses. All this is on top of the City of Lakewood’s ongoing capital investments in the corridor, including improvements at light rail stations and along West Colfax, Lamar, and Pierce Streets.
- 2015 marked the first-ever West Colfax MuralFest, a one-day celebration of the arts, with live bands, 30+ art booths, food trucks, the unveiling of new murals, and fun activities for the whole family. The first installment attracted artists from throughout Colorado and across the nation, drawing more than 2000 people; the second iteration, just held on August 20th this year was bigger and better than the first, attracting an estimated 4500 people to the new venue at Lamar Station Plaza.
- Since the beginning of 2015, the district has now unveiled 20 new public art installations (sculptures and murals). *Westword* Magazine honored both Bobby Magee Lopez’s “Hear the Train A Humming” mural and Christopher Weed’s “Connected” sculpture as “Best of” for New Public Art Installation in 2015, joining other noteworthy installations, such as Martha Pinkard’s “Stardust” mural at The Action Center and Lonnie Hanzon’s “Lakewood Legacy Trees” at Lamar Light Rail Station.
- The EDGE Theater, led by Rick and Patty Yaconis, has broken new ground in local theater, staging more Denver-area and regional premieres than any other suburban theater—and in doing so, garnering a long list of recognition, including “Best Actor” and “Season of the Year” from *Westword*, while more than doubling ticket sales since moving into the district.
- Following the approval of the new, more flexible, mixed-use oriented Lakewood Zoning Ordinance, the City embarked on a forward-thinking path of comprehensive community planning that paved the way for revitalization. Milestone planning efforts included the 40 West Arts Urban Design and Mobility Plan, the new West Colfax 2040 Vision Plan, and the 40 West Arts Place-making Implementation Plan. These plans played integral roles in the formation and growth of the district and the ability to secure meaningful grants, such as those awarded from

the EPA, CDOT, Colorado Creative Industries, the Boettcher Foundation, the State Historical Fund, Xcel Energy Foundation, and most recently, the National Endowment of the Arts (NEA) “Our Town” Grant.

- New business activity in the last two years has outpaced the previous four years combined. In addition to activity already mentioned that brought nearly 1000 new jobs to the corridor, the district has welcomed the arrival of 40 West Studios, Lakewood Arts Gallery, Gallery of Everything, Red Herring Art Supply, Guiry’s Paint & Art Supply, C2 Gallery and C-Squared Studios, Hyperspace Video Arcade, Wings Stop and a host of other businesses too numerous to list and others still in the works, such as a Ross store, a Dutch Brothers Coffee, and two new restaurants.
- The corridor organizations celebrated the release of the 2nd Edition of *West Colfax Lately* Magazine, an annual publication supported by local business and Lakewood Economic Development, to showcase the people, places, and progress of the historic West Colfax community.
- Corridor organizations worked together to plan and deliver Riot V – an immersive entertainment experience, including an authentic four-course Italian meal, a gallery transformed into classic trattoria, live arias from Italian operas, and an Arthur Miller play (A View from the Bridge) about an Italian immigrant family in New York—all to a sold-out crowd
- On the horizon, there’s still a great deal to look forward to—here are just a few highlights (excerpts from “Quintessentially Colfax!” 2nd Edition of *West Colfax Lately*):
 - 40 West Arts Loop: “It’s quite an honor to receive the National Endowment for the Arts (NEA) Our Town Grant,” reflects Alexis Moore, principal planner with the City of Lakewood and member of the 40 West Arts District Board. “We’re excited to work with the community to implement the arts loop vision they first identified several years ago when planning for the area. This grant will help us design a unique artistic experience, develop a local amenity for walking and biking, and advance place-making in a way that adds to the economic vibrancy of the district.” With the NEA Our Town Grant, the largest award in Colorado in 2016 and the largest ever for Lakewood, the City and 40 West Arts are amid a two-year process to create the first phase of an arts loop envisioned as a continuous and distinctly designed pedestrian and bicycle route circling 40 West Arts District, connecting people to unique art experiences along the way, in parks, and other public and private spaces.
 - The Creativity Lab of Colorado: “With all that’s happening here, the west-side needs an entity focused on creative ventures, and that’s the core purpose of The Creativity Lab,” says Bill Marino, a West Colfax advocate who heads up the local BID and a co-founder of the Lab. “Teaming up with Colorado Creative Industries and RMCAD is a natural. Together with our community partners, we believe we can have a significant impact on existing creative enterprises and new creative start-ups.”
 - Artspace: “Affordable housing and workspace for artists and artisans is a key factor in keeping creatives in a district,” explains Kevin Yoshida, Lakewood-based architect and urban planner, who designed the Artspace project in Loveland, Colorado. “Simply put—you can’t have a creative district without creatives. Artspace solves this problem in a long-term, sustainable way and helps catalyze economic activity as well.” After successful feasibility and market demand studies and a unanimous vote of City Council in April of 2015, Artspace, a national nonprofit provider of artist creative space with 40+ projects across the country, is working with the City of Lakewood to finalize a site

for a proposed 40-50 live/work units as well as flexible gallery and gathering space, creating a perpetually affordable artist enclave for the district.

- Creative District Gateway Monuments: “I’ve seen the model and drawings,” says Kevin Crehan, the landscape architect and principal at Solara Designs who designed the new park at Lamar Station Plaza. “They’re works of art—18’ foot sculptures that communicate creative energy and serve as dynamic entry features. They say, ‘something cool is happening here!’” Lakewood-West Colfax Business Improvement District, in collaboration with the City, WCCA and 40 West Arts, is funding the creation and installation of these large 40 West Arts gateway monuments in the median on West Colfax, heralding the arrival of commuters from east and west—a key step in implementing the comprehensive strategies outlined in the place-making plan.

2017

- The completion of Lamar Station Plaza’s public improvements, including branded pedestrian amenities and kiosk, the public walkway that will serve as an east- west connector of the ArtLine, the public gathering space with shade sails called Momentum Park, and the installation of district-branded and seasonal banners.
- The completion of a number of place-making and connectivity improvements along Pierce and Lamar streets (detached sidewalks, pedestrian amenities) and artistically branded wraps on traffic signal boxes along West Colfax intersections in the arts district core.
- The BID contributed funds to two new community impact programs delivered through West Colfax Community Association, the WCCA Business Beautification Program and the WCCA Micro Grant Program. The programs supported Mint & Serif Coffee House, Rockley Music, and the Krystie Rose Millich art project for the 40 West ArtLine.
- The BID provided help, support and/or committed matching funds for grant awards from the Boettcher Foundation, Colorado Creative Industries, the National Endowment for the Arts, the State Historical Fund, and the Xcel Energy Foundation.
- Celebrated one-year anniversaries for Gallery of Everything, Red Herring Art Supply, WestFax Brewing, 40 West Studios, C2 Gallery, Pure Colorado Pro Kitchen & Event Center, WingStop, The Creativity Lab of Colorado, and the new headquarters for both Terumo BCT and FirstBank.
- Celebrated two-year anniversary for 40 West Farmers Market, Container Collective Yoga and Bikes, Planet Fitness, Lakewood Arts Council, Sweet Bloom Coffee Roasters, the new building for Colorado Frame & Art Restoration, and Veldkamp’s Flowers & Garden Center renovation and expansion.
- After more than two years of planning, the BID funded the design and fabrication of the 40 West Arts Creative District Entry Monuments, installed in the medians along West Colfax in April 2017 on the east and west ends of the arts district core.
- In collaboration with the City, the BID supported the significant progress made with the 40 West ArtLine (formerly the Arts Loop), a project funded in part by a National Endowment for the Arts grant awarded to the City of Lakewood and 40 West Arts to create a four-mile walking and biking art experience that connects three parks in the district.
- The 3rd Annual West Colfax Lately Luncheon was a great success—this time with entertainment from Jonny “Colfax” Barber! This MUST-ATTEND event celebrated the ongoing renaissance of our historic corridor. We announced two West Colfax MOMENTUM Award winners

(WestFAX Brewing Company and Planet Fitness), and this year’s West Colfax LEGEND Award recipients were Maddie Nichols and Kathi Hasfjord, who have advocated for the community for more than 40 years!

- Lakewood’s ongoing collaborative work with residents, businesses, and West Colfax-based organizations to transform the West Colfax corridor and to benefit from the W line has earned it the first-ever Impact Award given in the “Inspire” category by the Urban Land Institute of Colorado. The Impact Award is like the Oscars™ for land-use, planning and development work, and it recognizes outstanding projects, related programs, and visionaries in urban development. The first-ever “Inspire” category recognized the project that has inspired the community and has a lasting impact in the public realm.
- The BID business attraction initiatives helped to engage, support, and/or promote a number of new businesses, including Miracle Street Gallery, West Line Flats, BPL Plasma, Lechuga’s Italian Restaurant, Pirate Contemporary Art, NEXT Gallery, Mint & Serif Coffee House, Hyperspace Vintage Video Game Arcade, and Reed Art & Imaging.
- With support from the BID, the corridor organizations celebrated the release of the 3rd Edition of *West Colfax Lately* Magazine, an annual publication supported by local business and Lakewood Economic Development, to showcase the people, places, and progress of the historic West Colfax community.
- The corridor celebrated the grand opening of the corridor’s first 100% market rate multi-family residential project in decades, West Line Flats, by Momentum Development, located on 13th Avenue near the Lamar Light Rail Station. Within two months more than a third of the 155 units were leased, and it’s projected to be fully leased in less than nine months from its grand opening.
- Corridor organizations planned and conducted the 3rd annual West Colfax MuralFest—a FREE one-day celebration of arts and culture unveiling new murals, accompanied by 30+ arts vendors, food trucks, 3 live bands . . . and fun-filled activities for the whole family that attracted thousands of attendees to the revitalized Lamar Station Plaza, the venue on West Colfax for the annual festival.
- The West Colfax Corridor was selected as a destination site by Smart Growth America for a tour by a five-city delegation (Charlotte, Columbia, Akron, Macon, and Wichita) as part of its “Amazing Places Forum” in 2017.
- What’s on the horizon: the opening of Ross Dress for Less at Lamar Station Plaza, ground-breaking for Dutch Brothers Coffee also at Lamar Station Plaza, the expansion of Hyperspace Video Gallery, the grand opening of Archway’s 40 West Residences, additional place-making progress in the corridor, the ribbon-cutting of the first phase of the 40 West ArtLine in June 2018, and a final site selection for an Artspace live/work project in the West Colfax corridor.

2018

- The BID business attraction and support initiatives helped to engage, support, and/or promote a number of new businesses, recently re-located businesses, business expansions, and new developments, including Edge Gallery, Next Gallery, Pirate Contemporary Arts, West Line Flats, West Line Village, BPCP Colfax 1, Hyperspace Vintage Video Gallery, Reed Art & Imaging, Lamar Stations Plaza, Dutch Bros, Benchmark Theatre, Landt-MaKenna Galleries, R Design, Pasternack’s, The Colfax Museum, 40W Studios, and Rocky Mountain College of Art + Design.
- Supported the completion of additional branded signal/electrical boxes in 40 West Arts District

core.

- Supported the design and installation of banners on light poles along ArtLine and at Lamar Station Plaza
- Advocated for the completion of place-making/connectivity capital improvements along Pierce and Lamar streets (detached sidewalks, landscaping, pedestrian amenities/lighting etc.) and entered into an IGA for future maintenance of elements of these improvements.
- The BID provided help, support and/or committed matching funds for grant awards (or pending grant applications) from Colorado Creative Industries, the National Endowment for the Arts, the State Historical Fund, and the Xcel Energy Foundation.
- The West Colfax Corridor and 40 West Arts was selected as a destination site by the Creative Placemaking Leadership Summit (held at DU) for a mobile tour and workshop for its transformational accomplishments in the community.
- Supported 40W Studios Community Garden project in partnership with the nonprofit Jovial Concepts.
- In March, West Metro Chamber recognized the BID's leadership with the Steve Burkholder Diamond Legacy Award for the positive impact the service, leadership and programming have had on the community.
- For the 5th year in a row, provided funding and fund-raising support for 40 West Artist in Residence Program and 40 West Connects! Programming.
- Contributed funds to new community impact programs delivered through West Colfax Community Association, the WCCA Business Beautification Program and the WCCA Micro Grant Program. The programs supported Mint & Serif Coffee House, Rockley Music, the Krystie Rose Millich art project for the 40 West ArtLine, The ArtLine, Pasternack's and Guido's Nickel.
- Supported the Creativity Lab's video pilot program which provided five Lakewood businesses with video production services for web and social media use.
- In *Westword's* "Best of" issue Lakewood's 40 West Arts District was named 2018's "Best Suburban Arts District." 40 West Arts has gained significant attention due to its family friendly art walks, its free arts programming, and its popular co-op galleries.
- The BID supported 40 West Arts application for SCFD funding, resulting in 40 West becoming the first-ever creative district to qualify for ongoing SCFD funding.
- The State of Colorado selected the corridor's Creativity Lab to support its state-wide Creative District Program, bringing additional attention to the accomplishments along West Colfax and the positive impact of 40 West Arts.
- Along with community partners, launched the 40 West ArtLine with a block party that drew more than 3,000 people to the district in conjunction with a First Friday art walk on June 1st. This four-mile walking and biking art route in the heart of 40 West Arts District features ground murals, fence art, interactive sound sculptures, and large-scale park art installations. This free outdoor art experience lets you #exploreatoutside! 40 West Arts extends a HUGE thank you to its partners: the National Endowment of the Arts, City of Lakewood, ArtLine Champions, art selection committee, local neighborhood associations, WCCA, the Lakewood-W. Colfax BID, and everyone who helped to make this dream a reality. BID contribution: \$25,000 plus staff resources.
- Corridor organizations planned and conducted the 4th annual West Colfax MuralFest—a FREE one-day celebration of arts and culture unveiling new murals, accompanied by arts vendors,

food trucks, live music . . . and fun-filled activities for the whole family that attracted thousands of attendees to the revitalized Lamar Station Plaza.

- With support from the BID, the corridor organizations celebrated the release of the 4th Edition of *West Colfax Lately* Magazine, an annual publication supported by local business and Lakewood Economic Development, to showcase the people, places, and progress of the historic West Colfax community.
- The 4th Annual West Colfax Lately Luncheon was a great success—this time with entertainment from Benchmark Theatre delivering an SNL-like Weekend Update—Colfax Edition to the delight of the crowd! This MUST-ATTEND event celebrated the ongoing renaissance of our historic corridor. We announced two West Colfax MOMENTUM Award winners (Jeff & Jamie Temple of West Line Flats and Dan Lundin of Banner Signs) and this year’s West Colfax LEGEND Award recipient was the Honorable Steve Burkholder, who as Lakewood Mayor sparked the revitalization of West Colfax by convening a Blue-Ribbon Committee to produce and publish the first West Colfax Action Plan.
- Broad Street Realty acquired the east side of Lamar Station Plaza, positioning it for a similar revitalization and transformation as the west side (already owned by Broad Street).
- Supporters gathered with the Mayor and other local dignitaries to celebrate the announcement of The Colfax Museum’s relocation to West Colfax at a July 6th First Friday Pop-up Event.
- City of Lakewood announced that the West Colfax Community Association was a 2018 winner of the Mayor’s Inspiration Award.
- The Americans for the Arts recognized the BID’s leadership in the community. Americans for the Arts, a national nonprofit with a 55-year legacy of advocating for the arts awarded the BID leadership the 2018 Michael Newton Award for Leadership. This award recognizes achievements of individuals and organizations committed to enriching their communities through the arts. The award was presented at the organization's national convention on June 16. This award showcases the cohesiveness of our community. It's a tribute to all who have worked to champion the renaissance of West Colfax and the impact of 40 West Arts, including volunteers, community partners and team members.
- What’s on the horizon: 40 West Arts RIOT VII (Sept. 29th)—a “Pop-up” gala celebrating arts & culture with numerous “Pop-up” art experiences; aesthetic improvements to the east side of Lamar Station Plaza, following a similar color scheme as the west side along with addition lease signings for the available space—including a new food/ice cream venue slated to open by late 2018 or early 2019 next to Cricket; a formalized program in 2019 to target and attract independent restaurant operators to the district and provide ongoing promotional support to help their ramp-up; additional plans for the ArtLine including new art installations in 2019; the stabilization of Pasternack’s retail hub and subsequent lease up with creative retail outlets, potentially enabling The Colfax Museum storage area to begin to scale its operation (subject to roof and flood mitigation); a multi-phased community collaboration to improve the aesthetic and function of the city-owned remnant property at the southwest corner of W. Colfax and Wadsworth with a goal of creating an iconic visual queue that welcomes passers-by to Lakewood’s historic West Colfax Corridor; ground-breaking for a significant new residential project at 13th and Lamar, and the completion of a number of residential projects along the west end of the district at and near Oak Street Station.

2019

- Supported by the Lakewood-West Colfax BID, Kanon Gallery, CORE New Art Space, and Handsome Little Devils all move to the West Colfax Corridor to participate in the ongoing

momentum created by 40 West Arts District.

- Next iterations of corridor annual events, including the sold-out 5th Annual West Colfax Lately Luncheon at Lakewood Country Club and the two-day extravaganza of the 5th Annual Colfax ArtFest held at Lamar Station Plaza
- 40 West Arts, through its partnership with Metro West Housing Solutions and the Lakewood-West Colfax BID, named its fifth Artist in Residence, Janelle Sowers, who will serve the West Colfax community by delivering arts classes to youth and seniors for the next year in return for a live/work unit at Lamar Station Crossing
- Supported by funding partners, including Xcel Energy Foundation, Community First Foundation, and the Lakewood-W. Colfax BID, five new murals were added to community, including the most recent large mural on Harlan Street entitled “Take Time” by DAAS, an accomplished muralist from Jacksonville, Fla.
- Published the 5th edition of West Colfax Lately magazine celebrating West Colfax and the City of Lakewood’s 50th Anniversary with historical content and a commemorative cover illustration
- West Colfax Lately magazine achieved its highest circulation numbers in its five-year history, distributing 33,000 copies throughout the Lakewood community
- WCCA delivers a 2019 Business Beautification Project by painting the Action Center’s shelter on West Colfax
- The City and 40 West Arts received CBCA’s Business of the Arts Award presented for the 40 West ArtLine
- The City received the DCI Governor’s Award presented for Best Use of Public Space for the 40 West ArtLine
- 40 West Arts and the ArtLine selected to exhibit for three months at Denver International Airport
- 40 West Arts, in collaboration with the LWCBID, partner with Colorado Mills to showcase local artists within the mall—a program that is now growing and will continue into 2020
- The owners of Lamar Stations Plaza announced four new restaurants coming to the retail center in 2019 and early 2020: CiCi’s Pizza and Salad Bar, a Pacific Island-themed seafood boil eatery, a new flavored ice and ice cream treat shop, and a family-owned Honduran restaurant
- Westword Magazine named 40 West Arts District “Best Metro Area Art District” for 2019 and selected Colfax ArtFest selected as Top 10 Best Summer Festivals in Colorado.
- Lakewood Country Club, a member of WCCA, announced that its Charity Event Committee selected 40 West Arts as a nonprofit beneficiary of its annual charity gala slated for Oct. 5th, 2019
- 5280 Magazine selects 40 West ArtLine as a 2019 “Top of the Town” pick.
- The West Colfax community celebrated all things arts & culture on August 2nd and 3rd for the 2019 Colfax ArtFest. The event included a VIP Party on Friday and live performances, outdoor games, food, vendors, trolley tours, mini murals, a car show and more on Saturday.
- WCCA completes Business Beautification Program for The Action Center. Volunteers painted a new building for The Action Center and presents them with a \$500 check.
- Banner Signs & Decals completes the installation of enormous mural on retaining wall at West Line Village themed after the history of Two Creeks neighborhood.
- 40 West Arts District hosts RIOT VIII: Colfax Curiosities featuring an accordion dance duo, a street magician a busker, a silent auction and so much more at Prestige Imports.

- Roger Wadnal from Lakewood’s Comprehensive Planning & Research Division announces plans for the refurbished Colfax Entry Features at Colfax & Sheridan.
- Indy Street Flats from Metro West Housing Solutions celebrated their grand opening on Friday, December 13th, 2019. Over 150 attendees viewed the buildings’ offices, community murals, and model rooms.

2020

- 40 West hosts its fifth annual Community Summit with 50+ people in attendance an event that is equal parts networking session, happy hour with friends, and a chance to give feedback to the district.
- Riverpoint Partners CEO Reid Davis and his partners at CentrePoint Properties invested \$100,000 in new murals at Lamar Station Apartments, located at 1450 Lamar Street along the 40 West ArtLine.
- WCCA pivots to be the first community meeting to go fully virtual in light of COVID-19 via ZOOM meeting.
- Donations from WCCA members raise the funds needed to purchase of jerseys for Jefferson High School’s boys’ and girls’ basketball teams.
- Buying local art is critical to supporting artisans, small businesses, the arts district, and our community. During our May Virtual First Friday on Friday May 1st from 6-9pm if you buy at least \$40 worth of local artwork, merchandise, certificates for classes/workshops, etc. we will match your minimum \$40 purchase (no maximum) with a \$40 donation to that artist/organization.
- WCCA, The Lakewood-W. Colfax BID launches Small Business Support Fund to provide short-term help to creative enterprises and small impacted by the COVID-19 virus. In conjunction with this fund, the BID and its partners mounted a campaign to raise additional dollars for the fund in order to help more business owners. 40+ businesses received support
- The Lakewood-W. Colfax BID launches resource page for families, small businesses, and creative enterprises to access resources local and national for funding and safety information.
- 40 West Arts District celebrated its first-ever virtual First Friday on April 3rd. The event, designed to support our local artists, creatives, galleries, and community kicked off at 6pm with an hour-long Watch Party hosted on Facebook, reaching more than 2,000 people.
- Rocky Mountain Ukulele Orchestra begins offering free Ukulele classes to support arts & creativity as folks move to Stay At Home.
- WCCA & the Lakewood-W. Colfax BID support Lakewood Economic Developments build out of their new Restaurant/Retail Services Map to provide citizens with information on how to support local businesses from the safety of home.
- WCCA hosts a series of panel discusses for COVID-19 Business Relief
- Metro West Housing Solutions (MWHS), a nonprofit developer and manager of affordable apartment communities, announces the agency was awarded Low Income Housing Tax Credits (LIHTC) for Lamar Station Crossing (LSC) Phase II, a continuation of their successful Lamar Station Crossing campus located in the 40 West Art District, less than a block from RTD’s W Line Light Rail.
- Along with other community partners, the BID and WCCA help the City of Lakewood plan and execute the Economic Recovery Task Force and the associated relief funds.
- The 40 West ArtLine hosts successful Chalk the ArtLine challenge, featuring local chalk art drawings.

- Hammered & Hung launch West Colfax Farmers Market at Lamar Station Plaza, featuring local artists & vendors.
- Artist Katy Casper & crew complete first set of 12 murals at Lamar Station Apartments entitled *Wild Urban Medicine*, the largest mural project in the history of 40 West Arts District and a colorful addition to the corridor along this central spine of the ArtLine that connects Lamar light rail station to amenities along Colfax Avenue including Lamar Station Plaza.
- In conjunction with district partners, Hammer & Hung has launches its "R&R on the ArtLine Installation Project." Featuring custom designed and painted Adirondack Chairs by local artists & community members featured along the ArtLine.
- West Colfax welcome Yabby Hut to Lamar Station Plaza (next to WestFax Brewing Co.), a family owned, seafood restaurant with a twist of the bayside theme and traditional Philippines way of eating.
- The 6th edition of West Colfax Lately Magazine is released (circulation 30,000) with a COVID-19 lens on this 2020 issue.
- 40 West Arts hosts virtual artist takeover for First Friday, featuring art from around the world collected by artist Adrienne DeLoe and her *Pandemic Self Portraits*.
- 40 West Arts launches Facebook community group to create a sense of place online during the time of COVID-19.
- With the support of the BID and other partners, 40 West Arts and the City of Lakewood are awarded a national AARP grant (\$9,000) for community programming and art installation along ArtLine.
- The City of Edgewater welcomes an extension of the ArtLine green line around its new civic center and commits resources to future art installations at Walker Branch Park, connecting two cities to this community amenity.

2021

- Launched the two new programs: 1) West Colfax Passport Program campaign to support local retailers and restaurants; and 2) WCCA Connects! that supports local neighborhood organizations with website, e-newsletter, and social media training
- Celebrated 40 West Art District's 10-year anniversary with a community celebration of 40 West Champions at Mint & Serif Coffee House
- Capital Campaign for Building Renovation raised more than \$350,000, including grants from the Gates Family Foundation, The Community Foundation, and the Lakewood Reinvestment Authority
- With the support of the city, the BID, and grant funders many arts installation and murals along the ArtLine were refreshed and new two new murals were added

2022

- In January, we learned that we would receive a \$600,000 Colorado Community Revitalization Grant that help us reach our \$1M goal for the building renovation
- As part of a Community First Foundation "Helping Each Other Thrive" Grant, 40 West Arts and its partners developed an Equity in the Arts Committee to bring diversity of perspectives in choosing major art installation projects throughout the corridor

- March marked the return of Colfax Art Crawls to the district; Approx. 1,500 people attended the event at district creative venues.
- In May, all the galleries that were displaced by the sale of the Pasternack building moved into the newly renovated 6501 W. Colfax Ave building—transforming the old vacant Drumstick building into a vibrant, new arts destination in Lakewood
- On June 3rd, 2022, we dedicated the building at 6501 W. Colfax Ave. (now called The HUB at 40 West Arts) in a Grand Opening Celebration that included remarks from three Lakewood Mayors and state officials. More than 2,000 attended the festivities of the evening (See press release herein on page 47.)
- After years of the delay (caused by pandemic and budget constraints) that unappealing, dusty (or muddy) remnant of land on the southwest corner of W. Colfax & Wadsworth Blvd. was totally transformed into a beautiful Sculpture Walk. Installed on Aug. 5th, the large, 28-ft. tall sculpture, entitled “Evertrees” designed by Nestor Fedak anchored the space and marked the completion of this phase of the project. More sculptures will be added in the future. With funds from a Lakewood NPP grant, support from Lakewood Economic Development, Pioneer, Designscapes Colorado, WCCA and the Lakewood-West Colfax BID, this space is now an appealing “people place” that our community can be proud of. During several weekends (in June & July), 30+ volunteers braved the Colorado sun and moved over 20 tons of cobble stone and dirt to build the infrastructure for the Sculpture Walk planters and plant the vegetations in the planting areas. The project was managed (and designed) by City Landscape Architect Nestor Fedak. Kudos Nestor!

2023 (January through August 2023)

- With post-pandemic restrictions lifted—we re-launched our signature Colfax Art Crawls—more than 2,000 visitors attended in March and June.
- Colorado Mills renewed its commitment to participate in the 40 West Arts-led “Curated at the Mills” Art Program in 2023 and 2024.
- The aforementioned program has led to another milestone: the new ownership group at Belmar reaching out to our West Colfax-based organizations to start a similar strategic partnership with 40 West Arts to help them curate artwork throughout Downtown Lakewood.
- The new owners/management of Casa Bonita finally reopened the fully restored, beloved, and iconic destination restaurant in late May—and the new team are engaged with the local district.
- With the support of Denver Bronco funded grant from the City, we planned and hosted the first-ever FREE Summer Youth Camps for our underserved locals, capping off the first full year of operations of our new building.

For more, please see **Corridor Context** on pages 1-6 for more narrative on recent milestone and accomplishments.

Community Member/Stakeholder Comments
(compiled during BID five-year review process)

“The LWCBID greeted me and my company with open arms from day 1 and has been a huge advocate in supporting us and all that we do. We are extremely lucky to be part of such a great community of people and businesses that strive to better the place we live and work. I’m often asked by other breweries how we were able to cultivate such a positive and collaborative relationship with our local community organizations, and I have to respond by saying: We were lucky. Everything was already in place when we joined the community. We just had to embrace it!”

Anthony Martuscello, Owner
WestFax Brewing Company
WCCA & 40W Member

“I have worked in Lakewood since 1988 and have traveled the West Colfax corridor almost daily since 1980. I am continually struck by the evolving nature of the corridor, particularly since the opening of the W light rail line. I know the Lakewood West Colfax Business Improvement District has been an important part of implementing a vision for our community that embraces appropriate economic development, but with a keen eye to maintaining the rich heritage of Colfax Avenue that is a treasure to be part of.”

Ron Seigneur, Managing Partner
Seigneur Gustafson LLP
WCCA Board Member (past chair)

“I was introduced to the LWCBID and its partnership with 40 West Arts and WCCA in 2011. LWCBID’s passion, commitment, leadership development, mentoring, coaching, and physical work is yielding an ROI worthy of public pride and praise. After 30 plus years of watching West Colfax deteriorate, the corridor is coming alive, even prompting me to name my business after 40 West. I’ve lived in Lakewood for 44 years and am overwhelmed with pride and joy seeing 40 West Arts and West Colfax come alive in large part due to the leadership of the LWCBID.”

Todd Lansing, Resident
40 West Financial LLC
WCCA Board Member (current chair)

“Living right off West Colfax for 30+ years, I've witnessed the resurgence of the corridor—primarily since the formation of the Lakewood-West Colfax Business Improvement District. Prior to the BID, very little, if any, development happened. Since the BID's formation, the money (public and private) invested in the corridor has been significant. Once neglected shopping centers are now vibrant economic drivers via businesses and community-inspired activities. This would not have been possible without the collaboration of the BID, the City, and the community.”

Cindy Baroway

Owner, Office Evolution
WCCA Board Member (past chair)

“I have been a board member of the West Colfax Community Association for many years—long before the Lakewood-West Colfax BID. The “old” WCCA board was working on making improvements for the corridor, but our impact was limited due to money and the knowledge about how to reach out to businesses, acquire grants, etc. Since the inception of the LWCBID and the work that Bill Marino and so many others have done, the changes to this corridor are striking. This area (West Colfax and the neighborhoods around the corridor) is becoming a destination spot again. The LWCBID provided the leadership our community needed. It is so much fun to see this happening, and it is so much fun to be a participant in the positive changes that have and are occurring in this area. It is wonderful to meet and see so many talented people who work together to make all of this happen.”

Kathi Hasfjord

WCCA Board Member / Secretary
Two Creeks Board Member / Secretary

“As one of the primary funders for 40 West Arts District, the Lakewood-W. Colfax BID (LWCBID) is critical to our success and growth. The LWCBID understands the role arts and creativity play in a robust and diverse economic movement and sees the impact 40 West Arts has on visitorship to the corridor and accompanying sales to local businesses. Additionally, the LWCBID has been instrumental in taking the lead on attracting new galleries and creative businesses to the district. We are grateful for our relationship and truly could not do what we do without the leadership provided by the LWCBID.”

Liz Black, Executive Director

40 West Arts District
Two Creeks Resident

“When I first entered my artwork in the 40 West Art Gallery and had to find the gallery, I wasn't impressed by the building or the location. Four years later, the gallery and the area has improved curb appeal and the quality of art displayed is higher. I also have been involved with Next Co-op Gallery, Gallery of Everything, Lakewood Arts Council and Edge Gallery while expanding my role within the arts district. With the continued momentum provided by the BID, 40 West Arts District is becoming a destination for all types of aesthetic experiences.”

Carolyn Berry, Artist
Former 40 West Arts Board
Local Artist

“The LWCBID has been a tremendous transformational force in the West Colfax Corridor. Through its partnerships with businesses and other organizations on West Colfax, the LWCBID has successfully created a like-minded community of advocates that have transformed a once dormant part of our city into a vibrant and emerging economic area.”

Katja Walton, Resident
40 West Arts Board
Lakewood Resident

“The support from the City and the BID for the arts, housing and ensuring that we received light rail stops at in the district has put this area on a positive trajectory toward the goal of building a diverse and vibrant community. The investments in the ArtLine and 40 West Arts District are perfect examples; both give people who live and work here a reason to get out of their cars and rediscover what the area has to offer, and just as importantly, build loyalty with local businesses. This energy that has been building over the last few years has translated into clients willing to take more risks in making investments in the area and insisting that we hold business meeting at local venues in the corridor. While there is a considerable amount of work to be done, the momentum for a vibrant and diverse community would not exist without the vision, predictable funding, and perspiration from the BID.”

David Rein, Attorney
Erickson Kernell LP
40 West Arts Board

“I am writing this in recognition of the many positive programs and efforts that are funded by the Lakewood-West Colfax BID. As an owner of Lamar Station Plaza (LSP), a critical commercial property in Lakewood's West Colfax corridor, I can attest to the many positive impacts that the BID efforts have had on our

property and others in the area. Arts programs and events like the Colfax Arts Festival (formerly MuralFest), the ArtLine Placemaking Initiative and First Fridays provide important pedestrian traffic that greatly contribute to the patronage and success of the commercial businesses at LSP. These activities and the sense of community that it helps create have also assisted us in attracting new businesses to our retail center that have helped define a new image for the corridor. I fully expect that future efforts of the BID will continue to assist our efforts at LSP, bringing new businesses and new customers that will continue to rejuvenate and build the identity and support the vibrancy of the West Colfax community.”

Thomas Yockey, Founder/Board Member

Broad Street Realty and Investment
WCCA & 40W Member/BID Board Member

“The LWCBID is a wonderful organization. They introduced us to other businesses in the district—and we were immediately welcomed. What a great way to get to know the other businesspeople! Bill Marino invited us to be a part of MuralFest—and through this, we ended up painting a mural our building—“The Lakewood Lion.” This iconic mural has become a defining feature of our apartment community. The whole process was made easy by the Lakewood-W. Colfax BID and 40 West Arts.

Jeff Temple

Investor/Founder, West Line Flats Apartments
WCCA Member