



OLDE TOWN
ARVADA



2022
ANNUAL REPORT

Message from the President



Dear Olde Town Arvada,

Thank you so much for an amazing year. We've seen so many changes together. You have given us a place to make new memories with our friends and families. You continue to change and adapt while maintaining the gravity that draws us back to you time and time again.

Olde Town, you continue to be a success for our businesses and an overwhelming example of resiliency and vibrancy. The voices of your population echo these sentiments as well.

We will still have struggles and upcoming challenges we need to transverse, but with the passion, communication and community of Arvada supporting us, we will continue to thrive.

Here's to a fresh outlook of Health and Progress.

Peter Kazura, Board President

Year in Review

After years of responding to the COVID-19 crisis and its subsequent fallout, 2022 represented a shift toward a post-pandemic normal. While Olde Town Arvada is still lagging in foot traffic when compared to 2019, there are a number of other key indicators that point to a rebounding and successful district. Sales tax revenue in Olde Town increased 20.06% year over year. While we have experienced turnover typical of other downtown districts, our vacancy rate remain low. Overall, our businesses continue to demonstrate great resiliency. 2022 was also the first year since the pandemic that the Business Improvement District (BID) was able to present our full schedule of signature events. These events were not only successful, many of them were record breaking in terms of attendance and revenue.

In part, these successes can be attributed to a reinvigorated focus on marketing. Through the hiring of a full time marketing and events manager as well as the creation of Olde Town's first ever sustained and holistic marketing campaign, Olde Town saw an increase in traffic and engagement across all of our social media channels and website. This ultimately resulted in more visitors to Olde Town, and greater success for our businesses.

Moreover, the BID Board and Staff prioritized the aesthetic of the District both in the short term as well as for the future. Hence, the BID continued to invest in the maintenance of Olde Town, while continuing to work on new art installations and other initiatives that enhance the character of the District. Simultaneously, the BID has been thrilled to be an active participant in the Olde Town Strategic Reinvestment Plan which will guide Olde Town for the next 20 years and help ensure that our downtown remains a top destination.

Ultimately, 2022 was another year in which the BID continued to fulfill its mission to preserve, promote and enhance the vibrancy of Olde Town Arvada.

2022 Board of Directors

Peter Kazura, President- Property Owner (7714 Grandview Ave.)
Scott Spears, Vice-President - School House Kitchen & Libations, Scrumptious,
So Radish, Sock., Super Zoom Bang Bang
Kristin Chayer, Treasurer - Silver Vines Winery
Deborah Pearson, Secretary - American Family Insurance
Casey Adler, Immediate Past President - The Stockroom
Allyson Skiba - Electric Cherry Shop + Studios
Brandon Capps - New Image Brewing Company
Deborah Hansen - La Dolce Vita Coffee
Jamie Hollier - Balefire Goods
Loren Naftz - Rheinlander Bakery
Steve Howards - Property Owner (5600 Olde Wadsworth Blvd.)



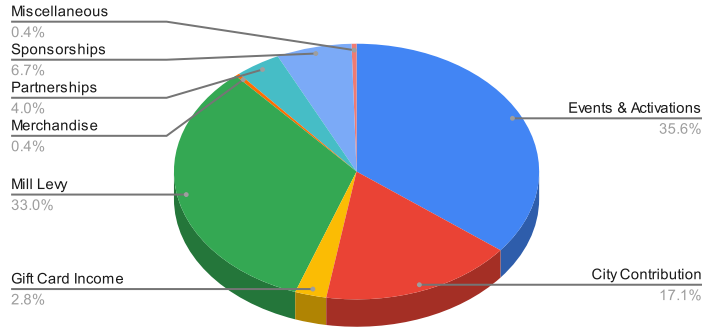
Olde Town by the Numbers

104 Businesses • Approximately 1.2K Employees
 2 Million Annual Visitors • 1.72 Million Dollars in City Sales Tax Revenue



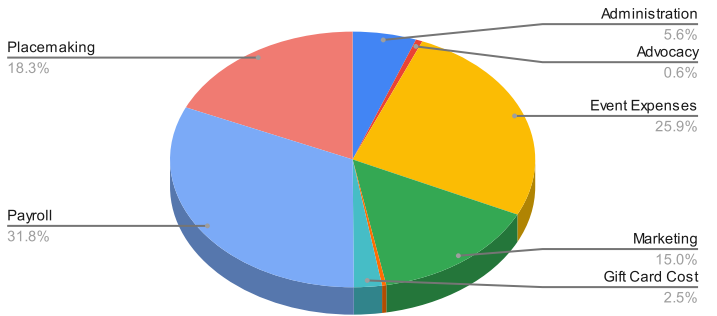
2022 Revenue

Events & Activations	\$141,352
City Contribution	\$68,000
Gift Card Income	\$11,119
Mill Levy	\$131,313
Merchandise	\$1,551
Partnerships	\$16,000
Sponsorships	\$26,500

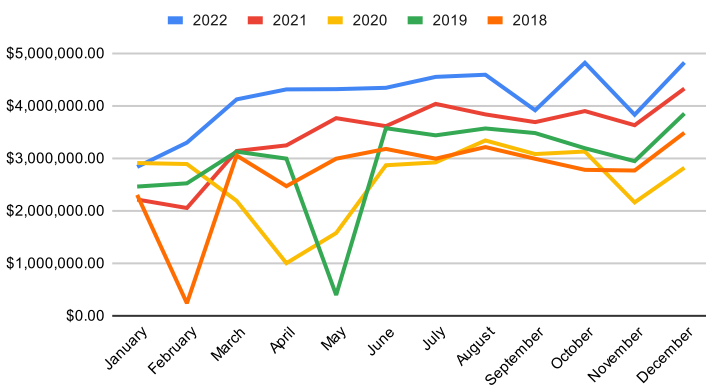


2023 Expenditures

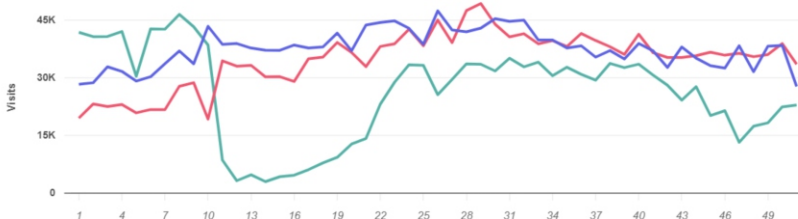
Administration	\$26,385
Advocacy	\$2,777
Event Expenses	\$120,895
Marketing	\$69,924
Merchandise	\$1,740
Gift Card Cost	\$11,575
Payroll	\$148,588
Placemaking	\$85,675



Olde Town Arvada Taxable Sales



● 2022 - 2M Visits ● 2021 - 1.8M Visits ● 2020 - 1.4M Visits



New Businesses in 2022

- The Arvada Community Room
- Arvada Wellness Collective
- Clementine's Salon
- JPAR Modern Real Estate
- Keepsake Studio
- Marmalade Lounge & Boutique
- Mint Salon
- Outside the Box - Gifts, Home & Garden Decor
- Stix Craft House
- Stone Cellar Bistro
- Teocalli Cocina



Marketing the District

The Olde Town Arvada BID Board continues to believe one of our most critical functions is to highlight our District and businesses through a host of marketing initiatives and strategies. With the goal of attracting new visitors to Olde Town, making sure the old ones return, and ensuring Olde Town is well positioned to be top of mind in a competitive environment, the BID's marketing committee and staff continued to build on our past successes while adopting new strategies based on making the largest impact with a limited budget. These include regular community e-newsletters, production and distribution of the Olde Town Shopping & Dining Guide, our continued partnership with Danielle Dascalos Public Relations to place stories throughout the Front Range and beyond, administration of the Olde Town Arvada Gift Card program and ensuring growth of our online audience across our social media channels.

Olde Town Like A Local

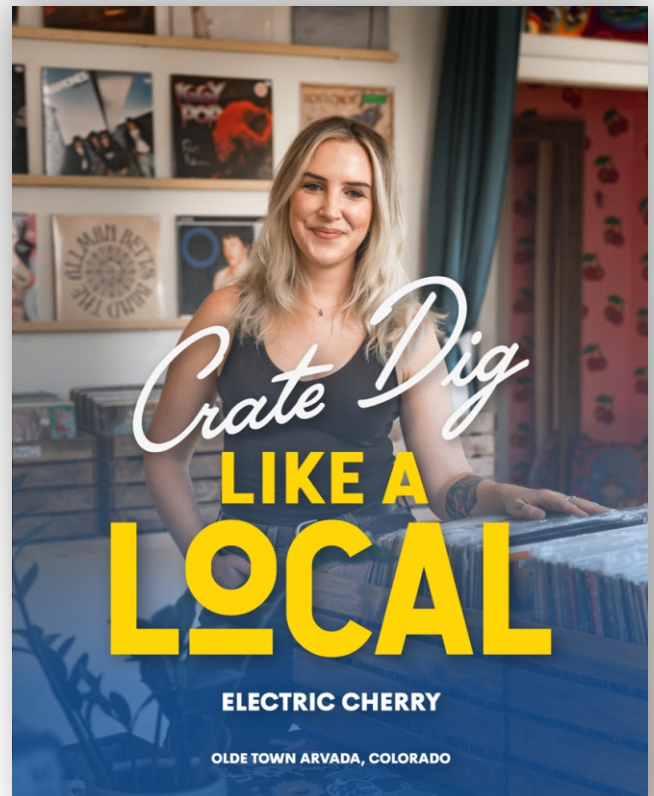
This year the Olde Town Arvada BID worked to create and deploy Olde Town's first ever holistic and sustained marketing effort - the "Like-a-Local" campaign with additional financial support from the Arvada Urban Renewal Authority, Arvada Visitors Center, and Arvada Economic Development Association.

Built from the ground up and working with Kaddie Creative & Fix-a-Fire Studios (a local Olde Town business), the inspiration for this campaign came from listening to a number of Olde Town stakeholders including Olde Town business and property owners, our partner organizations, city council members and city staff, as well as Olde Town regulars. Their responses regarding what they felt was great about Olde Town informed us as we created this campaign. The result was eighteen individual assets featuring nine local businesses deployed across social media and featured on an I-76 billboard during the holiday season.

This campaign highlighted what makes Olde Town stand apart- our unique restaurants, one-of-a-kind locally owned shops, and family friendly environment.

Campaign Highlights:

- Highlighted 9 individual businesses
- Created 18 unique ads
- Ads reached 771,784 individuals
- Ads were viewed over 3 million times



Impact by the Numbers

- 32 Community E-Newsletters distributed to 4,247 subscribers
- 3,000 Olde Town Shopping & Dining Guides distributed
- Olde Town featured in over 200 media stories across TV, print media, and radio through our PR efforts.

Social Media Impact

- Facebook Visits - 17,503 (26.2% YOY Increase)
- Facebook Reach - 732,117 (87.9% YOY Increase)
- Instagram Visits - 22,680 (24.2% YOY Increase)
- Instagram Reach - 156,038 (348.8% YOY Increase)

Events in Olde Town

Great events have become synonymous with Olde Town Arvada, and 2022 was a record breaking year for events and festivals in the District. Olde Town events attract new visitors, generate media coverage, allow us to highlight the District and our businesses, and perhaps most importantly provide an opportunity for the community to come together.

From large scale street fairs to smaller events meant to drive traffic to our businesses, the BID activated the District 55 days last year. These events drew thousands of visitors, generating sales for our businesses and sales tax dollars for the City. Our focus on producing and partnering on high quality events is reflected in the fact that Olde Town festivals and events were listed among the highest rated reasons that people continue to visit Olde Town.

2022 Festivals, Events, and Activations

- Mardi Gras
- WinterFest*
- St. Patrick's Day Festival
- Yoga in the Square
- Second Saturday Concert Series (4 dates)
- Jackalope Arts Fair*
- Rocky Mountain Arch Top Festival*
- Trick or Treat Street
- Small Business Saturday
- Olde Town Tree Lighting
- Lagniappe/Annual Eggnog & Cider Competition
- Saturdays with Santa & Winter Market
- Skating in the Square
- Olde Town Holiday Pop-Up Market
- First Friday Art Drops*

* Event is supported financially and/or through BID staff

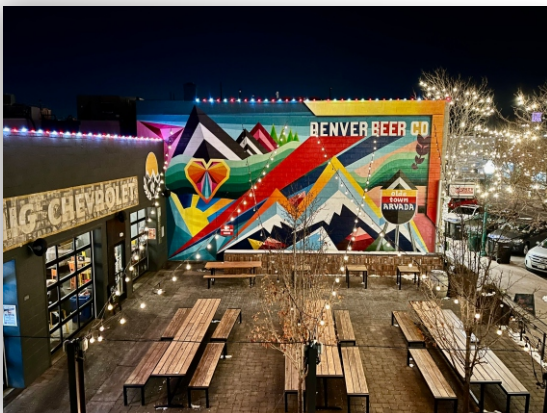


Enhanced Placemaking

With the continued goal of strengthening the connection between visitors to Olde Town and the District, the BID prioritized making enhancements through placemaking. The result was the installation of two of Olde Town's largest murals. While the BID led the charge on the new "Olde Town" mural on the side of 12 Volt Tavern (replacing and expanding the aging Olde Town mural), another large mural was installed overlooking the Denver Beer Co. patio with support of the BID's mural grant program. This was in addition to a refresh of "From Soil to Sky", one of three street murals located within the street closure.

The BID also worked with Emily King of Art Drop Arvada to find a home and install Arvada's first Free Little Art Gallery (FLAG). This activation invites individuals to take home free little pieces of art, or create their own for display in the gallery. The FLAG is a prime example of how quality placemaking invites the community to become active participants in their surroundings in fun and creative ways.

2022 also brought the return of skating in Olde Town Square. After piloting a skating rink in 2020, the BID sought to upgrade and enhance the experience with a larger, better quality rink. With the support of our generous sponsors and City staff, the Olde Town Arvada BID installed and operated Skating in the Square, which ran from November 18th through January 29th. This not only provided a family friendly activity for visitors during the Holiday Season, but was the center-piece of Olde Town's Holiday events including the Olde Town Tree Lighting, Saturdays With Santa, and the Olde Town Holiday Pop-Up Market.



Promoting Safety

Ensuring Olde Town remains known as a safe community is a key ingredient to its ongoing success. The BID has continued to address challenges regarding safety with a multi-pronged approach. The BID has been fortunate to have amazing partners in this work as we continue to look toward best practices while striving to remain responsive to the concerns of our business community.

Our first approach to safety is guided by ensuring the District remains active and vibrant. The idea that people make places safer by their presence is well recognized. With this in mind, we believe that everything the BID does to continue to draw visitors to Olde Town can and should be viewed through the lens of contributing to safety.

The BID has worked to foster strong relationships with the Arvada P.D. and more specifically the CORE Team. The BID safety committee meets regularly with Arvada P.D. (among other partners) to ensure the BID remains up to date on trends affecting the District, communicating what Olde Town businesses are experiencing, and engaging in creative problem solving. This is complemented by monthly updates from the CORE Team at the monthly BID Board meetings and regular meetings with the City Manager and other staff to ensure we remain up to date on relevant City initiatives.

Moreover, the BID strives to be a resource for our businesses in this area through information sharing and ensuring they are aware of the resources available such as CPTED consultations and the Private Property Partnership Program. The BID Board looks forward to leaning more into these issues in the coming year with a number of programs currently being explored.



Providing Enhanced Maintenance

The BID prides itself on the appearance of the District. The upkeep and maintenance of our District communicates how much we value our downtown community, businesses and visitors. The BID recognizes that ensuring our streets, sidewalks and pedestrian zones are clean and well maintained is critical for continuing to cultivate a sense of community pride.

For these reasons, the BID has continued to grow its maintenance programs both independently and by partnering with the City of Arvada to more efficiently handle contractors and provide an additional level of oversight.

Scope of Maintenance:

- Employs staff to handle light street sweeping/litter clean-up, maintenance of outdoor furniture and other tasks as needed.
- Cover the expense and manage contracts for biannual pressure washing of the entire District with additional pressure washing occurring in high traffic areas during the summer months.
- Manage paver replacement within the Pedestrian Zone
- Manage leaf removal within the Pedestrian Zone
- Manage snow removal within the Pedestrian Zone



Advocating for Olde Town

Downtowns matter and Olde Town Arvada is no exception. The BID board and staff truly believe in Olde Town's role as the heart and soul of Arvada. We represent the largest concentration of small independently owned businesses within the City. We are a driver of sales tax revenue, an attraction for visitors and residents alike, and the historic core of the community. Understanding our value and communicating it remain a top priority for the BID year after year as we advocate for the needs of our business community.

Of course, we are not in this work alone. We continue to collaborate with our partner organizations. This work is exemplified through the work of the Arvada Resiliency Taskforce. What began with a number of Arvada organizations coming together to respond to the COVID-19 crisis has continued to work at understanding the most critical issues facing our businesses. Likewise, BID staff continue to regularly meet and develop meaningful relationships with our downtown peers as members of Downtown Colorado, Inc. These meetings led to Olde Town Arvada and Downtown Colorado Springs working together to propose the basis of what is now HB 23-1061, which will allow our downtown retailers to host special events with alcohol and expand their experiential retail options.

Additionally, BID Board leadership regularly meets with City staff and leadership to relay the concerns, insights and successes of the District. Simultaneously, these meetings ensure that the BID remains informed of the City's strategic goals and how they affect Olde Town. In doing so, the BID continues to enjoy a meaningful partnership with the City that is geared toward delivering real impact for our business and property owners, as well as the larger community. The Olde Town Arvada Strategic Reinvestment Plan is a prime example of this partnership.

Through these relationships and work, the BID board strives to represent the whole of Olde Town and speak with a unified voice with the ultimate goal of continuing to move Olde Town forward.

Thank You to Our Partners and Sponsors

