



East Colfax International District Business Breakfast Meeting

Wednesday, May 4, 2022
8:45 a.m.

Siete Leguas
4450 East Colfax Ave.

Meeting Agenda

Welcome/introductions

- Introduce The Fax/I-District team
- Attendees introduce themselves with name and business

International District Background

- We want to brand East Colfax as a destination – a special place in the Denver metro area that has businesses owners from all over the world. If we can claim this corridor for who is here now, the business owners will benefit from investments that are coming – it is exciting but new development can also displace people. So how do we make sure businesses stay here? We think an International District is a way to do this.
- The International District could result in shared marketing, website, logo – we can apply to the city for funds to make it a reality. We are hoping to hear your big idea – how do we create a brand for the corridor? Not just address crime and safety but create a sense of destination. What makes a corridor exciting and fun? Can we have a community race/run, connect parks in East Colfax with signage and create a walking park?

Project timeline

- **2022** - Educate on and build engagement for the East Colfax International District. During this time, we will hold meetings, ask for feedback from the community, build a list of neighborhood assets and develop a list of early action items to begin building an International District. These early action items could include safety improvements, beautification efforts, etc.
- **2023** - Look for funding sources to support early action items

How to get involved

- Become a part of the East Colfax International District steering committee by joining these breakfasts
- Invite others to attend
- Educate others on the East Colfax International District

What's next?



- Asset mapping
- Next breakfast meeting is Wednesday, June 8 - location TBD

Other updates

- Loan products one-pager
- **DPD safety update (safety grants)** - DPD District 2 received grant funding (Crime Prevention through Environmental Design - CPTED). Every business along the East Colfax corridor from Monaco to Yosemite may apply to receive funding for safety improvements (better lighting, cameras, removal of bushes, etc.) to make their business less susceptible to crime. DPD is doing grants for traffic enforcement around schools. Lots of drivers aren't obeying traffic laws – speeding, running red lights, turning the wrong way on a one-way street, so we will use some of the money to enforce traffic laws. We saw a large increase in violent crime, but there has been a reduction over the past two months. Working with motels to change how they operate. Trying to be partners with motel owners but want them to abide by good neighbor agreements.
- **Amanda Sawyer - Denver District 5 City Councilwoman** - Here to help business owners get licenses, expedite the process, save money on fees. Discussed grant program - \$15,000 for businesses for safety improvements – film for windows to make them stronger, ring cameras, etc. Discussed gun buy-back program. Discussed how the East Area Plan provides us with long term priorities - including implementing an International District.
- **Curtis Gardner, Aurora At Large Councilman** - Also working on safety along East Colfax in Aurora, safety program set aside \$500,000 for East Colfax between Yosemite and Peoria. Doing visioning with Aurora Arts District and Aurora Immigrant Opportunity Center to revamp and revitalize the area.
- **Glass Arrow Coffee** - Learning more and working with organizations on East Colfax. We are in a food desert, there are so few raw food ingredient options. How do we attract that development? We bring people together through restaurants and stores. Thinks there is less of a crime problem and more of a mental health problem. People are in distress. Need more star units here. - DPD said there is one STAR van and supporting clinicians in DPD District 2.