

the fax

The Fax Partnership
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Just THE FAX DECEMBER 2022

The Fax Health Fair Metrics & Impact

The East Colfax corridor is a unique community of immigrant and refugee residents, with a higher than average percentage considered low income. The Fax Partnership hosted four health fairs between April and October to support residents. To accomplish these fairs, we partnered with many other organizations including 365 Health, Comcast, Kaiser Permanente, Denver Public Library and Wholly Kicks.

We were able to connect people to job opportunities at Energy Outreach, Comcast Essentials, Brothers Redevelopment during the fairs. Additionally, we supplied menstrual kits, shoes, condoms, food and hot dinners for all residents who attended, as well as other supplies. The fairs provided health services that are oftentimes unattainable to this community due to associated costs and lack of insurance or accessibility to Medicaid. One specific benefit this year was the partnership with 365 Health, which provided COVID vaccines and flu shots along with other health screenings.

The fairs offered a safe space for residents to meet with neighbors and get to know not only our team but also other service providers in the community. The Fax Partnership helped a community come together, acquire the necessary resources and build relationships, which are frequently challenging to do, particularly as a result of the pandemic. It was so wonderful to see and experience, and we look forward to continuing these fairs in 2023.



2022 Health Fair by the Numbers

Attendees	720+	Menstrual kits	180
Food truck orders	600	Backpacks	130
Energy kits/lightbulbs	600	Children's tattoo stickers	100
Pairs of shoes	515	Hand sanitizer	100
COVID test kits	485	Candy bags	91
Condoms	50	Clothing	50
Books	380	Vaccines	33
Kid toys	186	Baby formula cans	6
Denver Museum tickets	84		



DECEMBER 2022

Just the fax



The Fax Partnership Acquires Two East Colfax Motels to Provide Affordable Housing

The Fax Partnership is excited to announce that we purchased two East Colfax motels in September 2022! Located at 8405 and 8415 E. Colfax, The Westerner and Sand & Sage motels were acquired to provide temporary shelter space for families experiencing homelessness and a site for future affordable redevelopment in the East Colfax community.

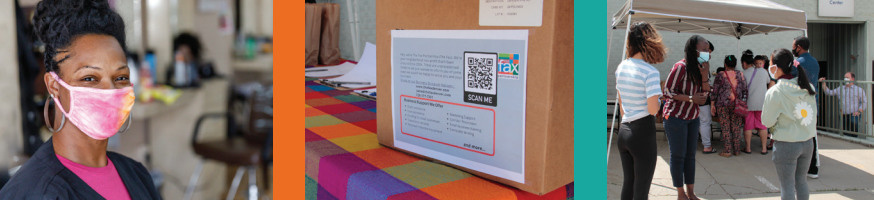
Our mission is to strengthen and support East Colfax while advocating for equitable development. With this acquisition, we're fulfilling our goal to both support those who are in the community now and ensure future redevelopment is affordable so our residents stay here.

In fall 2023, Volunteers of America of Colorado (VOAC) will lease the properties from us for family homeless housing while their property on West Colfax is rehabilitated. The properties will have approximately 38 units following moderate rehabilitation, all with microwaves, refrigerators and spacious rooms. Following VOAC's use of the properties, we will continue to operate the properties as shelters until summer 2028, when redevelopment can begin. We will redevelop the 33,200-square-foot parcels into new construction affordable housing with community-serving ground floor uses. We look forward to working with the community over the next few years to determine the best use of the ground floor space and the housing type that meets the needs of the existing community.

The Westerner and Sand & Sage motels were acquired by The Fax for temporary shelter space for families experiencing homelessness and affordable housing in the future.

This acquisition could not have been possible without substantial public funding and diverse lenders who prioritize affordable housing. The City and County of Denver awarded us \$935,000 in grant funding to support the acquisition and a portion of the rehabilitation. The State's Division of Housing awarded \$1.15 million in a performance loan, also for the acquisition cost and rehabilitation. Additionally, a grant of \$150,000 was provided by Gates Family Foundation. The lenders included the Denver Regional TOD Loan Fund, administered by Enterprise Community Partners, Colorado Housing and Finance Authority and the Latino Community Foundation of Colorado. Special thanks to local law firm, Otten Johnson, Robinson, Neff & Ragonetti, P.C., who provided us with pro-bono legal services for the acquisition.





A LOOK AHEAD: The East Colfax Cultural District in 2023

The Vision of the East Colfax Cultural District

East Colfax's vibrant culture didn't happen overnight. The rich history, family-owned businesses and diversity of residents are shaping its future as an international destination in Denver – a place where you can purchase hard-to-find Asian spices, enjoy traditional Ethiopian food, buy freshly roasted coffee beans and sample homemade Salvadoran pupusas. This is why we are helping businesses and residents claim what is special about the East Colfax corridor and preserve their culture.

To support both residents and businesses, The Fax is leading an effort to establish East Colfax between Monaco Parkway and Yosemite Street as a cultural district. The concept of the East Colfax Cultural District is an outcome of the City and County of Denver's East Area Plan and will celebrate and support the corridor's diversity of people, businesses, food and events. Similar to Little Tokyo in Los Angeles and South Grand in St. Louis, the East Colfax Cultural District will create a destination that increases foot traffic, spending and funding for improvements. The elements of a cultural district



can vary by the location, but examples include cohesive signage, design standards for buildings, public art guidelines and other identifying factors. In 2022, we worked closely with neighborhood businesses, residents and community leaders to create a shared vision for the cultural district that can be built upon in the years to come.

A Mission Statement to Guide the Process

It took several rounds of revisions to perfect the East Colfax Cultural District mission statement. We were able to collect input from the community through meetings, presentations and a survey. All community input was heard and incorporated to develop the final mission statement:

To celebrate, preserve and provide opportunities for the multicultural community of East Colfax by amplifying the voices of our diverse community members, supporting new and existing locally-owned businesses so they can thrive, strengthening community amenities and creating a welcoming international experience of commerce, culture and community.

How we do this:

- Provide current and future business owners with relevant training and education for increasing community ownership opportunities and improving
- Provide idea incubating forums for small businesses such as cottage industries, food trucks, food production and artisan manufacturing business operations so businesses can stay and thrive
- Host community events, develop shared Cultural District marketing materials and install place-making features on the corridor to reflect the brand

We're really proud and invigorated by the progress we've collectively made in moving forward the East Colfax Cultural District in 2022 and are looking forward to what's next in 2023. We're anticipating more grant funding to continue the process. We hope to:

- Continue to receive engagement from businesses and residents, which is critical to creating a District that represents the neighborhood
- Develop shared marketing and public relations for the businesses in the Cultural District to increase foot traffic
- Map out placemaking, safety improvement and public art opportunities
- Fundraise to implement large scale neighborhood improvements

We are so thankful for those who have been involved in the process this year and can't wait to see what we accomplish together in 2023!



For full translation of the newspaper articles, please visit <https://tinyurl.com/2022NewspaperTranslations> or scan the code.

Para obtener la traducción completa de los artículos periodísticos, visite <https://tinyurl.com/2022NewspaperTranslations> o escanee el código.

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COMMUNITY INPUT IS CRITICAL TO THE CULTURAL DISTRICT PROCESS

While The Fax team is organizing the effort to designate East Colfax as a Cultural District, it's truly the input from business owners and residents that is driving the initiative forward. Throughout 2022, there were many ways community members participated in the effort. Bimonthly breakfast meetings were hosted on a variety of topics for business owners, multiple surveys were conducted, mailers and newsletters were sent, consistent social media postings, and presentations to the local neighborhood associations, including East Colfax, Greater Park Hill and Historic Montclair. This input guided the naming of the district, mission and vision statement, which types of neighborhood improvements are desired, a neighborhood asset mapping process and color schemes for a logo.

The neighborhood asset mapping process was particularly important. Through feedback from the community, we mapped out the neighborhood treasures – restaurants, stores, salons, coffee shops and other important gathering spaces – that make East Colfax unique. The map helps identify locations for improvements, Cultural District branding opportunities and public art.

Photo on left: Meetings with businesses were crucial in gathering input on everything from the name of the district to the mission statement.



The East Colfax neighborhood treasure map can be viewed at thefaxdenver.com/our-work/c-district

A Unique Identity Through Logo Design



LOGO A



LOGO B

designer, Sam Hutchinson-Ouranos, and The Fax team spent time gathering input from residents, business owners and stakeholders through meetings, online and in-person surveys and interviews with community leaders.

The community told us they wanted a colorful, fun, approachable and modern logo. They also said they wanted it to be clear that East Colfax is a safe neighborhood where people come to experience culture, diversity and delicious food. Several logos were created based on this input then voted on through a webinar and online survey to narrow it down to two logos.

The final step is getting your input to make a final selection. Please help choose one of the following logos for the East Colfax Cultural District!

While a logo isn't the only thing that makes up a brand, it is an important first step in developing an identity. As we work toward launching the East Colfax Cultural District, we brought in a graphic designer to help develop our own unique identity through a logo. Over the past month, the graphic



To vote, visit thefaxdenver.com/our-work/c-district/ or check facebook.com/thefaxpartnership for locations where you can vote in person. Voting will be open until Jan. 20, 2023. Keep an eye out for an invite to the logo unveiling event occurring in early 2023!