



# DENVER'S NEIGHBORHOOD MARKETPLACE INITIATIVE

## FIVE POINTS DISTRICT DEVELOPMENT PLAN

**GROWDENVER**  
The Office of Economic Development





# Denver Neighborhood Marketplace Initiative

## Five Points District Development Plan

**Prepared by:**

Progressive Urban Management Associates

**In association with:**

City Councilwoman Carla Madison, District 8  
Denver city departments & agencies

Thanks to the many businesses and residents who attended the District Development Plan meetings. This is a product of a great collaborated community effort.

**Prepared under the direction of:**

Denver Office of Economic Development

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## **Attachments:**

- A. Complete Market Profile
- B. Complete Summary of Survey Results
- C. Community and Economic Development Toolbox

# EXECUTIVE SUMMARY

In May 2008 the Five Points Business District, located along the Welton Corridor (between 20<sup>th</sup> and 30<sup>th</sup> Streets), was selected by the City of Denver's Office of Economic Development (OED) to be a pilot district for Denver's Neighborhood Marketplace Initiative (DNMI), a new program designed to strengthen business districts and their surrounding neighborhoods citywide.

The goals of this plan are to strengthen the Welton Corridor through:

- Creating a more accessible and relevant business district for nearby residents through attracting and supporting the right services, amenities and retail to the corridor
- Responding to the development, land use and small business challenges currently facing the corridor
- Developing strong relationships between corridor business and property owners, residents and community leaders to strengthen and improve the Welton Corridor
- Attracting new development and investment to the corridor

This District Development Plan process was initiated in June, 2008. To date, the process has incorporated extensive outreach with property and business owners, neighbors and civic leaders and other stakeholders. Outreach has included several one-on-one interviews and small group meetings, a survey (distributed on-line and in hard copy) and a market profile (summarized below) that examines the area's demographics, school enrollment, access, transit patterns and retail trends. Based upon this process, a niche strategy to guide future growth and development of the corridor has emerged:

*"Welton Street is a multi-cultural entertainment district, rooted in African American history and seen as a destination for arts, culture and entertainment. The corridor also provides neighborhood serving retail and services and is the focal point and central gathering place for the surrounding neighborhoods including San Rafael, Curtis Park, Cole, Whittier and Five Points."*

In order to implement the new strategy for the corridor, key recommendations of this report are outlined below:

Programs	Organizational Leadership & Administration
<ul style="list-style-type: none"> <li>▪ Business Development and Support</li> <li>▪ Community Development Initiatives</li> <li>▪ Identifying the Best Zoning for the Corridor</li> <li>▪ Improved Public Realm</li> <li>▪ Multi-Modal Access</li> <li>▪ Clean and Safe</li> <li>▪ Public Art</li> </ul>	<ul style="list-style-type: none"> <li>▪ Create the Welton Stakeholder Group that, in collaboration with the Office of Economic Development and neighborhood groups representing the area guides the vision for the corridor</li> <li>▪ Reintroduce a Business Support Office to support small business and development along the corridor</li> <li>▪ Work closely with the Local Maintenance District (LMD) to leverage efforts to achieve the vision for the corridor</li> <li>▪ Foster a supportive business environment that encourages communication between business, property owners, residents, and civic leaders</li> </ul>

A suggested implementation and sequencing schedule is outlined at the end of this report.

# MARKET SNAPSHOT

The Welton Street Corridor runs generally southwest to northeast is bound by 30<sup>th</sup> Street on its eastern edge and 20<sup>th</sup> Street on its western edge.

source: [www.denvergov.org](http://www.denvergov.org)



As part of the DNMI process, a neighborhood marketplace profile was developed for the Welton Street Corridor. The summary from the Welton marketplace profile reveals:

- The corridor is historically rich and continues a tradition of diverse cultural, arts, and events
- Whites constitute 49%, Hispanics (persons who identify their origin as Spanish, Hispanic or Latino) 42%, African Americans 22% represent the largest ethnic and racial populations within the study area neighborhoods
- Immediate neighborhood is growing rapidly (48.6% increase in Five Points households between 2000 and 2006)
- Welton Street transit corridor has spurred a variety of mixed use, residential and other types of development
- Retail vacancy along the Welton Street corridor is estimated at over 37%
- Overall reported offenses on the Welton Street corridor decreased 3% between 2006 and 2007

The complete marketplace profile including background information on the district, demographic data, business mix, development activity and other factors is included as **Attachment A**.

# STAKEHOLDER OUTREACH AND SURVEYS

The process to develop the Welton Corridor District Development Plan included significant stakeholder outreach in the form of focus groups and forums, one-on-one meetings and surveys. The following summarizes that outreach.

**Small Group meetings:** As part of the outreach process, the consultant team facilitated focus groups of businesses and property owners and residents. The following chart summarizes the meetings:

How would you describe the Welton Corridor	
<i>Positives</i>	<i>Negatives</i>
Strong cultural history	Vacancies
Diverse	Dilapidated buildings
Blair-Caldwell Library	Lack of neighborhood serving retail and services
Development potential	Not pedestrian friendly
Lightrail	Safety
Re-emerging nightlife	

What improvements are important to the Welton Corridor in the next 5 years?	
1	Attract new businesses and activities
2	Restore/redevelop existing properties
3	Promote arts and culture
4	Partnerships to get projects done

What is the role of Welton Stakeholders in improving the district?
Improve properties
Improve communication among business, property owners, residents and other stakeholders
Support and attract businesses and investment
Create a unified identity – connect with neighbors
Focused priorities
Ambassadors of "the vision"

**Stakeholder Survey:** In September of 2008, the consultant team worked with Civil Technology Inc., Councilwoman Carla Madison, The Blair Caldwell Library and OED to develop a stakeholder survey that was distributed to property owners, business owners and residents. About 360 surveys were completed. The survey was distributed as a hard copy and made available online. Respondents were primarily residents of Curtis Park and Whittier neighborhoods, between the ages of 25 and 49, and have lived in the area five years or less.

Survey Respondents	
Residential owner	82%
Residential renter	10%
Business owner	9%
Commercial property owner	5%
Business owner	6%

When asked “how often do you visit the Welton Corridor for business or entertainment”, answers were:

Frequency	Response Count
Daily	13%
Weekly	29%
<b>Monthly</b>	<b>32%</b>
About once a year	18%
Never	7%

When asked “what activities or businesses do you visit on the Welton Corridor” responses were:

Activity/Business	Response Count
<b>Restaurants/Coffee Shops</b>	<b>73%</b>
Denver Motor Vehicle	54%
Special Events	51%
Blair/Caldwell Library	49%
Professional business (bank, hairdresser, etc.)	37%
Arts/cultural venues	18%
Parking for Light Rail	17%
Bars/clubs	16%
Shops	11%

When asked “if you seldom visit the Welton Corridor, is it because of”, respondents said:

<b>Lack of products/services</b>	<b>87%</b>
Unappealing pedestrian environment	49%
Generally feels unsafe	41%
Limited parking	8%
Difficult to get around/find stuff	4%

When asked “What improvements to the Welton Corridor would encourage you to visit more often”, respondents were given three ways to respond “no - won’t encourage me”, “might encourage me” and “yes-would encourage me” - Below is a summary of “yes” responses:

Activity/Business	“Would definitely encourage me to visit more”
<b>More, different restaurants</b>	<b>86%</b>
Better neighborhood serving shops	82%
Cleaner/safer environment	77%
Pedestrian-friendly streetscape	73%
More arts/culture/entertainment	69%
Convenience shopping	55%
More/different special events	52%
More professional services	42%
Improved public transportation	29%

## CITY OF DENVER ASSESSMENT

There are several projects and initiatives underway that will impact the Welton Corridor summarized below:

- **The Northeast Downtown Neighborhoods Plan** being developed by the office of Community Planning and Development (CPD) will begin in January 2009. Main goals of the plan are to establish a community vision for the study area, create a station area plan for existing light rail stations within the study area and plan for the future extension of the Central Corridor. Additionally, the plan will assess affordable housing options, infrastructure and mobility, economic development and infill development, especially in Arapahoe Square
- **Greenprint Denver, Greener Denver Marketplace, Denver Bike Initiative & Greener Denver Business Program:** There are several programs geared at greening neighborhoods and business districts throughout the City – all of which should be viewed as resources for enhancing the quality, accessibility and economic health of the corridor. Programs include no and low cost assistance to enhance efficiency, and supporting and incubating green businesses. See: [www.greenprintdenver.org](http://www.greenprintdenver.org) and <http://www.milehigh.com/business/greenerdenver/greenbiz>
- **Create Denver:** Denver's Office of Cultural Affairs developed the Create Denver initiative in recognition of the economic and community benefits that the creative sector brings to Denver and provides programs, resources and support such as the Creative Enterprise Revolving Loan Fund, Creative Space Agent and others. See: [www.denvergov.org/CreateDenver](http://www.denvergov.org/CreateDenver)
- **Zoning Code Update:** Denver's zoning code is undergoing its first comprehensive revision since it was written in the 1950's. The current code does not adequately shape reinvestment in Denver's many established residential neighborhoods, and the updated code aims to respond to current context and realities and respond in a more holistic and comprehensive manner than the existing code allows. See: <http://www.denvergov.org/ZoningSimplification/HomePage/tabid/396395/Default.aspx>
- **Strategic Parking Plan:** The City is currently at work on a strategic parking plan to provide a framework to manage Denver's parking system. The study will take into account the needs of drivers, pedestrians, businesses and neighborhoods in Denver. A series of public forums and surveys will help guide the development of the plan which will look at both parking regulation and management. Development of the parking plan will occur in five phases and is anticipated to be completed late 2009.
- **Living Streets Initiative:** The City of Denver's Office of Community Planning and Development in conjunction with the Office of Public Works is guiding an effort to determine the feasibility of applying the Living Streets model to transportation corridors in the metro area. The Living Streets Initiative is a collaborative, interdisciplinary approach to transportation corridor planning that balances the roadway for multiple users including bikes, pedestrians, transit and cars. Living Streets considers the total context within which a transportation improvement project is developed. This process is currently underway and may be applicable to the corridor in the future. See: <http://www.denverlivingstreets.com/>
- **Strategic Transportation Plan:** The recently completed plan envisions a multi-modal transportation system to support a livable, connected and sustainable city.

## NICHE STRATEGY

Based upon the preceding survey results, extensive outreach with Welton Corridor property and business owners, neighbors, civic leaders, non-profits and outreach including several one-on-one interviews and small group meetings, and the market profile that examines the area's demographics and overall context, a niche strategy to guide future growth and development for the corridor has emerged:

*"Welton Street is a multi-cultural entertainment district, rooted in African American history and seen as a destination for arts, culture and entertainment. The corridor also provides neighborhood serving retail and services and is the focal point and central gathering place for the surrounding neighborhoods including San Rafael, Curtis Park, Cole, Whittier and Five Points."*

## IMPLICATIONS AND RESPONSE

The Welton Corridor is home to an ethnically diverse community in transition. There is currently a dearth of neighborhood serving retail and services and there is a high vacancy rate. Some key developments in the planning stages have the potential to bring positive and far-reaching change to the area. The following elements are recommended as the key areas of focus to assist the growth of the Welton Corridor:

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### Program Recommendations

Business Development

Community Development Initiatives

Updated Zoning

Multi-Modal Access

Clean and Safe

Public Art

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To undertake these programs, Welton stakeholders will need to develop an organizational and financing structure. To achieve this, the following strategies are recommended:

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### Organizational/Financing Recommendations

Create the Welton Stakeholder Group that, in collaboration with the Office of Economic Development, to guide the vision for the corridor

Reintroduce a Business Support Office to support small business and development along the corridor

Work closely with the Local Maintenance District (LMD) to leverage efforts to achieve the vision for the corridor

Foster a supportive business environment that encourages communication between business, property owners, residents, and civic leaders and

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Each of these recommendations is described in greater detail on the following pages.

## PROGRAM RECOMMENDATIONS

The following programs are recommended to help the corridor improve:

1. **Business Support Office:** In order to achieve the vision for the corridor set forth in the niche strategy, a variety of small business support strategies are recommended. Business Support Office (BSO) staff will provide information, technical assistance, resources and tools for small businesses and developers. The success of existing businesses and the emergence of new neighborhood serving shops, services and amenities will depend largely on the quality of support and information provided. A new staff person will help welcome, support and guide existing businesses and entrepreneurs interested in investing in the corridor.
  - ❖ **Investment Portal:** The BSO will be responsive and proactive and provide services and resources to existing and prospective entrepreneurs, property owners and developers including:
    - Providing a broad understanding of available financial incentives and tools to support new and existing businesses
    - Pursuing potential partnerships with other individuals or groups with an interest in improving the corridor
    - Work with OED to identify investment incentives such as expediting plan reviews, re-zonings and permits
    - In partnership with the Office of Economic Development and/or the Business District Alliance, providing regularly scheduled training and educational opportunities to existing and potential businesses along the corridor; Topics for trainings could include business planning, marketing and merchandising strategies and technical assistance in a variety of areas
    - Identifying and recruiting appropriate businesses and services to the corridor
    - Coordinating regularly scheduled business retention and expansion meetings among business and property owners to collaboratively address challenges and opportunities along the corridor
    - Working with Office of Economic Development Workforce Department to match local residents to job vacancies along the corridor
    - Coordinating design assistance for façade and signage improvements that enhance the cultural diversity of the corridor to build upon the existing historic signage and walking tour
    - Work closely with planning processes to ensure coordination and collaboration with Welton stakeholders.
  - ❖ **Public Relations, Marketing and Promotion:** The business support office should become the first point of contact for any new development, events or activities on the corridor. It should also proactively endorse and help implement the “After Five” marketing concept for the corridor, issue press releases and work to shape a positive image of the area. Investing in pre-development marketing materials is also recommended. Actively marketing the development potential of the corridor and identifying city resources for developers interested in building projects consistent with the plan will help raise the profile of the corridor.
  - ❖ **Business Support:** While the growth of new businesses is important long-term, supporting existing businesses is also critical. Continuous outreach to identify business challenges and provide assistance to overcome those challenges will be a key role of the organization overseeing the Welton Corridor.

A vacant storefront program could help owners of vacant retail space by lighting and activating the empty storefronts via art displays and/or advertising for the corridor to change the aesthetics and appeal of the district for pedestrians and improve the perception of safety in the neighborhood.

A collaborative relationship with OED's Greener Denver Business Program is encouraged. The program provides businesses no and low cost assistance to help measure and monitor efficiency and conservation efforts of buildings and businesses.

Additionally, in order to ensure the long-term viability of the types of business concepts that will contribute to the success of the Welton Corridor, programs that support property ownership and help business owners purchase their properties should be advanced.

- ❖ **Investment Attraction:** Successfully attracting investment requires providing pertinent information and developing tools to make investment opportunities less risky. Suggestions include:
  - **Database:** Maintain a database of information about the demographics of the corridor and adjacent neighborhoods as well as market conditions in order to communicate opportunities for investment. On conjunction with OED, the BSO will produce a marketplace profile and update it annually.
  - **Financial Incentives:** The existing condition of properties and improving them to help achieve the vision for the Welton Corridor can make it challenging to attract the types of small businesses that will support the retail mix. The Business Support Office will need to develop and package these incentive programs, and walk entrepreneurs through the application process.

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**Denver Community Financial Incentives**

<b>Seedco Financial</b>	Loans to small businesses and developers for working capital, real estate acquisition, construction and renovation and FF&E.
<b>City/County of Denver Office of Economic Development</b>	Low-interest loans to small businesses (start-up or expansion), developers and individuals for working capital, real estate acquisition, construction and renovation and FF&E.
<b>Colorado Enterprise Fund</b>	Loans to small businesses (start-up or expansion) for working capital, real estate acquisition, construction and renovation and FF&E.
<b>Colorado Housing and Finance Authority (CHFA)</b>	Fixed-rate mortgages to small businesses, individuals and developers for real estate acquisition, construction and renovation and FF&E.
<b>City/County of Denver Creative Enterprises Revolving Loan Fund</b>	Low-interest loans to businesses producing or selling fine, photographic and graphic, performance, handcraft and design, media and literary art. <i>(NOTE: Not available until early 2009)</i>
<b>State Historical Fund (SHF)</b>	Competitive grants use state gaming proceeds to rehabilitate

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**Proposed Resources**

<b>Façade Improvement Grant</b>	Work with the City of Denver to develop a façade improvement grant program that provides matching funds to any property owner or business willing to invest in improving their building façade. The grant should also include funds for design and a design review.
<b>DURA</b>	Work with DURA to create tax increment financing (TIF) districts within targeted investment areas of the corridor.

2. **Community Development Initiatives:** Community Development Corporations (CDC's) can assist in the development of under-utilized real estate and attracting business capital for small businesses as well as provide or identify seed capital loan and equity funds to launch new development. In order to provide the right set of financial tools and increase interest, investment and development in the corridor, it is recommended the Business Support Office incorporate elements of a Community Development Corporation (CDC) approach to address some of the more complex development challenges along the corridor, including redeveloping vacant and underutilized parcels. A CDC-oriented approach could advance:
- Technical assistance with regard to real estate acquisition and development
  - Attracting seed capital, micro business lending and conventional loans
  - Developing strategies to invest in and/or redevelop the vacant and underutilized land

Current CDCs operating in Denver that could inspiration and guidance include:

- *Newsed* (concentrating development and activity along Santa Fe Drive and Denver's near west-side neighborhoods)
- *Northeast Denver Housing* concentrates its efforts primarily in affordable housing development town.
- *Hope Communities* (located near the Welton corridor) works with low income families to identify and pursue a variety of housing options.

Welton should seek guidance and assistance from one of the existing CDCs and/or Seedco Financial to undertake real estate and programmatic development, access to funding and technical assistance.

The BSO, with assistance from the Stakeholder Group and OED, should identify development opportunities along the corridor and determine criteria that will help prioritize where resources should be expended.

3. **Zoning:** When considering the optimum zoning scenario for the corridor, existing land use patterns, proximity to light rail, well established neighborhoods, desired uses and relationship of the built environment to Welton should be considered.

In order to determine if one zone or a variety of zone categories should be implemented, the office of Community Planning and Development (CPD) outlined the following considerations: *(It should be noted Denver's zoning code is currently being updated, and a draft document is expected to be available in mid 2009. The new code may provide additional options. The recommendations outlined below are based on currently available zoning tools.)*

➤ **Existing B-4 District**

<i>Strengths</i>	<i>Weaknesses</i>
Extensive use list allows variety of uses	Lack of controls for building form
	Variable parking ratios depend on use
	Limited floor area ratio (FAR) for development

➤ **Main Street (MS) 1, 2 or 3**

<i>Strengths</i>	<i>Weaknesses</i>
Provides similar use list as existing B-4	Rigid build-to line may restrict available space for amenity zone
Creates regulatory framework to provide appropriate building form fronting Welton	Required percentage of building at build-to line may increase difficulty of developing smaller parcels with limited frontage along Welton
Reduces parking requirement (potentially reducing development costs)	Some MS uses may not be desirable for the corridor

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Encourages mixed use development

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➤ **C-MU or R-MU**

<i>Strengths</i>	<i>Weaknesses</i>
Flexible setback may allow an improved pedestrian zone in redevelopment	More limited use lists than B-4 or MS
Design review criteria provide impetus to improve building facades for urban development	Some uses are limited by allowed square footage or other limitations

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Main Street is likely the best fit for the corridor for several reasons:

- Main Street will reinforce the existing neighborhood character if the corridor
- Main Street allows for a variety of uses
- Reduced parking requirements (from the current B-4) will reduce project development costs and potentially attract more investment
- A sign code associated with the Main Street Zone has never been completed – the Welton Stakeholder Group should advocate for a code that promotes creative and context-sensitive signage (and allowable as a historically landmarked district).

Recent development along the corridor has been a mixture of Main Street, B-3, B-8 and B-4, a reflection of the transitional location of the corridor adjacent to downtown and established residential neighborhoods.

**4. Multi-Modal Access** – Strategies to create a street that is more accessible to transit riders, pedestrians and bicycles should be considered, including:

- **Signalized Pedestrian Crossings:** One-way traffic and travel speeds through the corridor create a barrier to comfortable pedestrian crossings. It is recommended the Stakeholder Group work with Public Works Traffic Engineering Services to explore all reasonable and warranted traffic control strategies to enhance the pedestrian character of the district.
- **Better Bike Connections, Access and Amenities:** There are several bike routes adjacent to the Welton Corridor -- three bike routes that run along Curtis and Champa, two of which intersect the Welton Corridor on the north and south ends. A neighborhood bike route intersects Welton at 26th Street, and other neighborhood routes exist on Larimer and Lawrence. Better signage and connections are recommended. The proximity to lightrail, downtown and densely populated neighborhoods make the Welton Corridor a natural fit for accommodating and encouraging greater bike accessibility. Other recommendations include working with Greenprint Denver and the Denver Bike Initiative to install a bike share station, installing additional bike parking and marketing bike improvements and amenities as they materialize.
- **Explore Transit Alternatives for the Corridor:** As future development occurs and the central corridor connection to the east corridor is built, an alternative to the existing light-rail configuration should be considered. The Welton Stakeholder group has expressed great interest in exploring street car and other transit alternatives to better serve the corridor.
- **Pedestrian Level Lighting:** Consistent pedestrian level lighting should reinforce the nodes of activity as they develop along the corridor.

5. **Safety and Maintenance** – Safety and maintenance were frequently mentioned as integral components of a strategy to improve the corridor. Recommendations include:
- **Safety:** Safety has improved on the Welton Corridor, but the perception of safety continues to be a problem. Recommendations to address this include:
    - ✗ **Coordinate Efforts** between nightclubs, the Local Maintenance District (LMD), Councilwoman Madison and Denver Police Department (DPD) District 6 to address specific crime “hot spots” through additional policing or video cameras and/or coordinating hours of operation; increase community involvement in crime watch programs.
    - ✗ **Increased Enforcement:** Work with the City of Denver to increase enforcement of existing regulations regarding neglected and derelict buildings and properties, temporary signage and other conditions that degrade the physical environment of the corridor or impact the health, safety and welfare of the community.
    - ✗ **Public Realm Improvements:** As clusters of activity develop along the corridor, lighting and pedestrian activity will help create a safer environment through more activity and people.
  - **Maintenance:** The Local Maintenance District (LMD) currently funds a basic maintenance contract, but limited funds mean current maintenance levels can't be effectively expanded. The Welton Stakeholders should advocate for a stronger, defined relationship with the City to tackle cleanliness issues and provide comprehensive cleaning. A baseline services agreement with the Department of Public Works should be considered.
6. **Public Art:** Build upon the rich and colorful history of the corridor through public art programs that allow local artists to display their work while bringing life and color to the neighborhood. *(It should be noted the corridor is a recognized Historic Landmark District and all public art, façade and signage alterations and additions are subject to design review.)* Options include:
- A “Walk of Fame” to highlight the local and national celebrities who have a connection to the corridor.
  - Rotating displays, public mural projects and other similar concepts could enhance the cultural and historic legacy of the corridor
  - Advocate for a sign code that promotes neon and creative signage that harkens to the entertainment heyday of the area.

## ORGANIZATIONAL RECOMMENDATIONS

To make meaningful and sustainable changes to the Welton Corridor, there must be an organizational structure in place to implement this plan. Initially it is recommended that a broad-based working group of business and property owners, residents, Council District 8 and cultural and entertainment work closely with OED staff to create the framework for an organizational structure that will oversee and advocate for improvements to the Welton Corridor. Organizational recommendations follow:

- **Create the “Welton Stakeholder Group”** to advocate for the advancement of the corridor, and be the “keepers of the vision” of the Corridor. The stakeholder group would collaborate closely with OED to ensure initiatives to improve the corridor are proactively pursued and communication among stakeholders is consistent. The stakeholder group should consist of a broad-based constituency of business and property owners, residents and civic leaders who are committed to working with OED to bring positive change to the corridor.

It is envisioned the Stakeholder Group initially have an informal, advisory relationship with the Business Support Office (see below) and potentially becomes a board or more formal group as appropriate through the evolution of this District Development Plan implementation. The stakeholder group would initially be responsible for:

- ✗ Advocating for policies that positively affect the corridor
  - ✗ Ensuring strong communication among all stakeholders along the corridor
  - ✗ Ensuring there is a consistent voice for the corridor
  - ✗ Working closely with city council and city departments
- **Re-introduce a Welton Business Support Office (BSO)** to the corridor. It is recommended the BSO be situated in a storefront on Welton Street and staffed with full- or part-time staff. The BSO would work closely with the Welton Stakeholder Group to reach out to businesses, property owners, residents, non-profits and other stakeholders to promote the growth and development of the corridor. BSO staff would be responsible for:

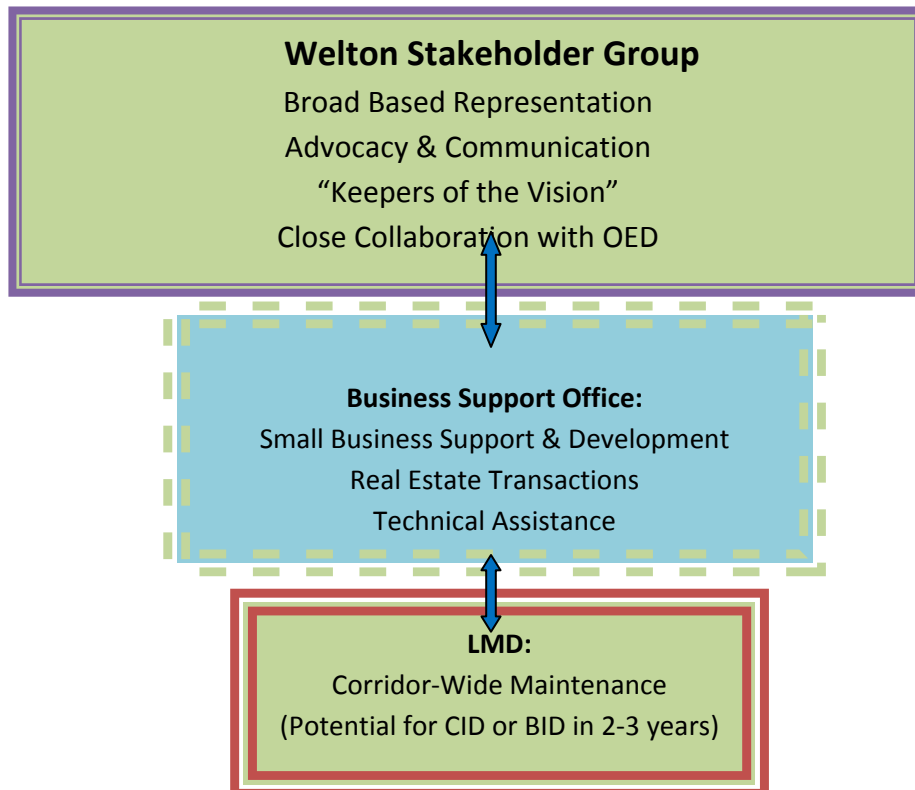
The staff for the BSO should be someone who:

- ✗ Understands the complexities of leading an organization with several moving parts
- ✗ Is well versed in business support and attraction
- ✗ Knows available programs and lenders to support small business
- ✗ Has a working knowledge of real estate development and/or finance
- ✗ Can facilitate a process that is inclusive and results-oriented
- ✗ Is proactive and resourceful
- ✗ An exceptional communicator and consensus builder
- ✗ Committed and passionate
- ✗ Understands and will proactively administer the recommendations contained in this plan

The BSO staff should be responsible for the following:

- ✗ Coordinating and implementing the a work program and associated benchmarks
- ✗ Working collaboratively with the Welton Stakeholder Group to carry out projects
- ✗ Reaching out to constituents to understand their needs and issues and how the BSO can be the most effective in achieving their goals and vision for the corridor
- ✗ Facilitating transactions and financing to attract new investment to the corridor
- ✗ Creating partnerships with City Staff, City Council, CDCs, residents, developers and financial partners
- ✗ Meeting with prospective Welton business owners and developers
- ✗ Promoting a vision for the Welton Corridor
- ✗ Creating and maintaining a web site
- ✗ Coordinating and documenting information about property and business ownership along the corridor
- ✗ Compiling market data and creating maps and marketing collateral for a variety of purposes

- **Local Maintenance District (LMD)** – the Welton Street LMD is located along both sides of Welton Street between 26<sup>th</sup> and 28<sup>th</sup> Avenues. The district raises approximately \$30,000 per year and was formed in 1995 for the maintenance and continuing care of streetscape features that exist within the District. There are five board seats on the LMD (four Welton Stakeholders and a member of Public Works) and two seats become open at the end of 2008. There is an opportunity through this planning process to create a strong partnership between the recommended Welton Stakeholder Group and BSO to achieve a common goal for the corridor. It is also recommended that the LMD consider expanding into a different special district with broader objectives and budget such as a Community Improvement District (CID) or a Business Improvement District (BID) within two to three years of the initiation of this District Development Plan. The chart below outlines the recommended new organizational structure:



## IMPLEMENTATION

### *IMMEDIATE STRATEGIES - 2009*

RECOMMENDED ACTION	RESPONSIBLE AGENT	FUNDING SOURCE	ESTIMATED COST	TIMEFRAME
Convene Welton Stakeholder Group	OED, Council District 8	No additional funding needed	N/A	1 <sup>st</sup> Quarter 2009
Fill 2 vacant LMD board seats	Mayor's Office, City Council, PW with input from OED, Stakeholder Group	No additional funding needed	N/A	1 <sup>st</sup> Quarter 2009
Reintroduce Business Support Office	OED, Stakeholder Group	OED	\$50,000	2 <sup>nd</sup> Quarter 2009
Rollout new BSO including programming, focusing initially on business support, retention and attraction	BSO, OED, Stakeholder Group	No additional funding needed	N/A	2 <sup>nd</sup> Quarter 2009
Initiate regularly scheduled networking events among business and property owners	BSO, Stakeholder Group	BSO	TBD	3 <sup>rd</sup> Quarter 2009
Build potential resource and development partners including DURA, Urban Land Conservancy, private developers and non-profits	BSO, Stakeholder Group	No additional funding needed	N/A	3 <sup>rd</sup> Quarter 2009
Initiate Clean and Safe & Public Art Recommendations	BSO, Stakeholder Group, LMD, District 6 Police	TBD	TBD	3 <sup>rd</sup> Quarter 2009
Real estate development: identify underutilized parcels, promote development opportunities to development and investment community	BSO, OED, Stakeholder Group	TBD	TBD	3 <sup>rd</sup> Quarter 2009

*LONG-TERM STRATEGIES – 2010 and Beyond*

RECOMMENDED ACTION	RESPONSIBLE AGENT	FUNDING SOURCE	ESTIMATED COST	TIMEFRAME
Determine and implement appropriate zoning	BSO, Council District 8, Stakeholder Group	Council District 8?	TBD	2010
Multi-Modal Access: Invest in incremental enhancements to the corridor; work with LMD to leverage efforts	BSO, Council District 8, LMD, Stakeholder Group, private developers, others	TBD	TBD	2010
Begin formation of CID/BID	Stakeholder group OED, PW, CPD, Council District 8	TBD	TBD	2011-2012

**BENCHMARKS**

Annual Review of District Development Plan	Public/Private Investment Leveraged
Retention of Existing Businesses	New Development and/or Ability to Option and Acquire Land for Development
New Partnerships Formed	Bilingual Outreach/Communication to Business Owners
Measure of Ability to Organize (Regular Meetings, Movement to Form Legal Entity/District, etc.)	Increased Commercial Property Value Trends
New Businesses Attracted to the District	OED Revolving Loan Funds Invested
Increase in Sales Tax compared to Citywide averages	New Neighborhood Service Businesses
Number of New Jobs	Reduced Trends in Crime

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## Market Profile

**Background.** Denver's Five Points neighborhood originated in the 1860s, growing into a fashionable upper- and middle-class neighborhood away from the inner city. In 1871, the city built one of its first cable streetcar lines into the area, and numerous neighborhood businesses emerged along its tracks. White residents initially occupied the area, and African-American, eastern European and Latino immigrant families began moving in around the turn of the century as new housing developments with modern conveniences attracted many away from the older neighborhoods. Since the early 1900s Five Points, so-named for the intersection of 26<sup>th</sup> Avenue, 27<sup>th</sup> Street, Washington Street and Welton Street had become a focal point of activities in a community that attended its churches, patronized black businesses, a YMCA and YWCA, baseball clubs, and social activities of all kinds.

Five Points was one of the most prosperous black communities in the West, at times called "The Harlem of the West" yet the city's *de facto* segregation and obvious racial discrimination led to increasing activism during the post World War II years as returning African-American servicemen and an influx of black families from other states agitated for equal opportunities in jobs, housing and education. As a result, new doors were opened and many black residents left Five Points, causing the area to deteriorate. By the late 1970s, the neighborhood was in serious decline as older homes deteriorated, businesses closed and crime increased.

Many have recognized the neighborhood's important historic and cultural contributions, its proximity to downtown and light rail access. Efforts to renew and revitalize the neighborhood have begun to pay off. The Welton Street corridor with its historic homes and storefronts, former home to numerous jazz venues, and the Rossonian Hotel where many of the great musicians stayed, received an historic district designation in 2002 (Figure 1).

**Figure 1**  
**Five Points Neighborhood Area - Denver, Colorado**

source: ESRI



An analysis of the demographic composition of area residents, visitors and employees provides the most accurate description of the target markets that will be generating the demand for the business products and services in the corridor. The following analysis is based upon data compiled from six City of Denver statistical neighborhoods immediately adjacent to the Welton Street corridor. The neighborhoods include Five Points, Cole, Whittier, City Park West, North Capitol Hill and the Central Business District (CBD), wherein reside a market that lives within a ten-to fifteen minute walking distance of the commercial corridor. In addition, recent comparative data estimates have been compiled for the study area neighborhood geography and one- and two- mile radii from 25<sup>th</sup> and Welton Streets. For the purposes of this analysis, the study area neighborhood geography will be used. The Welton Street Corridor business district boundaries are Welton Street from 20<sup>th</sup> Street to 30<sup>th</sup> Street (Figure 2).

**Figure 2**  
**Study Area - Welton Street Corridor and Surrounding Neighborhoods**

source: [www.denvergov.org](http://www.denvergov.org)



**Residents.** Figure 3 is a comparison of 2000 Census data to 2008 proprietary forecast data prepared for the aggregate study area neighborhoods and 1- and 2-mile radii from 25<sup>th</sup> and Welton Streets. Population estimates for the study area neighborhoods show a 16.6% increase between 2000 and 2008, compared to the City of Denver population, which grew by 6.1% between 2000 and 2007. Between 2000 and 2006 the Five Points neighborhood population grew by 42.2%, while households there increased by 48.6%\*. The number of households in the study area neighborhoods grew by 22.4% between 2000 and 2008, and household size decreased from 2.18 to 2.10.

Whites (48.7%), Hispanics\*\* (42.3%) and African Americans (21.8%) represent the largest racial and ethnic populations within the study area neighborhoods. African American residents have declined by 1.6%, while Hispanics increased by 31.9% and whites increased by 20.4% between 2000 and 2008.

sources: ESRI, Census 2000, DRCOG\*

\*\*persons who identify their origin as Spanish, Hispanic, or Latino may be of any race

Figure 3

**Demographic Summary: Study Area Neighborhoods and 1- and 2-mile radii\* - Percent Change 2000 - 2008**

sources: US Census, ESRI

	Study Area Neighborhoods		1-mile Radius		2-mile Radius	
	2008	% Change	2008	% Change	2008	% Change
Population	35,291	+16.6	29,133	+19.1%	96,127	+9.6%
Households	15,761	+22.4%	14,183	+23.2%	48,943	+10.7%
Average Household Size	2.10	-3.7%	1.95	-1.5%	1.90	-0.5%
Median Age	32.9	-3.5%	34.3	+3.0%	33.8	+4.3%
<b>Gender</b>						
Male	53.9%	-0.4%	54.4%	-0.9%	53.5%	-0.9%
Female	46.1%	+0.4%	45.6%	+1.1%	46.5%	+1.1%
<b>Race/Ethnicity</b>						
White	17,175	+20.4%	15,101	+21.1%	57,319	+8.7%
African American	7,678	-1.6%	6,106	+0.5%	13,569	-2.7%
Native American	428	-4.0%	372	-1.1%	1,139	-13.2%
Asian/Pacific Islander	518	+30.1%	637	+27.7%	2,349	+21.6%
Other	9,492	-29.2%	6,917	+37.1%	21,751	+22.2%
Hispanic Origin	14,925	+31.9%	10,758	+41.7%	35,554	+26.3%

\*area covered by ring data does not directly correspond to that of the study area neighborhoods

2008 median age for the study area neighborhoods was 32.9. \*The 2007 median age for the City of Denver was 35.3 (Figure 4).

source: American Community Survey

Figure 4

**2008 Age Distribution: Study Area Neighborhoods and 1- and 2-mile radii**

source: ESRI

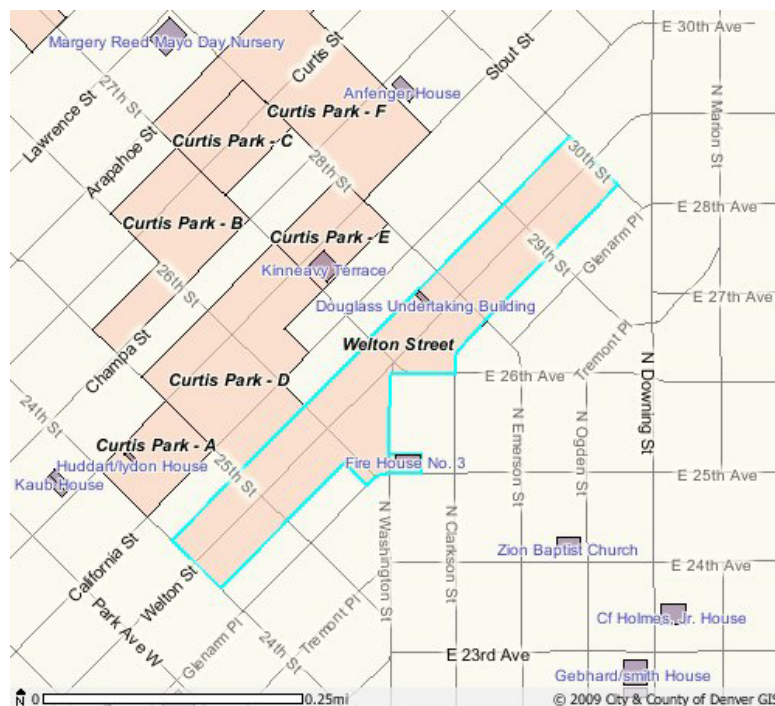
	Study Area Neighborhoods	1-mile Radius	2-mile Radius
under 15 years	16.8%	14.6%	14.4%
15 to 19 years	5.5%	4.8%	4.8%
20 to 24 years	9.3%	8.9%	8.7%
25 to 34 years	22.8%	23.1%	24.8%
35 to 44 years	15.7%	16.0%	16.5%
45 to 54 years	12.2%	12.8%	12.5%
55 to 64 years	8.6%	9.5%	9.2%
65 years and over	8.9%	10.2%	9.1%
Median Age	32.9	34.3	33.8

**Historic and Emerging Neighborhoods.** Five of the six study area neighborhoods that surround the Welton Street corridor – Five Points, Cole, Whittier, City Park West, and North Capitol Hill, are among Denver’s oldest residential areas. Since the mid 1990s, the Central Business District has steadily undergone a revival as a residential area, changing from a sparsely populated downtown district to a mixed-use condominium neighborhood.

The study area contains eleven Historic Landmark Districts, including numerous landmarked buildings, which aid in preservation of City history and character. The Welton Street corridor between 24<sup>th</sup> and 30<sup>th</sup> Streets and much of the Curtis Park neighborhood which lies within Five Points have been designated as seven separate historic districts. Significant historic developments including churches, residences, hospitals, hotels, public schools, parks and parkways, hotels, and civic and commercial buildings can be found throughout the various neighborhoods (Figure 5).

**Figure 5**  
**Welton Street Historic District**

source: City of Denver



**For Sale Housing Activity.** Figure 6 illustrates housing sales activity for four of the study area neighborhoods. From January 1 to December 31, 2007, the average sale price of a Denver metro area single family detached home fell 2% from 2006 to \$311,000.

**Figure 6**  
**For Sale Housing Activity: Selected Study Area Neighborhoods\*, 2006 – 2007**

sources: Metrolist MLS Service, Denver Post

	Five Points	City Park West	Cole	Whittier
2007 Average Sale Price	\$312,587	\$340,950	\$164,741	\$243,621
Price Change From 2006	+9.4%	+3.0%	+4.6%	-3.2%
Days on Market	87	90	72	58
Number of Sales	86	53	75	114
Foreclosures/Short Sales**	24.4%	18.9%	46.7%	33.3%

\*information not available for all Denver statistical neighborhoods

\*\*short sales are homes that sold for less than the loan amount

The collapse of the subprime lending market continued to help drive former homeowners into rental housing during 2007. Denver rental vacancy rates fell from 10% during third quarter 2003 to 5.7% in third quarter 2007. The Denver metropolitan area average rental vacancy rate for third quarter 2007 was 5.3%. Third quarter 2007 average rent for a two-bedroom apartment in the North Central market area was \$850, and the average rent for the Downtown market area was \$1,069. 2005 DRCOG estimates reported that there were 17,650 housing units within the study area, and the 2005 vacancy rate for all study area housing types was 9.5% .

*sources: Denver Metro Area Apartment Vacancy and Rent Study, Colorado Division of Housing, March 2008, DRCOG*

**Housing Characteristics.** Recent estimates indicate that 28% of the 18,159 housing units in the study area are owner-occupied, and 13.2% of all units are vacant (Figure 7).

**Figure 7**  
**2008 Housing Characteristics: Study Area Neighborhoods and 1- and 2-mile radii**

*sources: ESRI, State Demography Office, American Community Survey*

	Total Housing Units	Occupied Housing Units	Percent Owner-Occupied	Percent Vacant
Study Area Neighborhoods	18,159	15,761	28.0%	13.2%
1-mile radius	16,296	14,183	25.7%	13.0%
2-mile radius	55,016	48,944	29.6%	11.0%
City of Denver*	277,789	257,520	56.5%	7.3%

\*2007 data

**Current Study Area Development.** Study area neighborhoods, in particular North Capitol Hill and the Five Points neighborhoods have been undergoing steady residential infill development since 2000. A combination of the availability of vacant or underutilized lots generated through the demolition of historic housing stock and commercial buildings in anticipation of more high rise development and parking during the 1970s and 1980s, and the demolition of two multi-block public housing complexes and a hospital complex created numerous opportunities for infill.

Between 2000 and 2007, over 5,900 housing units were built in the study area. The former hospital site was redeveloped into 700 luxury apartments, and the former public housing complex sites are undergoing phased redevelopment into mixed-income townhomes, apartments, and single-family dwellings. As of January, 2008, more than 2,100 residential units were under construction and another 5,300 units were planned. More than 3 million square feet of commercial space, including office and retail space, a federal courthouse, a convention center expansion and a library were built in the study area between 2000 and 2007. 1.9 million square feet of office space is planned for the study area, most of which is located in the Central Business District.

**Welton Street Corridor Area Current Development.** Within two blocks on either side of the Welton Street commercial and light rail corridor multi-family, mixed use and other types of development have been taking place in recent years, a manifestation of what is taking place in the broader area. Significant developments in and adjacent to the corridor include the phased redevelopment of the former East Village and Curtis Park public housing complexes into hundreds of mixed-income townhomes, apartments, and single-family dwellings.



*Blair-Caldwell African-American Research Library*

The Denver Public Library's **Blair-Caldwell African-American Research Library** is the preeminent research center on the history, literature, art, music, religion and politics of African Americans in Colorado and throughout the Rocky Mountain West. The building features an archives section on the second floor and museum and exhibit space on the third floor. The 40,000 square foot building was completed in April 2003. **1**

**The Point** is located at 2550 Washington Street at one of the "points" of the 5-way intersection from which the Five Points neighborhood draws its name. The project features 68 for-sale condominium units and 16,000 square feet of ground-floor retail in a 4-story building. The project was completed in 2003. ②



*The Point*



*Welton Place*

**Welton Place** is envisioned as a mixed-use development covering the entire block bounded by Park Avenue West, Welton Street, 24<sup>th</sup> Street, and Glenarm Place. The project will include up to 300 residential units, retail, and office space and is being developed by Century Real Estate. Work began on the townhomes at 24<sup>th</sup> Street and Glenarm Place in May 2007. ③

**The Villages at Curtis Park** is a multi-block redevelopment project undertaken by the Denver Housing Authority to rebuild several hundred mixed-income housing units throughout the Curtis Park - Five Points area. The project was financed as part of the Hope VI federal housing program. The fourth block in the Villages at Curtis Park development is located at 2320 Glenarm Place and features 19 units on 3 floors. The project was completed in April 2004. ④



*Villages at Curtis Park - Block 4*



*The Urbans @ Glenarm*

**The Urbans @ Glenarm** features 5 townhomes located at the corner of 24<sup>th</sup> Street and Glenarm Place. The project was completed in June, 2007. ⑤

**Glenarm Place Condos** are located at the corner of 30<sup>th</sup> Street and Glenarm Place, one block from the 30<sup>th</sup> & Downing Light Rail Station. The project features 8 condominiums (5 market rate and 3 income-restricted) and was completed in Fall 2006. ⑥



*Glenarm Place Condos*



*Italianate Townhomes*

**The Italianate Townhomes** at 2349 Tremont is a 4-unit for-sale townhome project located at the corner of 25<sup>th</sup> Street and Tremont Place. The project was completed late 2005. ⑦

**The Urbans @ Stout** project features 5 townhomes located at the corner of 28<sup>th</sup> and Stout Streets. The townhome units range in size from 2,300 to 2,700 square feet. The project was completed in June, 2007. ⑧



*The Urbans @ Stout*

**Curtis Park Phase IV.** The block bounded by Park Avenue, 24th, Stout, and California is completely undeveloped except for an electrical substation which covers about a quarter of the block. This site will be developed as part of Phase IV of the Curtis Park redevelopment. The site will include 52 units in a 4-story structure with underground parking. Construction is planned to begin in 2008. ⑨ (Figure 8).

source: denverinfill.com

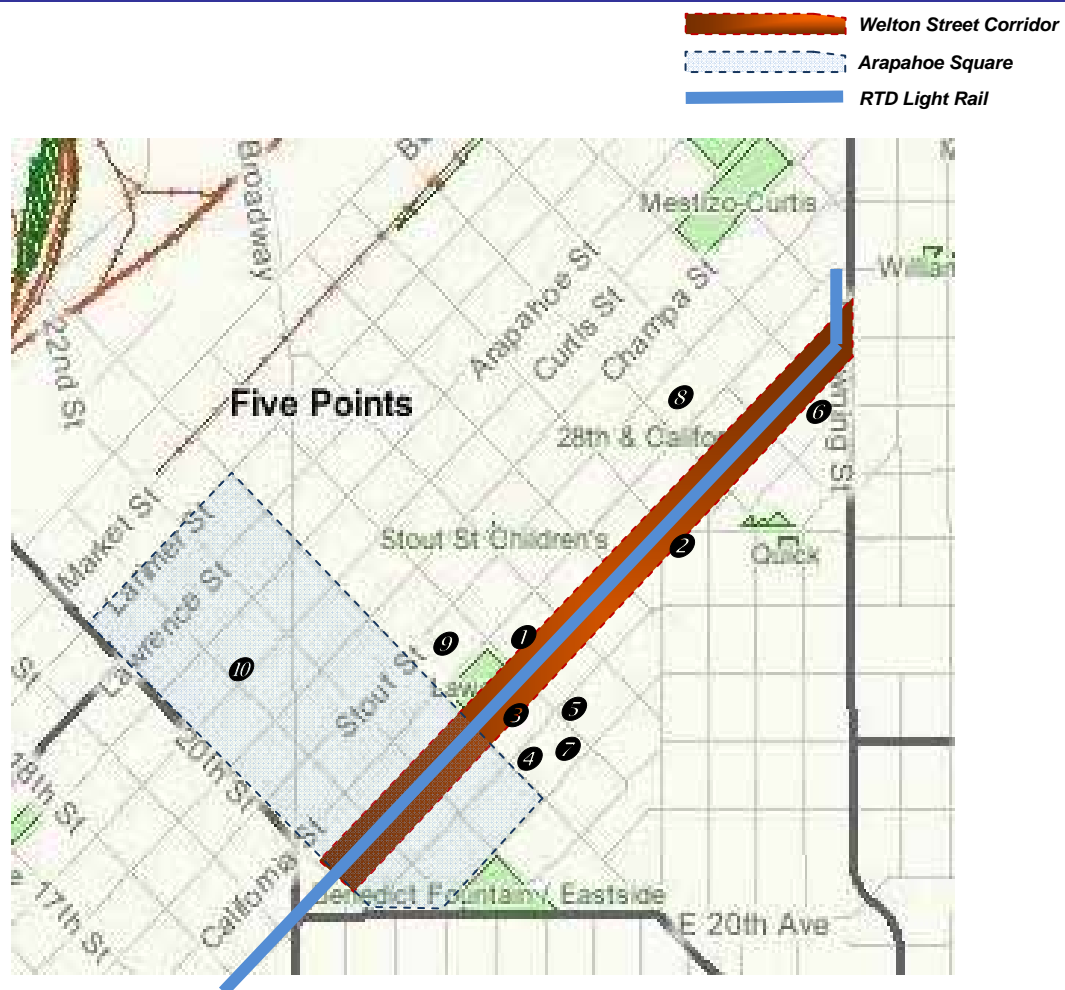
**Arapahoe Square.** The Arapahoe Square district is a mostly underdeveloped part of Downtown Denver that is covered with deteriorating buildings and parking lots. Much of the area was cleared in the 1970s and 1980s to serve as a parking reservoir for daytime office workers. As development pressures mount and available land throughout Downtown continues to become more sparse, Arapahoe Square has gained the attention of the development community.

Proximity to the Central Business District and access to light rail gives Arapahoe Square great redevelopment advantages. The 2007 Downtown Area Plan calls for the evolution of Arapahoe Square into a mixed-use residential district featuring mid-rise structures, public spaces, ground-floor retail, and pedestrian-oriented streets. Arapahoe Square represents a major growth opportunity for Downtown. ⑩ (Figure 8).

source: denverinfill.com

**Figure 8**  
**Welton Street Corridor Area Current Development**

source: denverinfill.com

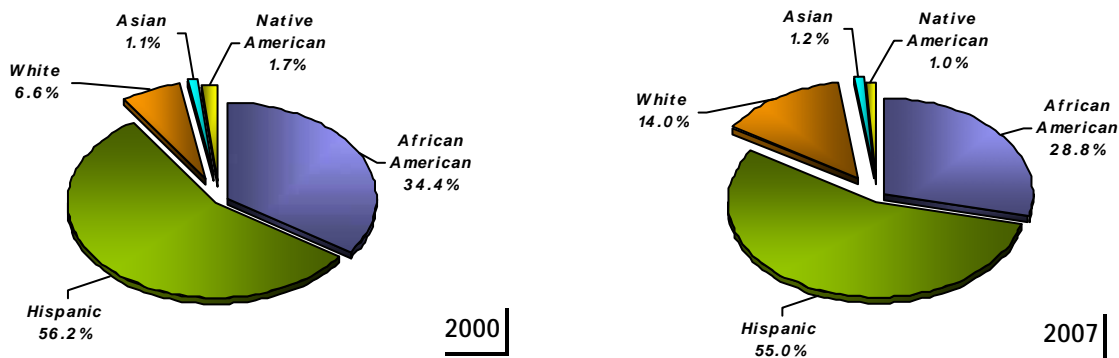


**Education.** The study area neighborhoods contain a range of public schools: an alternative school, three charter schools, two K-8 schools, four elementary schools and one high school. 3,356 students were enrolled in those schools during the 2000-2001 school year, with enrollment growing to 3,615 during the 2007-2008 school year. Within the study area neighborhoods, an elementary school recently closed and a high school program was reorganized following an extensive reform process by Denver Public Schools (DPS). DPS student enrollment from the Five Points neighborhood declined from 1,039 in 2000-2001 to 767 in 2007-2008. According to the 2000 Census, 19.6% of Five Points residents over age 25 attained a bachelor's degree or higher level of education, compared to 34.5% of all Denver residents (Figure 9).

source: Denver Public Schools

**Figure 9**  
**School Years 2000-01 and 2007-08 Public School Enrollment: Study Area Neighborhoods**

source: Denver Public Schools



**Income.** 2008 estimates show that 35% of study area households earn less than \$25,000 on an annual basis, 40.6% earn \$50,000 or more, and that the median household income is \$38,918. The 2007 median household income for the City of Denver was \$44,444 (Figure 10).

sources: ESRI, American Community Survey

**Figure 10**  
**2008 Household Income Distribution: Study Area Neighborhoods and 1- and 2-mile radii**

source: ESRI

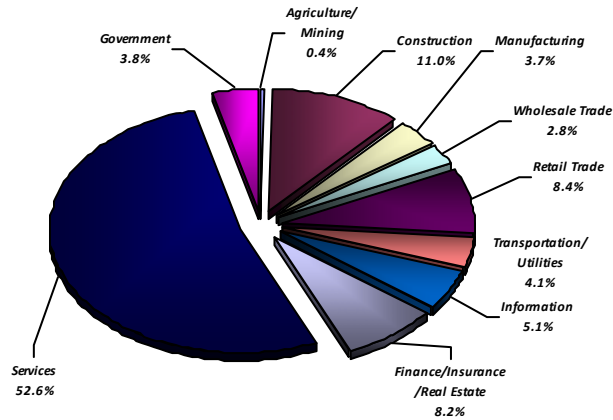
	Study Area Neighborhoods	1-mile Radius	2-mile Radius
Less than \$25,000	35.0%	38.6%	29.7%
\$25,000 - \$34,999	10.9%	10.6%	11.0%
\$35,000 - \$49,999	13.4%	12.6%	15.4%
\$50,000 - \$74,999	17.7%	16.2%	18.8%
\$75,000 - \$99,999	12.1%	11.7%	11.8%
\$100,000 or more	10.8%	10.3%	13.3%
Median Household Income	\$38,918	\$35,778	\$43,658
Per Capita Income	\$25,913	\$27,275	\$32,194

**Figure 11**  
**2008 Employed Population by Industry: Study Area Neighborhoods**

source: ESRI

**Employment.** Metro Denver's unemployment rate rose from 4.3 percent in April to 4.7% in May 2008 as labor markets in each of the region's seven counties weakened. On a year-to-date basis, unemployment rates were highest in Adams (5.2%) and Denver (5.1%) Counties, and rates in the remaining five counties ranged from 3.9% to 4.6 %.

According to recent estimates, 16,647 residents of the study area neighborhoods age 16 and older were in the work force. The majority of workers were employed in services (53%), construction (11%) retail trade (8%) and finance/insurance and real estate (8%) (Figure 11).  
 source: ESRI



**Amenities.** The Welton Street corridor area has a wealth of parks, recreational facilities, public institutions and diverse cultural destinations including museums, libraries, and performance spaces. The Welton Street branch of Denver Motor Vehicles served 117,340 customers during 2007, and the Eastside Family Health Center reported 44,423 clinic visits in 2007 (Figure 12).

**Figure 12**  
**Welton Street Corridor Area Amenities and Events**

sources: various

**Parks.** Most notable among the dozen or so parks that are located within the study area are Sonny Lawson Park, which contains a lighted softball field, Fuller Park, which features a dog park, and Denver's oldest park, Mestizo/Curtis Park, which expanded in the 1930s to provide for swimming, tennis and basketball.

**20<sup>th</sup> Street Recreation Center.** A City facility known for boxing training. The gym also has weights, a pool and a basketball court.

**Glenarm Recreation Center.** A City facility that offers aquatic, sports, health, fitness, arts and crafts and wellness programming.

**Curtis Park Community Center.** Programs for the poor and the working poor to lessen employment barriers, promote family activities and communication, and emergency services are available.

**Black American West Museum.** A resource for learning about African Americans and their role in the Westward Expansion.

**Stiles African American Heritage Center.** Dedicated to preserving the history of African Americans through guided tours, historical lessons, first person historical interpretations, cultural exhibits, artifacts, and replications.

**Brother Jeff's Cultural Center and Café.** Committed to fostering growth, strength, and voice in the community through the exploration of visual and performing arts, celebrations, and programs that inform and enrich people's lives.

**Libraries.** The **Blair-Caldwell African-American Research Library** is the preeminent research center on the history, literature, art, music, religion and politics of African Americans in Colorado and throughout the Rocky Mountain West. The **Ford-Warren Library** in the Whittier neighborhood is a branch of the Denver Public Library system.

**Cleo Parker Robinson Dance.** A professional multicultural dance-arts institution dedicated to providing instruction and performances.

**Performance, Cultural and Event Venues.** The historic **Casino Cabaret**, now known as the Cervantes Masterpiece Ballroom and The Roxy are currently in use as performance venues. The historic **Rossonian Lounge** was located in the former hotel of the same name, is currently undergoing redevelopment. **Crossroads Theater On the Rail** is a brand new, state of the art, 99-seat theater.

**Five Points Media Center.** Home to KBDI-Channel 12, a Denver based public television station, and KUVO-FM, which provides the community with a blend of music and news, broadcasting jazz, Latin jazz and blues in addition to locally produced, host-inspired, culturally diverse programs. Music shows are integrated with NPR news, special features and nationally syndicated programs.

**Five Points Jazz Festival.** In its fifth year, the event takes place at the Blair Caldwell African American Research Library and additional venues along Welton Street.

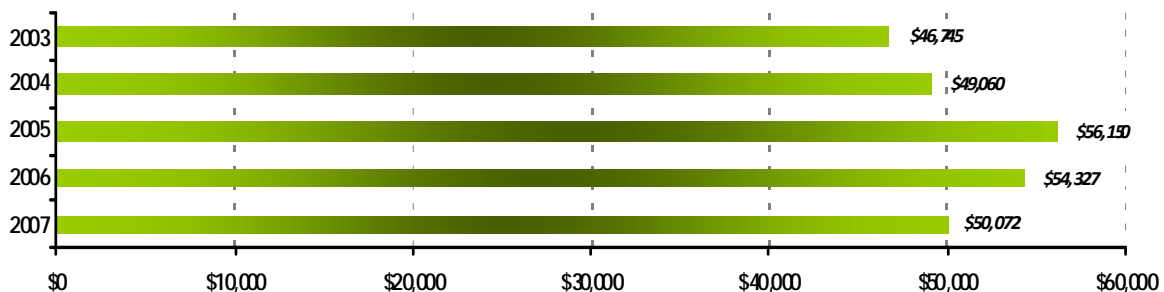
**Juneteenth.** A festival celebration memorializing the liberation of the last slaves in America, one of the largest held in the United States.

**Welton Street Local Maintenance District.** The Welton Street Local Maintenance District is located along both sides of Welton Street between 26<sup>h</sup> Street and 28<sup>h</sup> Streets. The district was established by City ordinance in 1995 for the maintenance and continuing care of streetscape features located throughout the district. The 2008 budget for the district is \$30,000.

**Retail Sales Tax.** Retail sales tax collections for the Welton Street corridor grew by 20.1% between 2003 and 2005 and decreased by 10.8 % between 2005 and 2007. The corridor was reported in aggregate given taxpayer confidentiality issues due to the small size of the area (Figure 13).

**Figure 13**  
**Welton Street Corridor Retail Sales Tax Collections: 2003 - 2007**

*source: City of Denver Treasury Department*



*\* between 2005 and 2007 one taxpayer remitted a large amount of tax for its Welton Street and other Denver locations which dropped substantially in 2006 and 2007. This taxpayer was removed from the totals shown above.*

**Retail Leakage Analysis.** Figure 14 summarizes a retail leakage analysis based upon recent data estimates compiled for the study area neighborhood geography. Supply, or retail sales to consumers by establishments, and demand, which estimates the expected amount spent by consumers at retail establishments were calculated to establish leakage of retail opportunity outside the trade area or surplus of retail sales within the study area neighborhood trade area.

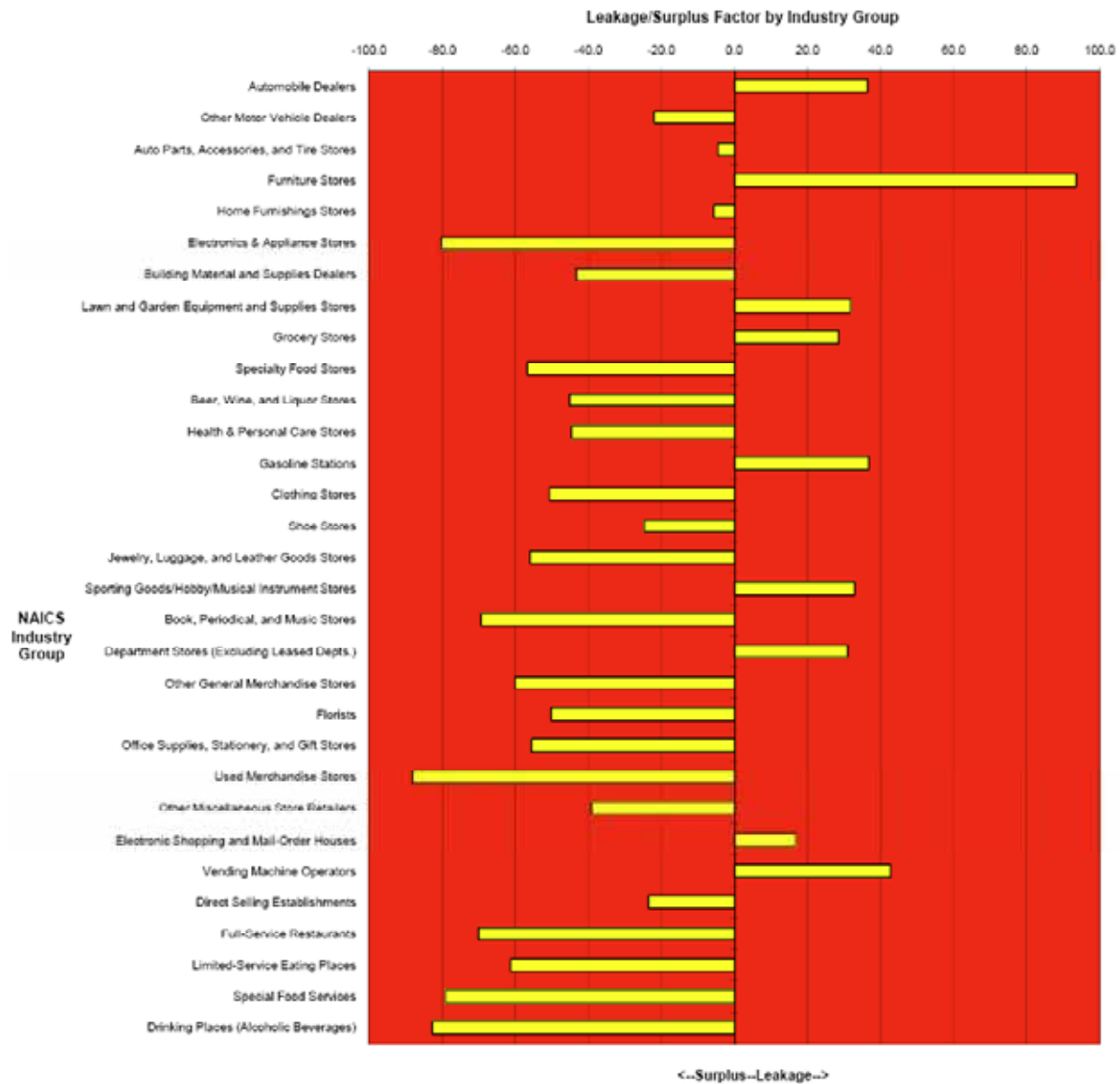
The analysis established a substantial oversupply of used merchandise stores, book stores, music stores, specialty food and liquor stores, clothing and accessories stores, electronics and appliance stores, restaurants and taverns. These are retail types that can be found within the Central Business District, North Capitol Hill and City Park West neighborhoods. It should be noted that the presence of the Central Business District in this analysis may distort the findings by creating surpluses of certain types of retail.

The analysis also showed an oversupply of building materials (hardware) stores. At one time, however, a hardware store was located on the Welton Street corridor. Underserved retail types include furniture and home furnishings, sporting goods, hobby and musical instrument stores, lawn and garden equipment and supply stores and grocery stores.

*source: ESRI*

Figure 14  
Retail Leakage Analysis: Study Area Neighborhoods\*

source: ESRI



\*analysis includes the Central Business District

**Welton Street Corridor Retail.** The average asking retail lease rate for second quarter 2008 was \$15.22, with a 7.9% vacancy rate for the Central submarket\*. An audit of existing retail along the Welton Street Corridor between 20<sup>th</sup> and 30<sup>th</sup> Streets was undertaken during September 2008 to better understand the corridor's current retail situation. High vacancies along the corridor create opportunities for potential neighborhood-serving businesses. The 2700 block of Welton Street contains the highest density of existing retail along the corridor. All ground floor retail (excluding financial services and professional services, i.e. real estate offices, lawyers, accountants, etc.) was estimated in the inventory. That being said, two banks are located along the corridor (Figure 15).

*source: CBRE\**

- ✧ There are 28 existing retail businesses along the Welton Street corridor.
- ✧ The total square footage of the existing businesses is estimated to be 81,700 square feet.
- ✧ The corridor contains roughly 127,000 square feet of total retail GLA.
- ✧ There are 17 vacant retail spaces, representing over 45,000 square feet.
- ✧ Total corridor retail vacancy is estimated at 35.7%.
- ✧ 11 eating and drinking establishments account for the largest concentration of retail, representing an estimated 38,800 square feet. Three bar/nightclubs account for 19,500 square feet of occupied eating and drinking retail space.
- ✧ A theater, artist display spaces, and a music store account for 16,000 square feet of space along the corridor.
- ✧ There are 5 barber shop/salons along the corridor, representing 6,200 square feet.
- ✧ Home goods include a marble products business, a barbeque grill business and a pager/cellphone store.
- ✧ One grocery/market exists along the corridor.
- ✧ The apparel category is represented by a dry cleaning business.
- ✧ Other existing retail includes an automotive repair shop, a gift shop and a custom office supply business.
- ✧ Five Points Plaza, a neighborhood business center, houses a café and a coffeehouse, professional services and a branch of Denver Motor Vehicles.
- ✧ Two businesses were slated for future openings: a restaurant and a market in the 2600 and 2700 blocks, respectively.

Figure 15  
Existing Retail Activity, Welton Street Corridor

source: P.U.M.A. survey

SUMMARY TABLE: EXISTING RETAIL ACTIVITY WELTON STREET CORRIDOR			
source: P.U.M.A. survey, September, 2008			
		WELTON STREET CORRIDOR	
EXISTING RETAIL (estimated square feet)		# units	TOTAL STUDY AREA
<b>Food And Beverage Stores</b>			<b>1 unit</b>
Grocery/Market	2,500	1	
<b>Food and Beverage Subtotals</b>	<b>2,500</b>		<b>2,500 sf</b>
<b>Eating and Drinking</b>			<b>11 units</b>
Restaurants	14,800	6	
Café/Coffeehouse	4,500	2	
Bars	19,500	3	
<b>Eating and Drinking Subtotals</b>	<b>38,800</b>		<b>38,800 sf</b>
<b>Home</b>			<b>3 units</b>
Electronics	1,800	1	
Home Furnishings	500	1	
Home Improvement	10,000	1	
<b>Home Subtotals</b>	<b>12,300</b>		<b>12,300 sf</b>
<b>Apparel</b>			<b>1 unit</b>
Apparel Services	1,200	1	
<b>Apparel Subtotals</b>	<b>1,200</b>		<b>1,200 sf</b>
<b>Leisure</b>			<b>4 units</b>
Art Galleries/Framing	2,500	2	
Music	4,000	1	
Theatre	9,500	1	
<b>Leisure Subtotals</b>	<b>16,000</b>		<b>16,000 sf</b>
<b>Miscellaneous</b>			<b>3 units</b>
Automotive Aftermarket/Repairs	1,200	1	
Gifts	1,500	1	
Office Supplies/Services	2,000	1	
<b>Miscellaneous Subtotals</b>	<b>4,700</b>		<b>4,700 sf</b>
<b>Personal Care</b>			<b>5 units</b>
Salon/Barber	6,200	5	
<b>Personal Care Subtotals</b>	<b>6,200</b>		<b>6,200 sf</b>
<b>TOTAL OCCUPIED SQ. FT./UNITS:</b>	<b>81,700</b>		<b>81,700 occupied sf</b>
			<b>28 occupied units</b>
<b>TOTAL VACANT SQ. FT./UNITS:</b>	<b>45,300</b>		<b>45,300 vacant sf</b>
			<b>17 vacant units</b>
<b>TOTAL RETAIL SPACE/UNITS:</b>	<b>127,000</b>	<b>45</b>	<b>127,000</b>
<b>VACANCY RATE:</b>	<b>35.7%</b>		<b>35.7%</b>

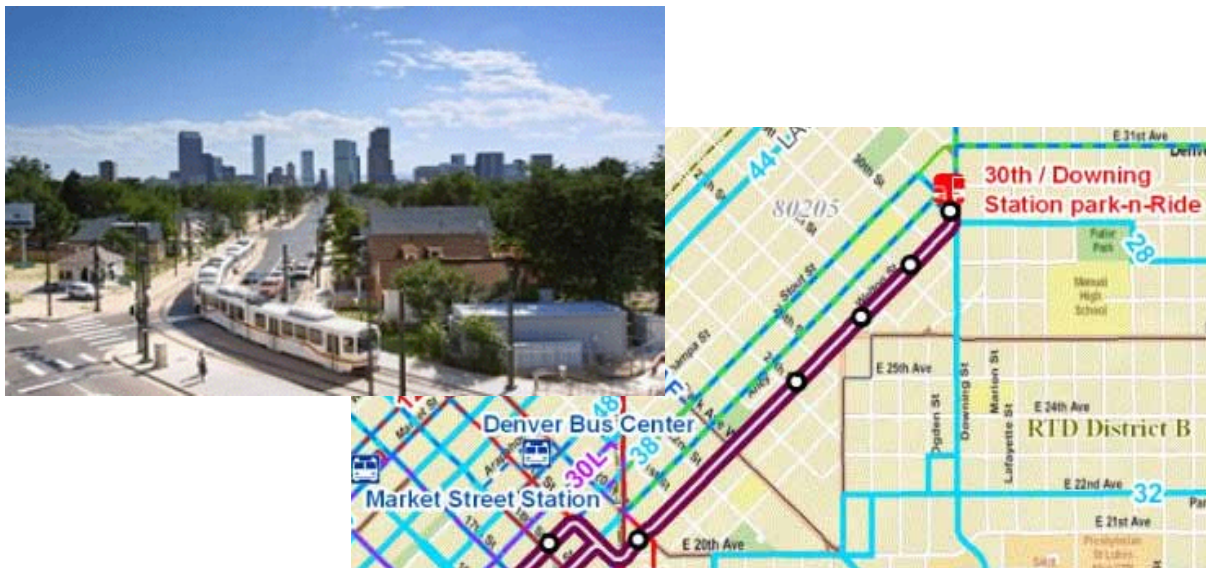
**Access.** The Welton Street corridor extends south through downtown Denver and north via Downing Street and 38<sup>th</sup> Street to Interstate 70. The corridor intersects Park Avenue West, which connects to Colfax Avenue (Highway 40) on the south and Interstate 25 on the north.

**Transit.** The 5.3 mile Central Corridor light rail line originally opened in 1994 and was Denver's first light rail line running from I-25 and Broadway, through downtown Denver, and along Welton Street to 30<sup>th</sup> and Downing Street. The rail extension as part of FasTracks would take the line north on Downing Street less than a mile to the 40<sup>th</sup>/40<sup>th</sup> Station. From there, the East Corridor would continue to Denver International Airport. The 30<sup>th</sup>/Downing Station is fed by five bus routes, one of which goes to the airport. Five stations serve the Welton Street light rail corridor between 20<sup>th</sup> Street and 30<sup>th</sup> Street, with more than 7,600 boardings and alightings along the segment on a daily, weekday basis (Figure 16).

*source: Regional Transportation District*

**Figure 16**  
**Welton Street Corridor Light Rail**

*source: RTD*



**Traffic.** By studying traffic patterns in conjunction with nearby employment, education and retail centers, it is possible to reveal additional commercial uses that may be supported simply by drive-by traffic. Traffic counts were conducted by the City of Denver on weekdays during April 2001, September and November 2003 and October 2005. Traffic volumes for Welton Street and 20<sup>th</sup> Street are the total vehicles travelling on those one-way streets, measured in a 24-hour period. Traffic volumes for Park Avenue West and 28<sup>th</sup> Streets, are the total vehicles in both directions, measured in a 24-hour period. The Welton Street corridor averages annual daily traffic counts of 6,400 vehicles per day between 20<sup>th</sup> and 30<sup>th</sup> Streets. High counts on Welton north of 26<sup>th</sup> Street could be attributed to the presence of a light rail parking lot on Welton Street, the presence of the Denver Motor Vehicles Department, the Eastside Family Health Center and the comparative ease of two-way, east-west access along 26<sup>th</sup> Street and 25<sup>th</sup> Avenue. Additional counts are available for Park Avenue West, 20<sup>th</sup> and 28<sup>th</sup> Streets, which intersect the corridor (Figures 17 and 18).

Figure 17

Welton Street Corridor Traffic Analysis (counts taken April 2001, September and November 2003 and October 2005)

source: City of Denver



Figure 18

Welton Street Corridor Traffic Analysis (counts taken April 2001, September and November 2003 and October 2005)

source: City of Denver

Welton Street @	24-Hour Traffic Volumes
North of 20 <sup>th</sup> Street	5,098
West of Park Avenue West	6,116
North of Park Avenue West	6,974
North of 26 <sup>th</sup> Street	10,290
West of Washington Street	5,452
West of 30 <sup>th</sup> Street	4,629
<b>Average Traffic Volume</b>	<b>6,426</b>

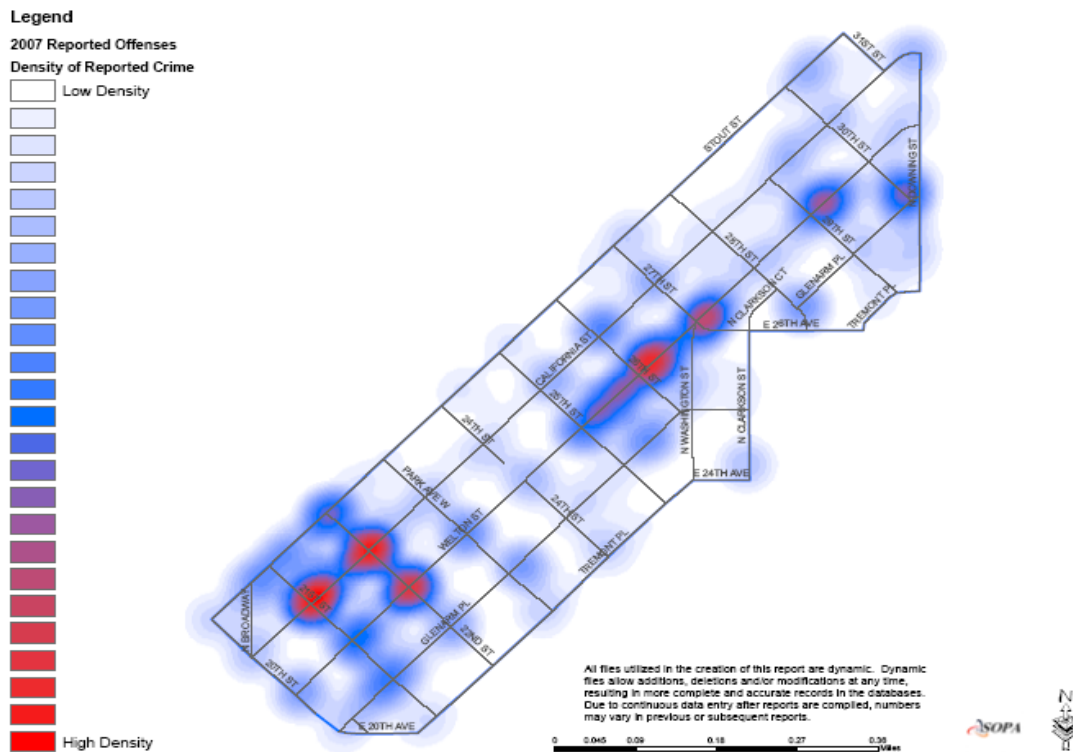
  

	24-Hour Traffic Volumes
20 <sup>th</sup> Street north of Welton Street (one way)	14,796
Park Avenue West North of Welton Street	20,095
Park Avenue West @ Tremont Place	19,292
28 <sup>th</sup> Street North of Welton Street	1,040

**Crime.** During 2007, 418 offenses were reported along the Welton Street Corridor. The corridor is roughly bounded by 31<sup>st</sup> Street, Downing Street, Tremont Place, 20<sup>th</sup> Street and Stout Street. Part 1 crimes against property (burglary, theft, arson) accounted for 61.2% of total crimes in the corridor during 2007, increasing by 13.3% from 2006. Part 1 crimes against persons accounted for 12.9% of the crimes in the area during 2007, increasing by 3.8% from 2006. Overall reported offenses (Part 1 and Part 2) decreased 3% from 2006 to 2007. Crimes were concentrated near the intersections of Welton Street and 22<sup>nd</sup> Street, California Street and 21<sup>st</sup> Street, California Street and 22<sup>nd</sup> Street and the 2500 to 2700 blocks of Welton Street. Eleven offenses were reported at 2637 Welton Street during 2007 (Figure 19).

**Figure 19**  
**Welton Street Corridor: 2007 Reported Offenses**

source: City of Denver



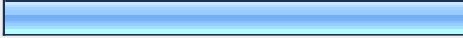


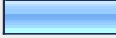
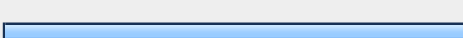






**Summary.**

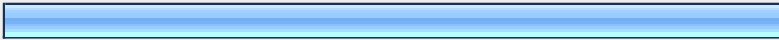
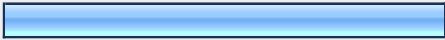

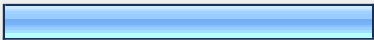


- ✧ The Welton Street corridor historically rich and continues a tradition of diverse cultural, arts, and events offerings.
- ✧ Neighborhood demographics are changing; African American residents have declined by 1.6%, while Hispanics increased by 31.9% and whites increased by 20.4% between 2000 and 2008.
- ✧ Immediate neighborhood is growing rapidly (48.6% increase in Five Points households between 2000 and 2006)
- ✧ Welton Street transit corridor has spurred a variety of mixed use, residential and other types of development.
- ✧ Retail vacancy along the Welton Street corridor is estimated at over 37%.
- ✧ Arapahoe Square is a huge development opportunity.
- ✧ High traffic counts at Park Avenue West and 20<sup>th</sup> and on Welton Street due to light rail parking lot, the Denver Motor Vehicles branch office, Eastside Family Health Center and ease of two-way east-west access along 26<sup>th</sup> Street and 25<sup>th</sup> Avenue.
- ✧ Study area employment is centered in the Central Business District, North Capitol Hill and City Park West neighborhoods.
- ✧ Overall reported offenses on the Welton Street corridor decreased 3% between 2006 and 2007

# Welton Corridor Survey

1. Approximately how often do you visit the Welton Corridor for businesses or entertainment?				
			Response Percent	Response Count
Daily			15.2%	56
Weekly			29.3%	108
<b>Monthly</b>			<b>30.4%</b>	<b>112</b>
About once a year			17.9%	66
Never			7.1%	26
			<b>answered question</b>	<b>368</b>
			<b>skipped question</b>	<b>4</b>

2. Which of the following activities/businesses do you visit along the Welton Corridor?				
			Response Percent	Response Count
<b>Restaurants/coffee shops</b>			<b>72.4%</b>	<b>231</b>
Bars/clubs			16.9%	54
Blair Caldwell Library			51.1%	163
Shops			11.6%	37
Eastside Family Health Care Center			4.4%	14
Other			12.2%	39
Special Events (music festivals, Juneteenth, etc.)			51.4%	164
Denver Motor Vehicle Department			54.2%	173
Arts/Cultural Venues			18.5%	59
Parking for light rail			16.9%	54
Personal business (i.e. hairdresser, bank)			37.6%	120
			If other, please specify:	48
			<b>answered question</b>	<b>319</b>

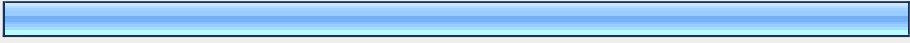
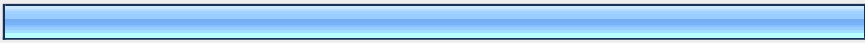
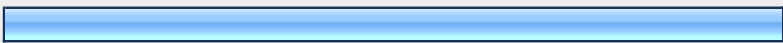
3. If you seldom visit the Welton Corridor, is it because of: (please check ALL that apply)

		Response Percent	Response Count
Lack of products/services		85.9%	201
Unappealing pedestrian environment		48.7%	114
Other		9.8%	23
Generally feels unsafe		40.6%	95
Difficult to get around/find stuff		4.3%	10
Limited Parking		8.5%	20
	If other, please specify:		46
		<b>answered question</b>	<b>234</b>
		<b>skipped question</b>	<b>138</b>

**4. What improvements to the Welton Corridor would encourage you to visit the area more often?**






	<b>NO - Would not encourage me.</b>	<b>MIGHT encourage me to visit more.</b>	<b>YES - Would encourage me to visit more!</b>	<b>Response Count</b>
More/different restaurants	1.0% (3)	12.5% (39)	<b>86.5% (269)</b>	311
Better neighborhood-serving shops	3.6% (11)	14.1% (43)	<b>82.3% (251)</b>	305
Convenience shopping	19.0% (53)	26.2% (73)	<b>54.8% (153)</b>	279
More professional services	15.6% (41)	41.8% (110)	<b>42.6% (112)</b>	263
More arts/culture/ entertainment	5.1% (15)	25.6% (76)	<b>69.4% (206)</b>	297
More/different special events	7.8% (21)	39.0% (105)	<b>53.2% (143)</b>	269
Conference or gathering space	<b>46.4% (111)</b>	37.2% (89)	16.3% (39)	239
Pedestrian-friendly streetscape	4.7% (13)	23.0% (64)	<b>72.3% (201)</b>	278
Cleaner/safer environment	4.6% (13)	18.7% (53)	<b>76.8% (218)</b>	284
Improved transit	<b>37.6% (83)</b>	32.6% (72)	29.9% (66)	221
Other	30.8% (12)	5.1% (2)	<b>64.1% (25)</b>	39
			If other, please specify:	41
			<b><i>answered question</i></b>	<b>318</b>
			<b><i>skipped question</i></b>	<b>54</b>


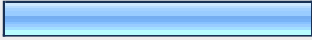



**5. Please list 3 specific improvements or changes you would like to see on the Welton Corridor.**

		<b>Response Percent</b>	<b>Response Count</b>
1.		<b>100.0%</b>	<b>287</b>
2.		95.1%	273
3.		86.1%	247
		<b><i>answered question</i></b>	<b>287</b>
		<b><i>skipped question</i></b>	<b>85</b>

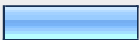



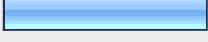


6. Looking five years into the future, use up to three words to describe your vision for the corridor:				
			Response Percent	Response Count
1.			100.0%	282
2.			94.0%	265
3.			88.3%	249
			<i>answered question</i>	<b>282</b>
			<i>skipped question</i>	<b>90</b>

7. How long have you lived or done business in the area?				
			Response Percent	Response Count
Less than 1 year			8.5%	27
<b>1 to 5 years</b>			<b>45.6%</b>	<b>144</b>
6 to 10 years			21.2%	67
10 years or more			24.7%	78
			<i>answered question</i>	<b>316</b>
			<i>skipped question</i>	<b>56</b>

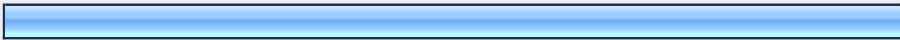
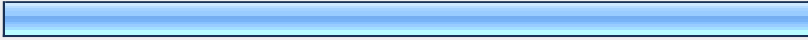
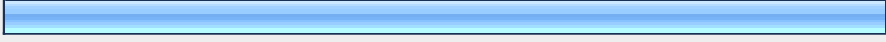
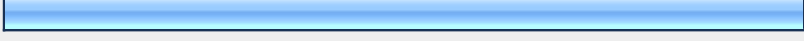
8. Are you a:			Response Percent	Response Count
Commercial property owner			4.8%	15
Business owner			8.6%	27
<b>Residential owner</b>			<b>80.2%</b>	<b>251</b>
Other			6.4%	20
Residential renter			9.9%	31
Government/non-profit			5.1%	16
Arts/Culture			3.8%	12
		If other, please specify:		17
		<b>answered question</b>		<b>313</b>
		<b>skipped question</b>		<b>59</b>

9. What is your age?			Response Percent	Response Count
Younger than 18			0.0%	0
18-24			1.9%	6
25-34			33.8%	106
<b>35-49</b>			<b>40.4%</b>	<b>127</b>
50-69			22.9%	72
69+			1.0%	3
		<b>answered question</b>		<b>314</b>
		<b>skipped question</b>		<b>58</b>

**10. Which of the following best describes where you live?**

		Response Percent	Response Count
Five Points		14.5%	45
<b>Curtis Park</b>		<b>26.7%</b>	<b>83</b>
San Rafael		14.8%	46
Cole		7.1%	22
Whittier		22.2%	69
City Park West		4.2%	13
Other		10.6%	33
If other, please specify:			52
		<b>answered question</b>	<b>311</b>
		<b>skipped question</b>	<b>61</b>

**11. Please help us verify your name and contact information for the chance to win a gift certificate to Blackberries Ice Cream and Coffee Lounge.**

		Response Percent	Response Count
<b>Name:</b>		<b>99.3%</b>	<b>276</b>
Address:		88.8%	247
Email Address:		97.5%	271
Best Phone Number:		88.5%	246
		<b>answered question</b>	<b>278</b>
		<b>skipped question</b>	<b>94</b>



**T**he Community and Economic Development Toolbox describes programs and services that can be used to help improve your business or neighborhood. Whether you represent a community-based organization or are acting on your own, you will find programs useful in addressing a number of issues, including economic development, housing, infrastructure and historic preservation.

This guide includes programs in four topical areas: business development, housing services, neighborhood development and workforce development. Each program summary includes an explanation of the program, eligibility requirements and contact information.



**GROW DENVER**  
The Office of Economic Development

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# Business Development

## Financing

### STRATEGIC INVESTMENTS:

#### NEIGHBORHOOD BUSINESS REVITALIZATION (NBR) AND NEIGHBORHOOD MARKETPLACE INITIATIVE (NMI)

The goals of the NBR program are to stimulate the revitalization of older neighborhood commercial districts designated as NBR/NMI target areas; provide economic opportunities in Denver for new and expanding neighborhood-serving businesses, including minority and women-owned businesses; enhance the quality and level of goods and services available in Denver's low and moderate-income residential neighborhoods; and create permanent jobs for low and moderate-income Denver residents.

#### Eligibility:

Located in NBR/NMI target area. Maximize private financing commitments. Secure at least 50 percent of the equity and private financing needed for the project. Submit a complete business plan to an Economic Development Specialist.

#### Contact:

Office of Economic Development  
720-913-1999  
<http://www.milehigh.com/business/business-assistance-center/financing>

### BUSINESS ATTRACTION PROGRAM

Tax rebate incentives on special deals. Office of Economic Development (OED) is currently exploring the possibility of trying to streamline this more and make it an applicable tool for Transit Oriented Development (TOD) station areas.

#### Eligibility:

Create or retain 100 job within five years. Provide significant taxes to the city.

#### Contact:

Office of Economic Development  
720-913-1999



**REVOLVING LOAN FUND (RLF)**

The goals of the RLF program are to create and/or retain permanent jobs for low to moderate-income Denver residents; provide economic opportunities in Denver’s targeted industrial and commercial areas for new and expanding job-intensive industries, including minority and women-owned businesses; and stimulate the redevelopment of underused and deteriorated commercial and industrial properties in the target areas.

**Eligibility:**

Located in the RLF target area. Maximize private financing commitments. Secure at least 75 percent of the equity and private financing needed for the project. Submit a complete business plan to an Economic Development Specialist.

**Contact:**

Office of Economic Development  
720-913-1999  
<http://www.milehigh.com/business/business-assistance-center/financing>

**CREATE DENVER REVOLVING LOAN FUND (CDRLF)**

This is a joint program of the City’s Office of Economic Development and Denver Office of Cultural Affairs that offers creative enterprises, both start-up and existing creative businesses, in the City and County of Denver access to affordable and flexible business capital to increase income and build assets.

**Eligibility:**

Start-up or existing creative enterprises. City and County of Denver resident or business owner. Focus on low wealth (80% of AMI) and artists with disabilities. Minimum loan size of \$5,000; maximum loan size of \$30,000.

**Contact:**

Department of Cultural Affairs  
720-865-4320  
<http://www.denvergov.org/economicdevelopment/CreateDenverRevolvingLoanFund/tabid/425153/Default.aspx>

**CREATIVE SPACE AGENT**

The Creative Space Agent is a Web portal that helps you advertise your space in the City and County of Denver to our space-starved creative community.

**Contact:**

Department of Cultural Affairs  
720-865-4320  
<http://www.denvergov.org/economicdevelopment/CreativeSpaceAgent/tabid/432516/Default.aspx>

**INDUSTRIAL DEVELOPMENT REVENUE BONDS (IDRB)**

Private tax-exempt financing for manufacturing companies or other types of labor-intensive businesses.

**Eligibility:**

Minimum project cost: \$3 million. Full credit enhancement required and/or single purchaser of bonds.

**Contact:**

Office of Economic Development  
720-913-1999



**SEEDCO**

Seedco Financial is a national Community Development Financial Institution (CDFI) which works with community-based partners to develop and operate financing programs that fill capital gaps within local markets.

Eligibility:

Small businesses, nonprofits and developers.

Contact:

Seedco  
Gemma North, Program Assistant  
T. 303-297-7403  
F. 303-297-2615  
<http://seedco.org/>

**ENTERPRISE ZONE TAX CREDITS**

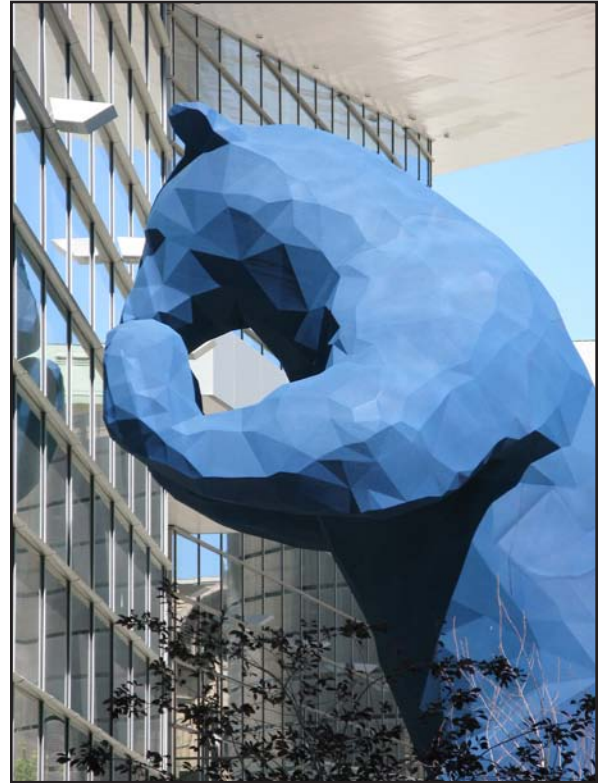
State tax credit program available to new and expanding businesses in a designated Enterprise Zone.

Eligibility:

Businesses locating or expanding to the enterprise zone may be eligible for up to nine special state tax credit incentives.

Contact:

Office of Economic Development  
720-913-1999  
<http://www.milehigh.com/business/business-assistance-center/tax-credits>



**SMALL BUSINESS ADMINISTRATION (SBA) 507 MORTGAGE LOAN**

Provided market loan guarantees for fixed asset financing and working capital purposes. Can be accessed through any major bank and/or in conjunction with other business financing programs.

Eligibility:

Minimum borrowing needs \$50,000

Contact:

Office of Economic Development  
720-913-1999  
<http://www.milehigh.com/business/business-assistance-center/financing/sba-504-loan>

**COLORADO ENTERPRISE FUND**

Any size loan from \$1,000 to \$150,000. Flexible loan terms. Reasonable Rates and Fees. Funding for most business uses: Working capital, equipment purchases, property improvements, purchase of a business, etc.

Eligibility:

Small businesses (Start-up or expansion) and childcare businesses.

Contact:

303-860-0242  
[microloans@coloradoenterprisefund.org](mailto:microloans@coloradoenterprisefund.org)  
[www.coloradoenterprisefund.org](http://www.coloradoenterprisefund.org)

### **SMALL BUSINESS LOANS**

ACCION New Mexico · Arizona · Colorado

ACCION New Mexico · Arizona · Colorado is ready to provide hundreds of small businesses with the credit needed to grow this year. The number of loans ACCION has issued during First Quarter 2009 is up 119 percent over the same period last year and ACCION has already placed more than \$1 million in new loan funds in the hands of clients this year.

In addition to providing the credit needed to start or grow a business, ACCION also empowers entrepreneurs with training resources for continued success.

Contact:

P.O. Box 181367

Denver, CO 80218

Phone: (303) 904-9362

E-mail: [accion@accionco.org](mailto:accion@accionco.org)

<http://www.accion.org>

### **HISTORIC PRESERVATION LANDMARK STATE TAX CREDIT**

The Preservation State tax credit is to encourage preservation and restoration of privately owned buildings contributing to a historic district or buildings that have been individually landmarked.

Eligibility:

Qualified costs for the preservation and restoration of contributing buildings within a historic district or an individually designated historic landmark.

Contact:

Community Planning and Development - Landmark Preservation

Savannah Jameson

720-865-2919

[savannah.jameson@denvergov.org](mailto:savannah.jameson@denvergov.org)

### **MILE HIGH COMMUNITY LOAN FUND (MHCLF)**

Pre-development Loans: Unsecured (Non Profits Only), Secured Acquisition Loans, Construction Loans, Bridge Loans (To cover shortfalls due to the timing of receipt of specified funds) and Mini Perm Loans. Rates are set at the time of loan approval. For affordable housing projects, interest rates range between 4.5% and 9.5% and origination fees between 0.5% and 2.0%. Pricing is based on the amount and depth of affordable units in the projects. For non-profit facility projects, origination fee is 1% and interest rates range between 5.25% and 8%. Pricing is based on loan term and the total sources committed to the project.

Eligibility:

ELIGIBLE BORROWERS: (1) Non-profit and for-profit organizations for the development or preservation of affordable housing and (2) non-profit organizations that serve low-income populations for the purchase and/or construction of facility space. MHCLF provides loans for projects located in the seven-county Denver-Metro area as well as El Paso, Pueblo, Larimer, Weld, Clear Creek, Summit and Eagle counties.

Contact:

Mile High Community Loan Fund

Erika Lindholm

303-860-1888 (ext 4)

[erikal@mhclf.org](mailto:erikal@mhclf.org)

**NEW MARKET TAX CREDITS**

New Markets Tax Credits promote economic development in rural and urban low-income communities by increasing the amount of investment capital available. The City of Denver in partnership with the Colorado Housing and Finance Authority (CHFA) and the Colorado Enterprise Fund (CEF) has an allocation of New Market Tax Credits and works with several lenders.

Eligibility:

A poverty rate of at least 20 percent or median family income not exceeding 80 percent of the statewide median family income.

Contact:

Colorado Housing and Finance Authority  
Masouda Omar  
(303) 297-7330  
<http://www.chfainfo.com>

**Brownfields Development**

**BROWNFIELD ASSISTANCE**

Technical assistance with sites or with applying for loans or grants.

Eligibility:

Qualified Brownfields sites.

Contact:

Office of Economic Development  
720-913-1999

**BROWNFIELD GREEN BUILDING DESIGN**

Design assistance for green building on Brownfields sites in conjunction with EPA and the National Renewable Energy Lab.

Eligibility:

Qualified Brownfields sites.

Contact:

Office of Economic Development  
720-913-1999

**COLORADO BROWNFIELDS REVOLVING LOAN FUND (RLF)**

Revolving loan fund with reduced interest rates, flexible loan terms and forms of collateral. Cleanups must be approved under Colorado's Voluntary Cleanup Program.

Contact:

Office of Economic Development  
720-913-1999

**COLORADO BROWNFIELDS TAX CREDIT**

A maximum \$100,000 credit per property (50% of first \$100K of cleanup, 30% of next \$100K, and 20% of the third \$100K). Cleanup plan and cost must be approved under Colorado’s Voluntary Cleanup Program to receive certification.

Eligibility:  
Qualified Brownfields sites.

Contact:  
Office of Economic Development  
720-913-1999

**HOUSING AND URBAN DEVELOPMENT (HUD)  
BROWNFIELDS ECONOMIC DEVELOPMENT INITIATIVE (BEDI) GRANTS**

Brownfields Economic Development Initiative funds have a emphasis on redevelopment of Brownfields sites in economic development projects and opportunities for low-and moderate income persons as part of the creation or retention of businesses, jobs and inc

Eligibility:  
Qualified Brownfields sites.

Contact:  
Office of Economic Development  
720-913-1999

**FEDERAL BROWNFIELDS TAX INCENTIVE**

Environmental cleanup costs are fully deductible business expenses in the year in which they are incurred or paid through January 1, 2011. Certification must be received from the State.

Eligibility:  
Qualified Brownfields sites.

Contact:  
Office of Economic Development  
720-913-1999

**ENVIRONMENTAL PROTECTION AGENCY (EPA) BROWNFIELDS GRANTS**

Provides grants through the EPA’s Brownfields Program designed to empower states, communities, and other stakeholders in economic redevelopment to work together in a timely manner to prevent, assess, safely clean up, and sustainable reuse Brownfields.

Eligibility:  
Qualified Brownfields sites.

Contact:  
Office of Economic Development  
720-913-1999



# Business Certifications

## SMALL MINORITY AND WOMEN-OWNED BUSINESS ENTERPRISE

The MWBE and SBE programs, also known as the Construction Empowerment Initiative (CEI), are designed to increase City contracting with small businesses — including minority- and women-owned — in Denver’s construction, professional design and construction services industries. The CEI seeks to ensure that business opportunities created by the expenditure of public funds are made available to all community members, providing a pathway for smaller and minority- and women-owned companies in the Denver construction market to grow, prosper and succeed.

**Eligibility:**

Must meet social and economic criteria

**Contact:**

Office of Economic Development  
720-913-1999

## Additional Business and Community Resources

### BUSINESS DISTRICT ALLIANCE (BDA)

The BDA is envisioned as an umbrella organization for business organizations throughout the City to share information, learn best practices and provide a networking opportunity for business district representatives to meet each other, key City staff, civic leaders and others.

**Eligibility:**

The BDA consists of representatives of special districts, merchants associations, other types of organizations and businesses.

**Contact:**

Office of Economic Development  
Neighborhood Marketplace Initiative  
720-913-1999



### COLORADO HOUSING AND FINANCE AUTHORITY (CHFA)

Financing for owner-occupied commercial real estate, nonprofit facilities, single family and multi-family lending.

**Eligibility:**

Small businesses, nonprofits, individuals and developers.

**Contact:**

CHFA  
303-297-2432  
Email: [businessfinance@chfainfo.com](mailto:businessfinance@chfainfo.com)  
[www.chfainfo.com](http://www.chfainfo.com)



**BUSINESS ASSISTANCE CENTER (BAC)**

The BAC, one-stop information center, is available to navigate through licensing, permitting and regulatory issues while offering research tools and community resources to help with the successful start, growth and management of a small business.

Eligibility:

Small businesses and entrepreneurs.

Contact:

Office of Economic Development  
720-913-1999  
<http://www.milehigh.com/business/business-assistance-center>

**COLORADO EXPORT DEVELOPMENT GRANTS**

The Colorado International Trade Office (ITO) will award grant funds of up to \$1,000 per Colorado company wanting to increase their sales through expansion into a new international market. Grant funds will help offset a portion of the cost for them to travel to an international market and meet with potential buyers, distributors, and/or sales agents. Companies receiving the award may apply the funds towards travel expenses, trade show exhibition or attendance, and/or business match-making services. Up to 20 awards will be granted. Materials and additional information can be found at [www.colorado.gov/trade](http://www.colorado.gov/trade).

Eligibility:

Company may not receive or be receiving grants from any other Office of Economic Development International Trade associated programs. Company must have a Colorado presence and be registered with the Colorado Secretary of State. Company must be export ready. Export readiness is evaluated based on the company's ability to meet new customer demand, provide any necessary customer service to foreign buyers, and meet any applicable export regulations and/or certifications that may be required to sell the product or service in the target market. Company must have fewer than 50 employees (globally, does not include agents, etc. that are not permanent employees of the company).

Company must be new to the export market to which it would like to apply this grant. Company must focus on one (1) country to which they will export for purposes of this grant. Company should already produce the product or service that is to be exported, and a description of the product/service to be exported should be provided. No consultants or third party representatives may apply. Awards will be dispersed by the end of the 2009 State fiscal year (June 30, 2009). Travel should be completed by Dec. 31, 2009.

Contact:

Colorado International Trade Office (ITO)  
1625 Broadway St., Suite 2700  
Denver, CO 80202  
(303) 892-3840  
[www.colorado.gov/trade](http://www.colorado.gov/trade)

**MORRISON ROAD BUSINESS ASSOCIATION OF DENVER (MRBAD)**

Morrison Road Business Association of Denver will provide Business Support Services to the Morrison Road business community. MRBAD will provide support in creating economic development.

Eligibility:

Residents and businesses of Morrison Road corridor

Contact:

MRBAD  
Jerrilie Bylsma  
303-936-4302  
[jerrilie@morrisonroad.org](mailto:jerrilie@morrisonroad.org)



**SMALL BUSINESS DEVELOPMENT CENTER (SBDC)**

The Denver Metro SBDC offers a number of services to help you succeed in business, including Business Consulting, Business Training, Market Research and Capital Formation Assistance.

**Eligibility:**

Startup or established business

**Contact:**

SBDC

1445 Market St.

Denver, CO 80202

303-620-8076

<http://www.denversbdc.org/index.php>

**GREENER DENVER**

The Office of Economic Development's Greener Denver Business program provides support to local businesses interested in greening their operations. Participating businesses have access to a series of free educational courses on green business related topics including energy efficiency, recycling, and commuter alternatives. In addition, participants are provided with opportunities to network with their peers, and access a wide variety of green business resources through Engage, an online networking forum, and Strategic and Influential Networks, which will provide support for industry-specific initiatives.

The Office of Economic Development has partnered with the Connected Organizations for a Responsible Economy (CORE) to offer Greener Denver Business.

**Eligibility:**

Any business willing to go green.

**Contact:**

Office of Economic Development

720-913-1999

[www.greenerdenverbiz.org](http://www.greenerdenverbiz.org)

**NEWSED**

NEWSED Community Development Corporation, Inc. provides Business Support Services to the Santa Fe Drive business community. NEWSED will provide support in creating economic development along the Santa Fe Drive Corridor.

**Eligibility:**

Residents and businesses in La Alma/Lincoln Park and Santa Fe district

**Contact:**

NEWSED

Veronica Barela

303-534-8342

[vbarela@newsed.org](mailto:vbarela@newsed.org)

<http://www.newsed.org>

# Housing Services

## Development of Housing

### **AFFORDABLE HOUSING PROGRAMS: HOMEBUYER ASSISTANCE**

Administering federal Department of Housing and Urban Development (HUD) funds for homeownership to those of low and moderate incomes.

**Eligibility:**

These funds can be applied for by development organizations, (non-profit and for profit), to be used to provide down payment assistance, new construction, acquisition and rehabilitation of properties to be occupied by low and moderate income persons. AMI requirements and federal regulations must be met.

**Contact:**

Office of Economic Development  
720-913-1999

### **AFFORDABLE HOUSING PROGRAMS: MULTIFAMILY RENTAL**

Administering federal Department of Housing and Urban Development (HUD) funds for the purpose of providing decent, safe and sanitary affordable rental units to low income persons.

**Eligibility:**

These funds can be applied for by development organizations, (non-profit and for profit), to be used to provide assistance with new construction, acquisition and rehabilitation of properties to be occupied by low and moderate income persons. AMI requirements and federal regulations must be met.

**Contact:**

Office of Economic Development  
720-913-1999

### **COLORADO DIVISION OF HOUSING AFFORDABLE HOUSING PROGRAMS**

The Colorado Division of Housing finances the construction of new housing and rehabilitation of existing housing.

**Eligibility:**

The housing must be owned or occupied by persons with moderate to low income. Local housing authorities, private developers, nonprofit corporations, cities and counties may apply for financing. Most grants require a contribution from the community served.

**Contact:**

Colorado Division of Housing  
303-866-2033

## Purchase of Housing

### **COLORADO HOUSING FINANCE AGENCY (CHFA) LOW INCOME HOUSING TAX CREDIT PROGRAM**

The Colorado Low Income Housing Tax Credit Program (LIHTC) uses federal tax credits available under Section 42 of the Internal Revenue Code of 1986 to create and maintain rental housing for low and very low income households throughout the State of Colorado.

**Eligibility:**

To comply with LIHTC/Housing Tax Credit obligations, refer to the LIHTC Compliance Manual for information and forms. Specific requirements for each property are detailed in the property’s regulatory agreement or Land Use Restriction Agreement (LURA).

**Contact:**

Colorado Housing and Finance Authority  
1-800-877-2432

### **COLORADO HOUSING FINANCE AGENCY (CHFA) MULTIFAMILY LOAN PRODUCTS**

CHFA offers various loans for the acquisition, rehabilitation, new construction and, in some cases, refinance of rental housing sponsored by private for profit, nonprofit, and public housing authority developers. The housing can be independent apartments, or, in some cases, may be designed to provide services to meet the group living needs of special populations.



**Eligibility:**

Income and rent limits apply, contact CHFA for details

**Contact:**

Colorado Housing and Finance Authority  
1-800-877-2432  
<http://www.chfainfo.com>

### **COLORADO HOUSING FINANCE AGENCY (CHFA) HOMEBUYER PROGRAMS**

CHFA offers various products for the purchase of single family housing including loans and down payment and closing costs.

**Eligibility:**

Income limits apply, contact CHFA for details

**Contact:**

Colorado Housing and Finance Authority  
1-800-877-2432  
<http://www.chfainfo.com>

**COLORADO HOUSING ASSISTANCE CORPORATION (CHAC)**

CHAC offers down-payment assistance and homebuyer education classes for first-time homebuyers. Down payment assistance comes in the form of a low-cost loan and borrowers are required to contribute at least \$1,000 of their own funds toward their down-payment and closing costs. CHAC's homebuyer education classes introduces first-time homebuyers to special assistance programs and below-market-rate loans.

**Eligibility:**

Income limits apply, contact CHAC for details

**Contact:**

Colorado Housing Assistance Corporation  
303-572-9445  
<http://www.chfainfo.com>

**NEWSED COMMUNITY DEVELOPMENT CORPORATION (CDC)**

NEWSED CDC offers services for home buyers including down-payment assistance and homebuyer education. Low-interest loans and Individual Development Accounts (IDA) are provided to assist with down payment and closing costs. IDA's are savings accounts that are matched for down payment and closing costs. Borrowers must contribute at least \$1,000 of their own funds.

**Eligibility:**

Income limits apply, contact NEWSED for details

**Contact:**

NEWSED Community Development Corporation  
303-534-8342  
<http://www.newsed.org>

**DEL NORTE NEIGHBORHOOD DEVELOPMENT CORPORATION**

Del Norte helps build quality, affordable housing; to maintain and upgrade existing housing; and to assist economic growth through employment and entrepreneurial opportunities to benefit of low and moderate income families and individuals. Del Norte has several assistance services ranging from a \$1,000 closing grant to a \$10,000 deferred loan.

**Eligibility:**

Income limits apply, contact Del Norte for details

**Contact:**

Del Norte Neighborhood Development Corporation  
303-477-4774  
<http://www.delnortenc.org>

**NORTHEAST DENVER HOUSING CENTER (NDHC)**

NDHC purchases, rehabilitates and sells homes to low and moderate income families located in Denver. The NDHC lease-purchase homeownership incubation program allows families to move into the homes they intend to buy and work on their bankability with the help of NDHC housing counselors.

**Eligibility:**

Income limits apply, contact NDHC for details

**Contact:**

Northeast Denver Housing Center  
303-377-3334  
<http://www.nedenverhousing.org>



## Rehabilitation Housing

### **DENVER URBAN RENEWAL AUTHORITY (DURA) SINGLE FAMILY REHABILITATION PROGRAM**

The program provides loans of up to \$25,000 for major home renovations such as roofing, heating, electrical or plumbing.

**Eligibility:**

Household income at or less than 80% Area Median Income (AMI)

**Contact:**

DURA  
303-534-3872  
<http://www.denvergov.org/DURA>

### **DENVER URBAN RENEWAL AUTHORITY (DURA) EMERGENCY HOME REPAIR PROGRAM (EHR)**

The EHR program is designed to repair plumbing, leaking roofs, heating, hazardous furnaces or sewer system and electrical problems that pose an immediate danger to the health and safety of very low-income Denver homeowners. The program provides deferred loans.

**Eligibility:**

Household income at or less than 80-percent Area Median Income (AMI)

**Contact:**

DURA  
303-534-3872  
<http://www.denvergov.org/DURA>

## Rental Housing

### **COMMUNITY HOUSING SERVICES INC.**

Providing assistance to renters in the looking to identify housing. This project database includes listings for apartments, houses, duplexes and mobile homes in metro Denver.

**Eligibility:**

Household income at or less than 80% Area Median Income (AMI)

**Contact:**

Community Housing Services Inc.  
303-831-1750  
<http://www.chsico.org>

### **COLORADO COALITION FOR THE HOMELESS**

The program moves participants from the streets immediately into permanent housing before the causes of their homelessness are addressed, not after. With a stable roof over their heads and supportive treatment services, program participants are better able to focus on the core mental health, substance use and physical issues that cost them housing.

**Eligibility:**

Low income clients who qualify under the HUD definition of homelessness.

**Contact:**

Colorado Coalition for the Homeless  
303-293-2217  
<http://www.coloradocoalition.org>



**ARAPAHOE HOUSE**

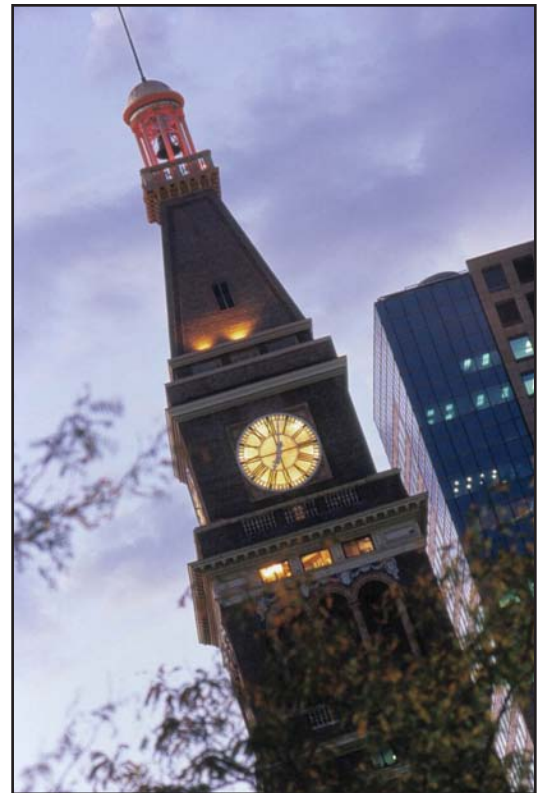
The Family Transitional Housing Program provides rental assistance for 18 families, who can be housed from six to 24 months depending on individual needs while receiving intensive case management services from agency staff.

**Eligibility:**

Low income clients who qualify under the HUD definition of homelessness and have a diagnosed substance disorder. Family Transitional Housing program is restricted to families with dependent children that are in their custody.

**Contact:**

Arapahoe House  
303-657-3700  
<http://www.arapahoehouse.org>



**DENVER DEPARTMENT OF HUMAN SERVICES (DHS)  
EVICTION ASSISTANCE**

This assistance is available to individuals and families whose income is at or below 125% of the federal poverty level and who can demonstrate an emergency that has prevented them from being able to pay rent. They must provide a three-day-demand notice, a Writ of Restitution or notice of a court hearing, a lease or rent agreement, and must verify their income is sufficient to pay rent in subsequent months. A photo I.D. and Social Security number is also required.

**Eligibility:**

The applicant must have lived in his or her current housing for six months or more, or in a Denver shelter for 30 days or more for first month's rental assistance, and must not be paying more than 75% of their current income for housing. Eviction assistance is not available for deposits or late fees.

**Contact:**

Denver Department of Human Services  
720-944-2031  
<http://www.denvergov.org/HumanServices>

**DENVER HOUSING AUTHORITY (DHA)  
SECTION 8 HOUSING CHOICE VOUCHER (HCV)**

The Section 8 HCV Program is a federal program that provides rental assistance to very low-income families (i.e. families with incomes below 50 percent of area median income). The HCV Program is funded by the United States Department of Housing and Urban Development (HUD), and is administered by a public housing authority, such as the Denver Housing Authority.

**Eligibility:**

Families who are interested in applying for the HCV Program must participate in the random choice lottery (Lottery). The Lottery is opened annually for two days. Families participating in the Lottery must abide by DHA policies and rules. In order to qualify, the families must be income eligible, without any recent drug or violent criminal activity. Eligible families are afforded to rent a safe, decent and sanitary housing in the private rental market. The family pays 30 percent of their adjusted income towards rent; and HUD subsidizes the remaining portion directly to the landlord via DHA.

**Contact:**

Denver Housing Authority  
720-932-3000  
<http://www.denverhousing.org>



## Special Population Housing

### **SECTION 202: SUPPORTIVE HOUSING FOR THE ELDERLY PROGRAM**

Program provides funding for the acquisition, rehabilitation and new construction of housing for the elderly.

**Eligibility:**

Age and income limits apply, contact HUD for more details.

**Contact:**

US Department of Housing and Urban Development  
 Denver Multifamily Hub  
 303-672-5343  
<http://www.hud.gov/offices/hsg/mfh/progdesc/eld202.cfm>

### **SECTION 811: SUPPORTIVE HOUSING FOR PERSONS WITH DISABILITIES**

Program provides funding for the Acquisition, Rehabilitation, and new construction of housing for persons with disabilities.

**Eligibility:**

For program specifics, contact HUD.

**Contact:**

US Department of Housing and Urban Development  
 Denver Multifamily Hub  
 303-672-5343  
<http://www.hud.gov/offices/hsg/mfh/progdesc/disab811.cfm>

### **OFFICE OF ECONOMIC DEVELOPMENT (OED) HOUSING OPPORTUNITIES FOR PEOPLE WITH AIDS PROGRAM (HOPWA)**

OED administers federal Department of Housing and Urban Development (HUD) HOPWA funds for the purpose of providing housing opportunities and supportive services for those eligible individuals/households affected by HIV/AIDS.

**Eligibility:**

For low income persons affected by HIV/AIDS in the Eligible Metropolitan Statistical Area. Contact the Office of Economic Development for specific details.

**Contact:**

Office of Economic Development  
 Business and Housing Services  
 720-913-1999

**COLORADO AIDS PROJECT (CAP)**

CAP provides tenant based and facility based rental assistance, short term rent, mortgage and utility assistance (eviction and foreclosure prevention), move-in and deposit assistance (permanent housing placement), supportive services and case management, as well as other resource and referral information

**Eligibility:**

Low/mod income individuals and households affected by HIV/AIDS. CAP serves the Denver Eligible Statistical Area (EMSA) which includes and is limited to Adams, Arapahoe, Broomfield, Clear Creek, Denver, Douglas, Elbert, Gilpin, Jefferson, and Park counties.

**Contact:**

Colorado AIDS Project  
303-837-1501  
[www.coloradoaidsproject.org](http://www.coloradoaidsproject.org)

**EMPOWERMENT PROGRAM**

Empowerment Program provides case management and supportive services, as well as other resource and referral information.

**Eligibility:**

Low/mod income individuals and households affected by HIV/AIDS. Empowerment serves the Denver Eligible Metropolitan Statistical Area, which includes and is limited to Adams, Arapahoe, Broomfield, Clear Creek, Denver, Douglas, Elbert, Gilpin, Jefferson, and Park counties.

**Contact:**

Empowerment Program  
303-320-1989  
<http://www.empowermentprogram.org/>

**VISITING NURSE PROGRAM**

The Visiting Nurse Program provides in-home health care services to individuals affected by HIV/AIDS. VNA also oversees the HOPE Program, a day shelter for homeless individuals living with HIV/AIDS, to assist them with adhering to the complex medical treatments they are prescribed.

**Eligibility:**

Low/mod income & HIV/AIDS

**Contact:**

Visiting Nurse Association  
303-698-2121  
[www.vnacolorado.org](http://www.vnacolorado.org)

**HIV/AIDS RENTAL HOUSING & DEVELOPMENT FUND**

To develop five (5) new units to be dedicated for the sole use of individuals and households affected by HIV/AIDS.

**Eligibility:**

Low/mod income & HIV/AIDS

**Contact:**

Office of Economic Development  
Business and Housing Services  
720-913-1999

## Foreclosure Resources

### **ADAMS COUNTY HOUSING AUTHORITY (ACHA)**

ACHA provides four units with rental assistance at the Village at Greenbriar Apartments in Westminster to individuals and households affected by HIV/AIDS.

**Eligibility:**

Low/mod income & HIV/AIDS

**Contact:**

Adams County Housing Authority  
303-227-2075  
www.adamscountyhousing.com

### **COLORADO FORECLOSURE PREVENTION HOTLINE**

The Colorado Foreclosure Hotline connects homeowners with trained professional housing counselors. These counselors will help borrowers understand their options while working with the borrower and the lender to help avoid foreclosure.

**Eligibility:**

Hotline counseling is always free.

**Contact:**

1-877-601-HOPE (1-877-601-4673)  
<http://www.coloradoforeclosurehotline.org>

### **NEIGHBORHOOD STABILIZATION PROGRAM**

The NSP helps neighborhoods impacted by vacant and abandoned properties due to foreclosure and works to stabilize neighborhoods through reinvesting in responsible homeownership.

**Eligibility:**

Homebuyers up to 120% of AMI are eligible to buy previously foreclosed upon homes that have been purchased and rehabbed and are (will be) available for sale.

**Contact:**

Office of Economic Development  
Business and Housing Services  
720-913-1999

### **MORTGAGE CREDIT CERTIFICATES**

Provides mortgage benefits to targeted homebuyers and households refinancing certain loan types.

**Eligibility:**

Buyers of NSP-assisted homes, 1st time homebuyers, buyers in selected census tracts and households refinancing ARM loans originated between 1/1/02 and 12/31/07 are eligible for federal tax credits.

**Contact:**

Office of Economic Development  
Business and Housing Services  
720-913-1999

# Neighborhood Development

## Location-Based

### Southwest Improvement Council (SWIC)

Westwood community center - after school programs, programs for seniors, food and clothing bank, ESL classes, etc.

#### Eligibility:

Residents of Westwood neighborhood

#### Contact:

SWIC  
Jan Belle  
303-934-2268  
janswic@hotmail.com



### UNIVERSITY OF COLORADO LEARNING LANDSCAPES

Community organizing through the elementary and middle schools in Denver's low and moderate income neighborhoods with special focus on the schools in the Westwood neighborhood.

#### Eligibility:

Low/mod income neighborhoods

#### Contact:

University of Colorado-Denver  
303-352-3636  
303-556-6651 Fax  
Email: [cye@colorado.edu](mailto:cye@colorado.edu)

## General

### CROSS COMMUNITY COALITION

Under this program funds will be used to continue adult education services and programs through our two Family Resource Centers serving the communities of Swansea, Elyria and Globeville. Adult community residents participate in computer, GED and English classes.

#### Eligibility:

Swansea, Elyria and Globeville neighborhoods

#### Contact:

Cross Community Coalition  
303-292-3203  
2501 E 48th Ave  
Denver, CO 80216  
<http://www.cccfrc.org>

**COMPA FOOD BANK**

Food production for 200 hunger-relief programs and job training. Job training program for clients of Denver Human Services (DHS) service providers.

Contact:  
COMPA Food Bank  
5725 E. 39th Ave  
P.O. Box 7459  
Denver • CO • 80207  
Phone: 303-294-0272  
Fax: 303-294-0021  
<http://www.compa.org/>

**DENVER URBAN GARDENS (DUG)**

Primarily serving low to moderate income populations in urban neighborhoods, DUG provides opportunities for participants to supplement their diet with produce grown in nearby public gardens.

Eligibility:  
Low/Mod income neighborhoods

Contact:  
Denver Urban Gardens (DUG)  
303-292-9900 Phone  
303-292-9911 Fax  
[dirt@dug.org](mailto:dirt@dug.org)  
<http://www.dug.org/>

**INDIVIDUAL DEVELOPMENT  
ACCOUNT-BUSINESS/EDUCATION**

Matched savings accounts (up to \$4,000) for a starting business or educational costs.

Eligibility:  
Income qualify and attend financial literacy classes

Contact:  
Bobbi Smith  
720-944-1208  
[bobbi.smith@denvergov.org](mailto:bobbi.smith@denvergov.org)

**PUBLIC SAFETY/COMMUNITY POLICING IN DNMI NEIGHBORHOODS**

This project seeks to expand upon the successful implementation of resident-driven community policing in one or more of the commercial corridors that have been selected for the Denver Neighborhood Marketplace Initiative (DNMI).

Eligibility:  
Select Low/Mod income neighborhoods

Contact:  
Lt. Rob Rock  
720-913-3611  
[rob.rock@denvergov.org](mailto:rob.rock@denvergov.org)

**INNER CITY HEALTH CENTER**

Volunteer-based healthcare facility providing medical/dental/counseling to medically uninsured and very low-income families.

Eligibility:  
Income qualify to receive medical/dental service

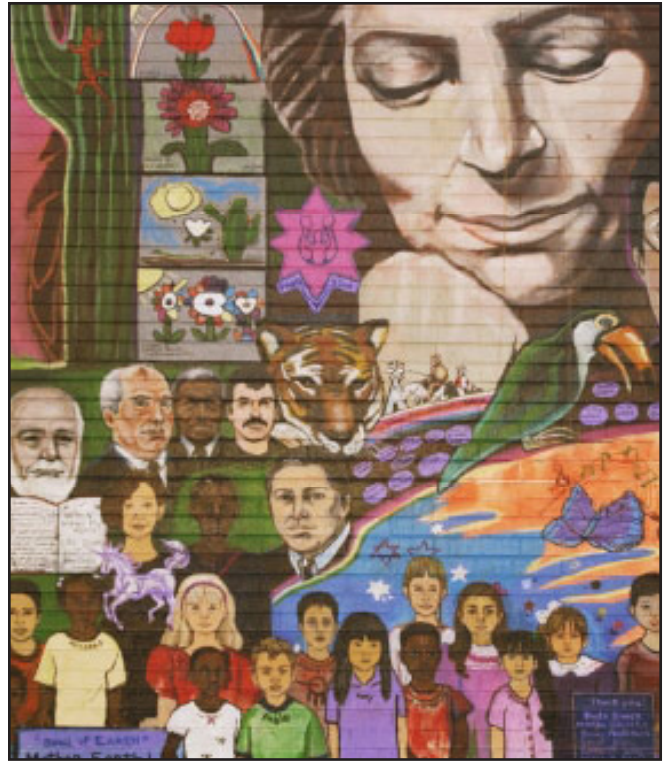
Contact:  
3405 Downing St.  
Denver, CO 80205  
(303) 296-1767  
<http://www.innercityhealth.com>

**METROPOLITAN ORGANIZATION FOR PEOPLE (MOP)**

The goal of MOP's program is Building Broad Based Resident Community Organizing Efforts

Eligibility:  
Select Low/Mod income neighborhoods

Contact:  
Mike Kromery  
303-399-2425  
[Mike@mopdenver.org](mailto:Mike@mopdenver.org)



**PLATTE RIVER INDUSTRIES**

Create market-based employment opportunities for individuals with moderate to severe disabilities.

Eligibility:  
Jobs and training for developmentally disabled

Contact:  
Platte River Industries  
[info@platteriverindustries.com](mailto:info@platteriverindustries.com)  
<http://www.platteriverindustries.com/EMPLOYME.HTM>

**PROJECT ANGEL HEART**

Provide nutritious, home delivered meals to people living with HIV/AIDS, cancer and other life-threatening illnesses.

Eligibility:  
People with life threatening illness

Contact:  
Project Angel Heart  
4190 Garfield St., Unit 5  
Denver, CO 80216  
Phone: 303-830-0202  
Fax: 303-830-1840  
<http://www.projectangelheart.org>

**SAVIO HOUSE**

24-hour crisis intervention and service referrals.

Eligibility:  
Adjudicated youth.

Contact:  
Savio House  
325 King Street  
Denver, CO 80219  
303-225-4100  
303-225-4101 Fax  
<http://www.saviohouse.org/>

**DEL NORTE**

Del Norte’s mission is to create and preserve housing and other opportunities for underserved households, including those that are low and moderate-income, Spanish-speaking and those with special needs.

Eligibility:  
Del Norte’s beneficiaries are low and moderate income families and individuals, mostly Hispanic and often immigrant families. Del Norte has a long history of working in Northwest Denver, specifically City Council District 9.

Contact:  
Del Norte  
2926 Zuni Street, #202  
Denver, CO 80211  
303-477-4774  
<http://www.delnortendc.org/>

**DENVER URBAN RENEWAL AUTHORITY (DURA)**

DURA’s redevelopment department provides tax increment financing assistance to support redevelopment / rehabilitation of blighted buildings / properties / areas throughout Denver.

Eligibility:  
Property must be blighted per statutory requirements. Planned redevelopment should eliminate blighted conditions and meet city vision for the area as identified in relevant comprehensive planning documents. Developer must evidence need for financial assistance.

Contact:  
DURA  
Cameron Bertron  
Redevelopment Manager  
303-534-3872  
<http://www.denvergov.org/HomePage/tabid/385568/Default.aspx>

**STATE HISTORICAL FUND (SHF)  
ARCHAEOLOGICAL ASSESSMENT GRANTS**

This program provides grants for the preparation of Archaeological Assessments where the request is up to \$10,000. The funds are for the collection and evaluation of archaeological information from a specific site or area for the purpose of creating a plan for preservation or additional work, not for research, preservation, or interpretation outside of preparing a plan. The SHF fosters heritage preservation through tangible and highly visible projects of direct and demonstrable public benefit.

**Eligibility:**

Grants are made only to public entities and nonprofit organizations. Private individuals and for-profit businesses may participate by finding an eligible applicant who is willing to work as a fiscal agent. A minimum cash match is recommended but not required. If the subject property is owned or occupied by a private individual or for profit entity, a 50% or greater cash match is expected. Applicants must prove that their project will benefit the public. The ability to leverage grant funds is critical.

**Contact:**

SHF  
Cynthia Nieb  
Director of Public Outreach,  
303-866-2809  
cynthia.nieb@chs.state.co.us



**STATE HISTORICAL FUND (SHF)  
EMERGENCY GRANTS**

The Fund provides grants for designated historic sites in imminent danger of being lost, demolished, or seriously damaged, when such threat is sudden and/or unexpected such as an act of nature. The SHF fosters heritage preservation through tangible and highly visible projects of direct and demonstrable public benefit.

**Eligibility:**

Grants are made only to public entities and nonprofit organizations. Private individuals and for-profit businesses may participate by finding an eligible applicant who is willing to work as a fiscal agent. A minimum cash match is recommended but not required. If the subject property is owned or occupied by a private individual or for profit entity, a 50% or greater cash match is expected. Applicants must prove that their project will benefit the public. The ability to leverage grant funds is critical.

**Contact:**

SHF  
Cynthia Nieb  
Director of Public Outreach,  
303-866-2809  
cynthia.nieb@chs.state.co.us

**STATE HISTORICAL FUND (SHF)  
GENERAL GRANTS**

This fund provides grants for historic preservation, archaeology, and for survey, planning and educational projects that involve historic resources. The SHF fosters heritage preservation through tangible and highly visible projects of direct and demonstrable public benefit.

**Eligibility:**

Grants are made only to public entities and nonprofit organizations. Private individuals and for-profit businesses may participate by finding an eligible applicant who is willing to work as a fiscal agent. Grants in excess of \$250,000 are rare. SHF may require further restrictions, such as covenants or easements, on properties receiving grants for physical work. A minimum cash match of 25% of the total project cost is required, although this requirement may be waived with justification. If the subject property is owned or occupied by a private individual or for-profit business, not less than 50% cash match is expected. Applicants must prove that their project will benefit the public. The ability to leverage matching funds is critical.

**Contact:**

SHF  
Cynthia Nieb  
303-866-2809  
cynthia.nieb@chs.state.co.us

**STATE HISTORICAL FUND (SHF)  
HISTORIC STRUCTURE ASSESSMENT GRANTS**

This program provides grants of up to \$10,000 for the purpose of hiring an architect licensed in Colorado, or an engineer working with an architect to prepare a Historic Structure Assessment report according to the mandatory SHF assessment outline. The SHF fosters heritage preservation through tangible and highly visible projects of direct and demonstrable public benefit.

**Eligibility:**

Grants are made only to public entities and nonprofit organizations. Private individuals and for-profit businesses may participate by finding an eligible applicant who is willing to work as a fiscal agent. A minimum cash match is recommended but not required. If the subject property is owned or occupied by a private individual or for profit entity, a 50% or greater cash match is expected. Applicants must prove that their project will benefit the public. The ability to leverage grant funds is critical.

**Contact:**

SHF  
Cynthia Nieb  
303-866-2809  
cynthia.nieb@chs.state.co.us

**PITON FOUNDATION**

Piton uses the majority of its private funding to develop and implement its own programs in its three areas of interest: improving pre-kindergarten-high school education, expanding economic opportunities for families, and strengthening lower-income communities.

**Eligibility:**

Low/Mod Income Families

**Contact:**

Piton Foundation  
370 17th Street, Suite 5300  
Denver, CO 80202  
Phone: 303-825-6246  
<http://www.piton.org/>



# Workforce Development

## General

### VETERANS SERVICES

Integrated services to Vet customers with disabilities and/or homeless; advisor to businesses; integrate services offered with Vet Reps, Disability Navigators, and Homeless Initiative

Eligibility:

Disabled Vets  
Homeless Vets

Contact:

Office of Economic Development  
720-913-1999

### ENTREPRENEURIAL EDUCATION PROGRAM

Partner with community based organizations to provide resources and training to Denver youth interested in starting their own businesses; increase youth access to subsidized work experience in small business settings.

Eligibility:

Denver Youth seeking startup experience

Contact:

Office of Economic Development  
720-913-1999

### FINANCIAL EDUCATION

Money Myths, Financial Services (with Bank tour), Credit, Financial Products

Eligibility:

Temporary Assistance to Needy Families (TANF) and Refugee participants

Contact:

Office of Economic Development  
720-913-1999

### FIRST SOURCE

Employment recruitment for businesses, job placement priority for Denver residents, and partner support to satellite workforce centers

Eligibility:

Jobseekers, Businesses

Contact:

Office of Economic Development  
720-913-1999

**FITZSIMMONS PROJECT**

Supports, Job Search, Skills Development and Training, Job Coaching in Healthcare industry Career Readiness Certificate for some positions.

Eligibility:

Jobseekers, businesses

Contact:

Office of Economic Development  
720-913-1999

**HOMELESS INITIATIVE**

Customized Job Development for Homeless Population, Work Experience/On-the-Job Training (OJT), Supports, Job Search, Job Coaching, Training Awards, Skills Development and Training Certifications.

Eligibility:

Job-seeking homeless population

Contact:

Office of Economic Development  
720-913-1999

**INDIVIDUAL DEVELOPMENT ACCOUNTS (IDA)**

Information, orientation, application administering and reporting on customers in savings plans.

Eligibility:

Low-income working residents

Contact:

Office of Economic Development  
720-913-1999

**OFFENDER PROGRAM (NEW DEVELOPMENT)**

Program between Denver’s Office of Economic Development and the Denver County Juvenile and District courts; provides juvenile offenders with job readiness training, work placement and basic support to obtain successful and sustainable employment.

Eligibility:

Juvenile offenders

Contact:

Office of Economic Development  
720-913-1999

**EARNED INCOME TAX CREDIT (EITC)**

Information, free/low cost income service

Eligibility:

All Denver residents

Contact:

Office of Economic Development  
720-913-1999

**TURNABOUT WORKFORCE INNOVATION  
IN REGIONAL ECONOMIC DEVELOPMENT (WIRED)**

Train ex-offenders for placement in energy sector jobs

Eligibility:

Job seeking Ex-Offenders

Contact:

Office of Economic Development  
720-913-1999

**CORE/INTENSIVE TRAINING**

Computer Classes from Basic to Intermediate to Advanced; Career Development Classes - Interviewing, Resume formatting, salary negotiation, financial literacy; Classes upon request - Spanish, specific groups, etc.

Eligibility:

Jobseekers

Contact:

Office of Economic Development  
720-913-1999

**YOUTH EMPLOYMENT PROGRAM**

Providing employment and training services that will help youth gain workforce, knowledge, skills and abilities that will lead to rewarding, successful and sustainable employment.

Eligibility:

Denver Youth

Contact:

Office of Economic Development  
720-913-1999

**TANF (TEMPORARY ASSISTANCE FOR NEEDY FAMILIES)**

Training and assessment; job readiness and skill development; GED/Basic Skills/ESL; vocational education; Work Experience (WE)/On the Job Training (OJT); job search; supportive services; family counseling services; employment incentives; job retention and career advancement services, ESL.

Eligibility:

TANF includes public assistance applicants and recipients, as well as low-income families that have transitioned from public assistance into employment

Contact:

Office of Economic Development  
720-913-1999

**DISABILITY PROGRAM NAVIGATORS/ BENEFITS PLANNERS**

Disabilities-Integrated services to customers with disabilities; disability advisor to businesses  
Social Security Benefits-provide info to Social Security beneficiaries to support informed work choices

Eligibility:  
Jobseekers, businesses

Contact:  
Office of Economic Development  
720-913-1999

**DENVER WORKFORCE CENTERS**

Supports job search, skills development and training, job coaching, Work Experience/ On the Job Training Awards, certifications, labor market information, job postings, customized recruitments and industry specific job fairs. Customized job training for the DIA Population: SIDA Badge Testing, Refugee Specific Training, Cash Handling and Customer Service training.

Eligibility:  
Jobseekers, businesses

Contact:  
Speer (Adult/Youth)-1391 North Speer Blvd. Suite 500  
Phone: 720.865.5619  
Fax: 720.865.5685

Westside-1200 Federal Blvd.  
Phone: 720.944.1615  
Fax: 720.944.4131

Stapleton-3401 Quebec Street, Suite 7700  
Phone: 720.865.0060  
Fax: 720.865.0091

DIA-8500 Pena Blvd.  
Phone: 303.342.2590

**DENVER UNIVERSITY COMPUTER ADMINISTRATION  
WORKFORCE INNOVATION IN REGIONAL ECONOMIC DEVELOPMENT (WIRED)**

Short, intensive workforce training then placement in IT, bioscience, aerospace, and energy jobs.

Eligibility:  
Jobseekers

Contact:  
Office of Economic Development  
720-913-1999



**MILE HIGH YOUTH CORP**

Job training/experience through a summer youth program resulting in a stipend and potentially college/vocational training assistance.

Eligibility:

Youth (16-19 years of age) income-qualified

Contact:

Office of Economic Development  
720-913-1999

**CAREER-READY COLORADO CERTIFICATE (CRC)**

Nationally recognized work skills certification given at bronze, silver, and gold levels.

Eligibility:

Regional jobseekers/businesses

Contact:

Office of Economic Development  
720-913-1999

**CORE/INTENSIVE ASSESSMENT**

Key Train, Work Keys, Enneagram, Success Profiler, O\*Net, LMI Gateway, 4Mat Learning Styles, Career Edge, TABE - facilitation and results interpretation.

Eligibility:

Jobseekers

Contact:

Office of Economic Development  
720-913-1999

**SECTOR EXPANSION TEAM**

Industry-specific approach to workforce development is a sustained partnership of employers, workforce development organizations, educational institutions and other key stakeholders that identifies the highest-priority workforce challenges within an industry, develops solutions for multiple employers within a region and promotes systemic change to benefit industry, workers and the economy.

Eligibility:

Jobseekers, Businesses

Contact:

Office of Economic Development  
720-913-1999

**CONSTRUCTION EXPANSION TEAM**

Providing workforce development solutions to industry businesses including: job orders, wage subsidy, customized training, assessments, recruitment activities, referrals for other Office of Economic Development services.

Eligibility:  
Jobseekers, Businesses

Contact:  
Office of Economic Development  
720-913-1999

**HEALTHCARE EXPANSION TEAM**

Providing workforce development solutions to industry businesses including: job orders, wage subsidy, customized training, assessments, recruitment activities, referrals for other Office of Economic Development services.

Eligibility:  
Jobseekers, Businesses

Contact:  
Office of Economic Development  
720-913-1999

**ENERGY EXPANSION TEAM**

Providing workforce development solutions to industry businesses including: job orders, wage subsidy, customized training, assessments, recruitment activities, referrals for other Office of Economic Development services

Eligibility:  
Jobseekers, Businesses

Contact:  
Office of Economic Development  
720-913-1999

**COMMUNITY PARTNERSHIPS**

Providing in and out-of-school youth with a variety of life skills, basic needs services, career exploration and exposure to local targeted industries, opportunity to earn high school diploma, study for the GED, participate in vocational/apprenticeship training and active citizenship academies.

Eligibility:  
Denver youth ages 16-21

Contact:  
Office of Economic Development  
720-913-1999

**CIVIC LEADERSHIP PROGRAM**

Providing youth with leadership and civic engagement opportunities; increase the understanding and heighten their awareness of the electoral and legislative process; partner with community based organizations and other leadership development programs.

Eligibility:  
Denver Youth

Contact:  
Office of Economic Development  
720-913-1999

**A/D WORKS EXPERT TECH ACADEMY WORKFORCE INNOVATION IN REGIONAL ECONOMIC DEVELOPMENT (WIRED)**

Development of an Expert Technician Academy towards job placement in the industry.

Eligibility:  
Jobseekers

Contact:  
Office of Economic Development  
720-913-1999

**DENVER EMPLOYMENT FIRST**

Assessment, Adult Education, Training, job seeking skills, job placement, workfare. Work experience; vocational skills training; job readiness; GED Prep, contextual learning

Eligibility:  
Food Stamp applicants and recipients

Contact:  
Office of Economic Development  
720-913-1999

**TARGETED ASSISTANCE GRANT (TAG)**

Assessment, Education, Training, Work experience, job seeking skills, subsidized and unsubsidized employment, support services including interpretation services

Eligibility:  
Denver County Refugees and Asylees, referrals from identified voluntary agencies and Temporary Assistance to Needy Families (TANF) workers

Contact:  
Office of Economic Development  
720-913-1999

**WAGE SUBSIDY PROGRAMS**

On-the-Job Training (OJT), up to 6 months. Specialized recruitments for entry level positions. Increase skills, work experience, up to 50% reimbursement of wages.

Eligibility:

Must provide Unemployment Insurance (UI) and Workers Comp

Contact:

Office of Economic Development  
720-913-1999

**WORK OPPORTUNITY TAX CREDIT**

The Work Opportunity Tax Credit (WOTC) is a federal income tax credit that encourages employers to hire seven targeted groups of job seekers who begin work before September 1, 2011.

Eligibility:

Temporary Assistance to Needy Families (TANF), veterans receiving Food Stamps, disadvantaged ex-felons hired no later than 1 year after conviction or release, High risk youth 18-24 or summer youth 16-17 residing in a federally designated Empowerment Zone, Enterprise Community, or Renewal Community. Vocational Rehabilitation referrals. Food Stamp recipients ages 18-40, recipients of Supplemental Security Income (SSI)

Federal regulation: <http://www.doleta.gov/business/Incentives/opptax>

State regulations: <http://www.coworkforce.com/emp/taxcredits.asp>

Contact:

Office of Economic Development  
720-913-1999

**JOB PROFILING**

Work tasks and skills analysis which leads to the creation of a job profile for a particular position for a particular employer. The profile would be used for recruitment of new candidates and advancement of incumbents. Utilizes ACT/ Work Keys principles.

Eligibility:

Businesses

Contact:

Office of Economic Development  
720-913-1999



# Special Districts

## LOCAL IMPROVEMENT DISTRICT

Authorizes the creation of local improvement districts to provide funds for the construction of local public improvements within the right of way. Such improvements may include the construction of streets, alleys and sewer mains and installation of streetscape amenities such as benches, lights and vegetation. Governed under City Charter. Both residential and commercial property may be assessed.

### Eligibility:

By petition of property owners of at least 35 percent of area property, based on the assessment methodology. Manager of Public Works may initiate district formation. Owners of 35 percent of property in a petition-initiated district may petition for remonstrance to stop the district formation from moving forward.

Board of Directors: Not applicable.

Cost apportionment: Assessed in proportion to benefits received.

### Contact:

Brendan Kelly  
 Public Works Policy and Planning  
 brendan.kelly@denvergov.org  
 720-913-4503

## LOCAL MAINTENANCE DISTRICT

Authorizes the creation of local maintenance districts to provide for the continuing care, operation, security, repair and maintenance of improvements within pedestrian areas of the public right-of-way. Governed under City Charter. Both residential and commercial property may be assessed.

### Eligibility:

By petition of property owners of at least 35 percent of area property, based on the assessment methodology. Manager of Public Works may initiate district formation. Owners of 50 percent of property in a petition-initiated district may petition for remonstrance to stop the district formation from moving forward.

Board of Directors: Each maintenance district has a board of directors consisting of 5 members. At least three (3) members of each district must be owners or representative of owners of real property within the district. Board members are appointed by the Mayor for three (3) year terms and can be removed for cause. The Manager of Public Works sits on the board of each district. The Manager must approve the use of district assessment funds. District contracting activities are not subject to the City's contracting requirements. Cost apportionment: Assessed in proportion to benefits received.

### Contact:

Brendan Kelly  
 Public Works Policy and Planning  
 brendan.kelly@denvergov.org  
 720-913-4503

**BUSINESS IMPROVEMENT DISTRICT**

Business Improvement Districts (BID's) are typically used to construct and maintain public improvements in established commercial areas and to provide other business services. A municipality's governing body sits as ex-officio board of directors for the district, but may appoint a Board of Directors. Governed under State Statute. Only commercial property may be assessed.

1. An organizational petition shall be signed by persons who own real or personal property in the service area of the district having an assessed value of not less than 50% of the assessed value of all real and personal property in the district, and who own at least 50% of the acreage in the district as filed in the City Clerk and City Council offices.
2. City Council approves the petition by ordinance, organizing the BID.

**Eligibility:**

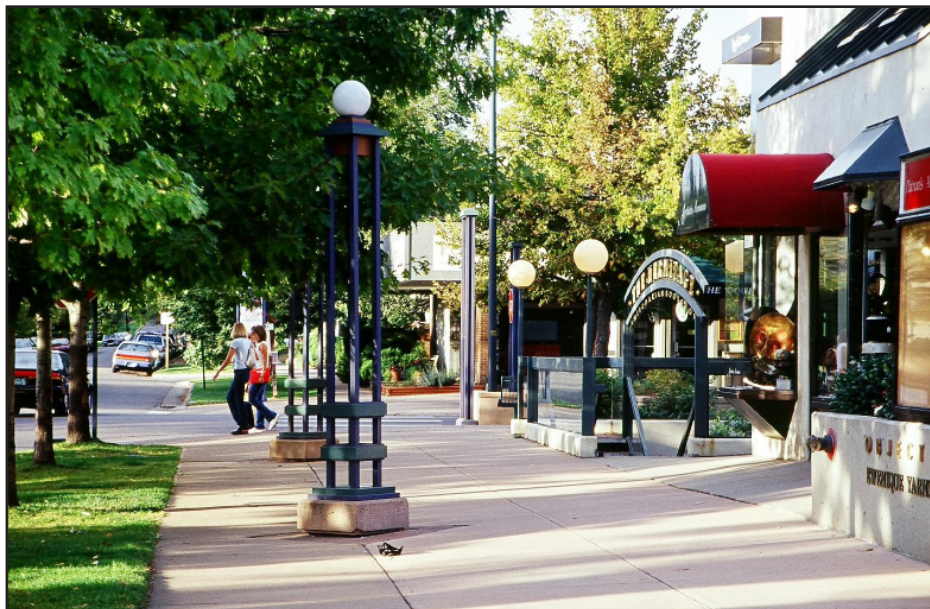
**Governance:** The BID is governed either by a board of directors of not fewer than five electors appointed by City Council or by the mayor if so designated by City Council. The Board members serve at the pleasure of the City for terms provided for by ordinance.

**Funding:**

- a. To borrow money, incur indebtedness and issue negotiable bonds upon a vote of electors in the BID.
- b. To fix rates, tolls, or charges for any services or improvements furnished by the district. Such revenue may be pledged to pay district bonds.
- c. To levy and collect ad valorem taxes on and against all taxable commercial property within the boundaries of the district.

**Contact:**

Brendan Kelly  
Public Works Policy and Planning  
brendan.kelly@denvergov.org  
720-913-4503



**METROPOLITAN DISTRICT**

Metropolitan Districts are the most common form of State Statute special districts. Metropolitan Districts may provide ambulance services, fire protection, hospital, mosquito control, park and recreation, safety protection (i.e., traffic and safety controls and devices on streets and highways), sanitation, street improvements, television relay and translation, transportation, and water development. Governed under State Statute. Both residential and commercial property may be assessed.

1. Approval by City Council of the District’s service plan, which is the document that governs the District’s actions;
2. A petition signed by 30% or 200 of the electors of the District, whichever is less is approved by the District court and an election is ordered; and
3. Approval of the District by the electors within the District.

Eligibility:

Governance:

A metropolitan district is governed by a five member board of directors. A director must be an elector of such district, defined as a person who, at the time, is registered to vote in the State and: (I) who has been a resident of the district for not less than thirty days; or (II) who, or whose spouse, owns taxable real or personal property situated within the boundaries of the district, whether said person resides within the district or not. There is no City appointment. The board is responsible for the administration of the district, annual budgeting and levying of taxes, rates, and charges sufficient to pay operating costs and debt service of the district.

Financial Powers:

1. A special district has the power
  - a. To fix, charge and collect fees, rates, tolls, penalties or charges for services, programs or facilities;
  - b. To levy and collect ad valorem taxes on and against all taxable property within the special district;
  - c. To issue general obligation and revenue bonds of the special district; and
  - d. To use the taxes and other revenue to pay off bonds and for maintenance and operating costs.
  - e. To issue revenue bonds.
2. Issuance of bonds or other debt requires an election and approval by the electors of the district.

Contact:

Brendan Kelly  
 Public Works Policy and Planning  
 brendan.kelly@denvergov.org  
 720-913-4503

**GENERAL IMPROVEMENT DISTRICT**

General Improvement Districts (GID's) are allowed to construct, install or acquire any public improvement except solid waste disposal improvements and services. Governed under State Statute. Both residential and commercial property may be assessed.

**Eligibility:**

Initiated by a petition filed with the City Clerk, signed by the lesser of 30% or 200 electors owning taxable real or personal property within the district.

2. Sub areas within the district may be formed.

**Governance:**

City Council is the board of directors of the district. By ordinance, an advisory board may be created to oversee the GID.

**Funding:**

- a. May assess ad valorem taxes and charge rates, tolls and charges for services or facilities.
- b. May issue general obligation and revenue bonds.
- c. Debt in excess of \$5,000 must be approved by the electors within the district

**Contact:**

Brendan Kelly  
Public Works Policy and Planning  
brendan.kelly@denvergov.org  
720-913-4503





**GROWDENVER**  
The Office of Economic Development