

KEEP RiNO WILD



Now is the time for a RiNo BID

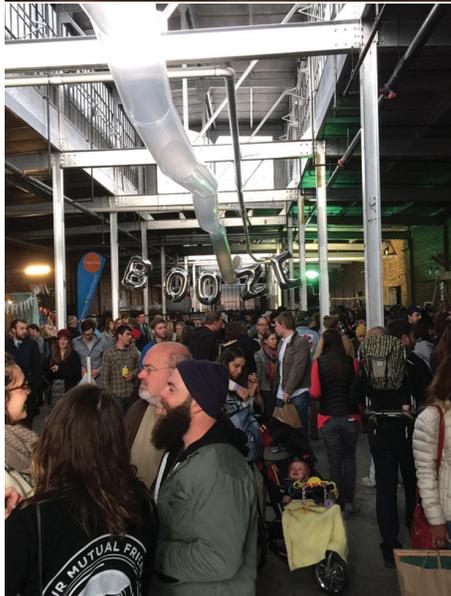
This fall, the River North Art District will celebrate our 10th year — and we're booming! Together we have built a strong collective community, with creativity and innovation at the forefront, and investment from the public and private sector is abounding. To manage this growth as a district, we must make a plan to leverage these investments by creating a strong unified voice to influence policy, develop partnerships, and attract additional funding. The RiNo Art District Board of Directors, Urban Improvement Committee, stakeholders, small businesses, residents and volunteers have worked hard to create, develop and sustain the momentum of our dynamic community. It is important to maintain our unique artistic, industrial personality, and the BID is a tool that can help contribute to RiNo's long-term success.

We've built this vibrant community into one of the state's hottest neighborhoods and our goal with the Business Improvement District is to **Keep RiNo Wild** — we hope you'll support us.

- Tracy Weil,
Board Chair
and Co-Founder



[RiNo] The River North Art District — a neighborhood characterized by industry and warehouses with an eclectic mix of startups, restaurants, creative businesses, and a state-certified creative district.



WHAT IS A BID?

A BID is a local district financing tool used to help stakeholders collectively plan, fund, and implement services and improvements to their neighborhood.

BIDS:

- Are established by local stakeholders through a petition process and vote on financial matters. Commercial property owners sign the petition; commercial property and business tenants vote in a TABOR election.
- Raise money through a mill levy assessment on commercial property.
- Come together through the commitment of those invested in the area. Property and business owners produce the boundaries, budget, assessment rate, and plan.
- Reinvest money back into the area to fund collectively agreed-upon services.

SERVICES TO BE FUNDED BY THE RINO BID

RiNo Advocacy

- The unified voice of RiNo on all matters related to preserving and advancing its unique character
- Representation, development, planning, policy, partnerships

RiNo Branding, Marketing, Activation

- Brand development, marketing, events and programming
- Providing awareness, recognition, promotion and education about businesses and creatives in the district

RiNo Placemaking

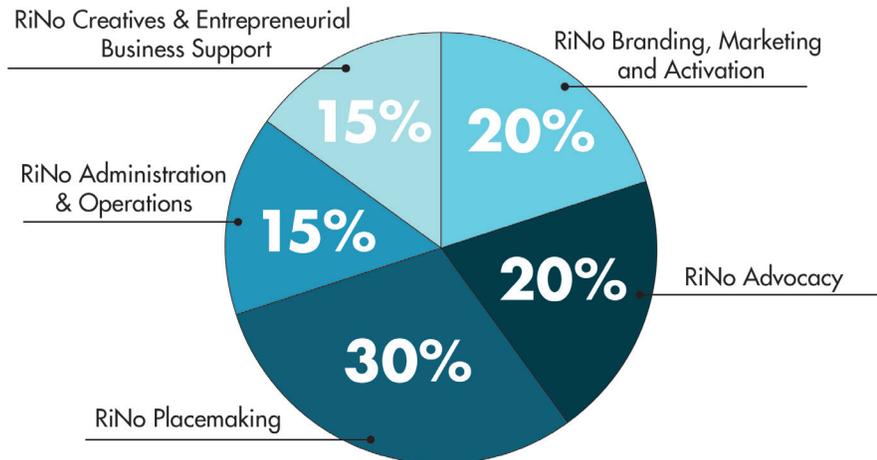
- Keeping the character and creating an authentic experience
- Public realm amenities (benches, bike racks, etc.), wayfinding, beautification (public art, greening), activation (events, programming, alleys), advocacy for hard infrastructure, upkeep and maintenance

Business Support for RiNo Creatives & Entrepreneurs

- Keeping RiNo affordable and promoting its entrepreneurs and artists
- Artist advocacy, business support, community arts center/event space, grant and no/low interest loan programs

BID BUDGET

The first-year budget will be approximately \$500,000



WHY A BID IN RINO?

A BID WILL:

- Create a collective voice to accomplish the long-term goals of the neighborhood.
- Purposefully improve and advance RiNo while keeping it affordable for its creatives, entrepreneurs and small businesses.
- Be an advocate for RiNo to influence and direct policy, develop strategic partnerships, and leverage its budget by attracting grants and additional funding, thereby providing financial sustainability.
- Retain RiNo's unique urban and industrial character, and keep the creative entrepreneurial spirit at the heart of RiNo.
- Create an accessible, desirable area where people want to visit, engage and invest.

Did you know?

The Downtown Denver BID leveraged a combination of foundation and crowdsource funding to establish a bike lane on Arapahoe Street.

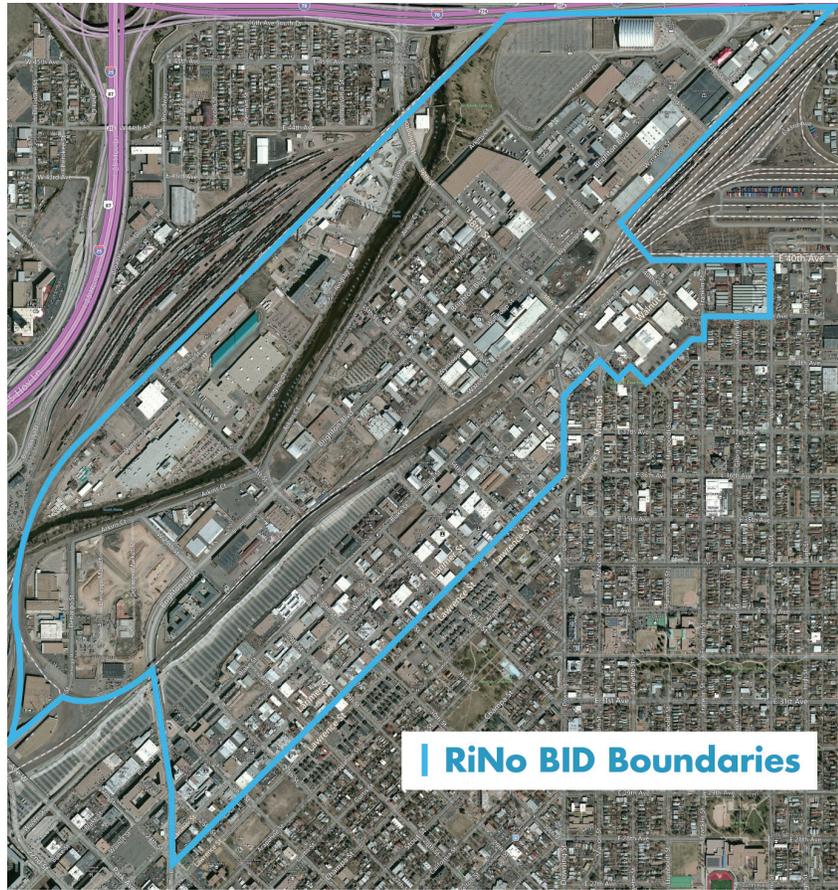
“Forming a Business Improvement District is RiNo’s best opportunity to support and retain the arts as an integral part of its community fabric.”

– Justin Croft, Zeppelin Development

Did you know?

There are 11 BID's within the City of Denver, and more than 1,200 BID's across the United States.

The New Rochelle BID in New York used their BID to attract state grants to help create affordable artist housing.



“The BID will help RiNo become a neighborhood where the arts, businesses, and residents come together to create a community.”

– Sonia Danielsen, Bindery on Blake

WHAT WILL MY BID ASSESSMENT BE?

The assessment rate will be **4 mills (.004) of assessed value** (not actual value) of commercial property. Residential property is not assessed in a BID.

BID GOVERNANCE

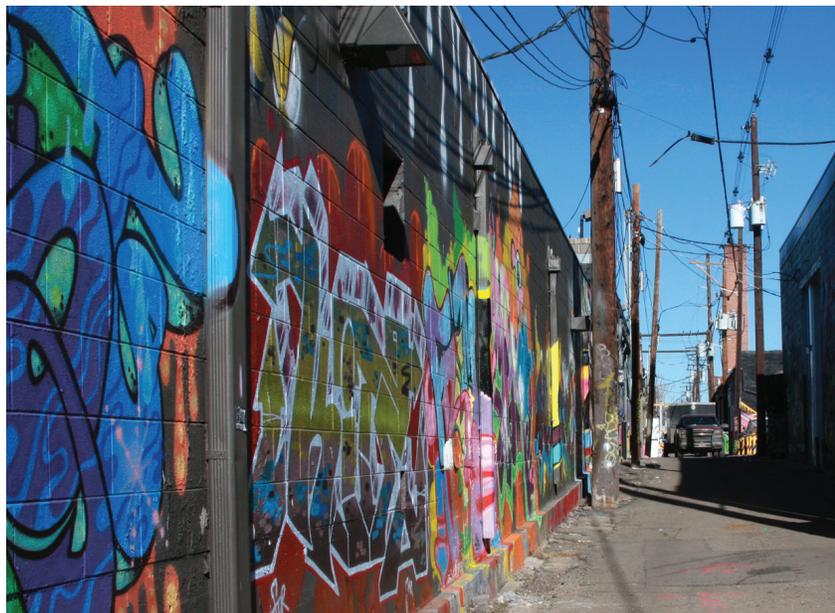
The BID plans to contract with the RiNo Art District 501(c)(6) organization to deliver services and will be governed by a 7-member board comprised of a mix of property and business owners, as well as artists. The initial BID board will be:

- Tracy Weil - RiNo Art District Chair, Artist
- Andrew Feinstein - EXDO Management
- Justin Croft - Zeppelin Development
- Bryan Slekes - Great Divide
- Sonia Danielsen - Bindery on Blake
- Mike Mancarella - Iron-ton Studios, Junoworks
- Tai Beldock - Erico Motorsports

The BID will have an initial 10-year term, after which stakeholders may ask City Council to renew the BID by ordinance if successful, or disband the BID if dissatisfied.

Did you know?

BID's create partnerships with the City and County to seek productive and progressive relationships in all government-related subjects, including infrastructure and zoning.



WHAT'S NEXT

BID Petition: Signatures from BID property owners representing over 50% of assessed value and over 50% of acreage must be obtained

TABOR Election: Simple majority support of those returning ballots (commercial property owners and business tenants vote)

TIMELINE

SPRING



SUMMER

City Council public hearing to create ordinance

FALL



EARLY 2016

BID assessments begin

“The proposed RiNo BID is a tool that would undoubtedly help shape the future of this unique neighborhood. Whether it is to leverage additional resources or advocate for progress, this tool is a step in the right direction.”

– Bryan Slekes, Great Divide

RINO BID CO-CHAIRS

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FOR MORE INFO VISIT WWW.RINOBID.ORG

Cover mural art by Patrick McGregor

Did you know?

The Wynwood BID in Miami works with the Wynwood Art District 501c(3) to procure grants and foundation funding to strengthen the area as a hub for artists and entrepreneurs by boosting art initiatives and making the area more safe and friendly.

