



# RiNo BID Board Meeting

Zoom | March 27, 2024



# RiNo BID Board Meeting Agenda

1. Call to Order
2. Public Comment Period
3. Voting Matters
4. Informational Matters
5. Adjourn



# Public Comment Period

*Diana Merkel*





# Voting Matters

*Diana Merkel*



# Meeting Minutes

- **Vote:** Do all BID Board members who were present at the 2/28 and 3/13 board meetings approve the meeting minutes?





# Financial Statements

*Ed Rapp*



# RiNo BID Financial Statements

**As of 2/29/24:**

- **Cash in the bank at the end of the period is \$610,527**
- **YTD Net Income (NI) is a \$775,729. High Net income is attributable primarily to:**
  - **New year flows tax revenues and low 1Q expense activity**
- **YTD Revenue achievement of \$869,683 is 31% of full 2024 budget**
- **YTD General expenses are 19% of full 2024 budget**
- **YTD Advocacy expenses are 0% of full 2024 budget**
- **YTD Branding, Marketing and Activation expenses are 1% of full 2024 budget**
- **YTD Infrastructure expenses are 6% of full 2024 budget**
- **YTD Creatives/Entrepreneurial expenses are -14% of full 2024 budget**
  - **Note: In February 2024, KRW refunded \$116.5k to BID for expenses that were over reimbursed in 2023 → \$52.5K to Mural Program expense account, \$60k to Art Festival, \$4k to Creative Support**
- **All Bank Reconciliations have been completed through February 29, 2024**



# Statement of Net Position as of 2/29/24

## ASSETS

### Current Assets

#### Bank Accounts

1030 BID Mill Levy 3471	544,304.21
1035 BID Money Market xx5997	66,223.23

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<b>Total Bank Accounts</b>	<b>610,527.44</b>
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#### Accounts Receivable

1110 Accounts Receivable	965,206.79
<b>Total Accounts Receivable</b>	<b>965,206.79</b>

#### Other Current Assets

1115 Property Taxes Receivable	1,846,939.55
1300 Prepaid Expenses (Expensed Mo)	8,320.76

1350 Prepaid Short-term Expenses	0.00
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<b>Total Other Current Assets</b>	<b>1,855,260.31</b>
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<b>Total Current Assets</b>	<b>3,430,994.54</b>
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<b>TOTAL ASSETS</b>	<b>\$3,430,994.54</b>
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## LIABILITIES AND EQUITY

### Liabilities

#### Current Liabilities

##### Accounts Payable

2000 Accounts Payable	374,625.10
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<b>Total Accounts Payable</b>	<b>374,625.10</b>
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##### Other Current Liabilities

2100 Due to RAD	0.00
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2250 Deferred Tax Revenue	1,846,939.55
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<b>Total Other Current Liabilities</b>	<b>1,846,939.55</b>
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<b>Total Current Liabilities</b>	<b>2,221,564.65</b>
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<b>Total Liabilities</b>	<b>2,221,564.65</b>
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### Equity

3200 Retained Earnings	-328,993.13
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3210 Restricted for Emergencies	68,500.00
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3220 Unrestricted	694,193.71
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Net Income	775,729.31
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<b>Total Equity</b>	<b>1,209,429.89</b>
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<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$3,430,994.54</b>
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# Statement of Activities YTD as of 2/29/24

<b>INCOME</b>	
4100 PROPERTY TAXES	
4110 BID District 135-Business Impro	834,970.76
4210 BID Specific Ownership Tax Dist	34,630.40
<b>Total 4100 PROPERTY TAXES</b>	<b>869,601.16</b>
6910 Interest Income	81.35
<b>Total Income</b>	<b>869,682.51</b>
<b>GROSS PROFIT</b>	<b>869,682.51</b>
<b>EXPENSES</b>	
7400 GENERAL BUSINESS EXPENSES	
7311 Management & Administration	124,732.84
7312 Accounting	4,782.00
7313 Occupancy	9,500.00
7350 Legal - Attorney's Fees	2,116.00
7440 Insurance	404.92
7480 City of Denver Tax Collection F	8,349.71
7490 Bank Fees	-0.01
<b>Total 7400 GENERAL BUSINESS EXPENSES</b>	<b>149,885.46</b>
8200 BRANDING, MARKETING, ACTIVATION	
8210 Website, Internet & Social Medi	966.66
<b>Total 8200 BRANDING, MARKETING, ACTIVATION</b>	<b>966.66</b>
8300 INFRASTRUCTURE	
8316 Trash Cans	10,281.67
8328 Mobility	1,300.00
8330 General Projects	7,500.00
8337 Park Buildings-Interstate Building Design	40,525.41
<b>Total 8300 INFRASTRUCTURE</b>	<b>59,607.08</b>
8400 CREATIVES/ENTREPRENEURIAL BUSIN	
8415 Mural Program	-52,500.00
8421 Art Festival	-60,000.00
8424 Creative Support	-4,006.00
<b>Total 8400 CREATIVES/ENTREPRENEURIAL BUSIN</b>	<b>-116,506.00</b>
<b>Total Expenses</b>	<b>93,953.20</b>
<b>NET OPERATING INCOME</b>	<b>775,729.31</b>
<b>NET INCOME</b>	<b>\$775,729.31</b>



# Financial Statements

- **Vote:** Does the BID Board approve the February financials?



# Clean Team Ambassadors RFP

- RFP open from March 11 – March 27
- Public RFP distributed via the RiNo [website](#), IDA website, and announcements
- Looking for 1-2 representatives from both the GID and BID to be part of a selection committee to assist with reviewing proposals, interviewing candidates, and selecting a vendor
- Reviews should occur between March 28 – April 5
- Potential interviews will be conducted as needed and dependent on the selection committee's and interviewee's schedules





RiNo Art District

REQUEST FOR PROPOSALS

Clean Team Ambassadors

**Funded by the RiNo Art District's:**

**Business Improvement District (BID) & General Improvement District (GID)**

RFP Issue Date: Monday, March 11, 2024

RFP Amendment #1 Date: Thursday, March 21, 2024

Amendment changes are in **red text**

RFP Response Deadline: **Wednesday, March 27, 2024, 5:00pm**

Interview Date: **To be coordinated with selected candidate(s)**

Please send proposals to [sarah@rinoartdistrict.org](mailto:sarah@rinoartdistrict.org)



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## BACKGROUND

### Purpose

The RiNo Art District is seeking proposals from highly qualified vendors to operate public space Clean Team Ambassadors within the boundaries of RiNo's BID and GID. RiNo's Ambassadors will perform cleaning and maintenance services intended to enhance the appearance and attractiveness of public spaces that primarily include walkways and amenity zones (curb and gutter to building line), major pedestrian and bicyclist connections, and a park.

The efforts of the Clean Team are consistent with RiNo's philosophy that positive perceptions of the district as a clean, safe, and inviting place to work, live, and visit depend on several factors. These include continuous attention to maintenance activities (i.e., litter removal, graffiti removal, servicing trash and recycling bins, weed removal, power washing surfaces, etc.) as well as creating and maintaining a safe, pedestrian-friendly atmosphere.

In addition to possessing professional skills to perform necessary work, Clean Team Ambassadors must be dependable, trustworthy, enthusiastic, and personable. Clean Team Ambassadors perform their work in public areas, where they are seen and observed by hundreds of people every day. As representatives of RiNo, Ambassadors interact with a wide range of diverse people, and must be able to communicate and perform their duties in a clear and friendly manner.

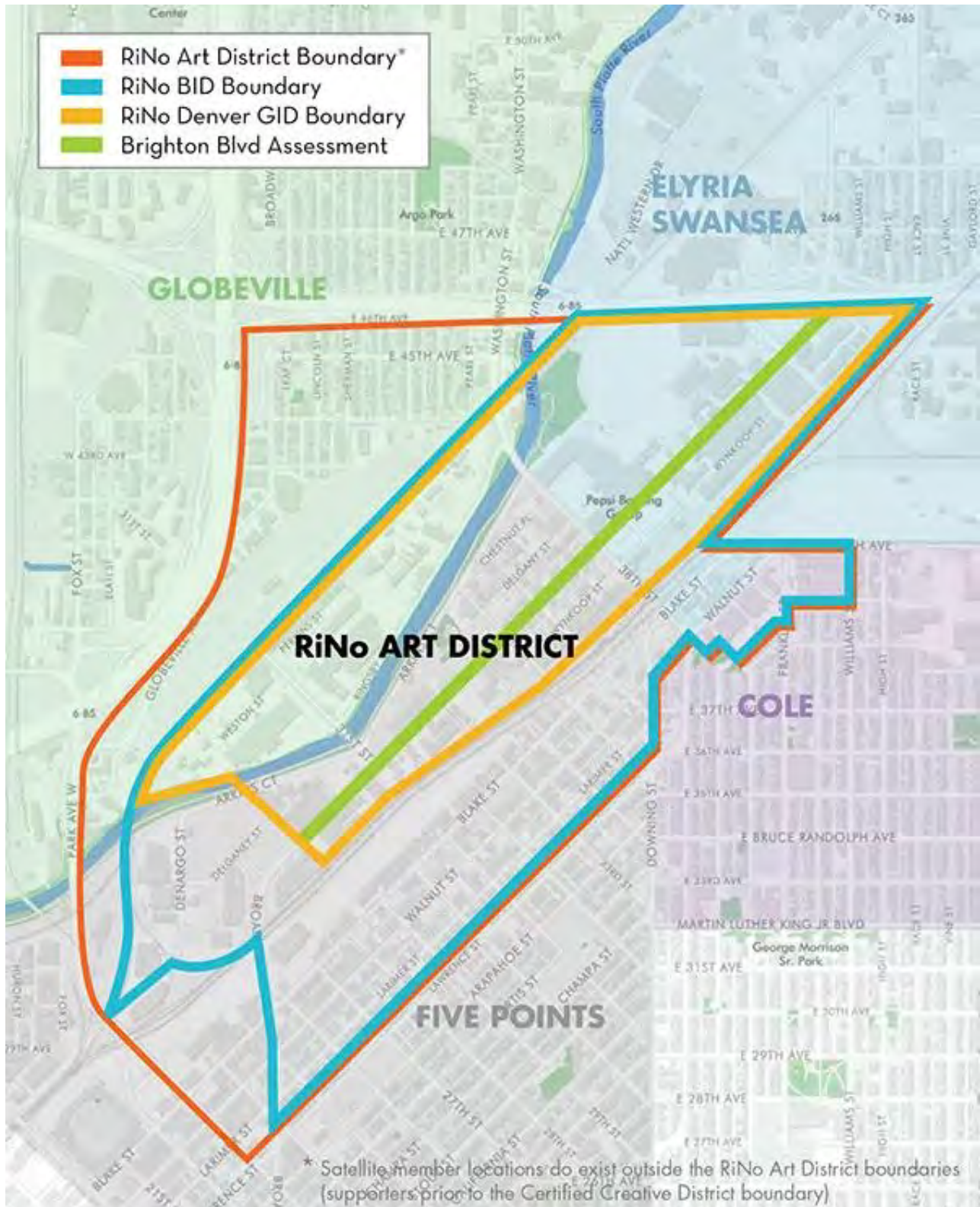
### About the RiNo Art District

Located just northeast of downtown Denver, RiNo includes a remarkable concentration of creative businesses, including architects, art galleries, designers, furniture makers, illustrators, painters, media artists, photographers, sculptors, and an array of studio spaces. RiNo is "Where Art Is Made" in Denver. As a former industrial hub, the RiNo Art District is part of the four historic neighborhoods of Five Points, Cole, Globeville, and Elyria-Swansea. During the turn of the last century, the area was home to foundries, pattern shops and industrial uses that helped drive the economic success of Denver. As industry moved out of the city's core in the late 80s and 90s, the corridor was left with several vacant warehouses and failing infrastructure. During this time, artists began to populate the area as prices were very affordable and the area was a fertile ground for arts, artists, and creatives. In 2004, local neighborhood leaders and the City and County of Denver began work on the River North Plan to consider ways to revitalize the area. In 2005, local artists Tracy Weil and Jill Hadley-Hooper joined forces and created the River North (RiNo) Art District, with the desire to form a creative community that would connect the artists that made the area their home.

Over the last decade, the Business Improvement District, General Improvement District, and the Keep RiNo Wild nonprofit 501(c)(3) were formed. The RiNo Art District nonprofit 501(c)(6) ensures cohesion across all entities and the delivery of initiatives in an equitable and community-driven manner. Together, the RiNo Art District family of organizations fund and support our community through advocacy, public realm and infrastructure improvements, artist support, community programming, business support, and events.



Image 1: RiNo's Organizational Boundaries





## SCOPE OF WORK

### Service Areas

The selected Vendor will provide the maintenance services outlined in this RFP in primarily high-use commercial areas within the BID and GID boundaries. The area is generally bounded by the South Platte River, Broadway, Larimer Street, N Downing Street, 38<sup>th</sup> Street, and Brighton Boulevard to 44<sup>th</sup> Street. Please reference Image 2 for a map of the service areas for illustrative purposes only. Certain geographic areas are excluded from the contract since they aren't considered dense commercial corridors/areas.

Below is a description of the main service areas:

- Larimer Street from Broadway to N Downing Street
- Walnut Street from Broadway to intersection of E 40th Avenue & Franklin Street
- Blake Street from Broadway to intersection of E 40th Avenue & Franklin Street
- All cross streets between Larimer Street and Blake Street from Broadway to the intersection of Blake Street and Franklin Street (note: Larimer Street ends at N Downing Street, so only cross streets connecting Walnut Street and Blake Street from N Downing Street and the intersection of Blake Street and Franklin Street will be serviced)
- Broadway Underpass
- Brighton Boulevard from Broadway to 44th Street
- 38th Street from Blake Street to Arkins Court
- 35th Street pedestrian bridge and landings
- Wazee Street from 35th Street to 36th Street
- 35th Street from Wazee Street to Chestnut Place
- 36th Street from Wazee Street to Chestnut Place
- Wynkoop Street from 35th Street to 38th Street
- Delgany Street from Festival Street to 38th Street
- Chestnut Place from 35th Street to 38th Street
- 31<sup>st</sup> Street from Brighton Boulevard to Arkins Court
- RiNo Art Park (see scope of work)





Image 2: Illustrative Map of Service Areas





## Clean Team Ambassador Service Needs

The RiNo Art District seeks proposals from qualified firms to provide cleaning and maintenance services as necessary. Duties shall include, but not be limited to, the following:

### **Trash & Recycling Bin Service**

- Remove waste from RiNo's trash and recycling bins located throughout the district, and ensure waste is properly disposed of (e.g., do not commingle trash and recycling).
- Inspect bins for maintenance needs (e.g., identify need for new bin liners or logos).

### **Surface Cleaning & Sanitation**

- Walk, inspect, and clean district surfaces, providing pan and broom service picking up litter, debris, and large items.
- Spot wash as necessary for specific, isolated spills or stains.
- Remove weeds.
- Wipe down public amenities and trash and recycling bins.
- Remove biohazard waste.

### **Pressure Washing**

- Pressure wash ground surface areas as needed.

### **Graffiti & Poster Removal**

- Remove graffiti from public ground surfaces, signage and wayfinding, public amenities, and trash and recycling bins.
- Remove graffiti from murals on buildings, as requested.
- Remove graffiti that is necessary to remove urgently, such as graffiti that indicates gang-related activity, promotes violence, or is threatening.\*
- As needed, remove old/irrelevant posters and signs from light posts and public amenities.

\*Note: For non-urgent graffiti tags, property/business owners are encouraged to report them to the City and County of Denver by calling 311, and filling out a [graffiti removal authorization form](#) to authorize the City to remove graffiti free of charge.

### **Alley Service**

- As needed, remove litter, debris, large items, and weeds from alleys.\*

\*Note: Maintenance of alleys is the responsibility of the property/business owner. However, there may be a need to clean and maintain certain alleys to ensure they are up to the district's standards, or in preparation for an event.

### **ArtPark Maintenance**

- As needed, perform the above applicable services at the ArtPark (landscape maintenance is not needed).\*

\*Note: The City maintains the park, but the Vendor will be expected to provide additional maintenance to comply with the district's standards, such as litter and graffiti removal.



### Miscellaneous Maintenance & Safety

- Identify and report trip hazards and fix minor trip hazards such as uneven tree grates.
- Identify and report access issues that impede pedestrian mobility.
- Conduct weekly light and public amenity audits, and report items in need of service.

### Event Services

- Availability to provide pre- and/or post-event cleaning services for district and non-district events.\*

\*Note: The cost of these services will be accommodated through district and non-district event budgets, and the cost should not be reflected in the fee proposal.

### Reporting & Information Sharing

- Track all activity and reports in a system (i.e., software program or app) that can be shared with RiNo staff to measure productivity and develop reports.

### Optional Services

The service needs listed below may not be necessary but could be an additional need that would contribute to a welcoming environment.

- Outreach Services: Ambassadors who are trained to engage vulnerable members of our population to determine what needs might be fulfilled and encourage a connection with known service providers in our community. Engage social service partners to understand their services, engagement processes, and challenges they face in helping the local street population.
- Hospitality and Safety Services: Ambassadors who are trained to assist with events by greeting and interacting with attendees, providing information, and being a point of contact for issues/concerns during an event.

### Clean Team Ambassador Service Frequency

The RiNo Art District understands the frequency of service will be dependent on needs and may vary depending on service area location.

#### One-Time Deep Clean Service

- Conduct an initial deep clean of all service areas so they are up to the district's standards.

#### Recurring Maintenance Service

- Recurring maintenance services will start once the district has approved the finish of the initial deep clean.
- Vendors are encouraged to propose the frequency of recurring maintenance services depending on the budget and anticipated needs.

#### On-Call Service

- Ambassadors should be available to address reports that require immediate service, such as biohazard removal, as well as be available before/during/after certain events to provide cleaning services as needed.



## Vendor Expectations

- Provide services year-round, seven days a week, with coverage to fulfill the service frequency needs.
- Adjust staffing levels seasonally to address service needs and weather.
- Have a visible and recognizable presence in the community by conducting work during the day.
- Clean Team Ambassadors will wear distinctive, easily recognizable uniforms with the district's approved branding. The Vendor will supply all components of the uniforms at its cost and uniforms shall be approved by the district. The Vendor will be responsible for ensuring the cleanliness of uniforms and the neat appearance of Ambassadors. Vendor may not use the district logo or name except as authorized by the district.
- Clean Team Ambassadors should be equipped with devices to communicate activities in real-time and to track personnel logistics and activity, with the understanding that a flexible approach will be warranted to enable the Ambassadors to deal with existing conditions.
- Clean Team Management will introduce Ambassadors to the district staff when they are hired.
- Clean Team Ambassadors will receive ongoing training from Vendor.
- The district's branding will be used on Vendor vehicles (and equipment if possible).
- Supply all necessary materials, equipment, and vehicles to perform the services outlined in this RFP.
- Clean Team Manager will frequently interact with the district staff and Board of Directors.
- All Vendor employees are employed by and are the sole responsibility of the Vendor. However, Ambassadors provide services on behalf of and are representatives of the district.
- Ambassadors should be approachable, friendly, knowledgeable, and proactive to assist the community and engage business owners, employees, residents, visitors, etc.

## Employment Goals for Ambassadors

Vendor should provide employment opportunities and support by partnering with local social enterprises or workforce development organizations to hire Ambassadors. The district is flexible with the Vendor's approach to employment of Ambassadors, but the RFP response should include an explanation of this approach and how the Vendor employs returning citizens, at-risk individuals, people living with disabilities, people who have experienced or are experiencing homelessness, etc.

## Vendor Reporting

- The Vendor should utilize and maintain an electronic online data and work order system that is easy to use and capable of generating reports and analyzing data statistically, spatially, and in real-time. This system should serve as a dispatch where the district can upload issues that need attention, as well as have the opportunity for community members to report issues. The system should show completed routes that may be monitored by the Vendor and the district.
- Any condition related to sanitation that needs to be addressed immediately will promptly be reported to the district and noted on weekly reports recording the date, time, and name of the staff person making the report.
- Vendor shall maintain accurate daily records of time worked by each employee, including areas serviced and tasks completed. These records shall be produced to the district upon request.



- Vendor will provide weekly digital reports to the district that will contain information as requested by the district, including items and their location (if applicable) such as:
  - Illegal use of waste bins.
  - Short dumping – trash set out illegally, at the wrong times for pickup.
  - Vandalism, such as window breakage on storefronts or cars.
  - Posters on visible surfaces.
  - Daily/weekly bag count that was swept up by the Ambassadors.
  - Waste bins that were serviced and frequency of service.
  - Map of power washing progress.
  - Listing of hours not worked due to inclement weather or other circumstances.
  - List of graffiti on surfaces that was removed.
  - List of non-urgent graffiti tags that are the responsibility of the property/business owner.
  - List of any persistent unclean or unsightly conditions outside of the scope of the Vendor’s services.
  - Persistent vagrancy, aggressive panhandling, or persons in need of social service referrals.
  - Any other information pertinent to the Vendor’s services and duties as required by the district.

### Term

The agreement for the Vendor’s services shall have an initial term **that begins upon final contract approval through the end of 2024 (about 7-8 months) with renewal rights up to three years after the initial term.** Renewal terms will be agreed upon by the district and the Vendor with the understanding that the scope of services, service areas, and budget may change depending on the district’s needs.

### Budget

The **do not exceed** budget for the initial term **from final contract approval through the end of 2024** is \$270,000. RFP responses should clearly state what scope of services may be achieved within the budget.



## PROPOSAL GUIDELINES

### Instructions and Requirements for Proposals

Please provide a written response to this request that includes the following:

- **Company Name**
- **Clean Team Manager Name(s)** – individuals responsible for providing/managing contracted services.
- **Contact Information** – address, phone number, email addresses.
- **Firm Description**
- **Firm Qualifications & Experience** – please include reference names and contact information related to work experience.
- **Insurance** – provide proof of all relevant insurance.
- **Scope of services** – describe in detail what and how the services will be achieved.
- **Staffing** – describe policies for how staff are recruited, hired, and trained.
- **Social Services & Workforce Development** – describe your firm’s relationship with social services and workforce development organizations.
- **Equipment & Uniforms** – provide a complete list of necessary equipment, proposed uniforms, and how they will be maintained.
- **Waste Removal** – describe the methods/equipment for removing waste from the district.
- **Timeline** – show the sequence of steps from award notification date to the deployment of Ambassadors.
- **Budget** – provide budget figures for the **initial term plus an additional three-year period beginning January 1, 2025, and ending December 31, 2027** (separate figures for each year). Include a detailed breakdown of the budget for the initial **term** for things such as personnel costs (including hourly rates), equipment costs, training costs, uniform costs, overhead, and profit.
- **Accountability for Performance** – explain how you propose to communicate your activities, results, and hours worked to the district and how performance will be measured and demonstrated.

**Note:** Respondents are encouraged to not limit their responses to the scope of the RFP. Responses may include ideas or proposals beyond the scope outlined in the RFP or, with appropriate explanation, may choose to decline to respond to a specific item in the RFP.

### Selection Criteria

Proposals will be evaluated based on, but not limited to, the following criteria:

- Proven experience in general and public outdoor space cleaning and maintenance, with the possibility of streetscape furnishings installation and maintenance; including coordinating, scheduling, management, monitoring, reporting, utilization of proper equipment, and attention to detail.
- Ability to assume contract responsibilities and perform them in a timely and cost-effective manner, including full operational ability within a quick timeframe after contract completion.
- Demonstrated commitment to incorporate job training, workforce development, and partnering



with social service or at-risk assistance programs.

- Expertise incorporating eco-friendly practices into the execution of services.
- Ability to provide and store all equipment and supplies.
- A fair and reasonable fee to achieve the proposal.

### Disclaimer

On its sole discretion, the district reserves the right to (1) withdraw or modify this RFP without prior notice; (2) accept or reject any or all proposals; and (3) accept proposals that deviate from the RFP, as the district deems appropriate and in its best interests. The information in this RFP is for guidance only and does not constitute any part or all an agreement. The district reserves the right to negotiate with any, all, or none of the applicants responding to the RFP. Following the submission of a proposal, the applicant agrees to deliver such further details, information, and assurances relating to the purpose and the applicant. All costs and expenses associated with the preparation of any report or statement in response to the RFP shall be the applicant's responsibility. Neither the district nor its board members shall have any obligation or liability with respect to this RFP and this selection and award process or whether any award will be made. The district has the right to interview, or not interview, any or all the applicants. Any recipient of this RFP who responds hereto fully acknowledges all the provisions of this disclaimer and agrees to be bound by the terms hereof.

### RFP Process

All dates below are proposed dates and may be subject to change with appropriate notice.

#### **RFP Issue Date**

- Monday, March 11, 2024
- **Thursday, March 21, 2024 (Amendment #1)**

#### **Applicant Questions**

- All applicant questions are due by **Monday, March 25, 2024**
- For informational purposes only, the applicant may schedule a site visit with district staff between March 19 – 22.

#### **RFP Response Deadline**

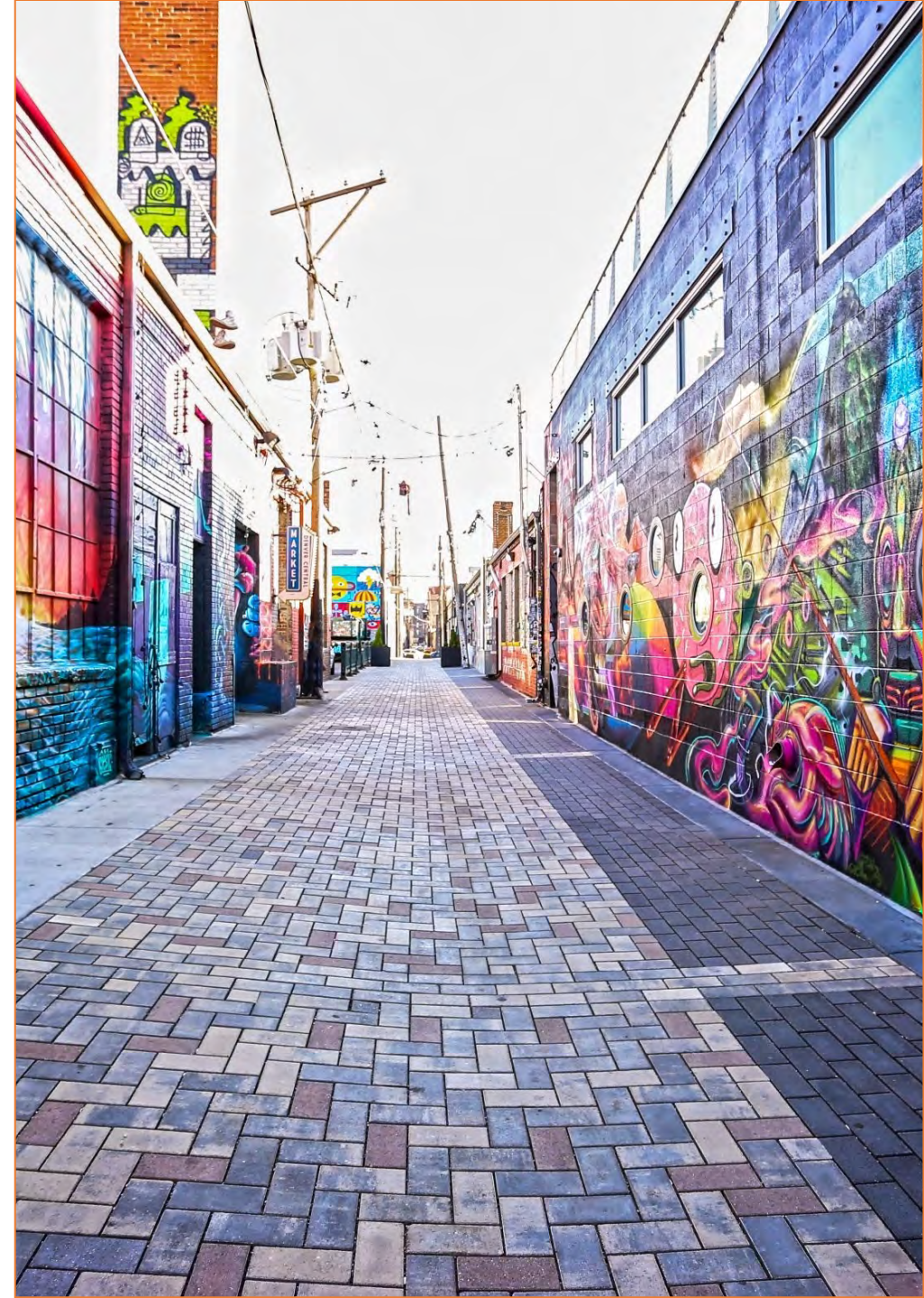
- Applicants are asked to respond to the information in this request on or before **5:00pm on Wednesday, March 27, 2024**, by email to [sarah@rinoartdistrict.org](mailto:sarah@rinoartdistrict.org). All information shall be in written form.

#### **Interview Date**

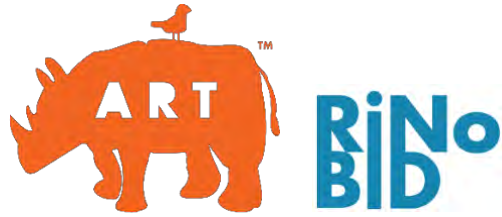
- If the district deems necessary, **they may conduct interviews** to assist with the selection process. **Interviews will be coordinated with the selected candidate(s) and have the option to be in-person or virtual.**

# BID Renewal Process RFQ

- RFQ open from March 11 – April 1
- Public RFQ distributed via the RiNo [website](#), IDA website, and other announcements
- Looking for 2 representatives from the BID to be part of a selection committee to assist with reviewing proposals, interviewing candidates, and selecting a vendor
- Reviews should occur between April 1 – April 5
- Potential interviews will be conducted as needed and dependent on the selection committee's and interviewee's schedules







RiNo Art District

REQUEST FOR QUALIFICATIONS

RiNo BID Renewal Process – Community Engagement & Facilitation

**Funded by the RiNo Art District's:  
Business Improvement District (BID)**

RFQ Issue Date: Monday, March 11, 2024

RFQ Amendment #1 Date: Thursday, March 21, 2024

Amendment changes are in **red text**

RFQ Response Deadline: **Monday, April 1, 2024, 12:00pm**

Interview Date: **To be coordinated with selected candidate(s)**

Please send proposals to [sarah@rinoartdistrict.org](mailto:sarah@rinoartdistrict.org)



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## BACKGROUND

### Purpose

The RiNo Art District is seeking proposals from highly qualified consultants to provide robust and effective community engagement, outreach, and facilitation to support the RiNo BID Renewal process.

The RiNo BID was created in 2015 and must be renewed after ten years. The BID renewal process will involve working closely with the RiNo community to: spread awareness of the BID; create a shared understanding of the BID's role in the community; engage the community to get feedback on the impacts of the BID, and to reach a consensus on the BID's priorities for the next ten years if it were renewed; and share a summary of community feedback and priorities with the BID Board so they may make an informed vote on whether to renew the BID.

### About the RiNo Art District

Located just northeast of downtown Denver, RiNo includes a remarkable concentration of creative businesses, including architects, art galleries, designers, furniture makers, illustrators, painters, media artists, photographers, sculptors, and an array of studio spaces. RiNo is "Where Art Is Made" in Denver. As a former industrial hub, the RiNo Art District is part of the four historic neighborhoods of Five Points, Cole, Globeville, and Elyria-Swansea. During the turn of the last century, the area was home to foundries, pattern shops and industrial uses that helped drive the economic success of Denver. As industry moved out of the city's core in the late 80s and 90s, the corridor was left with several vacant warehouses and failing infrastructure. During this time, artists began to populate the area as prices were very affordable and the area was a fertile ground for arts, artists, and creatives. In 2004, local neighborhood leaders and the City and County of Denver began work on the River North Plan to consider ways to revitalize the area. In 2005, local artists Tracy Weil and Jill Hadley-Hooper joined forces and created the River North (RiNo) Art District, with the desire to form a creative community that would connect the artists that made the area their home.

Over the last decade, the Business Improvement District, General Improvement District, and the Keep RiNo Wild nonprofit 501(c)(3) were formed. The RiNo Art District nonprofit 501(c)(6) ensures cohesion across all entities and the delivery of initiatives in an equitable and community-driven manner. Together, the RiNo Art District family of organizations fund and support our community through advocacy, public realm and infrastructure improvements, artist support, community programming, business support, and events.



## About the RiNo BID

A Business Improvement District (BID) is a quasi-municipal corporation and political subdivision of the state, in which commercially assessed property owners elect to make a collective contribution to ensure shared objectives are achieved and greater services are provided. The contributions create a steady and reliable funding source for enhanced services and programs, which are supplemental to those already provided by the City and County of Denver.

The RiNo BID was created in 2015 with the purpose of preserving the character, promoting economic strength of the creatives, entrepreneurs, and properties located within, and ensuring appropriate growth that promotes walkability, bikeability, sustainability, and a cohesive community fabric. The BID's goals are to:

- Create a collective voice to accomplish the long-term goals of the art district.
- Purposefully improve and advance RiNo while keeping it affordable for 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.

Additionally, the RiNo BID's services include:

- **RiNo Advocacy:** The unified voice of RiNo on all matters related to preserving and advancing the district's unique character through representation, promotion of planning and development, policy, and partnerships.
- **RiNo Branding, Marketing, Activation:** The BID shall facilitate the development of the RiNo brand, as well as creating and delivering an experience that encourages locals and visitors to explore RiNo through marketing, events, and programming.
- **RiNo Placemaking:** The BID shall work to retain the unique urban and industrial character of RiNo, integrating culture and creativity into the environment, delivering appropriate enhancements to the public realm, adding pedestrian amenities, and activating the area.
- **Business Support for RiNo Creatives and Entrepreneurs:** The BID shall take a leadership role in keeping RiNo affordable and promoting its local talent, creatives and entrepreneurs through advocacy, programming, and direct support, amplifying the creative and cultural offer in the district and promoting economy vitality.

## About the RiNo BID Board

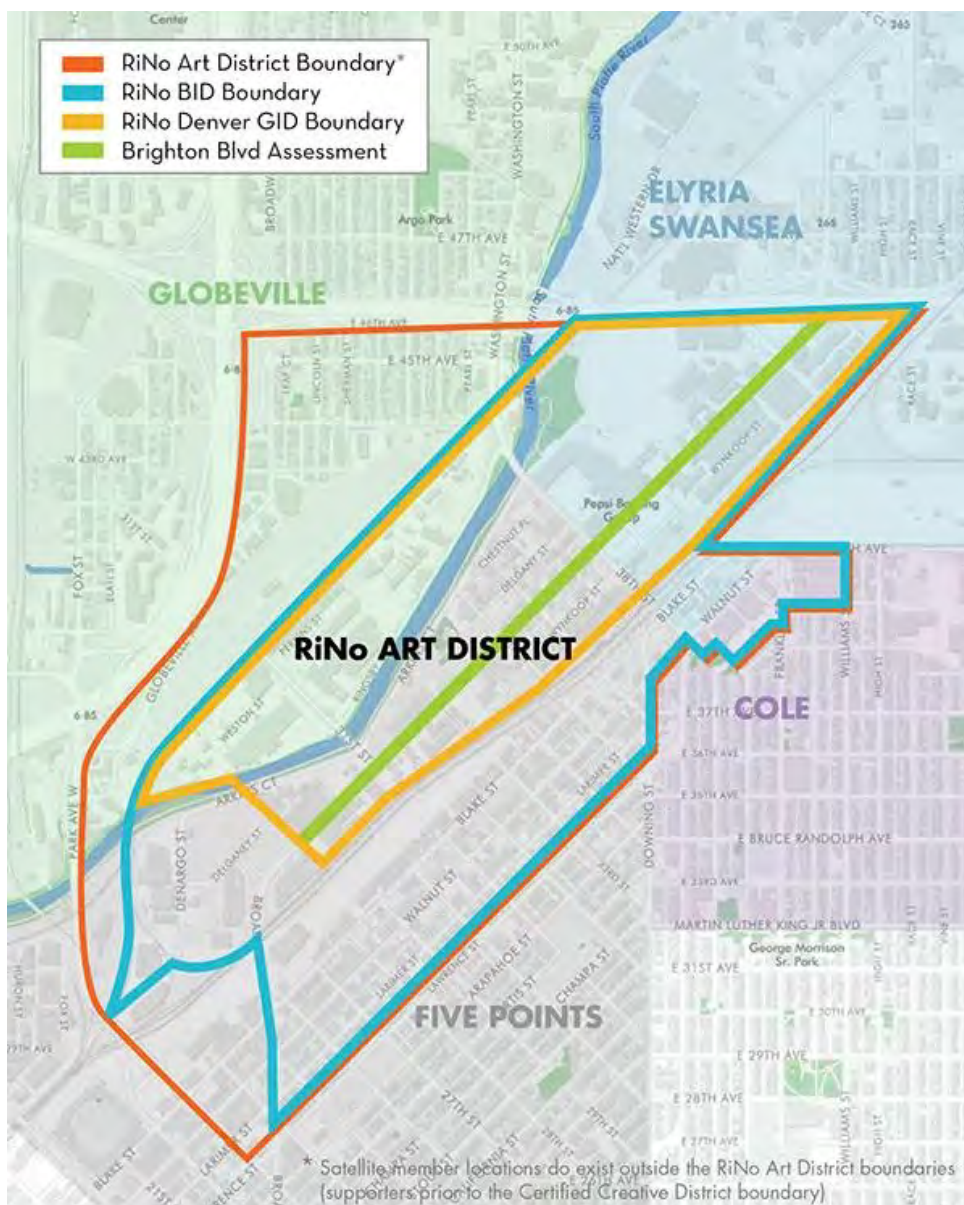
The RiNo BID is controlled by its Board of Directors, which consists of board members from the RiNo BID area that are a mix of artists, creatives, property owners, and business owners. Members are the representatives of the constituents of the BID and it's the board's role to ensure the organization adheres to its mission and strategic plan, its interests are protected, and decisions benefit its constituents. While the board delegates tasks to the BID's employees, RiNo staff, board members are ultimately responsible for the BID's actions. The BID Board meets monthly to discuss and vote on matters.



## About the RiNo BID Renewal Process

The RiNo BID Renewal Process requires the RiNo BID Board to hold a public hearing at a board meeting in 2024 (the public hearing is anticipated to be held during the board meeting in September). After the public hearing, the board will vote whether to renew the BID. If they vote to renew it, then a bill requesting to renew the BID will be presented to Denver City Council for their vote. Although no public engagement is required for the renewal process, RiNo will engage the community to receive feedback that will be presented to the RiNo BID Board so they may make an informed vote that is representative of their constituents' needs.

Image 1: RiNo's Organizational Boundaries





## SCOPE OF WORK

RiNo anticipates co-creating a detailed scope of work with the selected consultant that will include a more specific timeline of events, tasks, and deliverables. The framework for the scope of work may include, but not be limited to, the following:

### Project Management

Support RiNo staff to effectively manage the project through to completion on time, within budget, and at a high level of quality. Tasks and deliverables may include:

- Developing a detailed project management plan that organizes and integrates roles and responsibilities for the consultant, RiNo staff, board members, and broader community.
- Attending and/or conducting meetings.
- Creating content for meetings and producing post-meeting summaries.
- Tracking progress to ensure the project stays on schedule.
- Coordinating with staff, board members, community navigators, and community members.

### Project Schedule & Tasks

Below is a summary of the main potential project tasks, when they are anticipated to occur, and the anticipated detailed tasks and deliverables expected to be achieved by the end of each task. The schedule and tasks are subject to change dependent on the co-created detailed scope of work.

#### **Task 1 (April – May): Create a shared understanding of RiNo’s organizations, especially the RiNo BID, and collect feedback about the BID.**

During this task, the consultant will be expected to become familiar with: RiNo’s history; RiNo’s organizational structure, including staff and Board of Directors’ roles and responsibilities; RiNo’s Strategic Plan; the BID’s objectives, services, and funding structure; and RiNo’s past and current projects, initiatives, and programs. A community engagement and outreach strategy will be developed that should include innovative in-person and digital engagement tools and methods, and equitable approaches to outreach and engagement. Initial community engagement and outreach will include informing the community about RiNo and the BID to create a shared understanding of the BID’s role, mission, and goals, and to collect feedback about how the BID has impacted the community. Detailed tasks and deliverables may include:

- Creating a comprehensive community engagement and outreach strategy that includes a language access plan. Community engagement may range from one-on-one meetings to large-format community meetings, online questionnaires, etc.
- Reviewing a variety of documents and information to become familiar with RiNo.
- Community engagement, outreach, and facilitation for various events/meetings.
- Collecting and evaluating community feedback.
- Producing content for community engagement and outreach, which may include graphics and text to communicate background information about RiNo and the BID.

#### **Task 2 (June – August): Develop and reach consensus on priorities for the BID’s goals and services if it were renewed for the next ten years.**

During this task, community feedback from the previous task will be used to inform the framework for priorities. Priorities will continue to be developed and refined through engagement, and the result should



be community consensus around priorities that will define the direction of the BID if it were renewed for the next ten years. High-level short-term and long-term solutions may be discussed to confirm priorities and the budget needs for them, and if applicable, some solutions may be incorporated into the BID's 2025 budgeting process. Detailed tasks and deliverables may include:

- Community engagement, outreach, and facilitation for various events/meetings.
- Collecting and evaluating community feedback.
- Producing content for community engagement and outreach, which may include graphics and text to communicate the potential priorities for the BID if it were renewed.
- Producing a summary of areas of consensus and top priorities.

**Task 3 (September): Communicate feedback and priorities to the community and the RiNo BID Board.**

During this task, community feedback from the previous tasks will be consolidated into a public report. This report will assist with educating and informing the community and the BID board about the impact of the BID and the community's priorities for the BID if it were renewed for the next ten years. By the end of September, the BID Board is anticipated to hold a public hearing and vote whether to renew the BID. Detailed tasks and deliverables may include:

- Creating a comprehensive report that includes a summary of community feedback and priorities, as well as an appendix with raw data and comments.
- Producing content for community outreach, which may include graphics and text to communicate the results of community feedback and priorities that's outlined in the report.
- Using innovative approaches to communicate the report and outcomes of the BID Renewal Process through presentations, dynamic digital tools, etc.

**Term**

The length of the contract is anticipated to be seven (7) months, with primary work responsibilities to be undertaken from when the contract is approved until September 30, 2024. However, the term of the contract may be negotiated with the selected consultant.

**Budget**

The estimated budget is \$60,000. The budget is inclusive of all consultant work and necessary items needed to support innovative and successful community engagement. RFQ responses should confirm that the anticipated scope of services can be achieved within the budget. RiNo anticipates paying for the below services separate from this contract and budget:

- Translation of materials and interpretation at meetings/events.
- Community navigators.
- Printing costs.



## PROPOSAL GUIDELINES

### Instructions and Requirements for Proposals

Please provide a written response to this request that includes the following within five (5) pages or less:

- **Company Name**
- **Contact Information** – address, phone number, email addresses.
- **Firm Description**
- **Firm Qualifications & Experience** – please include reference names and contact information related to work experience.
- **Staffing** – include anticipated staff and their hourly rates.

### Selection Criteria

Proposals will be evaluated based on, but not limited to, the following criteria:

- Proven experience in community engagement, outreach, and facilitation.
- Use of innovative and effective engagement, outreach, and communication strategies to collect and analyze community feedback, and to communicate information back out to the community.
- Ability to successfully navigate complex processes and balancing varying community interests and needs.
- Ability to begin work within a quick timeframe after contract approval, and to complete the work on-time and within budget.

### Disclaimer

On its sole discretion, the district reserves the right to (1) withdraw or modify this RFQ without prior notice; (2) accept or reject any or all proposals; and (3) accept proposals that deviate from the RFQ, as the district deems appropriate and in its best interests. The information in this RFQ is for guidance only and does not constitute any part or all an agreement. The district reserves the right to negotiate with any, all, or none of the applicants responding to the RFQ. Following the submission of a proposal, the applicant agrees to deliver such further details, information, and assurances relating to the purpose and the applicant. All costs and expenses associated with the preparation of any report or statement in response to the RFQ shall be the applicant's responsibility. Neither the district nor its board members shall have any obligation or liability with respect to this RFQ and this selection and award process or whether any award will be made. The district has the right to interview, or not interview, any or all the applicants. Any recipient of this RFQ who responds hereto fully acknowledges all the provisions of this disclaimer and agrees to be bound by the terms hereof.





## RFQ Process

All dates below are proposed dates and may be subject to change with appropriate notice.

### RFQ Issue Date & Amendments

- Monday, March 11, 2024
- Thursday, March 21, 2024 (Amendment #1)

### Applicant Questions

- All applicant questions are due by Tuesday, March 26, 2024

### RFQ Response Deadline

- Applicants are asked to respond to the information in this request on or before 12:00pm on Monday, April 1, 2024, by email to [sarah@rinoartdistrict.org](mailto:sarah@rinoartdistrict.org). All information shall be in written form.

### Interview Date

- If RiNo deems necessary, they may conduct interviews to assist with the selection process. Interviews will be coordinated with the selected candidate(s) and have the option to be in-person or virtual.

# Clean Team Ambassadors RFP

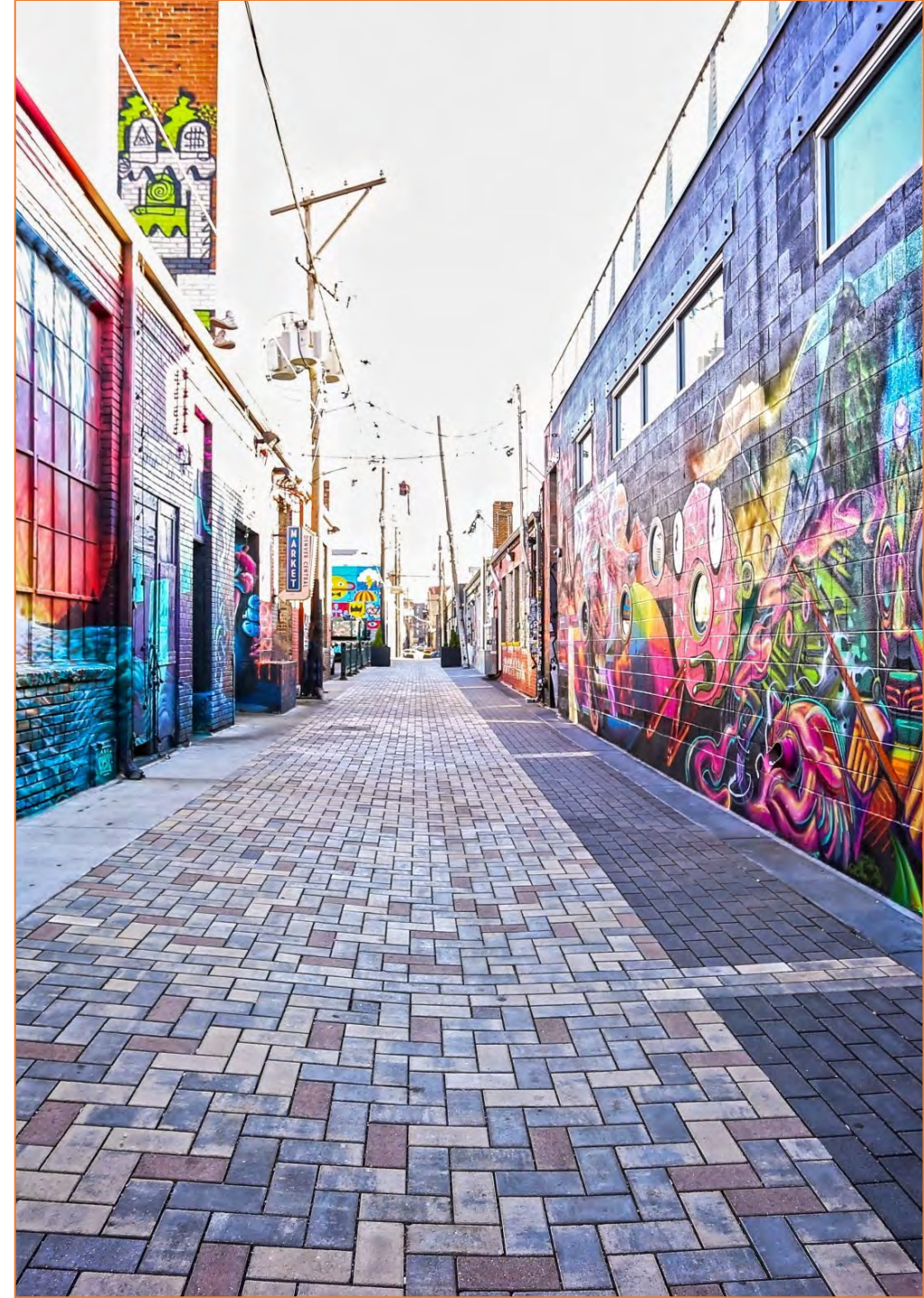
➤ **Vote:** Does the BID Board approve the selection committee member(s) to evaluate proposals with RiNo staff, interview candidates, and select a vendor; and to authorize RiNo staff to enter into an agreement with the selected vendor that does not exceed \$270,000\*?

- \*Note: Funding comes from BID & GID line items:
  - BID 8316 Trash Cans & Waste Program (\$65,000)
  - BID 83xx Maintenance Crew (\$60,000)
  - GID 8350 Brighton Blvd-Trash Collection & Graffiti Removal (\$41,000)
  - GID 8316 Trash Cans and Waste Program (\$40,000)
  - GID 84xx Maintenance Crew (\$60,000)



# BID Renewal Process RFQ

- **Note:** Does the BID Board approve the selection committee member(s) to evaluate proposals with RiNo staff, interview candidates, and select a vendor; and to authorize RiNo staff to enter into an agreement with the selected vendor that does not exceed \$60,000\*?
  - \*Note: Funding comes from BID line item 83xx Planning (\$62,500)





# Informational Matters

*Diana Merkel & Sarah Cawrse*



# New Board Members

➤ We want to welcome:

- **Alison Nestel-Patt** – Formativ
- **Danny Newman** – Empire Collective
- **Jason ZumBrunnen** – Ratio Beerworks
- **Spencer Fronk** – Number 38



# New Board Members

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➤ New Board Member Orientation:

- Quick overview today
- Follow-up conversations
- Board retreat April 18
- Board member orientation/training with updated handbooks and policies



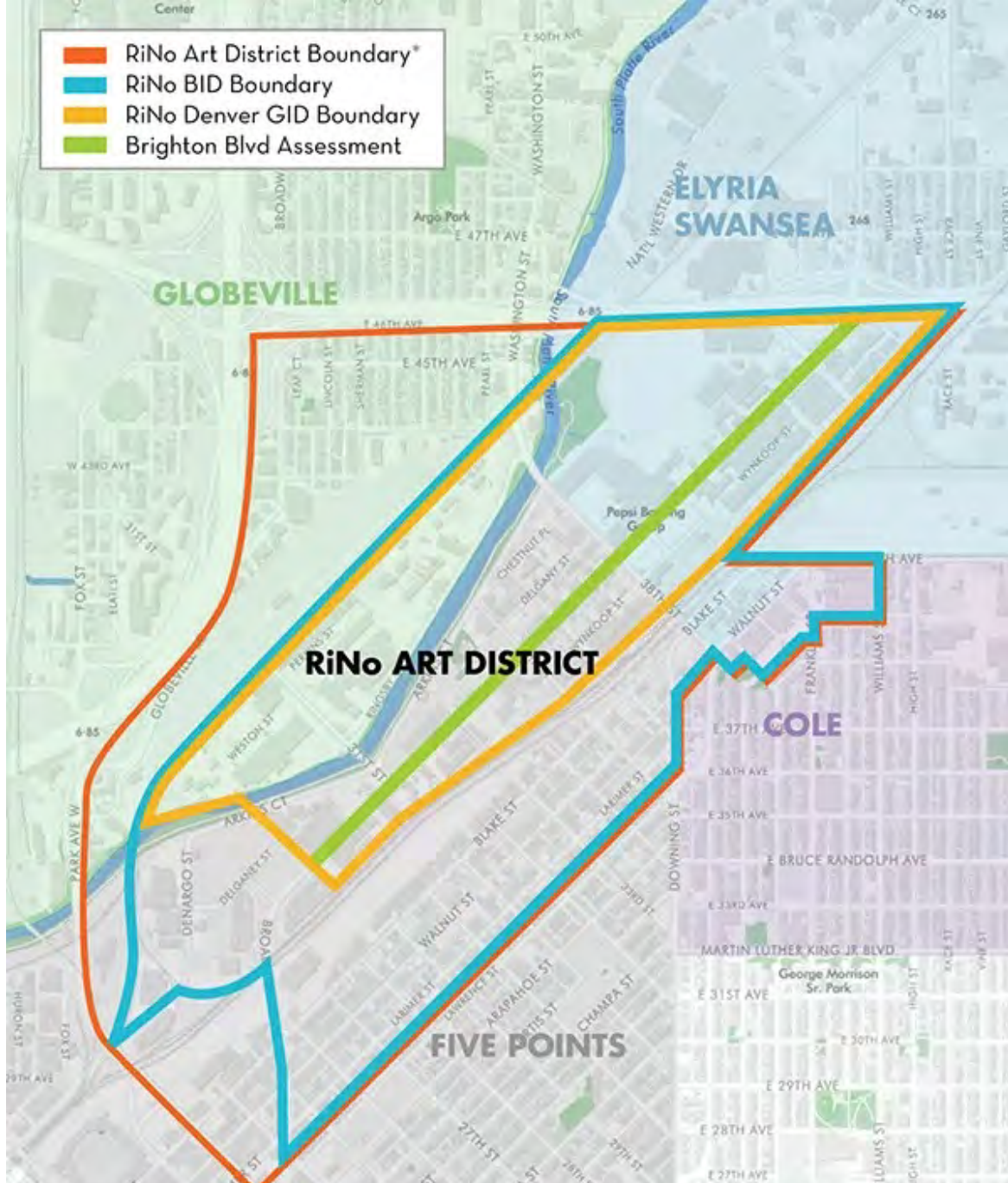


# RiNo BID Board

*A quick overview...*



- █ RiNo Art District Boundary\*
- █ RiNo BID Boundary
- █ RiNo Denver GID Boundary
- █ Brighton Blvd Assessment



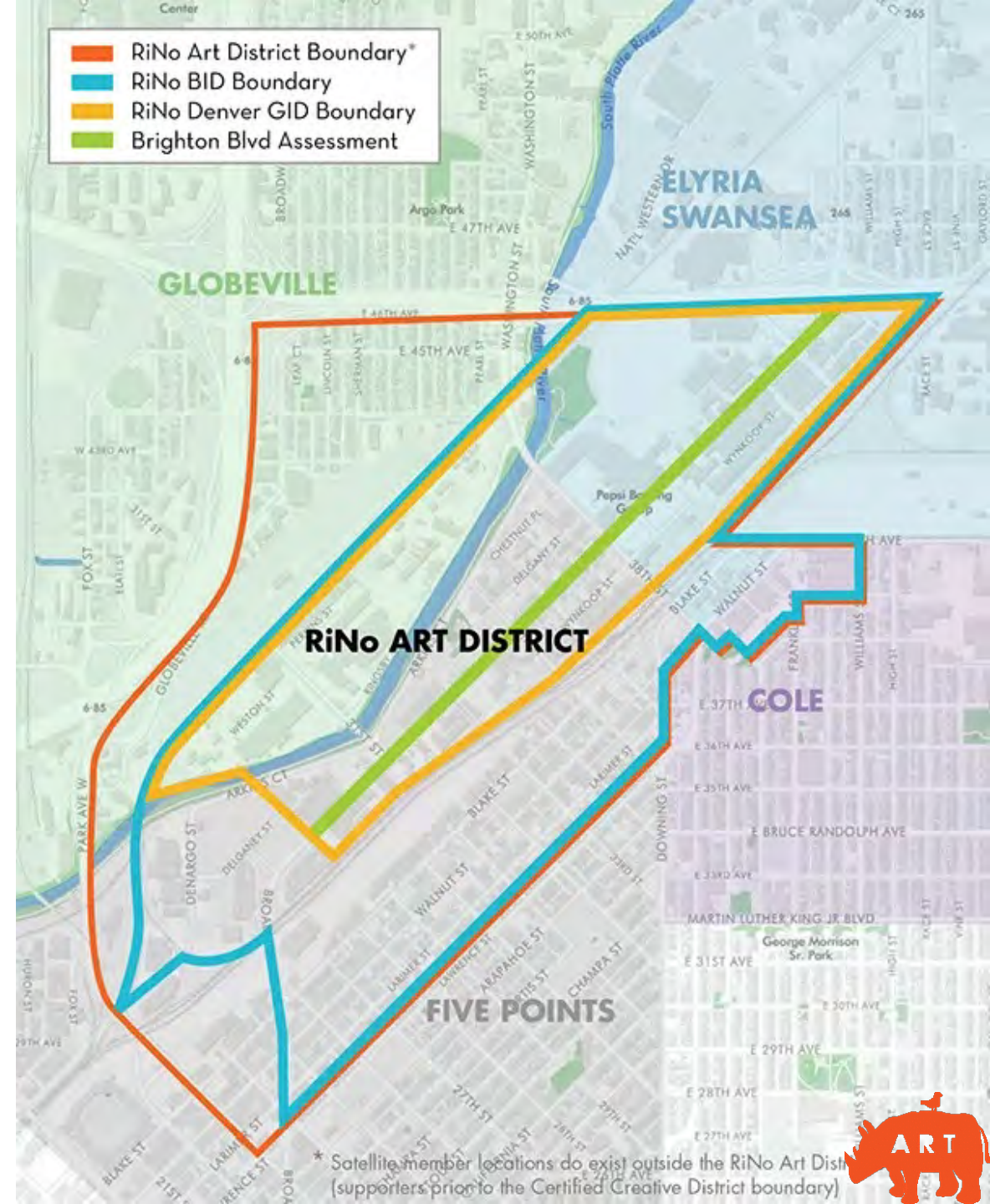
\* Satellite member locations do exist outside the RiNo Art District boundaries (supporters prior to the Certified Creative District boundary)





# About RiNo

- Four Organizations that work together to fund projects, initiatives, and programs.
  - RiNo Art District – Nonprofit 501(c)(6)
  - Keep RiNo Wild – Nonprofit 501(c)(3)
  - Business Improvement District – Special Tax District
  - General Improvement District – Special Tax District
- Each organization has a board
- RiNo Staff's work is directed by the boards



## **Keep RiNo Wild**

Nonprofit 501(c)(3) focused upon education, community benefit, creative programming

## **RiNo Business**

### **Improvement District**

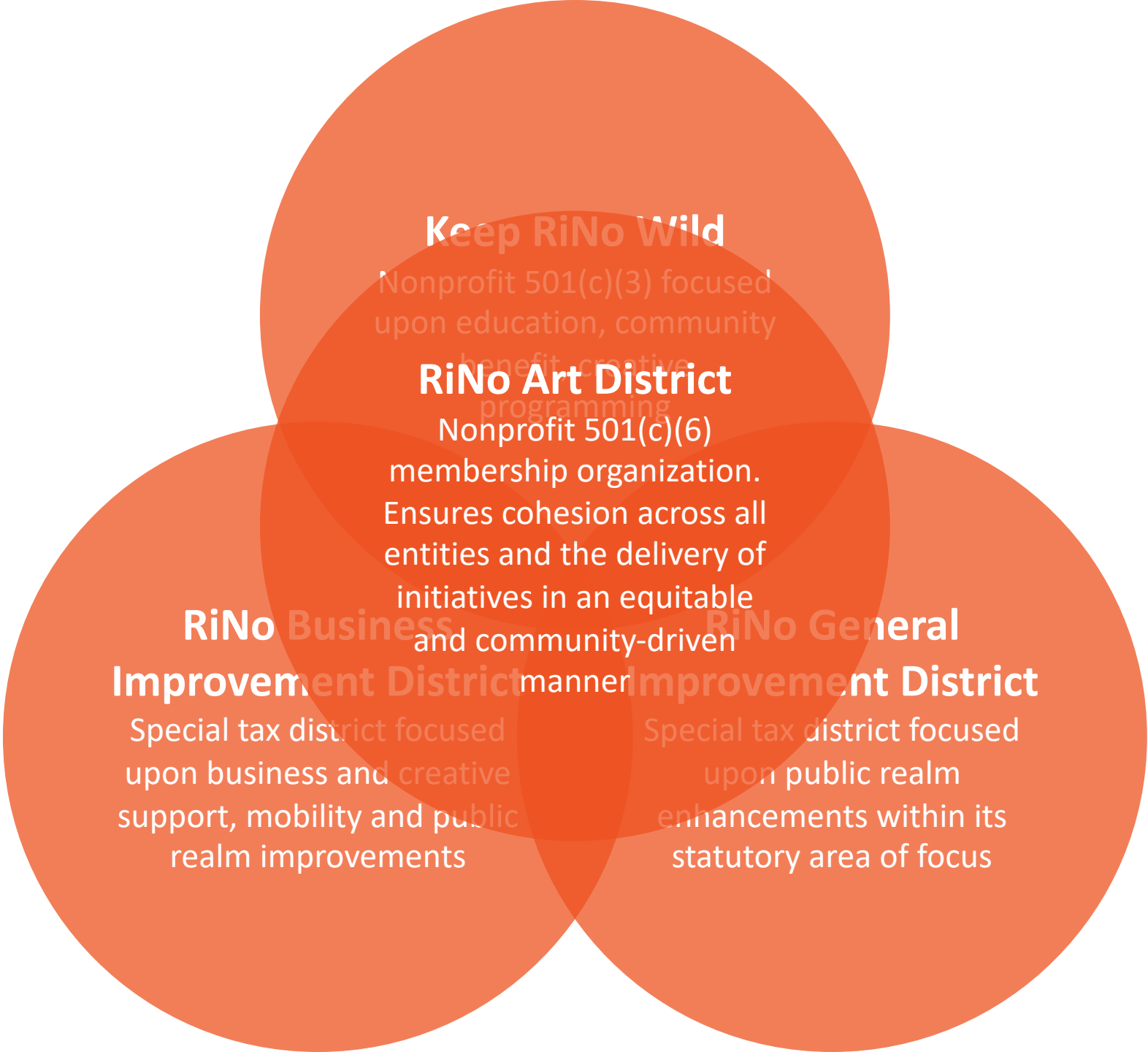
Special tax district focused upon business and creative support, mobility and public realm improvements

## **RiNo General**

### **Improvement District**

Special tax district focused upon public realm enhancements within its statutory area of focus

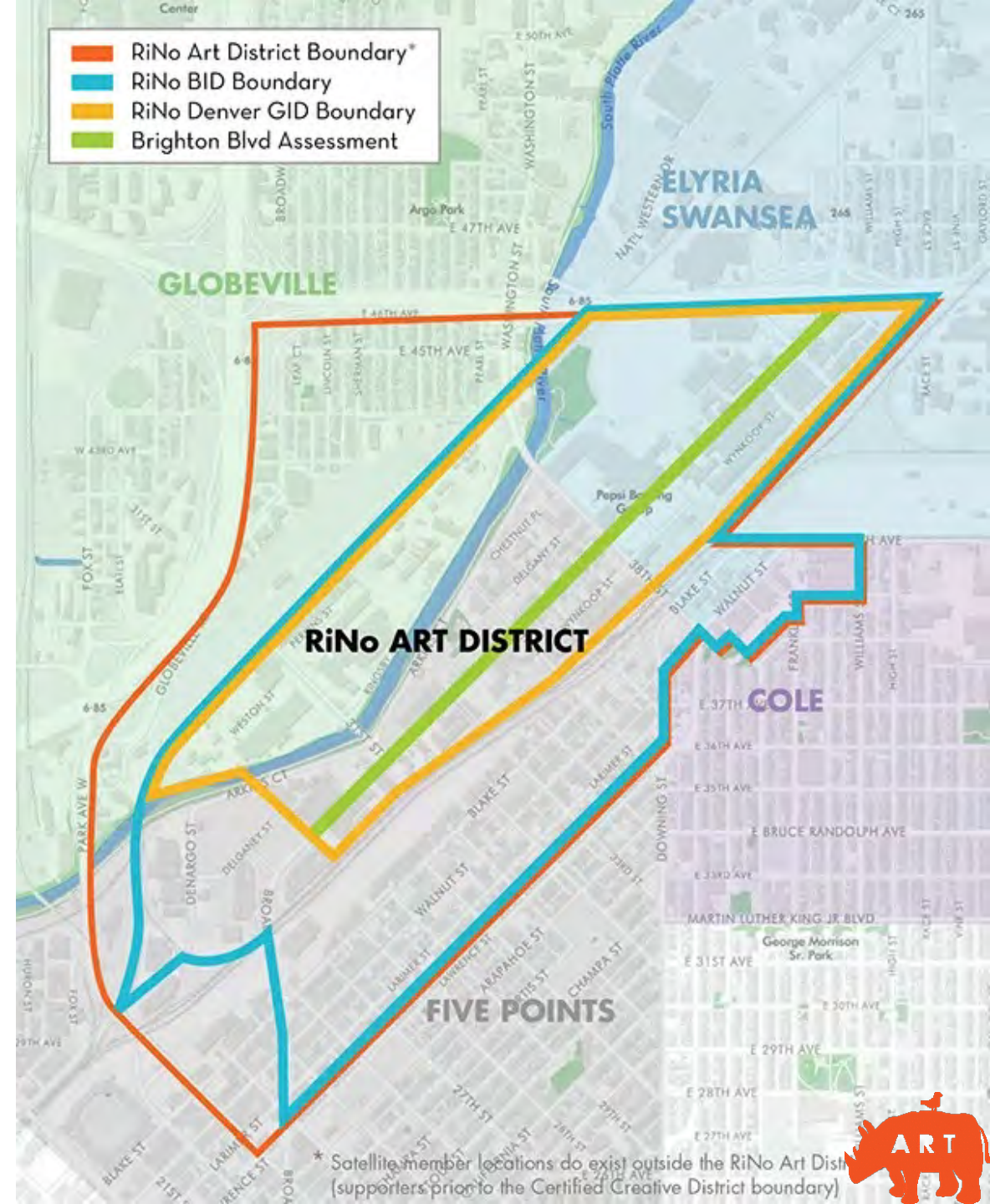




# About the BID

➤ Created in 2015 to fund projects, initiatives, and programs in four key areas:

1. Advocacy
2. Placemaking
3. Marketing and Branding
4. Supporting RiNo's Artists, Creatives, and Businesses



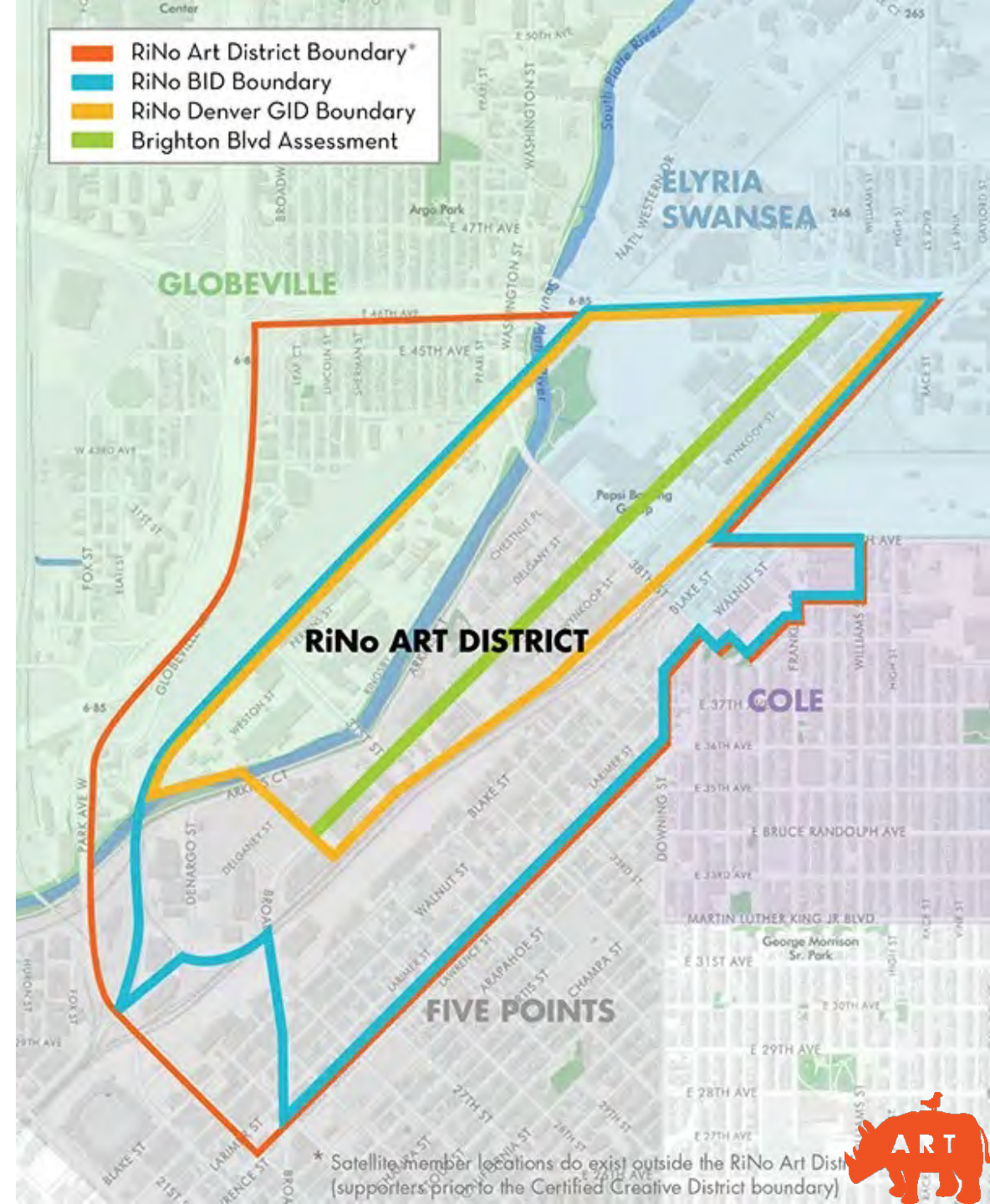
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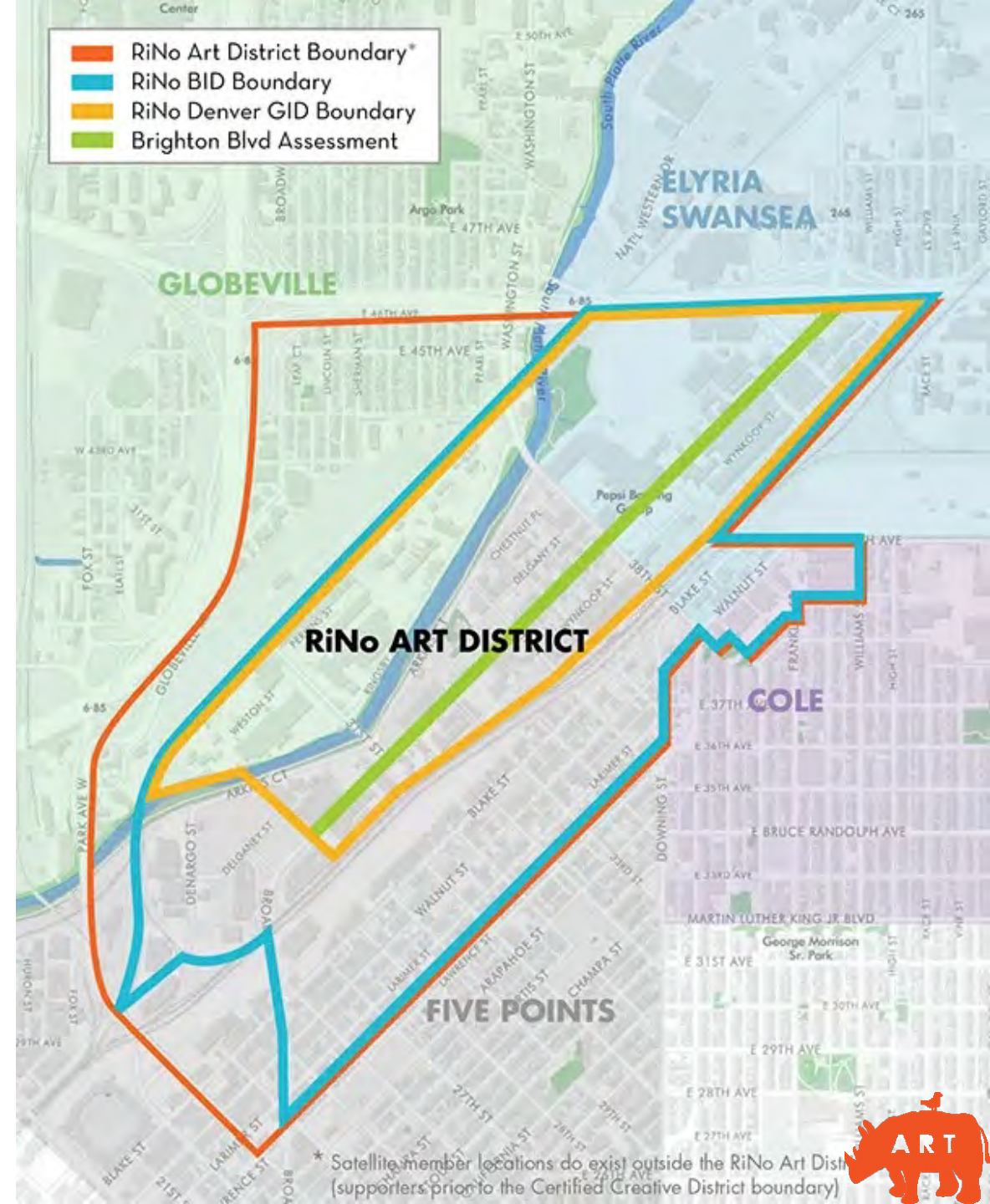
➤ BID assesses commercial property (29%) at 4 mils for 2024. Example:

- Property value: \$1,000,000
- Assessed value:  $\$1,000,000 \times 29\% = \$290,000$
- 4 mils:  $\$290,000 \times 0.004 = \$1,160$
- Taxpayer \$ to BID: \$1,160



# About the BID

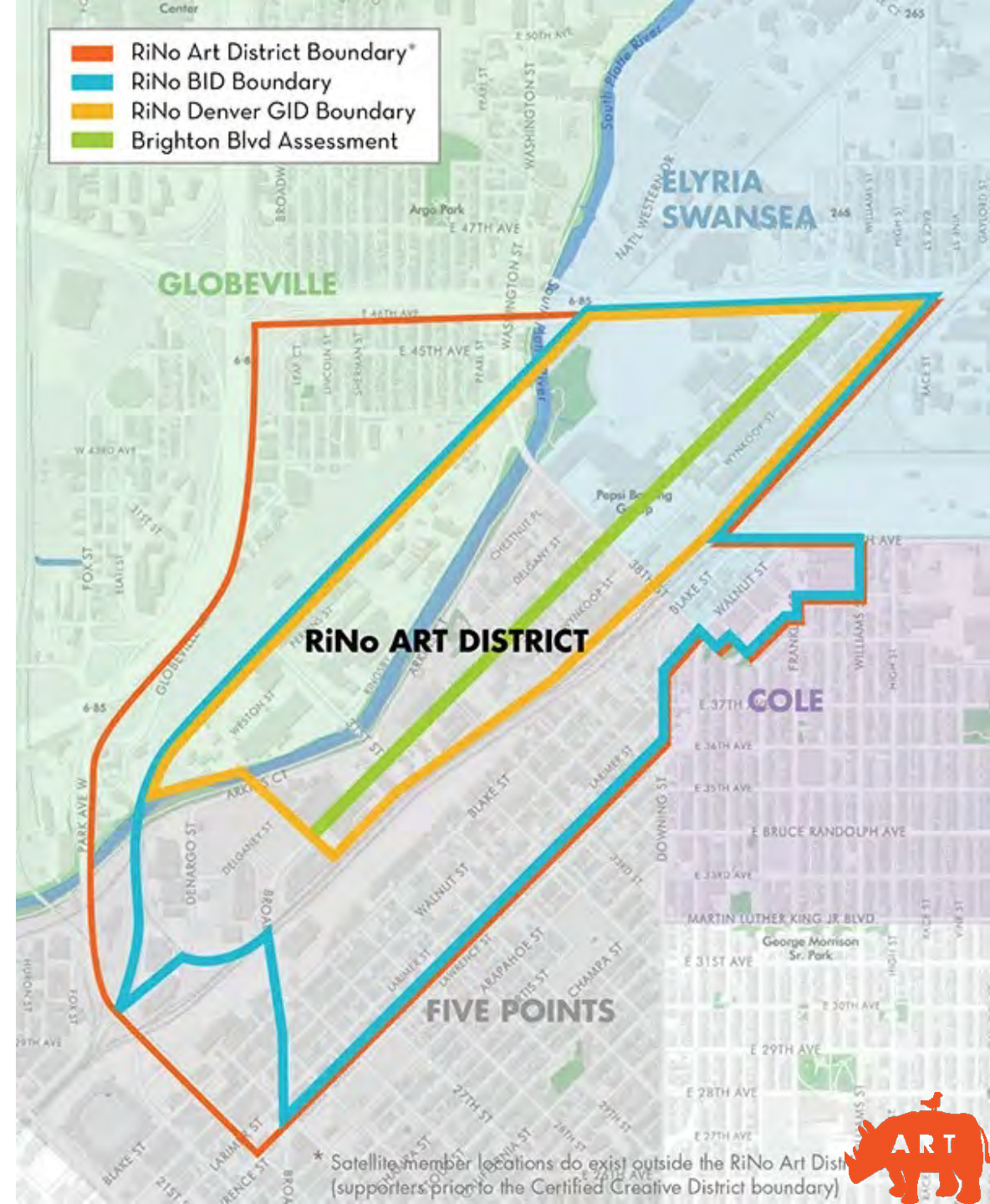
- 2024 Budget/Revenue: \$2,834,203.38
- 2024 Available Resources: \$3,324,256.12



# BID Priorities

Implement RiNo's mission and goals informed by the Strategic Plan and the BID's Services:

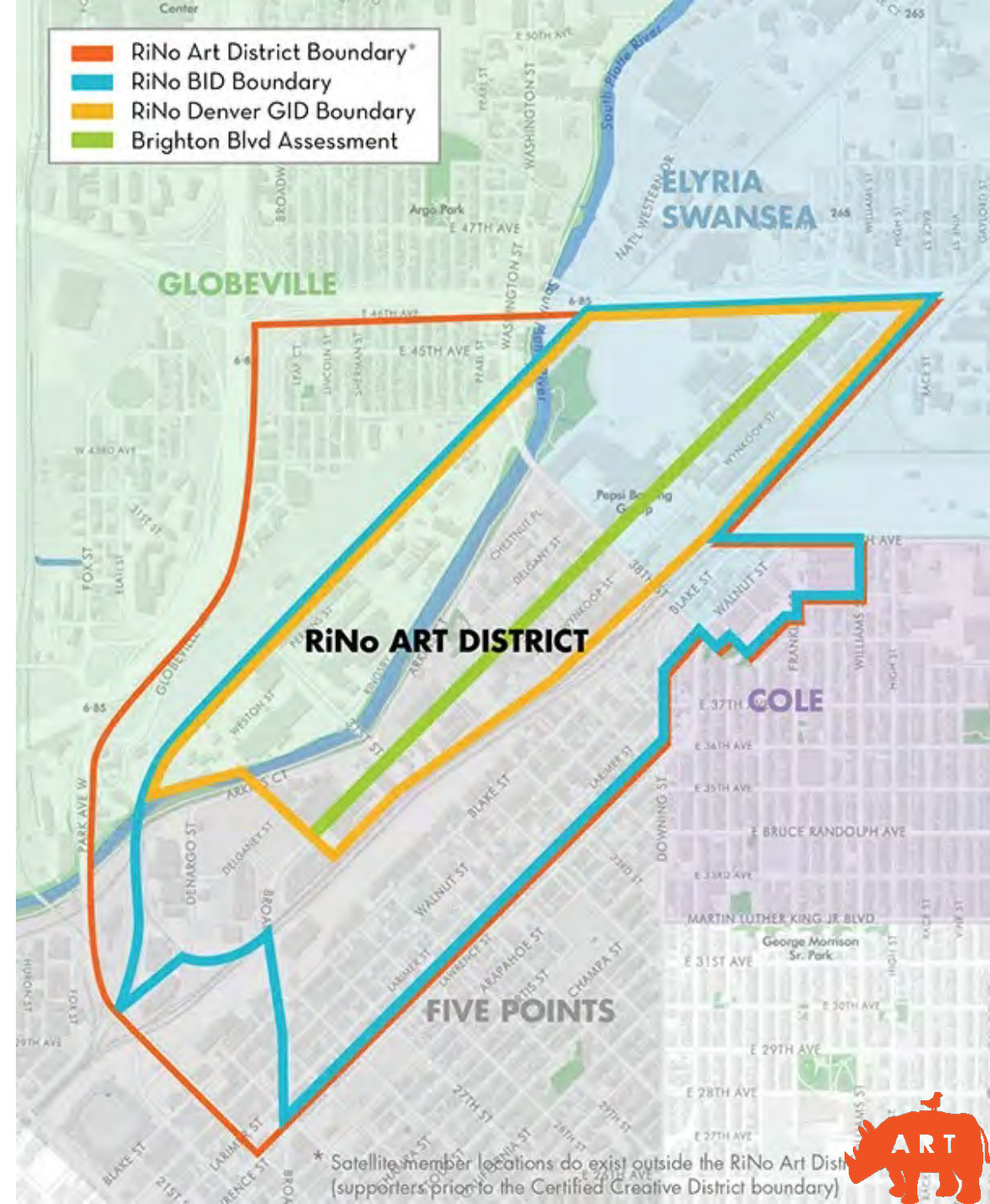
- **Advocacy**: Unified voice of RiNo on all matters related to preserving and advancing the district's unique character through representation, promotion of planning and development, policy, and partnerships



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Implement RiNo's mission and goals informed by the Strategic Plan and the BID's Services:

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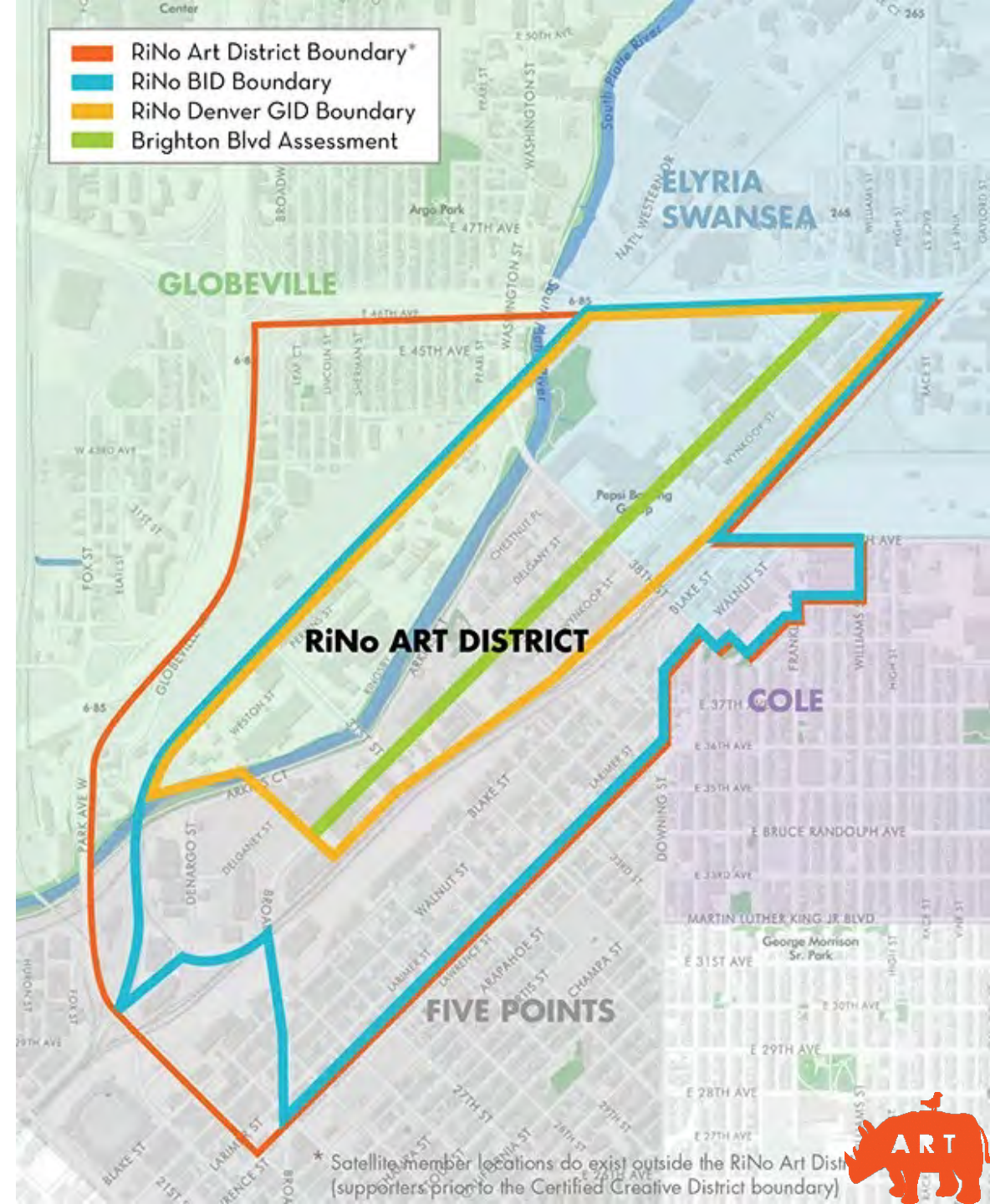




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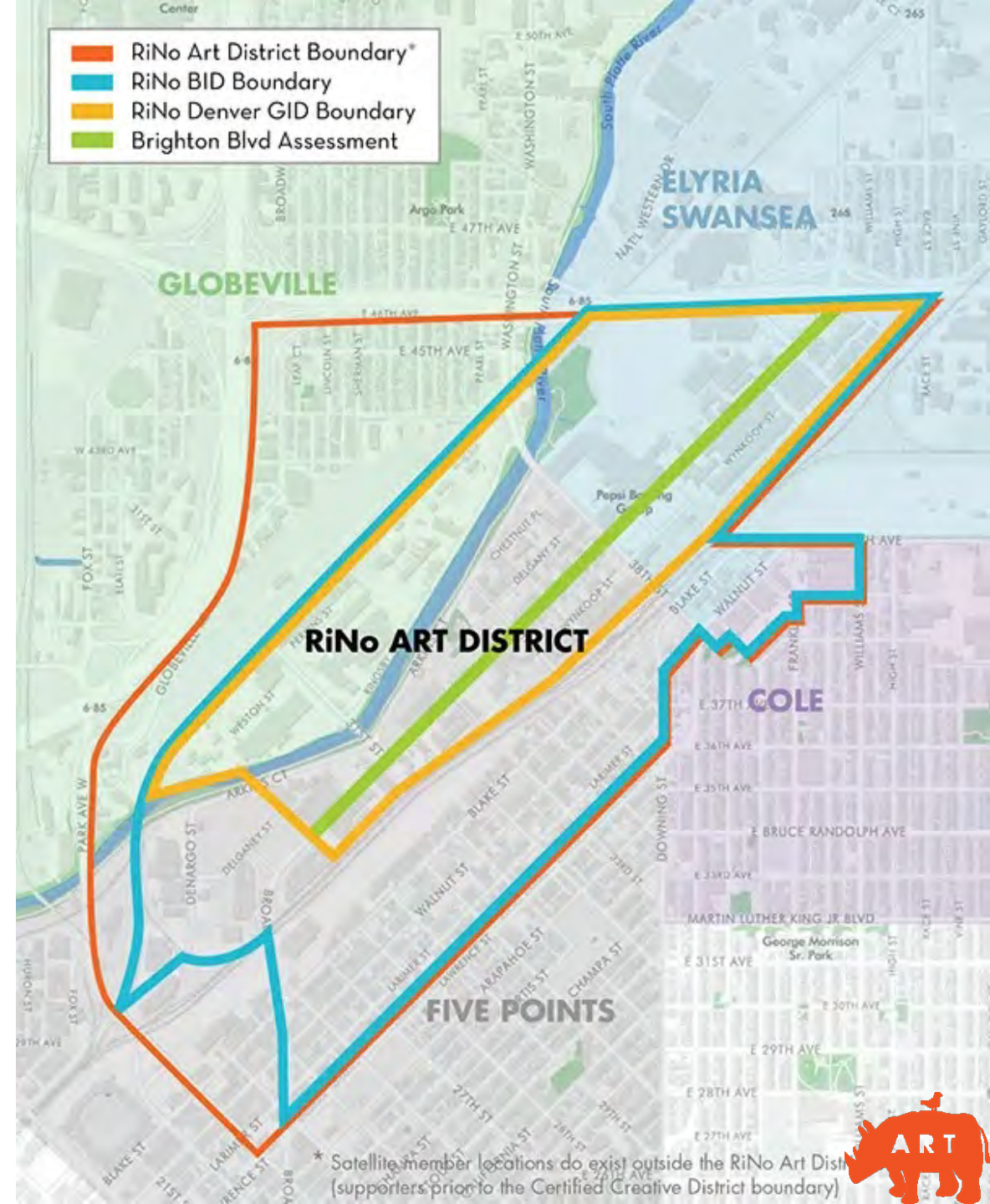
- **RiNo Placemaking**: Retain the unique urban and industrial character of RiNo, integrating culture and creativity into the environment, delivering appropriate enhancements to the public realm, adding pedestrian amenities and activating the area.





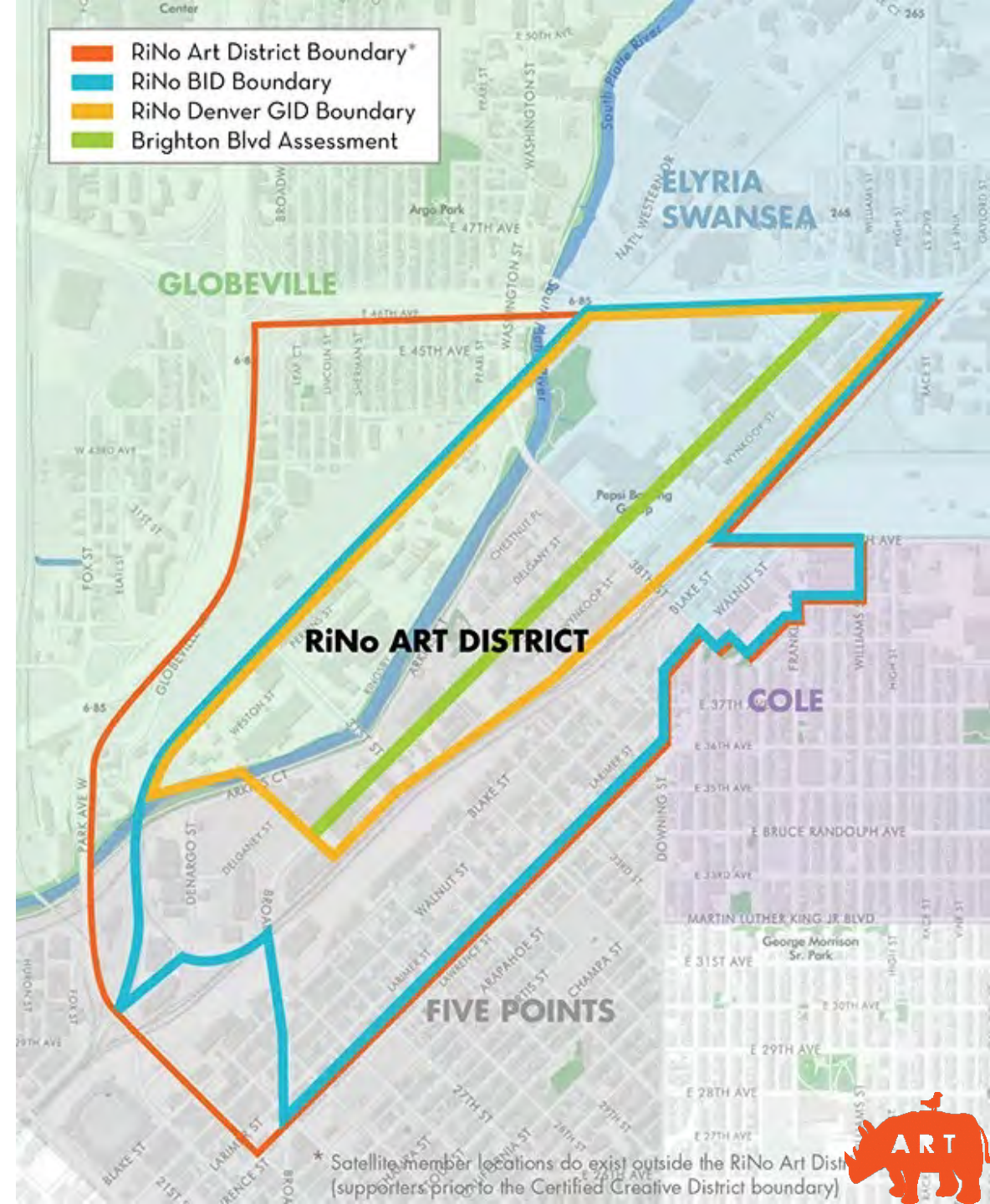
# BID Priorities

The BID provides enhanced services and improvements that are supplementary to what is provided by the City and County of Denver



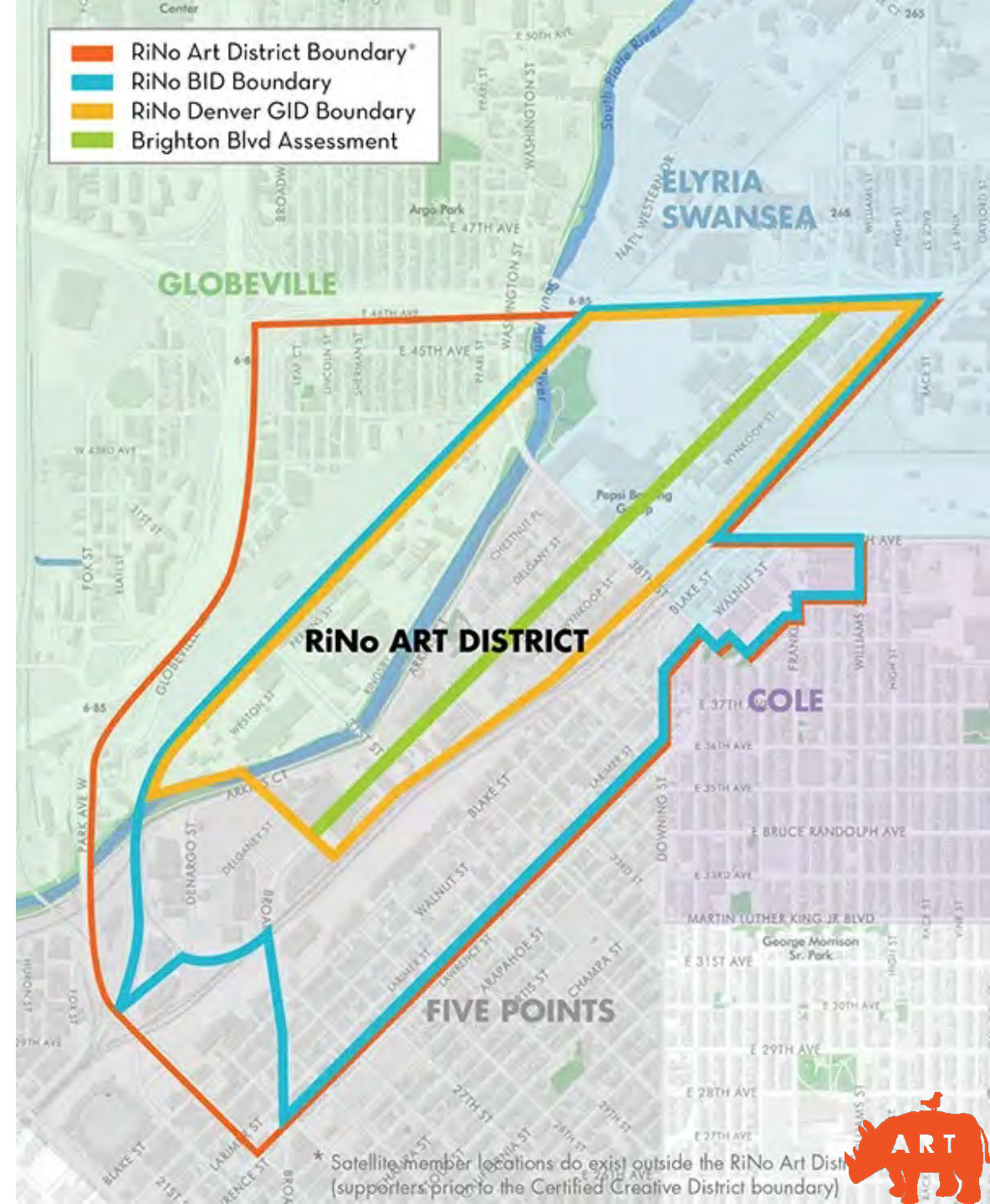
# BID Board

- Board Members – may be on the board for up to two three-year terms
- Board develops a work plan and budget for each year
- Budgeting process occurs over the summer
- Board will vote in September 2024 whether to renew the BID, and if it's renewed, they will vote on the work plan, budget, and mil levy.
  - Budget packet is sent to the city by September 30
  - Budget packet is finalized and sent to City Council for formal approval



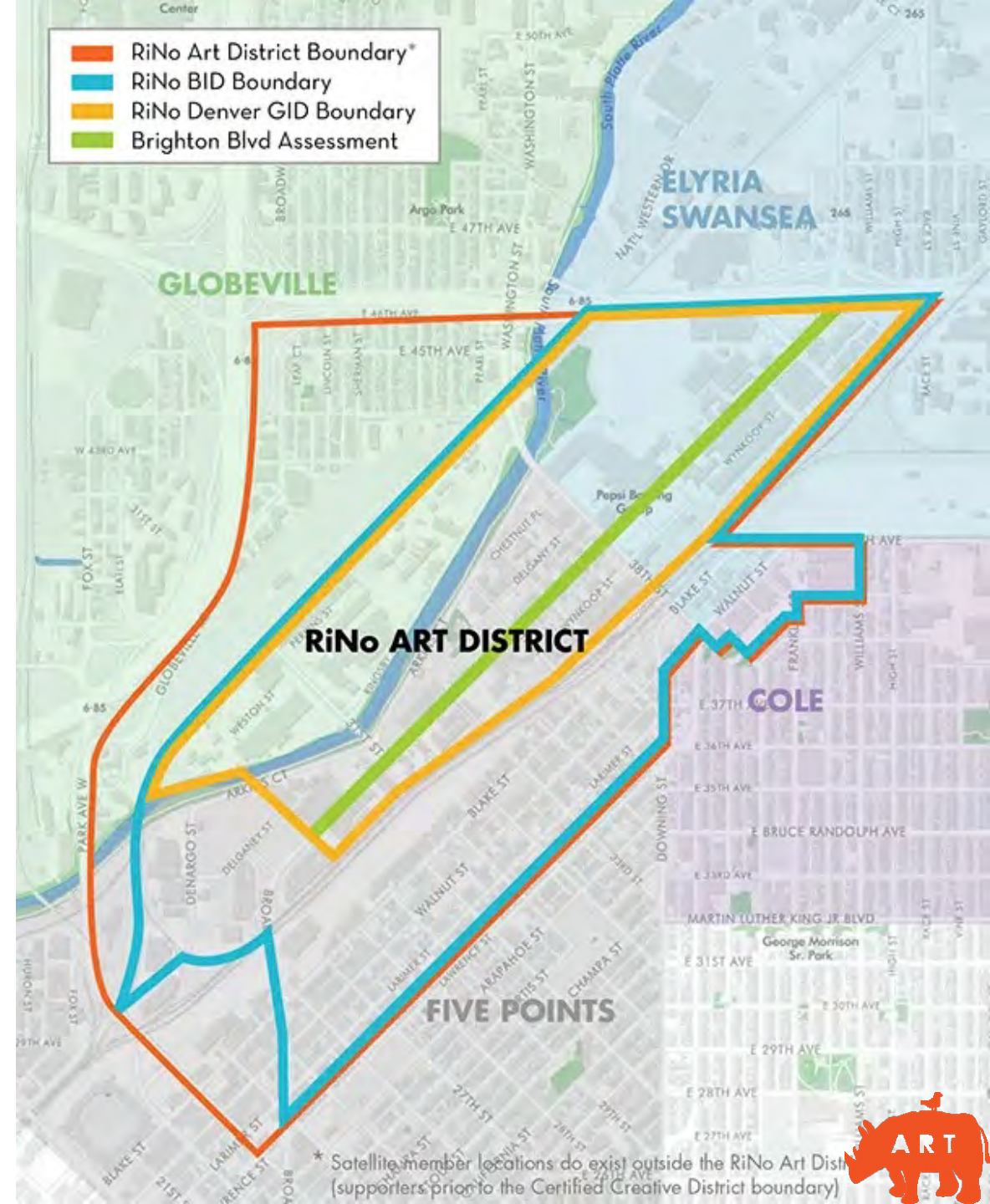
# BID Board

- Monthly meetings
- Decisions are made at board meetings
- Approve spending or contracts > \$10,000
- Directs RiNo staff work and ensures work implements RiNo's mission and Strategic plan, as well as the BID's services



# Current RiNo Staff

1. **Sarah Cawrse** – Executive Director, Urban Strategy & Design
2. **Alye Sharp** – Executive Director, Programs & Partnerships
3. **Ed Rapp** – CFO
4. **Molly Pailet** – Programs Director
5. **Adrienne Villa** – Operations Manager
6. **Brittany Ross** – Membership Manager
7. **Rob Gray** – Facilities & Events Manager





# DENVER WALLS

2024 PLANS AND GOALS





# 2023 RECAP: ARTISTS AND WALLS



- DENVER Becomes the **25th City** added to **World Wide Walls Roster**
- DENVER WALLS launches **17 new murals with 18 artists**
- **Artists Representation in 2023**
  - **50/50 Split Local to International Artists** (9 Visiting + 9 Local Artists on Walls)
  - **6 Female / Non-Binary Artists**
  - Artists represent **AAPI, Black, Latino, and Chicano populations**
  - Artist styles range from **Graffiti, Cartoon, Realism, Abstract, Cultural, Surrealism and Geometric.**
- Walls spread from the Denver Central Market Area to the CSU SPUR campus, creating **more creative cohesion across the full art district.**
  - **Major Activation Points**
    - **Mission Ballroom Area (Wynkoop)**
    - **Denver Central Market**
    - **Larimer St**

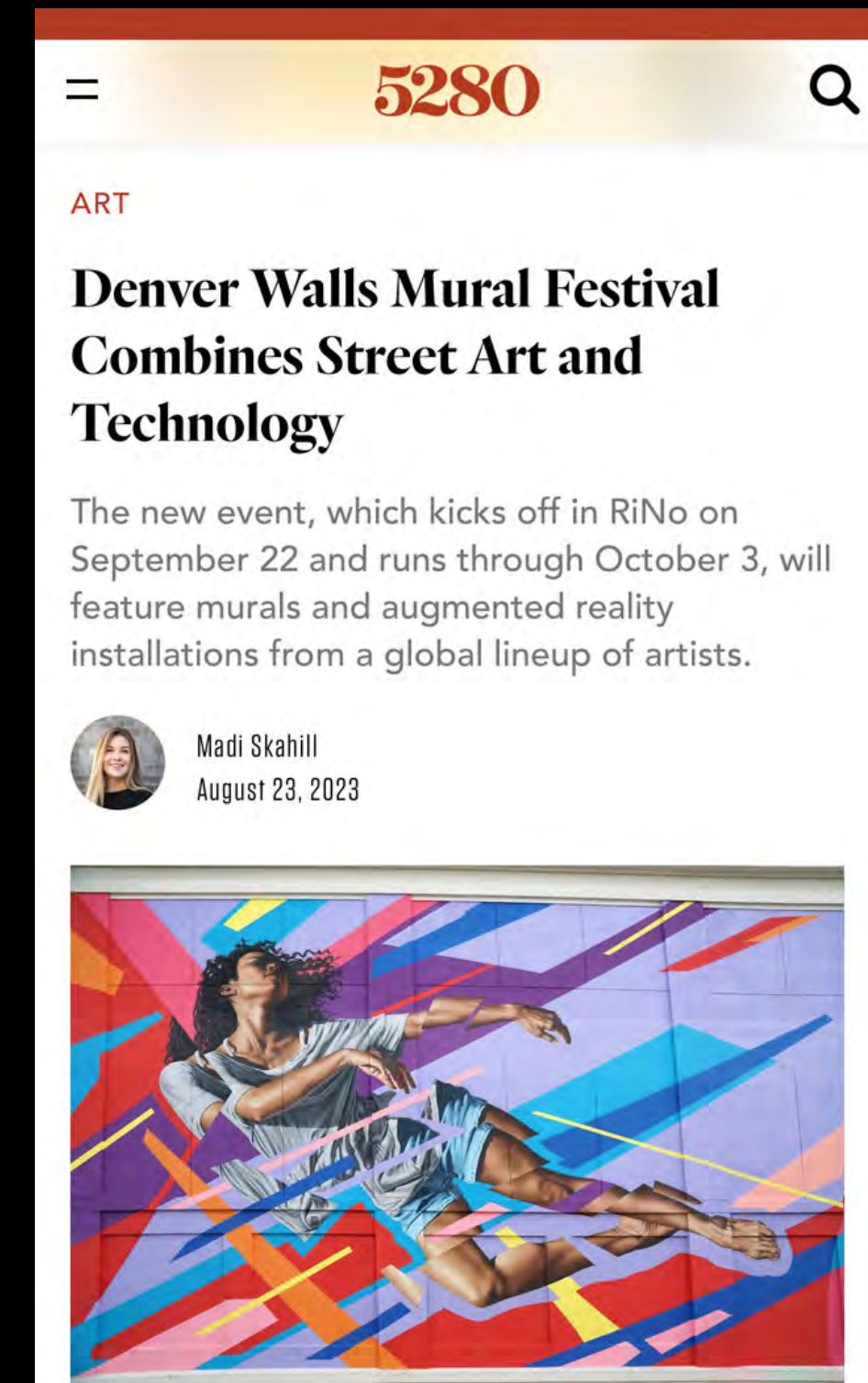
# 2023 RECAP: AN EMPHASIS ON LOCALS



- DENVER WALLS created **8 new walls with 9 Local Artists.**
  - **Paid these artists equitably based on wall-size**
  - Gave our **largest opportunity** to local artist, **Detour!**
- Put **Detour on the cover of Denver Westword** as our featured artist.
- Had **3 local artists on Vantage Point Radio** (Denver's first 3 in the 10 years of the podcast) (ILL.DES, Detour, and A.L. Grime)
- Hosted a **Block Party with 20 local artists** and small businesses at 2900 Larimer block with great success!
- Hosted **2 additional artists (Chris Haven and Mike Graves)** at SECRET WALLS through our curation
- Hosted **3 free workshops** for emerging artists, tech-focused artists, and local children.
- Hired **12 local videographers and photographers** to build our media team.

# 2023 RECAP: MEDIA + SOCIAL METRICS

- DENVER WALLS brought almost 160,000 visitors
- 1.7 Million impressions on Social Media and broke a threshold of 10,000 followers across all platforms.
- 40+ media hits, 4.7M viewers\* Worth \$312k of equivalent ad coverage\*\*



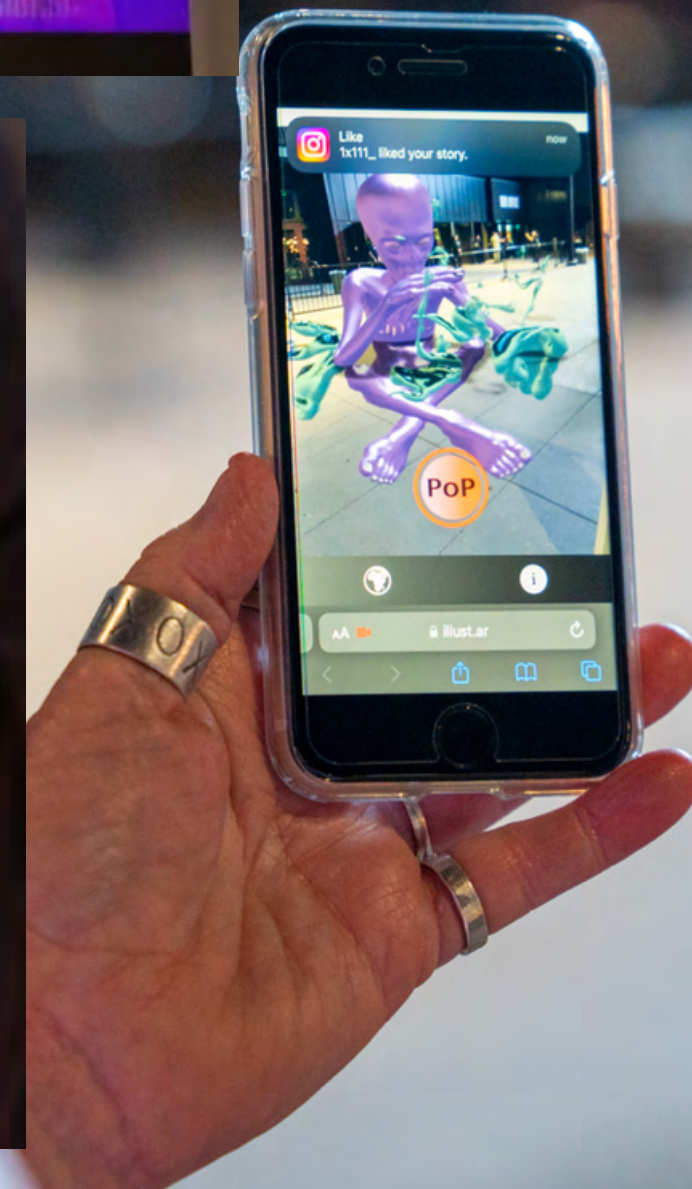
# 2023 RECAP: EVENTS AND PROGRAMMING



- **2 weekends of events**
  - **Partnership with Local non-profit Fully Liberated Youth.**
  - **RedLine Graffuturism show with Anthony Garcia**
  - **3 Educational Panels (Tech-focused, for new artists and for kids)**
  - **Secret Walls: SOLD OUT event**
  - **Gallery Show with Ryan Joseph Gallery**
  - **Block Party at 2900 block of Larimer St.**
- **Denver Walls Young Artists Scholarship**
- **5 episode run on Vantage Point Radio**

# 2023 RECAP: TECH

- To set ourselves apart, we integrated technology as a key element of our installations.
  - **Projection Mapping**
    - We hosted **5 Projections** installations featuring the work of **8 talented designers and VJs**
- **Augmented Reality Sculpture Garden with ILLUSTR.**
- **Blockchain Powered Scavenger Hunt with COZ**
  - Launching Rewards program as part of ETHDENVER\*\*



# COMMUNITY FEEDBACK + REVIEW

- **STRENGTHS**

- Artists Feedback was all positive relating to their **experience, our preparedness, ease of install, and wall opportunities**
  - Community feedback around a **more pleasant, safer feeling event than previous festivals**
- **Community** was overjoyed with **curation** and to see a festival coming back into the space
  - Especially high feedback on **Workshops and Secret Walls**
- Excellent feedback on **Marketing and Media Team**
- Positive feedback on the **launch of our Tech Program**



# COMMUNITY FEEDBACK + REVIEW

## OPPORTUNITIES FOR GROWTH

- Community feedback around **friction with our events calendar and map**
- Desire for **one large closing event** as opposed to various smaller events
- Confusion regarding Denver Walls vs RiNo vs Crush
- Desire for more **Projection Mapping and Night Activations**
- **Streamlined our Team Roles and internal communication as well as communication with Partner Organizations (RiNo)**



# DENVER WALLS

MARCH UPDATE





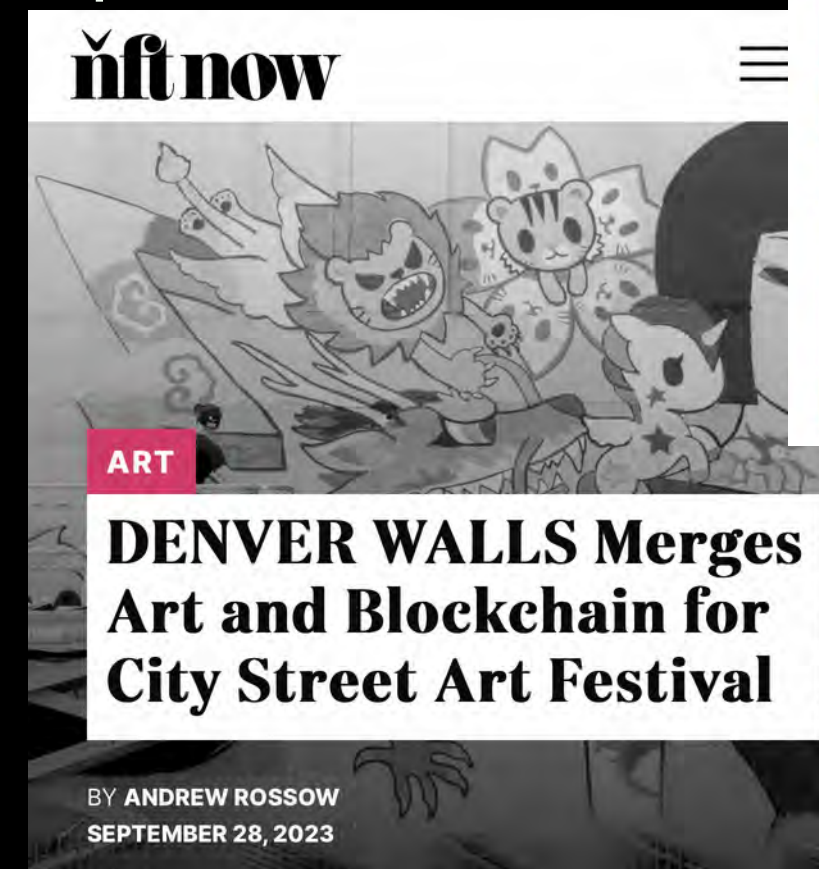
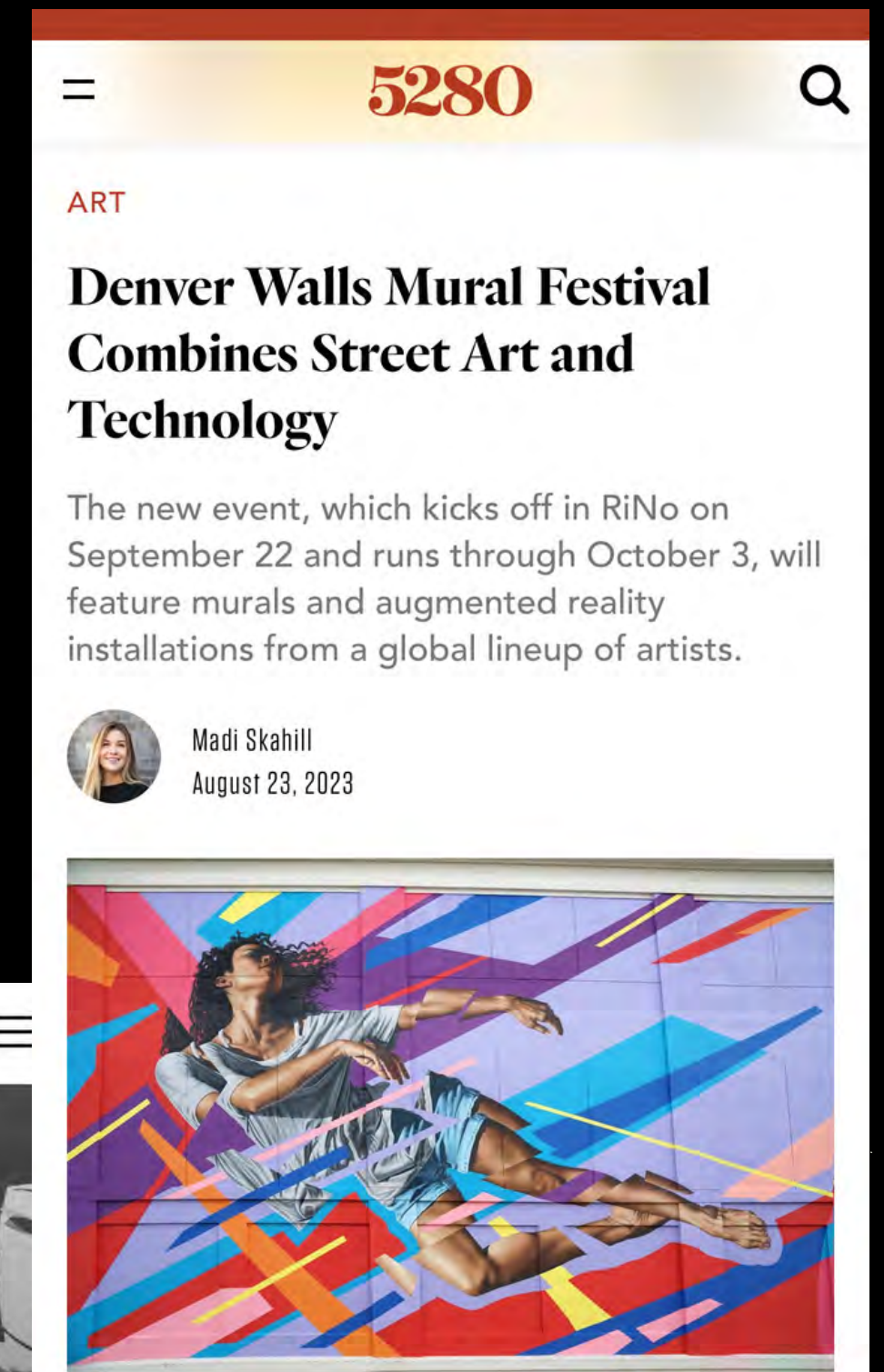
# ARTIST UPDATE



- Open Call launched March 5th and runs until April 5th
- Currently at 600+ applications
- Keeping our curation at 12-20 walls, dependent on fundraising and walls available

# UPDATE MEDIA + SOCIAL

- Coordinating our media timelines with SideCar
  - Agreements reached with RiNo about new budgets for PR
  - First press release out April 5th
- Social Media plans finalized and Media team coordination scheduled for March 29th
- Working with WorldWide Walls to set up conversations with media partners
- Hired new team member to manage branding + new website launch



# UPDATE: EVENTS AND PROGRAMMING

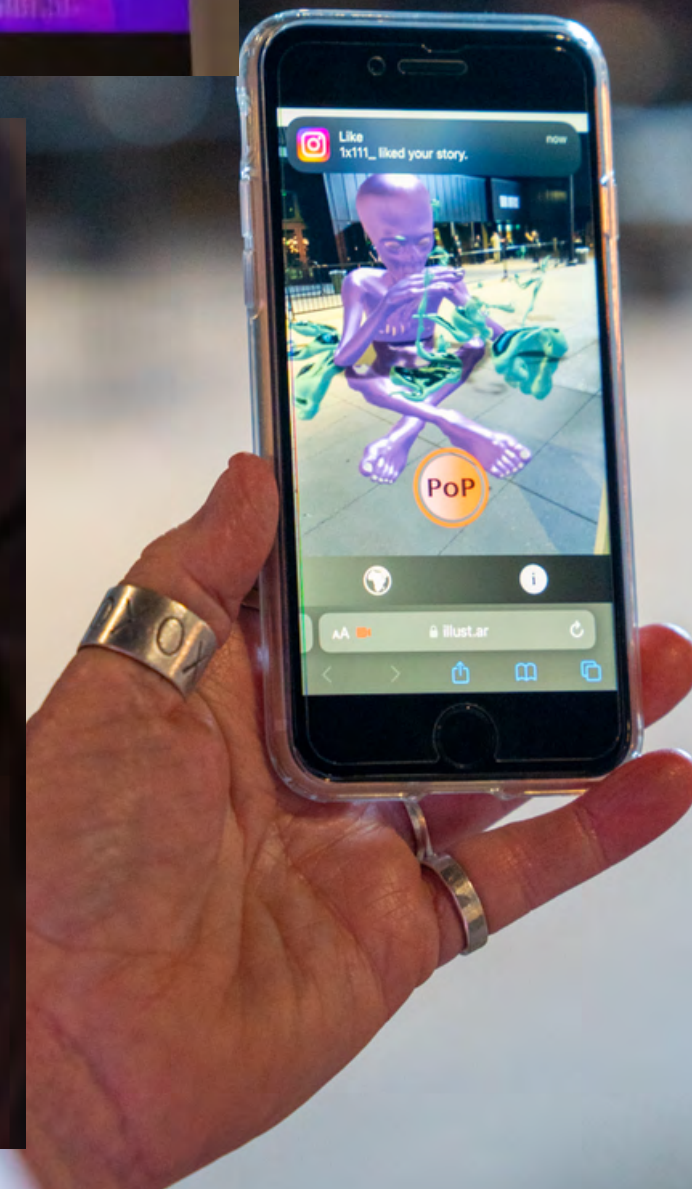


- Secret Walls confirmed (contract pending)
- Working with RiNo to manage educational programming as well as kid's programming for our Block Party event
- Reserved the Art Park for Saturday, October 5th
- Reserved Truss House for the end of Sept and Early October to be used as HQ



# UPDATE: TECH

- Our open call includes openings for:
  - Projection Mapping
  - Augmented Reality
- **Augmented Reality Sculpture Garden** with ILLUSTRAR will come back at Block Party
- Reached out to Denver Night Lights (the clock tower program)
- **Blockchain Powered Scavenger Hunt** with COZ
  - Negotiating new contract and expansion
  - Exciting new updates to come soon!



# NEXT STEPS

- RiNo Contract to finalize (by end of week)
- Development Manager Interviews begin Friday
- Wall search + sponsor search is active



# UPDATE: WALLS (BRIGHTON BLVD)



- Had a walkthrough at FLORA to discuss possible activation.
- Contract pending with Blue Moon
- Outreach beginning for:
  - Ironton
  - Dewey Beer
  - Great Divide
  - Number 38
  - Midnight Visuals
  - Zeppelin Station
  - and more
- Looking for more locations within walking distance of the Art Park to bring more color to the Brighton Side

# UPDATE: WALLS (LARIMER SIDE)



- Conversations started with:
  - GreenSpaces
  - EDENS
- Walls being discussed with EDENS around DCM area
- Outreach beginning for businesses in the 30's on Larimer and Walnut
- **Looking for more locations within walking distance of the Pedestrian Bridges that link to Zeppelin Station to create a seamless walking path**

# BUDGET BREAKDOWN: TEAMS & SUPPORT

## TEAM

- Director: \$60,000
- Media Team: \$28,000
- Marketing + Socials: \$20,000
- Operations+Logistics: \$10,000
- Fundraising: \$15,000
- PR Team: \$10,000
- Artist Relations: \$7,000
- Volunteer & On Site Coordinator: \$7,000
- Graphic Design: \$6,500
- Logistics Assistant: \$3,500
  
- TOTAL: \$170,000

## Notes to discuss:

### RiNo/DW split on:

- SideCar PR
- Clean-up Initiatives
- Utilizing Programming and Memberships team members





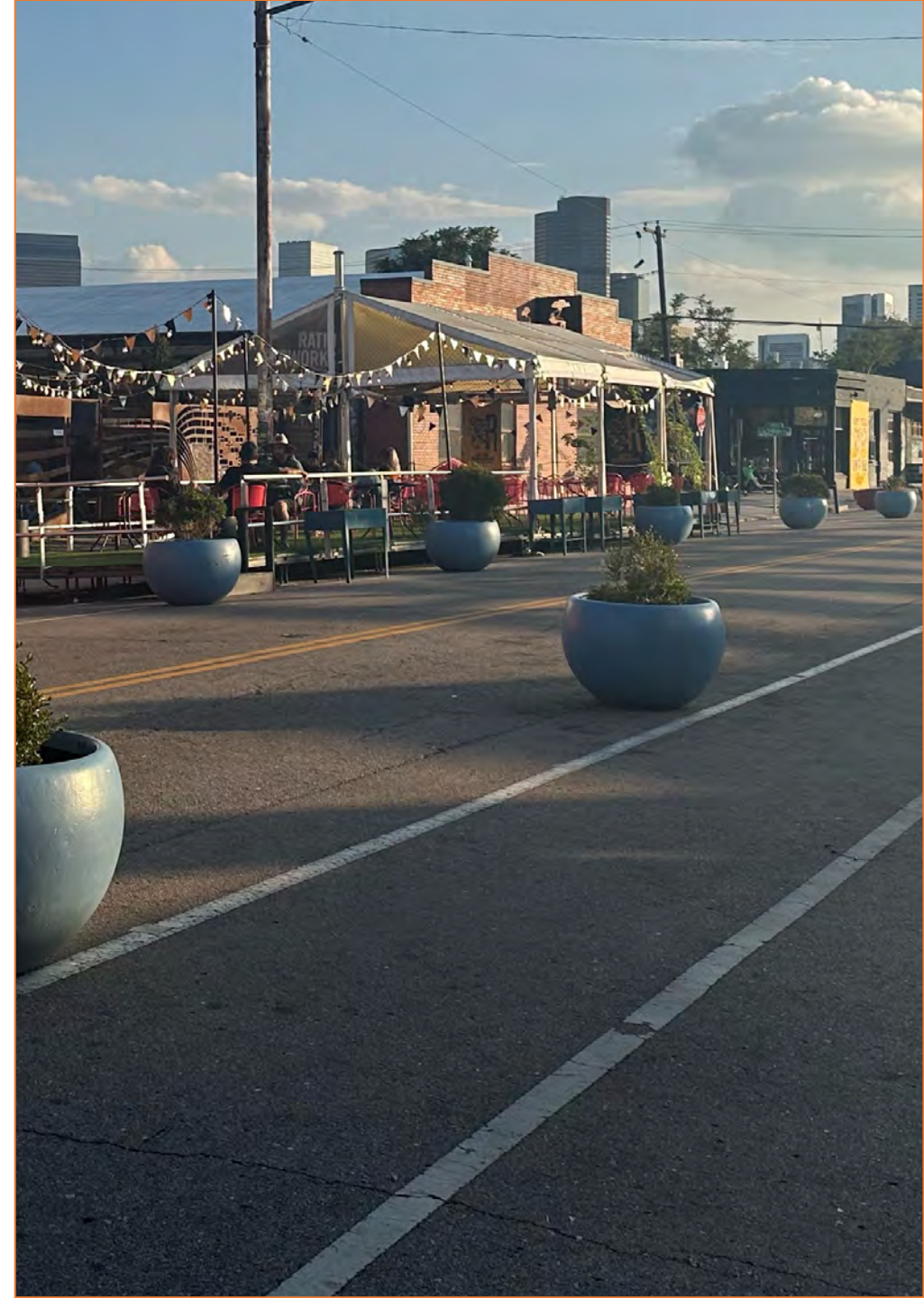
# THANK YOU!

Cheers to an improved  
DENVER WALLS experience  
for our community in  
2024!



# 2900 Block Larimer Street

- Engineering consultant is finalizing the mobility study
- Once the final version is done, it will be sent to the City for their review



# Urban Forest Master Plan

- Waiting for the City to release their new design guidelines/standards for tree plantings
- Align recommendations with the City's requirements and finalize master plan
- Identify and initiate first phase of implementation and/or a long-term program
  - This would use 2024 budget



# Other Updates

- Updates from board members or staff

# Upcoming Meetings

- Thursday, April 11 – RiNo Talks
- Thursday, April 18 – All Board Retreat
- Wednesday, April 24 – BID Board Meeting
- Tuesday, May 14 – RiNo Annual Meeting





# Adjourn

*Diana Merkel*