



RiNo GID Board Meeting

Collegiate Peaks Bank | March 27, 2024

RiNo GID Board Meeting Agenda

- 1. Call to Order**
- 2. Voting Matters**
- 3. Informational Matters**
- 4. Adjourn**



Voting Matters

Kirsty Greer



Meeting Minutes

- **Vote:** Do all GID Board members who were present at the February board meeting approve the February meeting minutes?



RiNo GID Financial Statements

As 2/29/24:

- Cash in the bank at the end of the period is \$672,325
- YTD Net Income (NI) is \$478,547. High Net Income is attributable primarily to:
 - New year flows tax revenues and low 1Q expense activity
- YTD Revenue achievement of \$598,004 is 32% of full 2024 budget
- YTD General expenses are 19% of full 2024 budget
- YTD Advocacy expenses are 0% of full 2024 budget
- YTD Infrastructure expenses are 1% of full 2024 budget
- All Bank Reconciliations have been completed through February 29,2024.



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

ASSETS

Current Assets

Bank Accounts

1050 GID Mill Levy Checking 3455	357,351.96
1055 GID Capital Charge 3463 Restricted	111,141.00
1057 GID Capital Reserve MM 4183 Restricted	203,832.41

Total Bank Accounts 672,325.37

Accounts Receivable

1121 Accounts Receivable	584,219.95
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Total Accounts Receivable 584,219.95

Other Current Assets

1145 Property Taxes receivable	1,124,095.22
1150 Prepaid Expenses	2,004.74

Total Other Current Assets 1,126,099.96

Total Current Assets 2,382,645.28

TOTAL ASSETS \$2,382,645.28

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Accounts Payable

2000 Accounts Payable	3,376.70
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Total Accounts Payable 3,376.70

Other Current Liabilities

2015 Denver GID Loan - current portion	104,599.59
2045 Deferred Property Tax	1,124,095.22

Total Other Current Liabilities 1,228,694.81

Total Current Liabilities 1,232,071.51

Long-Term Liabilities

2310 Denver GID Loan	0.00
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Total Long-Term Liabilities 0.00

Total Liabilities 1,232,071.51

Equity

3200 Retained Earnings	94,201.63
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3201 Restricted for Emergencies	29,400.40
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3202 Restricted for Debt Service	316,638.29
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3203 Unrestricted	231,786.34
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Net Income	478,547.11
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Total Equity 1,150,573.77

TOTAL LIABILITIES AND EQUITY \$2,382,645.28



Statement of Activities as of 2/29/24

	Jan - Feb, 2024	% of Income
INCOME		
4100 PROPERTY TAXES		
4120 GID District 134 Ad Valorem	471,935.78	78.92 %
4121 GID District 133 Special Assess	112,114.58	18.75 %
4220 GID Specific Ownership Tax	13,620.12	2.28 %
Total 4100 PROPERTY TAXES	597,670.48	99.94 %
6910 Interest Income	333.74	0.06 %
Total Income	598,004.22	100.00 %
GROSS PROFIT	598,004.22	100.00 %
EXPENSES		
7400 GENERAL BUSINESS EXPENSES		
7311 Management & Administration	76,729.34	12.83 %
7312 Accounting	8,151.99	1.36 %
7313 Occupancy	2,758.17	0.46 %
7350 Legal & Attorney's Fees	703.00	0.12 %
7440 Insurance	4,010.46	0.67 %
7480 CCD Tax Collection Fee	5,840.53	0.98 %
7490 Bank Fees	-0.01	0.00 %
Total 7400 GENERAL BUSINESS EXPENSES	98,193.48	16.42 %
8300 INFRASTRUCTURE		
8316 Trash Cans	1,535.38	0.26 %
8349 Brighton Blvd-Landscape & Irrigation Maintenance	8,770.00	1.47 %
8352 Brighton Blvd-General Maintenance	1,500.00	0.25 %
Total 8300 INFRASTRUCTURE	11,805.38	1.97 %
8510 GID Loan Interest Payments	9,458.25	1.58 %
Total Expenses	119,457.11	19.98 %
NET OPERATING INCOME	478,547.11	80.02 %
NET INCOME	\$478,547.11	80.02 %



Financial Statements

- **Vote:** Does the GID 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



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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.



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, 38th Street, and Brighton Boulevard to 44th 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
- 31st 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. 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.**

Clean Team Ambassadors RFP

- **Vote:** Does the GID 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?





Informational Matters

Kirsty Greer & Sarah Cawrse



New Board Members

- We want to welcome:
- **Malcolm Craig** – McCaffery Interests Inc.
 - **Jonathan Alpert** – Westfield Company
 - **Jamey Bridges** – Zeppelin Development



New Board Members

- We want to welcome:
 - **Malcolm Craig** – McCaffery Interests Inc.
 - **Jonathan Alpert** – Westfield Company
 - **Jamey Bridges** – Zeppelin Development
- New Board Member Orientation:
 - Quick overview today
 - Follow-up conversations
 - Board retreat April 18
 - Board member orientation/training with updated handbooks and policies



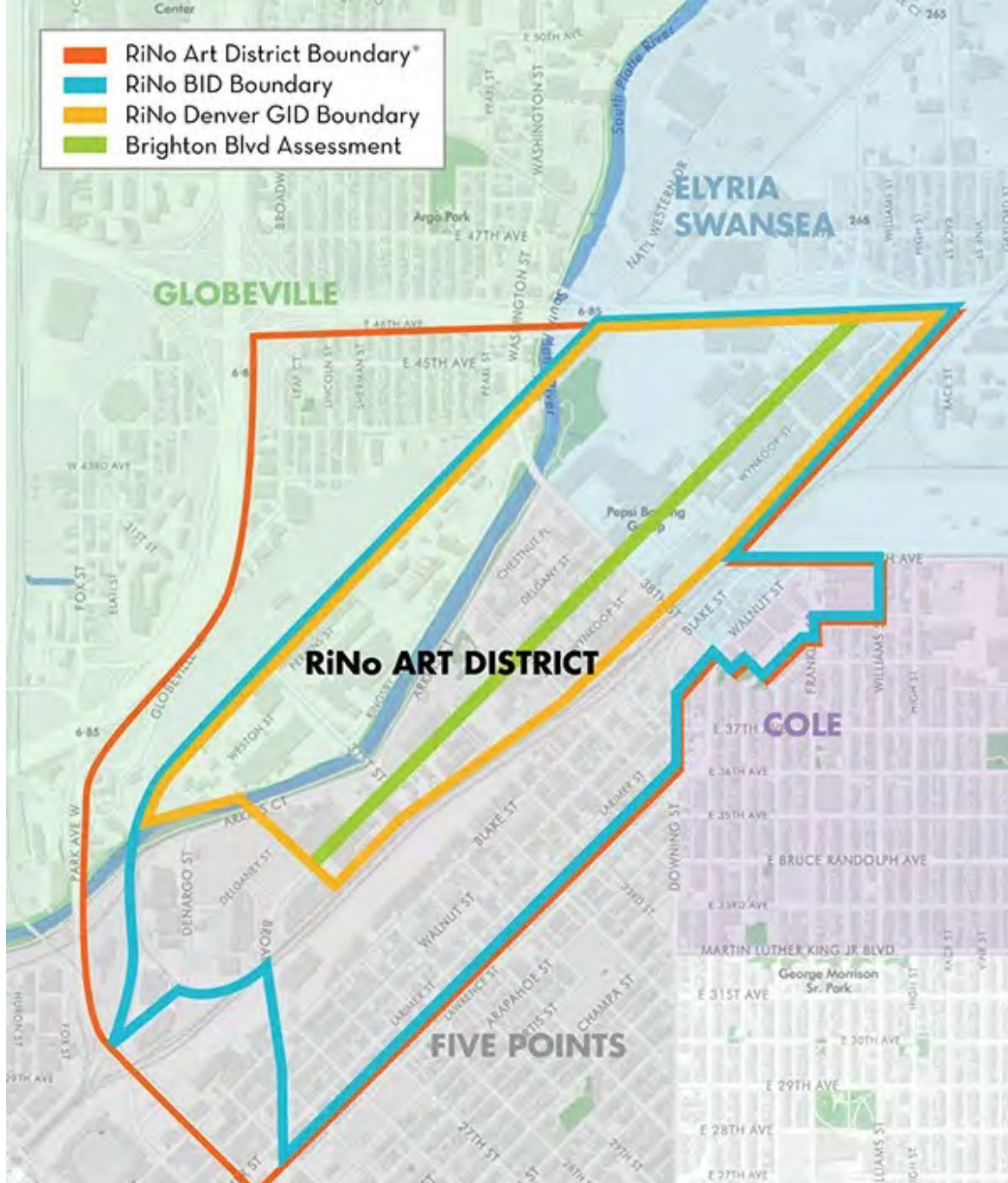


RiNo GID Board

A quick overview...



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

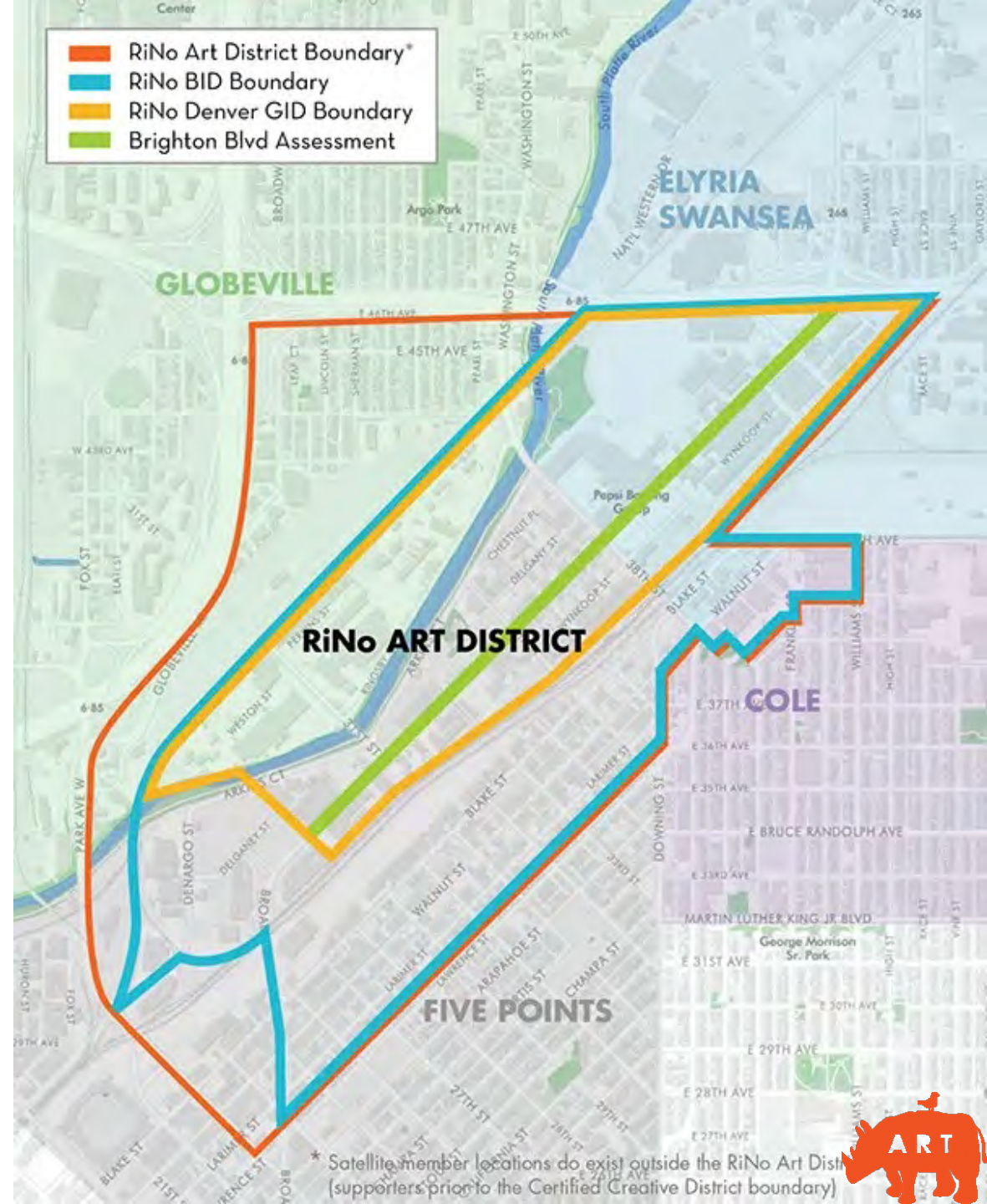


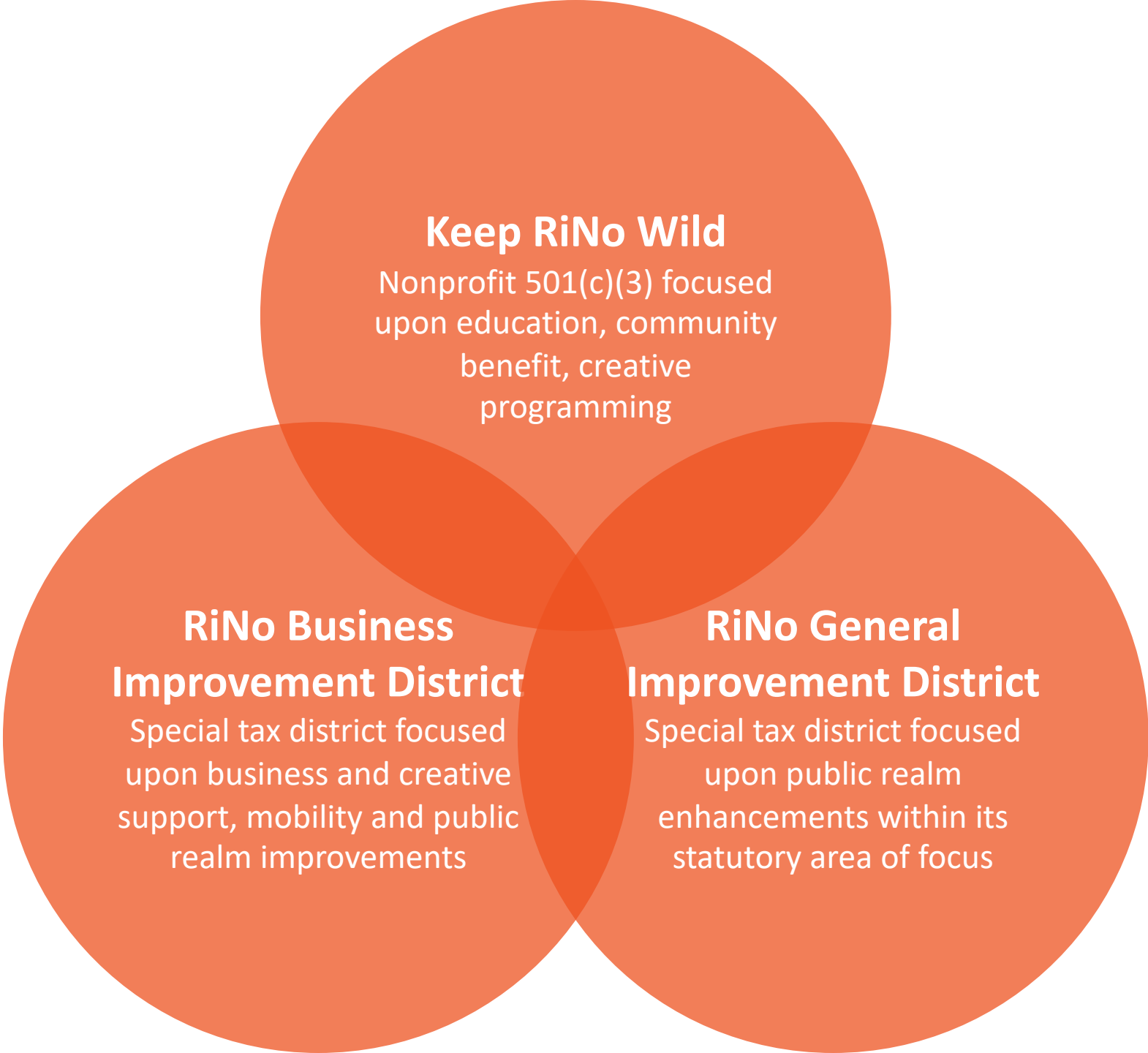
* Satellite member locations do exist outside the RiNo Art District boundaries (supporters prior to the Certified Creative District boundary)

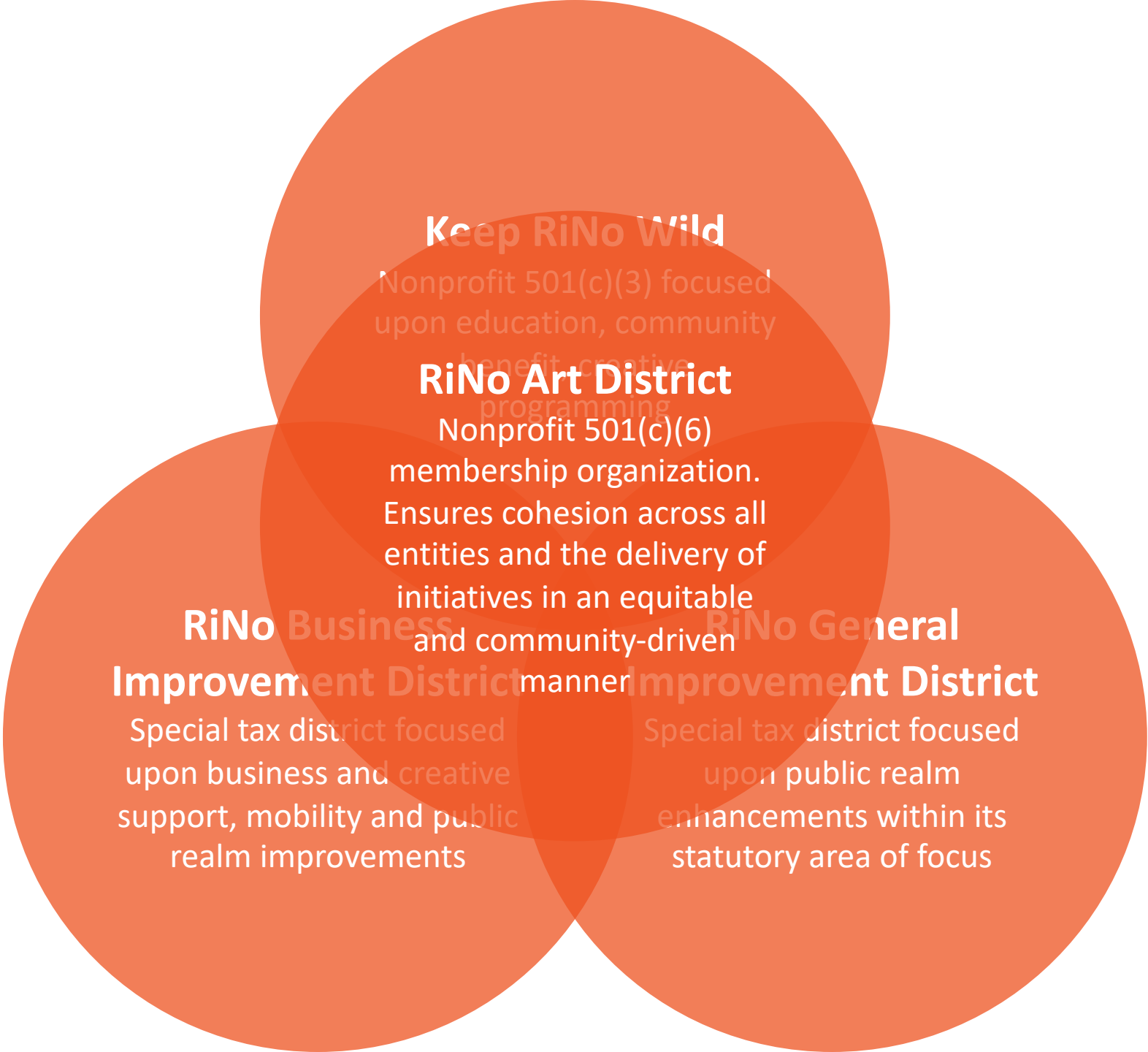


About RiNo

- 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

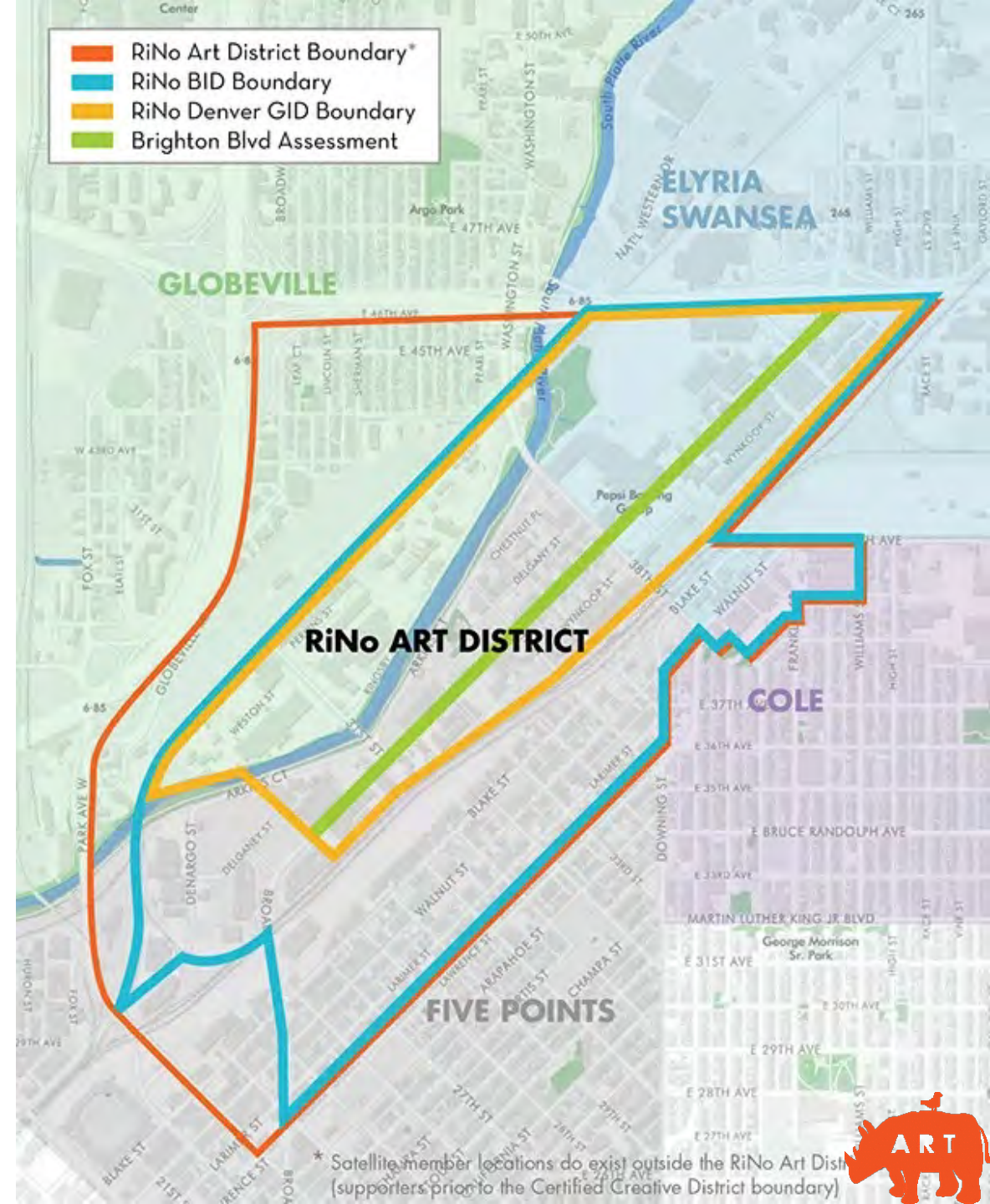






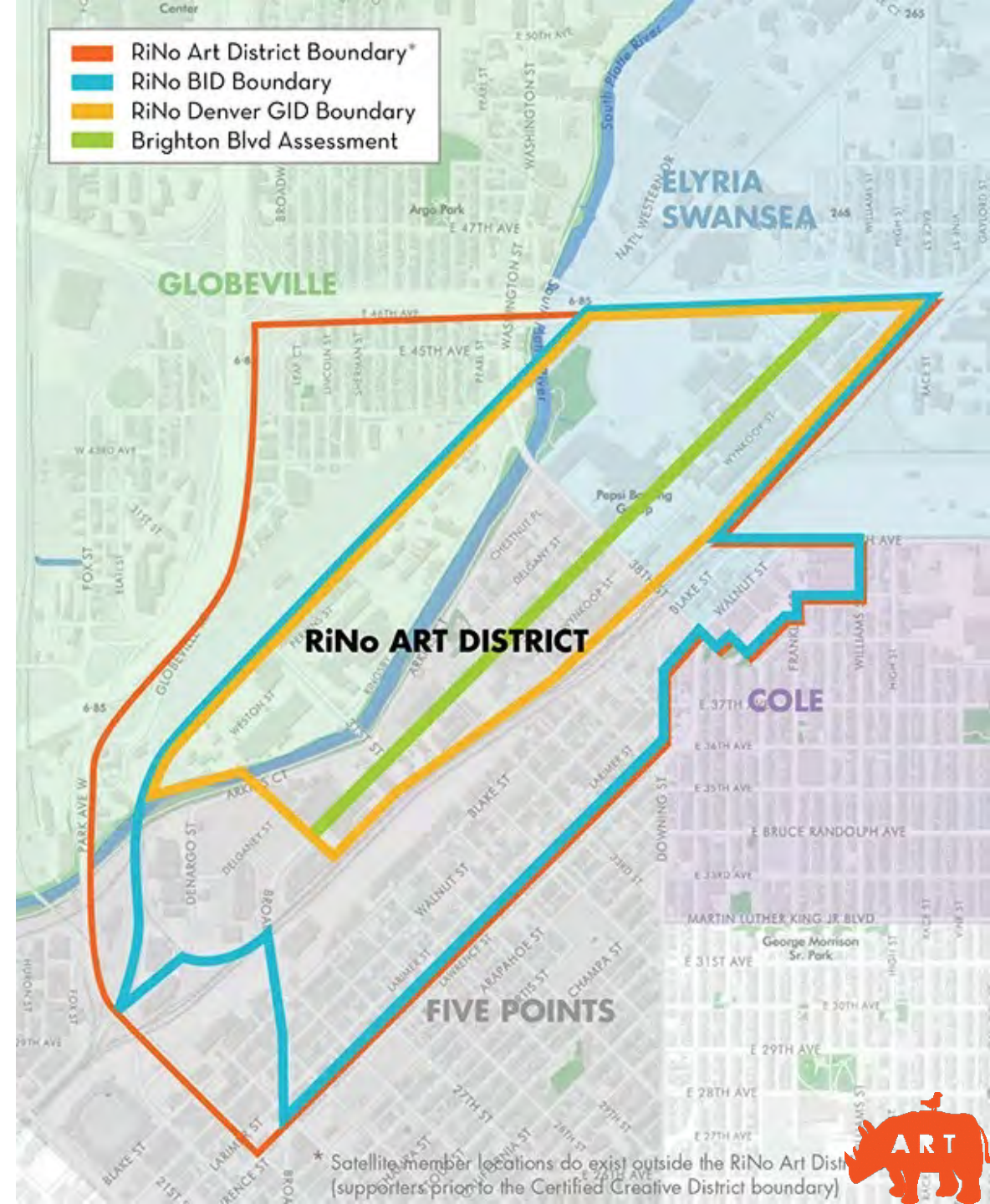
About the GID

- Created in 2015 to fund physical infrastructure projects



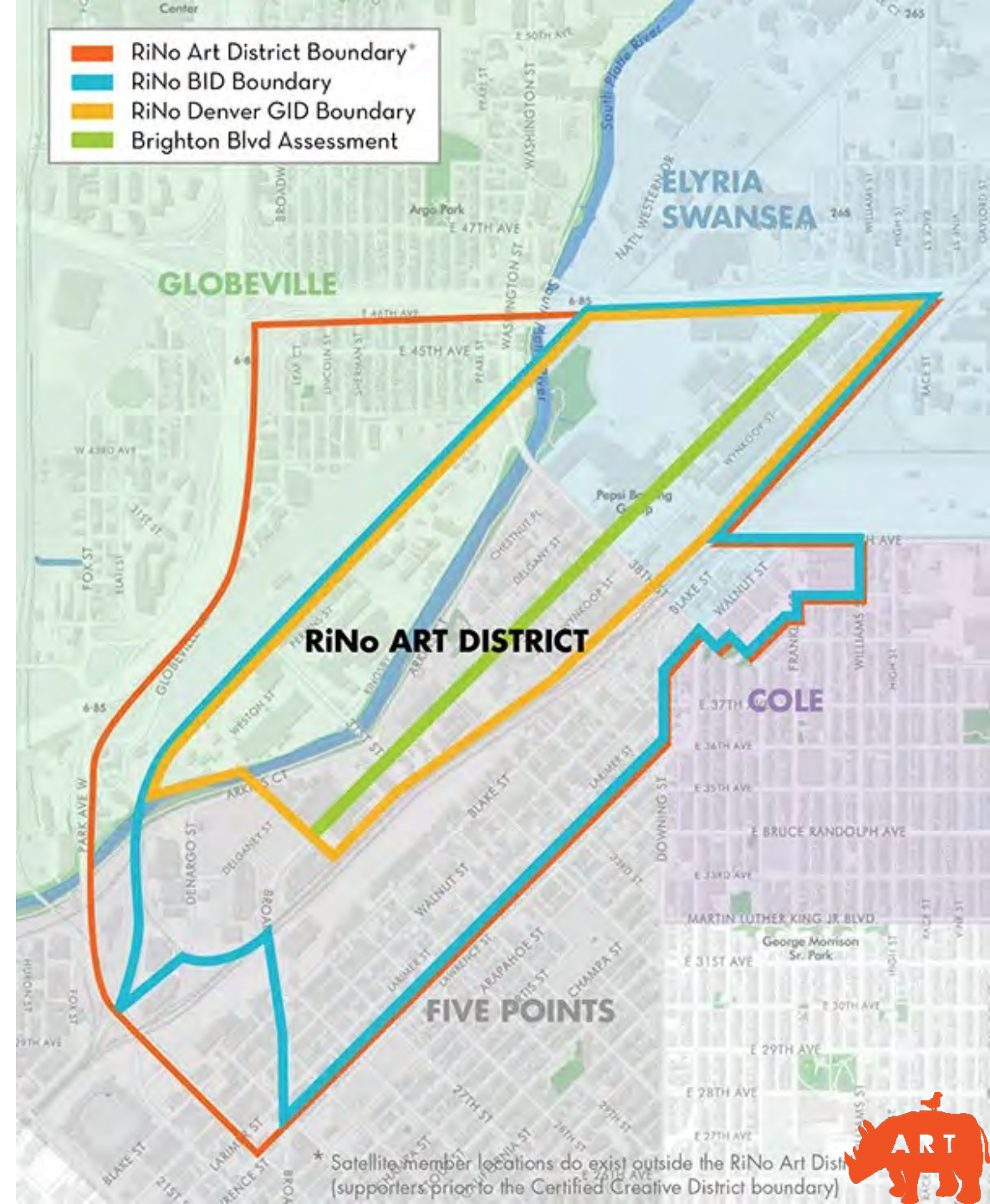
About the GID

- Created in 2015 to fund physical infrastructure projects
- GID took on a \$3,000,000 loan to fund enhancements to Brighton Boulevard between 29th Street and 44th Street
 - Loan is paid for by owners of property fronting Brighton Boulevard



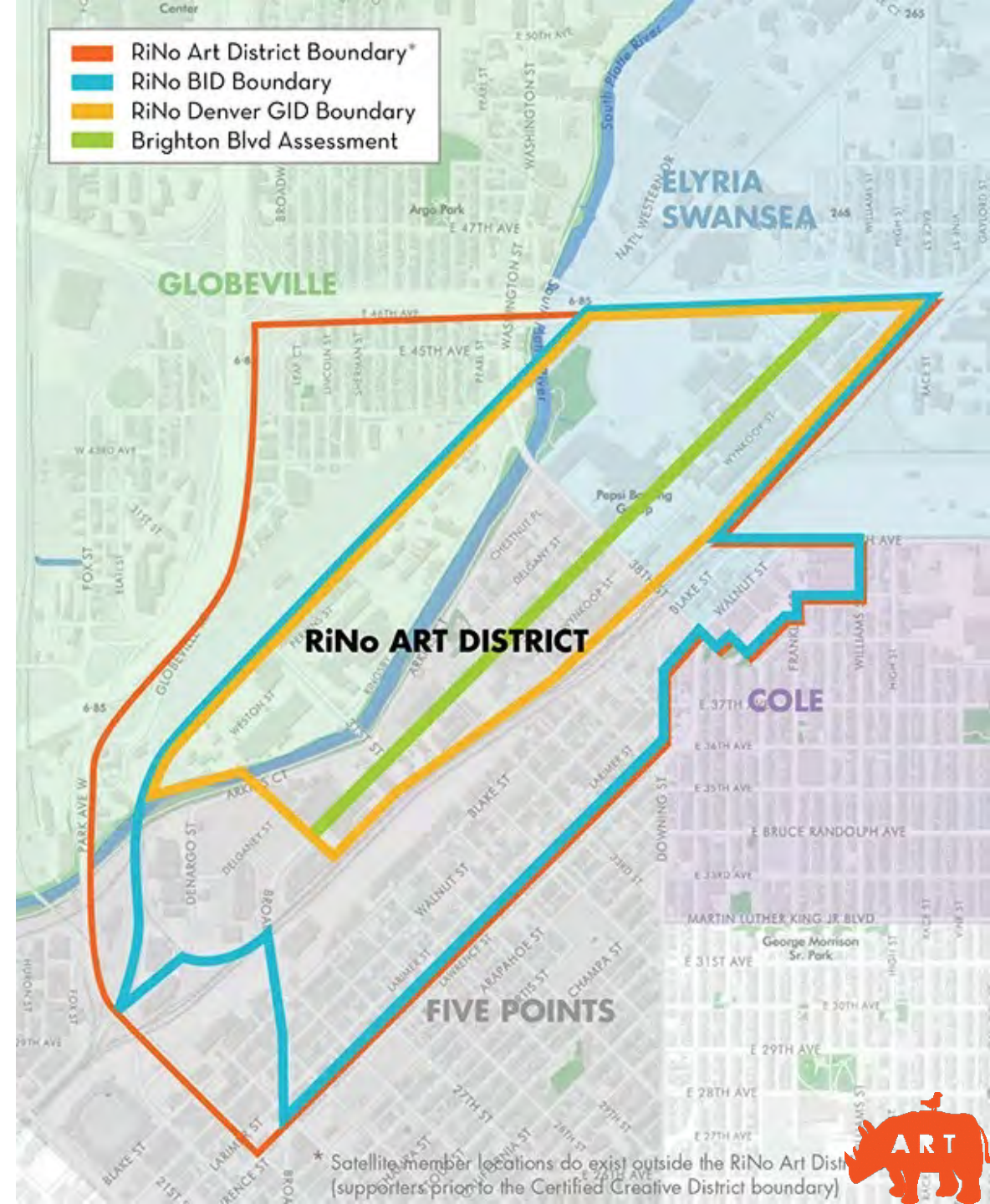
About the GID

- Created in 2015 to fund physical infrastructure projects
- GID took on a \$3,000,000 loan to fund enhancements to Brighton Boulevard between 29th Street and 44th Street
 - Loan is paid for by owners of property fronting Brighton Boulevard
- GID assesses commercial property (29%) and residential property (TBD, 6.8% for multi-family residential) 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 GID: \$1,160



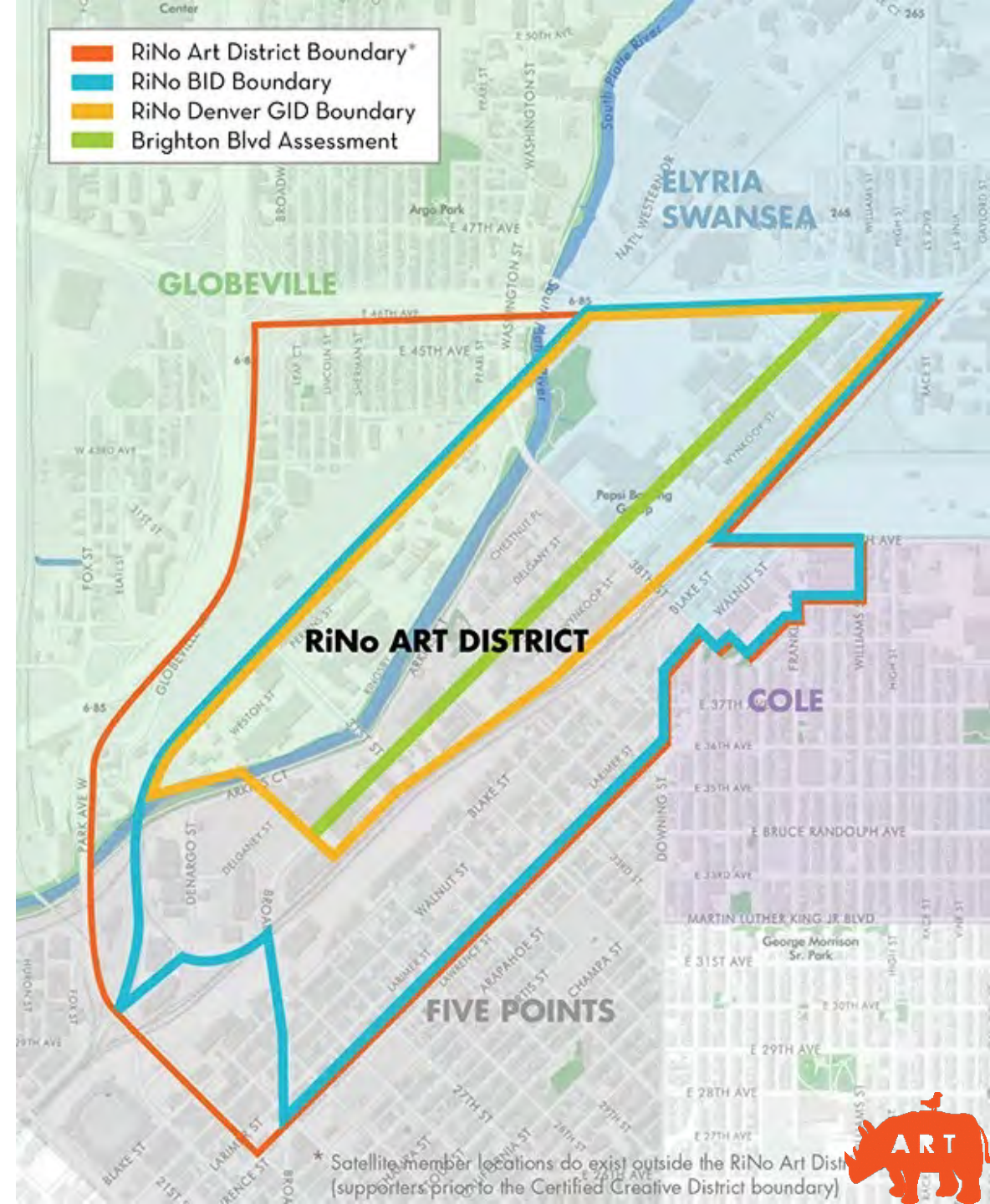
About the GID

- 2024 Revenue: \$1,890,682.97
- 2024 Available Resources: \$2,631,270



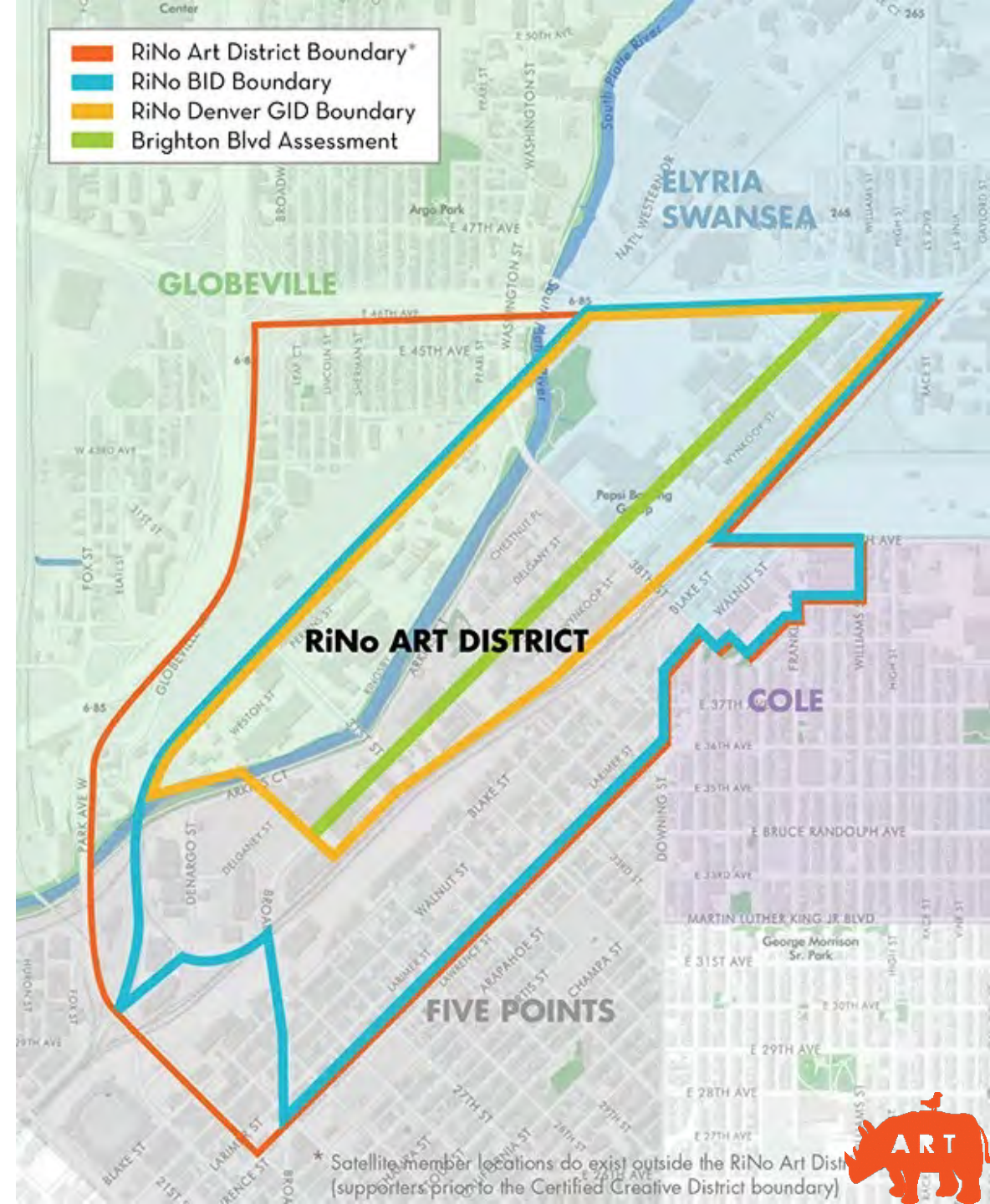
GID Priorities

- Implement RiNo's mission and goals informed by the Strategic Plan, but mainly focused on infrastructure and maintenance
- Public realm improvements, placemaking, and creating an inviting district for all community members
- Support safety, connectivity, and mobility improvements
- South Platte River access and enhancements
- Enhancements to RiNo ArtPark
- Maintaining Brighton Boulevard
- Public art



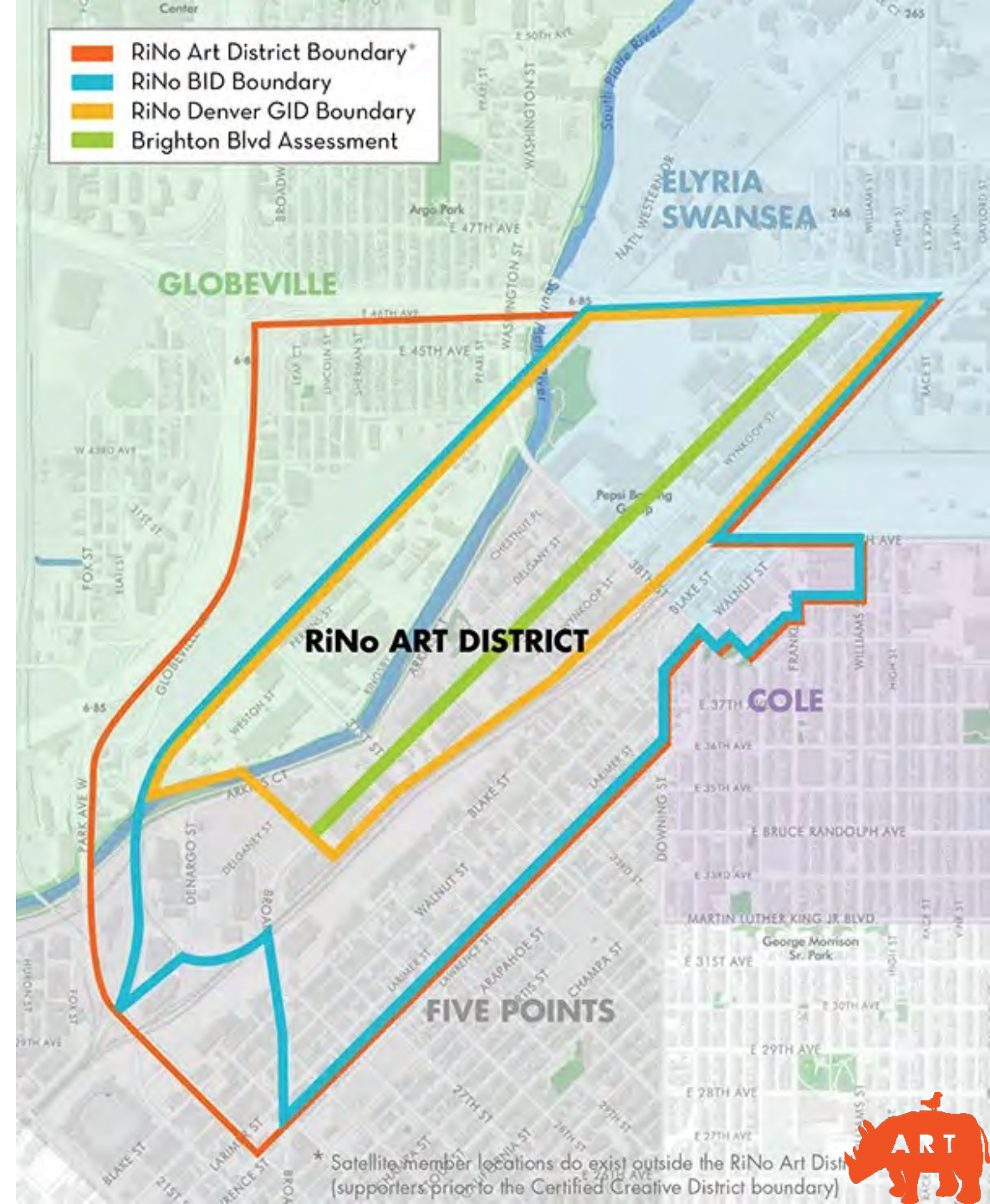
GID Board

- 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 GID's services



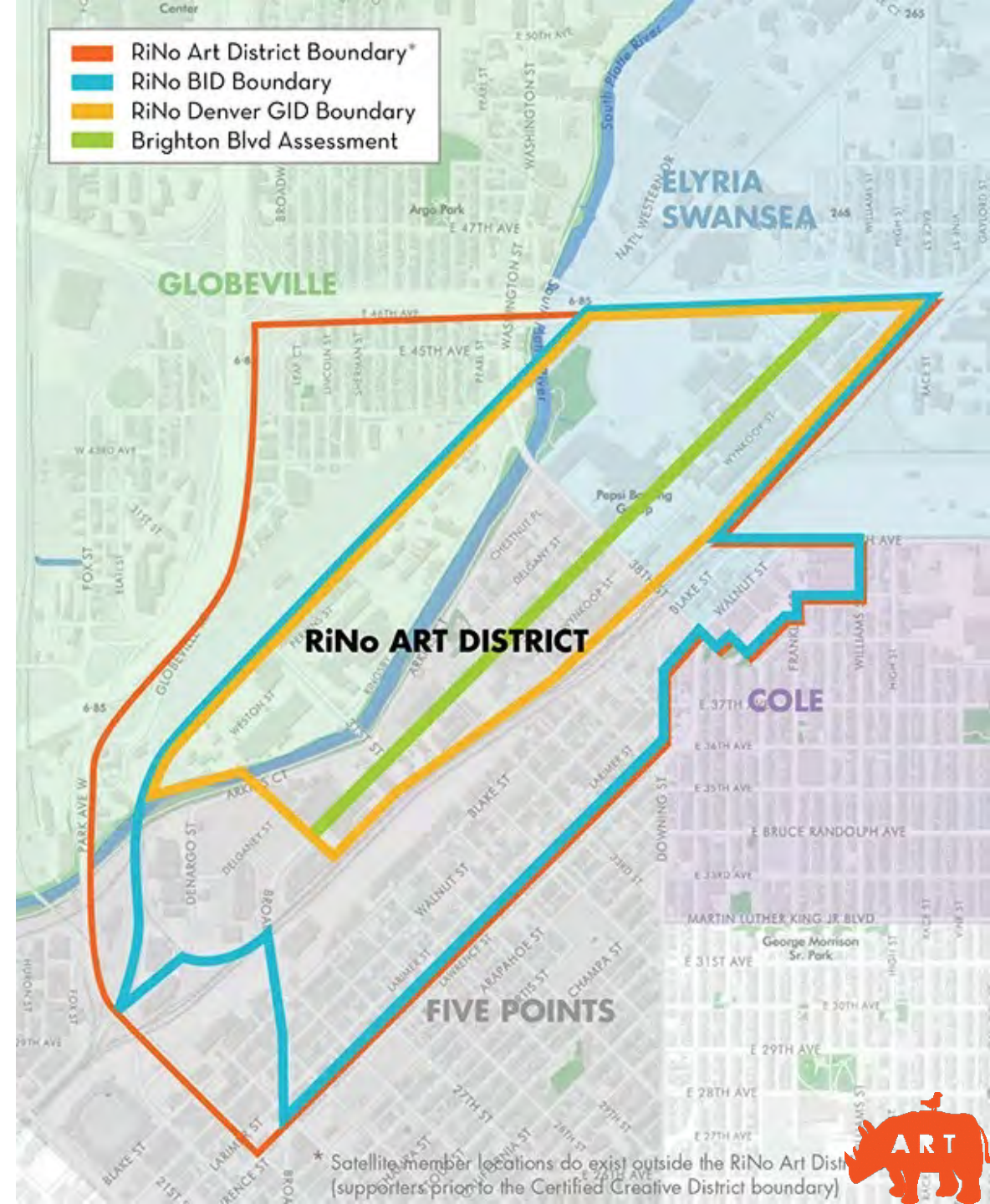
Current RiNo Staff

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



Future RiNo Staff

1. **Sarah Cawrse** – Executive Director, Urban Strategy & Design
2. **Alye Sharp** – Executive Director, Programs & Partnerships
3. **Ed Rapp** – CFO
4. **Adrienne Villa** – Operations Manager
5. **Brittany Ross** – Membership Manager
6. **Rob Gray** – Facilities & Events Manager
7. **TBD** – Programs Manager (currently seeking applications)
8. **TBD** – Associate Urban Designer (will be posting job position soon)





DENVER WALLS

Ally Grimm



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**



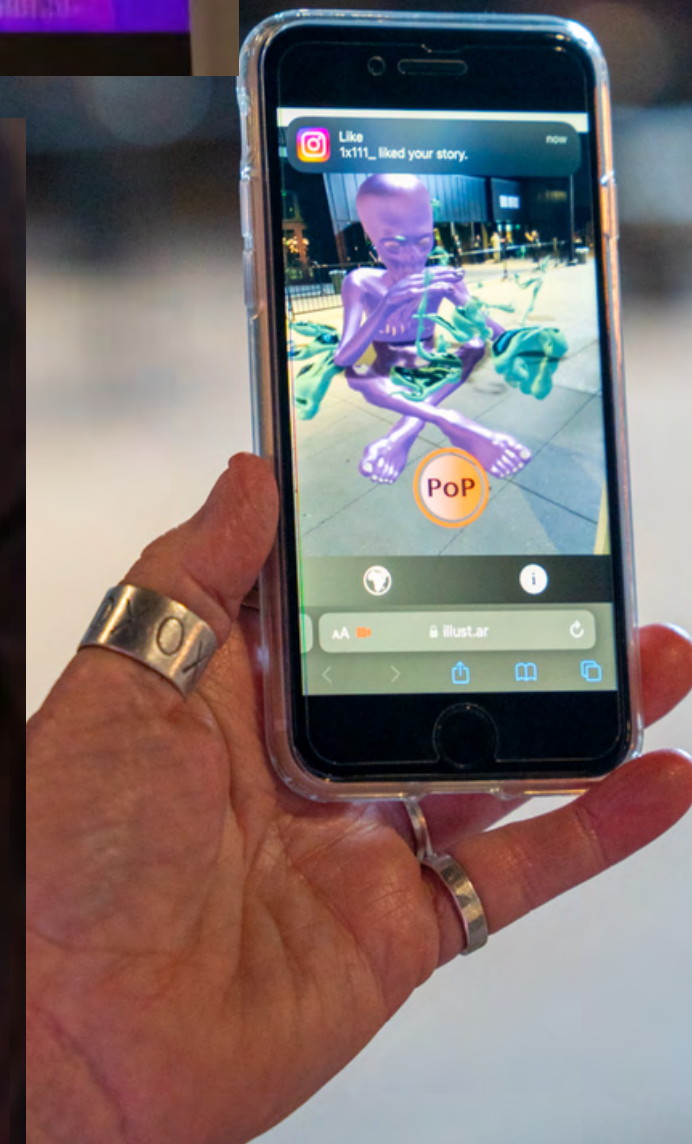
2023 RECAP: EVENTS AND PROGRAMMING



- **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



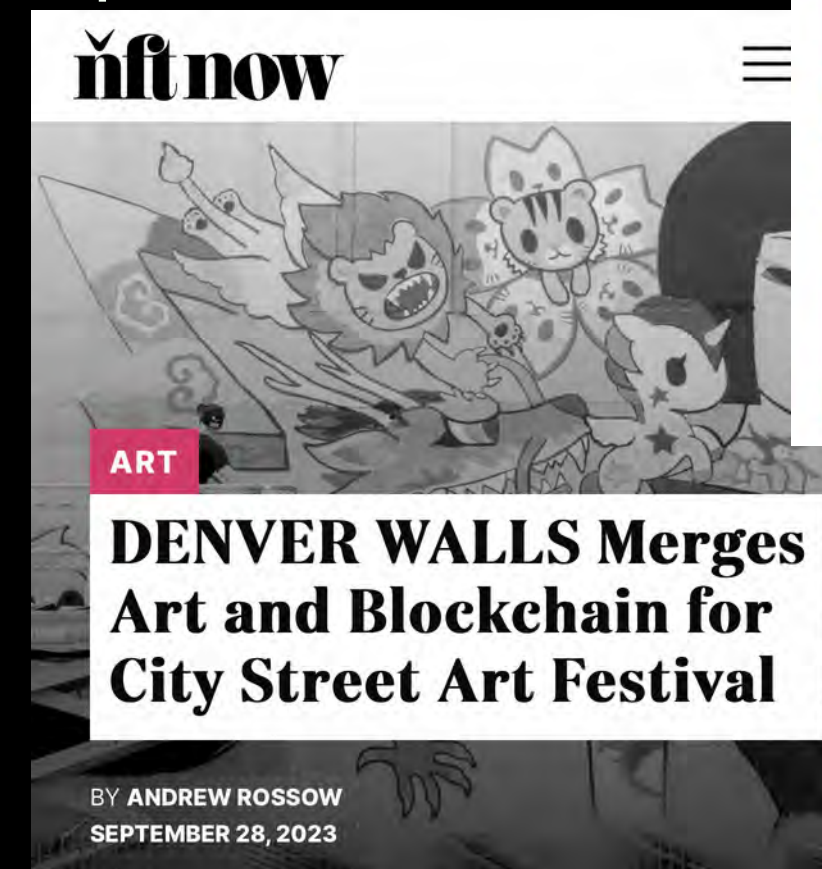
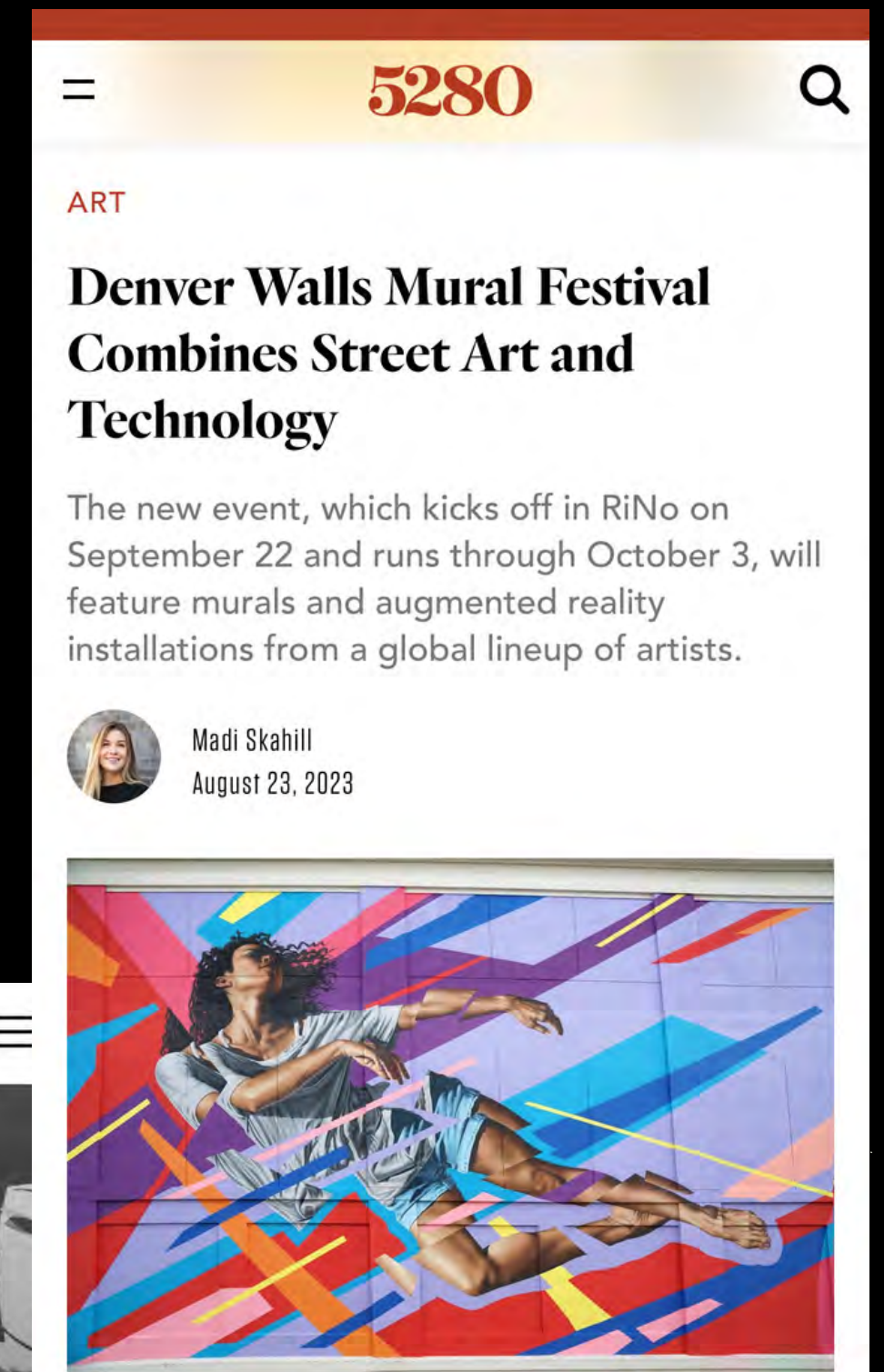
ARTIST UPDATE



- 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

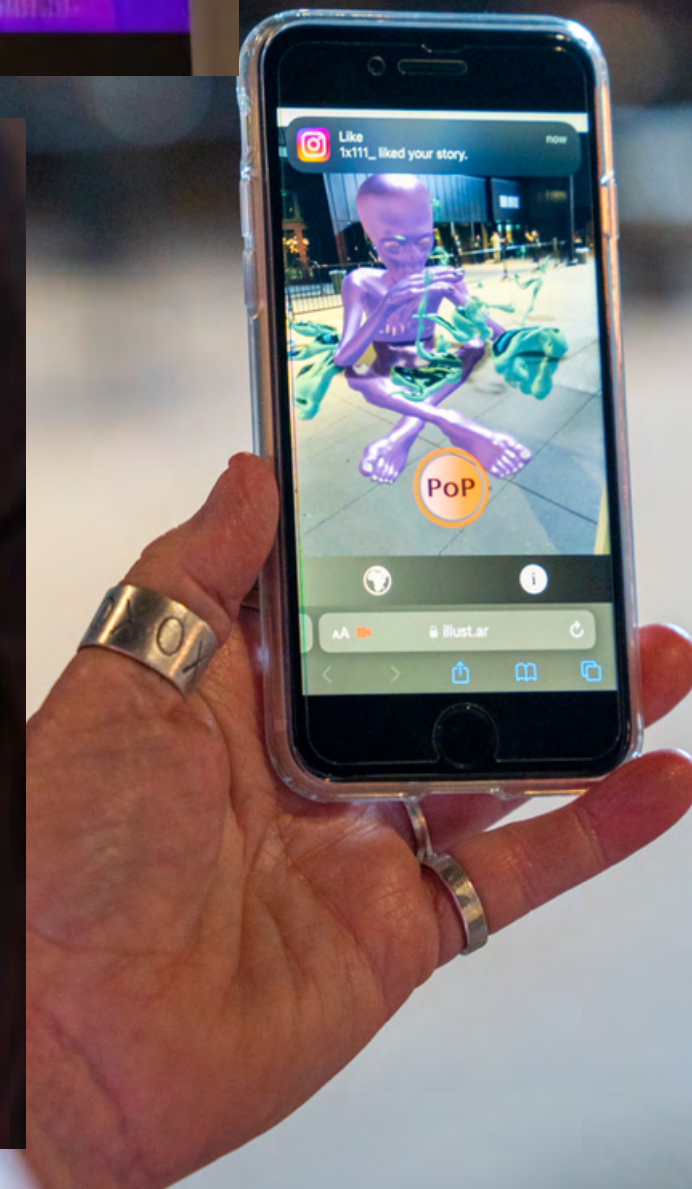


- Secret Walls confirmed (contract pending)
- Working with RiNo to manage educational programming as well as kid's programming for our Block Party event
- Reserved the Art Park for Saturday, October 5th
- Reserved Truss House for the end of Sept and Early October to be used as HQ



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:

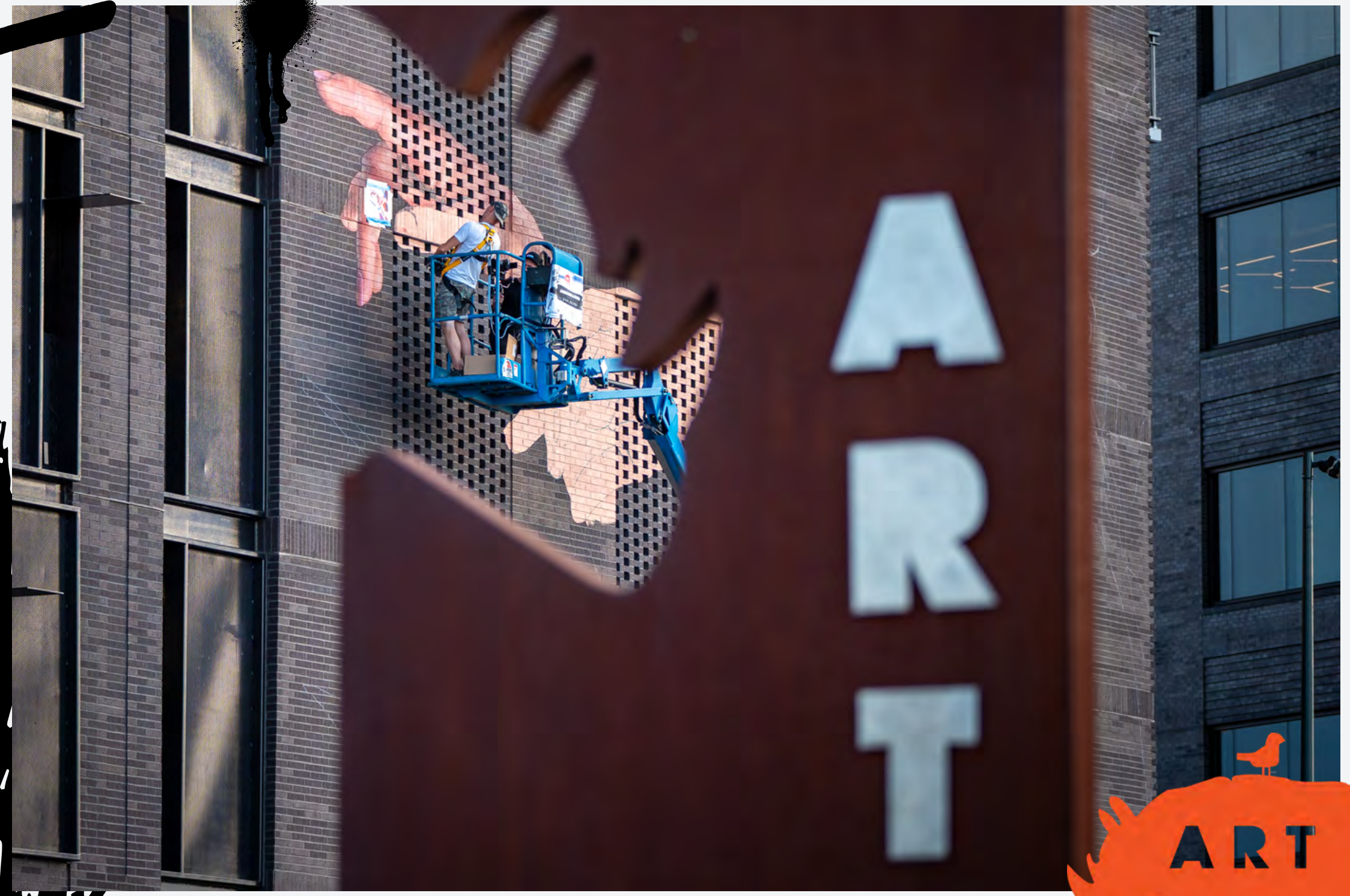
RiNo/DW split on:

- 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!



Brighton Boulevard

➤ Streetscape Maintenance

- Ongoing maintenance to fix/repair streetscape elements



Other Updates

- Updates from board members or staff

Upcoming Meetings

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





Adjourn

Kirsty Greer

