

GO WEST COLFAX



Working together to **ENERGIZE** historic West Colfax

Lakewood-West Colfax BID:

A community-created district that advocates for capital investment and economic development to support existing and new business in Lakewood's West Colfax corridor

40 West Arts District:

A 501(c)3 nonprofit operating a Colorado Certified Creative District that champions community arts spaces and events and supports creative activities along Lakewood's historic West Colfax Avenue

West Colfax Community Association:

A 501(c)6 association for businesses and residents that provides a forum for dialogue & reliable community information as well as a unifying voice for the West Colfax community



Contents

1. Vision/Mission
2. Background/Context
3. Recognition
4. Our Approach
5. Update on 2024 Focus Areas
6. Focus Area Themes
7. Proposed 2025 Focus Areas





Vision / Mission

VISION:

To accelerate the RE-EMERGENCE Lakewood's historic West Colfax corridor as a vibrant ever-better creative commercial and entertainment destination, and a great place to live.

MISSION:

To ENERGIZE West Colfax to be (again) a memorable & vibrant destination where locals & visitors come to create fresh opportunities, connect with diverse experiences, and celebrate culture—both old and new.

TAGLINE:

Working Together to ENERGIZE Lakewood's historic West Colfax





Background/Context

— Working together to ENERGIZE historic West Colfax —

- Formed by petition drive, special election, and City of Lakewood Ordinance in 2011
- Funded by a small mill levy-commercial properties only
- Approx. annual budget from Mill Levy: \$325,000 a year
- Service Area: Sheridan to Welch St. along W. Colfax
- Launched 40 West Arts District in 2011 as well
- Led by 5-member board of qualified electors appointed by Lakewood City Council and an Exec. Director
- Annual Plan & Budget approved by the board and City Council
- Since inception—with partners—awarded more than \$24.5M from public & private grants for the district
- Since inception —with partners—attracted \$400M+ of investments in new development or redevelopment projects and capital improvements





Recognition

— Working together to ENERGIZE historic West Colfax —

- 2015-CBCA Community Leadership Award
- 2017-ULI Impact “INSPIRE” Award for Public Realm
- 2017-CBCA Community Leadership Award
- 2018-Jefferson EDC/West Metro Chamber Diamond Leadership Award
- 2018-Americans for the Arts National Leadership Award
- 2019-DCI’s Governor’s Award for Best Use of Public Space
- 2019-Westword names 40 West Arts Best Metro Area Arts District
- 2020-Mayor’s Award of Excellence for Community Service





Our Approach

— Working together to **ENERGIZE** historic West Colfax —

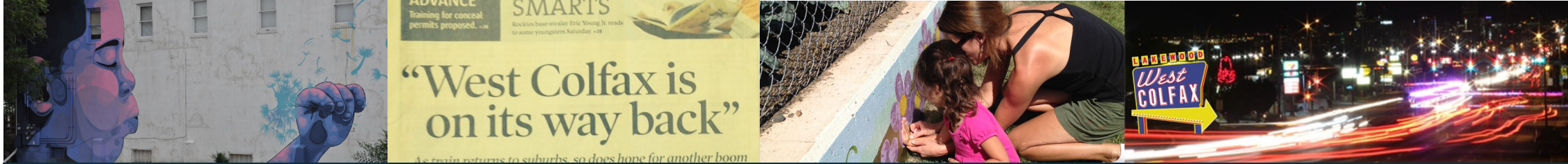
1. Service Leadership
2. Business/Customer-Service Oriented
3. Filter everything through mission-driven lens
4. Under promise and over deliver
5. Laser-focus on execution – to demonstrate we are a good investment for funders
6. Show incremental progress through meaning metrics
7. Create WIN-WIN partnerships
8. Dream BIG-Details Matter
9. Create BUZZ- Celebrate incremental progress
10. Embrace Colfax authenticity





2024 CORE FOCUS AREA UPDATE

STATUS	0%	50%	100%	
1. Support 40 West Arts Creative District				ON TRACK
2. Support West Colfax Community Assoc.				ON TRACK
3. Operationalize 6501 W. Colfax The HUB				ON TRACK
4. Expand our pilot with Bayaud				COMPLETE
5. Monitor W. Colfax Safety / N. Dry Gulch Projects				ONGOING
6. Continue ArtLine & Ward 1 Placemaking				PROGRESS
7. Advocate for more safety/security efforts				PROGRESS
8. Build relationship w/ key redevelopment partners				ONGOING
9. West Colfax Lately Magazine (8 th Edition)				COMPLETE
10. VISION 2040 Plan Updated & Published				COMPLETE
11. Progress on Succession Planning				PROGRESS



Focus Area Themes

Service Impact

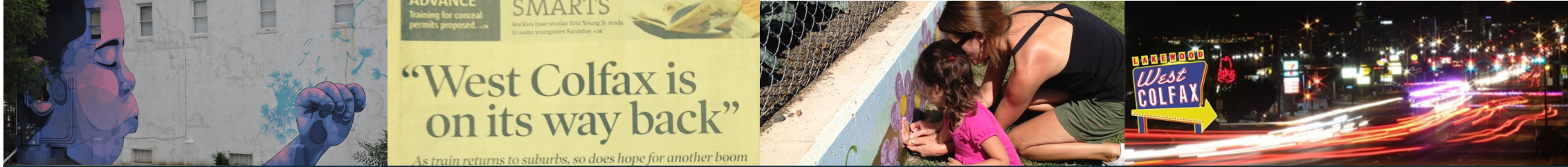
- **Safety & Security and Homeless Population Improvements** (direct outreach, showers, lockers, services, food support, jobs, art programming, & community outreach for safety & sustainability programs)
- **Corridor Identity & Clean up** (wayfinding, clean-up events/services, shopping cart corrals, dumpster art program, and business attraction and recognition)
- **Local Youth/Senior Support** (accessibility, free on-site programming, free transportation to events)

Community Engagement

- **Neighborhood & Local Nonprofits** (free meeting space, social media support, WCCA mini-grants)
- **Local After-School Programs** (working on art programming, internships, tutoring, school supplies)

Leadership & Environmental Sustainability

- **Management Leadership** (progress in planning for eventual transition)
- **Energy & Environmental** (advocate for and amplify city/state programs)



2025 CORE FOCUS AREA

SERVICE

1. Support Platform for 40 West Arts Creative District (Leadership/Management/Finance/HR/Technical)
2. Support Platform for West Colfax Community Association (Leadership/Management/Finance/HR/Technical)
3. Explore improvements to The HUB that will increase service capacity & district income

ENGAGEMENT

4. Catalyze safety/security efforts in the corridor (Neighborhood / Business Watch Programs)
5. Monitor and Inform Community about W. Colfax Safety / N. Dry Gulch Projects
6. Continue ArtLine & Ward 1 Placemaking
7. Strengthen relationship w/ key redevelopment partners
8. Publish West Colfax Lately Magazine (9th Edition)

Sustainability

9. Start planning for the next 5-year review of VISION 2040 Plan for 2026
10. Bolster Sustainability Initiatives for Energy/Environment and Management/Leadership

GO WEST COLFAX



GUN BILLS ADVANCE
Training for conceal permits proposed. →28

DENVER & THE W

STEALING SOME SMARTS
Rockies base-stealer Eric Young Jr. reads to some youngsters Saturday. →28

“West Colfax is on its way back”
As train returns to suburbs, so does hope for another boom

By Joey Bunch
The Denver Post

When Denver was a young city, its western suburbs blossomed along the military route to Golden. The Denver Postman Carey's Route 84 connected farm houses, suburban ranch homes to jobs in the city.

By the same cars and buses replaced the electric trolley in 1908, the West Colfax Avenue corridor was growing into a good show.

Westword

Welcome to
COOL FAX

IMMERSE YOURSELF IN THE THREE COOLEST MILES IN COLORADO, FROM CASA BONITA TO MERRY