

June 6, 2005

LoDo News Article –

Please phone Jim Theye at 303-601-6050 or Ellen Wilensky at 303-297-8090 if you need additional information.

### **LoDo District Committees make LoDo Work!**

Greetings, and thanks for all the positive response to last month's article in the LoDo News! It has been great to hear from many past, current, and future LoDo District members. Last month, we re-introduced the LoDo and Downtown Denver community to who, what, and even why the LoDo District is so important to the continued economic vitality, livability, and community development of our neighborhood. Don't forget – we are comprised of LoDo residents, business and professional leaders, preservationists, restaurateurs, and the like, so we don't just look at one side of any issue. We are the diversity of your community, and we work to maintain and enhance this wonderful mixed-use neighborhood.

This week, it's time to give you a more complete view of how we get things done. It happens on the committee level. We meet to set goals, priorities, and objectives. It takes effort, but LoDo wouldn't be here if it weren't for the dedicated efforts of our predecessors, and it continues to be a worthwhile cause. After all, our neighborhood will face some significant changes over the next few years – FastTracks and the new EPA building will make sure of that!

### **Goals/ vision for the remainder of this year:**

The opportunities facing the LoDo district are amazing, and it's a great time to be involved. Our goal is to ensure that the values and needs of the businesses and residents of LoDo are protected and represented. Executive Director Fabby Hillyard is focusing her attention on several key issues in 2005. First, she is reaching out to the other organizations that have a stake in LoDo...including LaDoNa, DDRO, Friends of Union Station, the Downtown Denver Partnership, the DMCVB, the Chamber of Commerce, RTD and the City, to learn, to build coalitions and to find the areas of common need and purpose.

Next, she is working with our Board to define and strengthen the benefits that the LoDo District offers to its members. Along with increased advocacy; pro-active economic development and urban design initiatives; and constant review of the Union Station project; we will be having more events, more topical, issue-based forums, and a new web site promoting LoDo and our member's businesses.

Lots to do and a great place in which to do them! Fabby states that she could not have asked for a better challenge; better people to work with; or a better time to be in LoDo. She welcomes all help, ideas and challenges. If we work together, we can make sure

LoDo remains the best neighborhood in Denver... and Colorado. As they say... you cannot hit a home run unless you are in the game... and we are definitely in the game.

Here are the 2005 Goals for each committee. Please call the LoDo District office at 303-628-5424 and get involved – these committees could use your input!

**Executive Committee – Dave Moore, Chair**

The Executive Committee of the LoDo District Board is made up of the officers of the corporation, the chairs of the standing committees and the Executive Director. The goal and purpose of the executive committee is communication. Monthly meetings allow the officers, the executive director and the committee chairs to discuss and review their projects and priorities; to gain assistance; review budgets, and address organizational issues. The process helps eliminate duplication of effort, and keeps the committees focused on the goals and objectives set by the Board.

**Economic Development Committee – Gwen Anderson, Chair**

The newly formed Economic Development Committee is studying the ways LoDo District can support and direct the economic future of the neighborhood. After just a few meetings the committee envisioned three summertime, mid-day events to be held in front of Union Station. Other events are in the works for the fall and holiday seasons.

In addition to devising traffic generating events, the committee recognizes the importance of LoDo's retail environment. We are proud of the healthy roster of retailers doing business here now. Our neighborhood is a great place to shop and the Economic Development Committee plans on helping to get the word out. During the coming months, the committee will perform a user survey of LoDo, concentrating on retail. We plan on convening meetings and forums with retailers, retail brokers and members of the community. The committee will be studying success stories in other communities with the hope of importing some of their strategies to our neighborhood. LoDo is one of Denver's greatest success stories but we can't rest on our laurels. The Economic Development Committee is here to ensure that tomorrow's LoDo is an even more vibrant neighborhood than today's.

**Transportation Committee – Joe Dolan, Chair**

The goals for 2005 are fourfold: 1) Make 18<sup>th</sup> Street two-way between Wynkoop and Wazee. 2) Continue work on the District-wide Parking Study and transportation impact analysis on LoDo from major programs, including traffic from Highway 36 and I-70 into LoDo streets via the proposed Hot Lanes. 3) Monitor the revised DMAP program regarding mobility and transportation in downtown Denver and 4) Work with the Urban Design Committee on the "State of the Neighborhood" program, described below.

With the support of Councilwoman Montero, we anticipate that we will see two-way traffic on 18<sup>th</sup> Street by the end of 2005!

### **Marketing and Events Committee – Sarah Walling and Steve Emmons, Chairs**

2005 saw the merger of the Marketing and Events Committees. This coalition orchestrated one of our most successful and well attended Annual Meetings ever, complete with LoDo District's first silent auction and continuation of the acclaimed Limelight Awards. Planning has already begun for next year. In the works for summer are two lunch-time community bar-b-ques located in the Union Station Plaza. The Economic Development Committee conceived these events...but someone has to actually do the work. And lots of work is still required to make these events a reality, including winning the approval of RTD, marketing the event to metropolitan Denver, organizing volunteers and rounding up food, beverage and entertainment. This committee is all about creating exposure for the activities of the organization and connecting the general public and the membership with the fabulous attributes of our historic district.

### **Urban Design Committee – Ron Straka, Chair**

The Urban Design committee really has a tiger by the tail. They have begun a "State of the Neighborhood" analysis to identify key issues affecting LoDo today, with an eye for those issues that will become important in the near future. Key considerations include livability, accessibility, and viability. This work is partially funded by EDAW, a local and national consulting firm and LoDo District member. There is lots of work to be done. Please watch for updates as the findings start to take shape later this fall!

Other goals for the Urban Design Committee include continued involvement with the Lower Downtown Design Review Board and Denver Union Station. The LoDo District is well represented on Design Review, which helps guide LoDo streetscape and building design. The goal here is to build and strengthen relationships between the Board and the community. At Denver Union Station, they work within the EIS process, and remain involved to monitor the implementation of the Master Plan, especially with regard to the plaza out front.

Lastly, Urban Design is developing a program for "2005 quick victories" to improve the LoDo pedestrian environment while maintaining the neighborhood's character and grittiness. These efforts are focused on replacement of ailing streetscape trees, improvement of alleyways, and utilization of "found spaces."

### **Membership Committee – Darren Revious, Chair**

Membership activities in 2005 are considerably more structured than previous efforts. The process involves informing and reaching out to prospective new members in a very deliberate approach. Since the LoDo District is a membership-funded organization, it is important to demonstrate the real benefits of your participation. This occurs through information articles like this one, but carries through with a thorough introduction and orientation for prospective new members. Give us a call at 303-628-5424 and see what happens! You will receive additional information and you will be invited to meet your neighbors at upcoming events. Our single goal is that we want you to become involved for all the right reasons!

**Communications Committee–Ellen Wilensky, Chair**

The Communications Committee delivers the messages of the LoDistrict to its members and the larger community. This monthly article along with the electronic newsletter *LowDown on LoDo* are two ways we get the word out. In the future we hope to publish a visitors guide to LoDo and broadcast the news of the neighborhood to an ever growing audience.

What a group! We are working for you, but we can't do it without you.  
Call (303)628-5424 to join today.