



Alameda Corridor Business
Improvement District

Alameda Connects and ACBID 2021 Annual Report

Your ACBID/Alameda Connects Team

**Tom Quinn,
Executive Director**



**Sarah Hadsall, Programs
Manager**



Review, Just in Case you Forgot - ACBID and Alameda Connects- So what's the difference?

AC- Non-Profit

- 501(c)(6) non-profit 1997
- Funded with membership dues
- Provides services to ACBID
- Volunteer board
- Focused on connecting the community

ACBID- Quasi-Governmental

- CO Business Improvement District Act
- Created by Lakewood City Ordinance- 2003
- Business owners voted for property tax mil levy
- 7-member board appointed by you
- Pays AGCA for services

ACBID Priorities Identified in Operating Plan

Corridor Beautification

Economic Development and
Marketing

Corridor safety

ACBID- Corridor Beautification and Wayfinding

discover ALAMEDA

- Wayfinding Experience



5 mile point-to-point
bike/walk path with
other connecting
Discover Alameda
segmented loops.

Offers art, history,
dining and shopping!



Scan
for
More
Info



▲ All Star Park

◀ O'Kane Park

discover
ALAMEDA

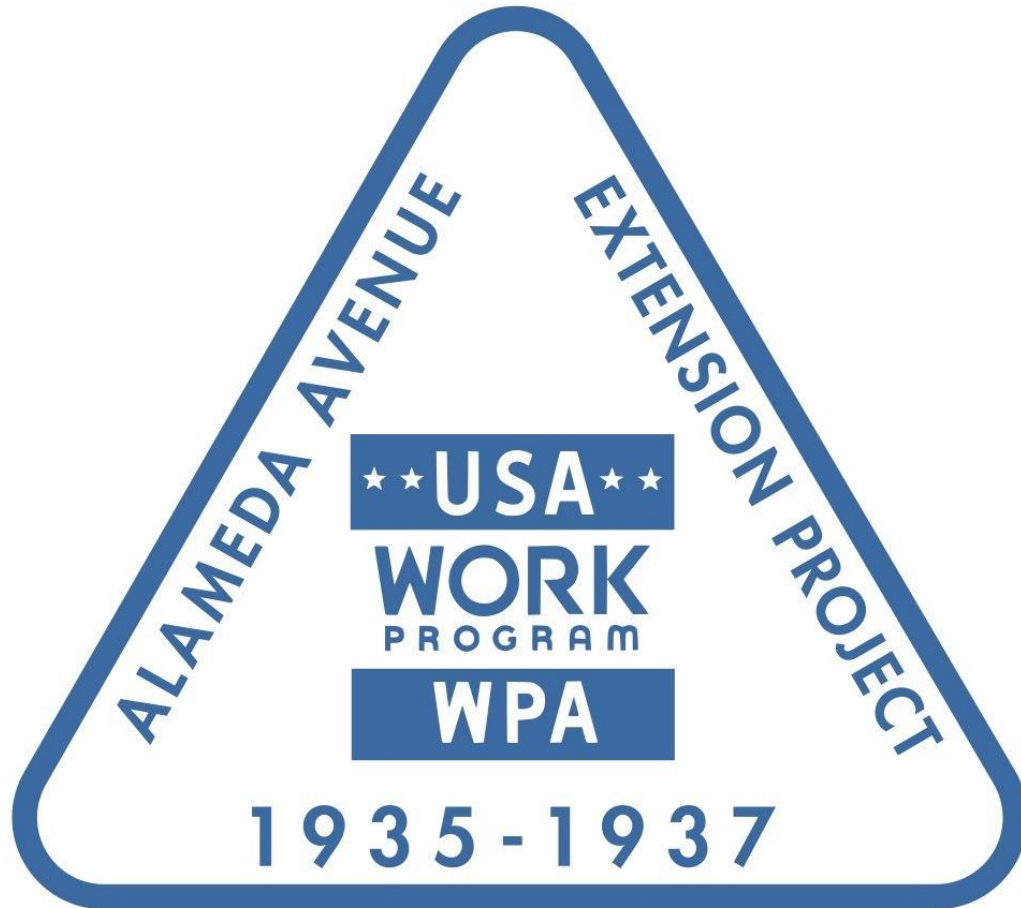
Built around 20-
minute walking
routes

- Encourage walking and cycling
- Draw visitors to the corridor



Creating a unique experience -
using QR Codes linking
ACBID's artwork

And History icons



2021 New Artwork on the Corridor



Traffic Box Art Phase 2 Wadsworth and W. Va.



W. Virginia
and S. Vance



Vance and Alaska



Red Rocks
Church,
Nevada and
Harlan

1st and Teller





1st and Pierce



Bus Shelter
Murals –
"Watching Time"
Alameda and
Depew S. Side



“Good Boy”
Alameda and
Depew N. Side



“Kiss the
Earth” –
Alameda and
Harlan S. Side



Untitled –
Alameda and
Lamar S. Side

“Breathe”
Alameda and
Pierce S. Side





“Izzy” –
Alameda and
Carr S. Side



“Spring Jay” –
Alameda and
Hoyt S. Side



“Abundance”
– Alameda
and Kipling S.
Side



Pocket Park- Shade Cover with Bike Repair Station

Alameda Frontage Rd. and S. Chase

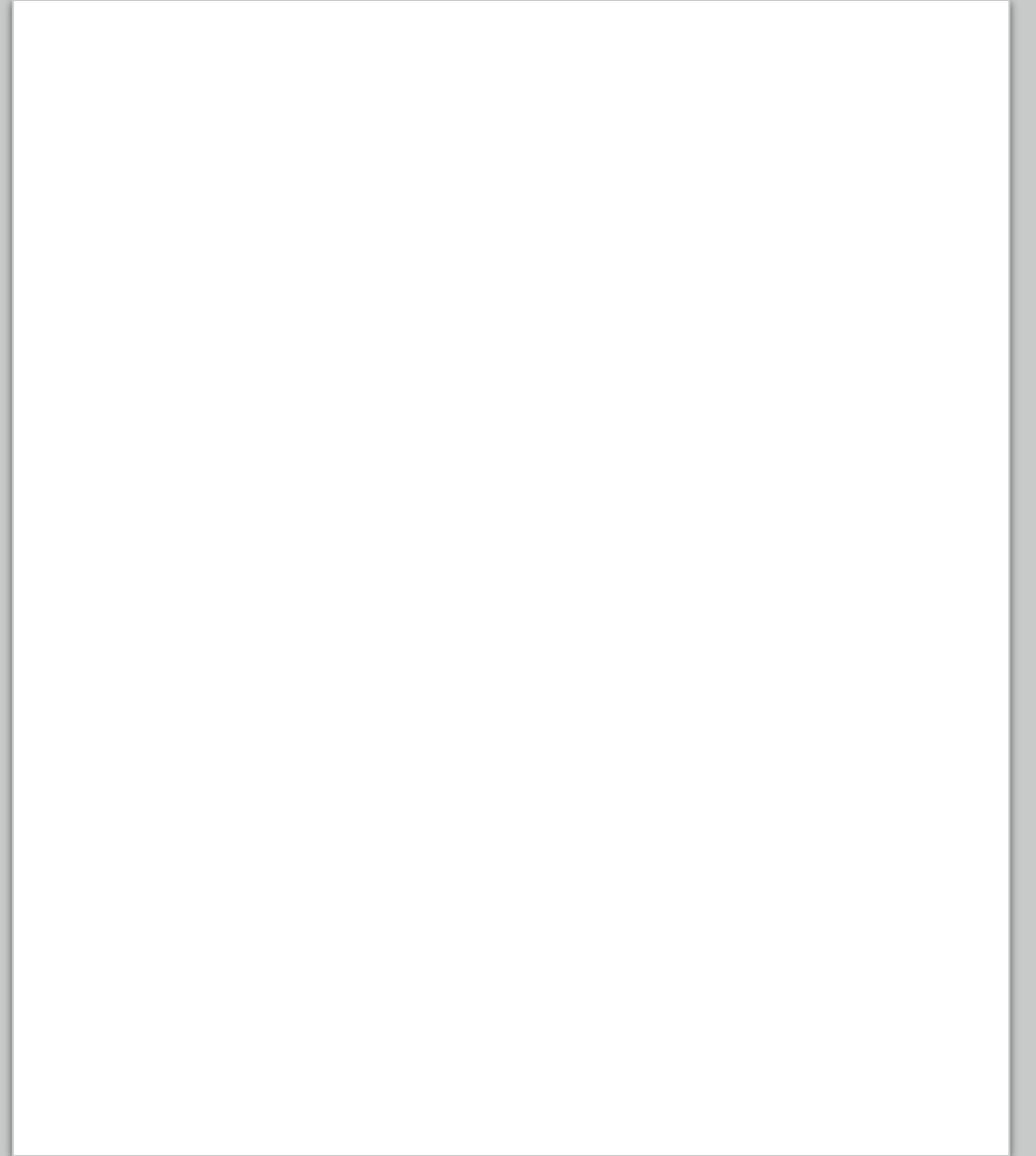
Belmar Pond Sculptures

- “Windy Daze”
- “Steel Dream”





ACBID Strategic Sponsorships





EARTH DAY 2021
LAKEWOOD, CO

City of Lakewood
Earth Day



Lakewood
Sounds
Exciting
Summer
Concerts



Lakewood Cider Days

ACBID- Community Partner Sponsorships

- Jeffco Boys and Girls Clubs
- Young Americans Center for Financial Educations



Corridor Security

- CPTED Training
- Upcoming Launch of Security Grants Program
- Crime prevention information to our businesses



ACBID - What's New in 22

Discover Alameda Launch With App

Landscape Signage

More History Icons

Return of Blarney on Belmar! (we hope)

CPTED Grants

Energy Efficiency Grants

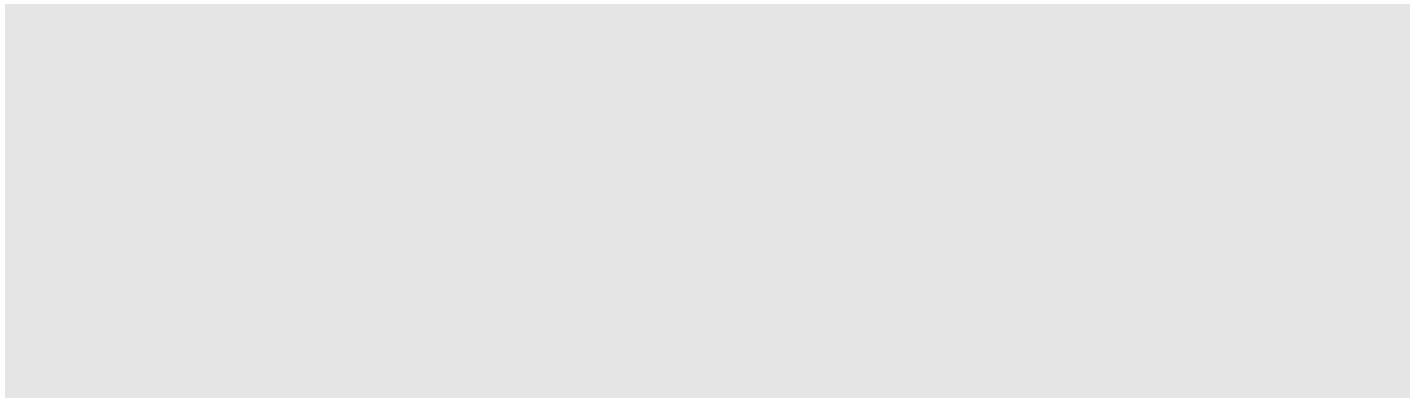
Weir Gulch Tunnel Improvement Project

And more...

Alameda Connects

Programs:
Sponsorships and Grants
Community Meetings

Alameda Connects Sponsorships





Event Sponsorships & Support

- Flick-or-Treat
- Fire Muster
- Rockin Block Party
- Light up Heritage Lakewood
- Hard Cider Days Tasting at Cider Days
- Lakewood Lets go Camping at Bear Creek Lake Park
- Lakewood Sustainability



2021 Alameda Connects Grants Programs

- Small but Mighty Small Business Grants- \$15,000 awarded
- Non-Profit Make a Difference Grants- \$15,000 awarded

2021 Grant Recipients

- Make a Difference
 - The Action Center
 - Co. Statewide Parent Coalition
 - Easterseals of Colorado
 - Benefits in Action
 - Eaton Senior Communities
 - Jeffco Schools Foundation
 - Jovial Concepts
 - Kaizen Food Rescue
 - Kiwanis of Alameda Est
 - Lakewood High School
 - MindSpark
 - Spay2Day
 - Sprout City Farms
 - The Arc of Lakewood
 - Jeffco Eats
- Small but Mighty
 - Stacks Subs Belmar
 - Recycled Mat-ters
 - Pho Saigon Basil Belmar
 - OsteoStrong
 - Old 121 Brewhouse
 - Modern Acupuncture Belmar
 - Madre Coffee
 - The Hyatt House
 - D Cha Café
 - The Curtis Norris Building

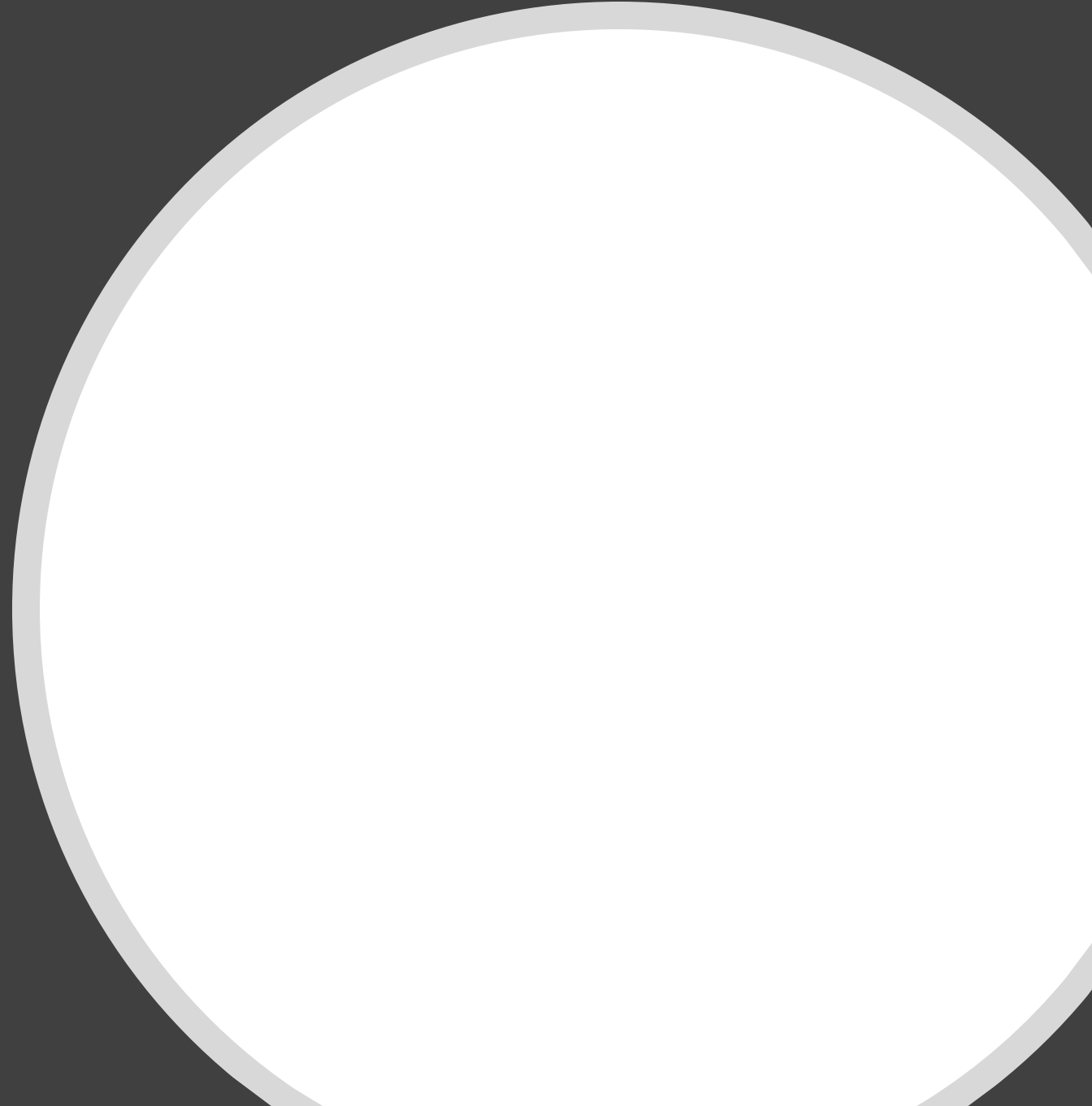


4 Discover Alameda Bike Rides and Walking Tours

- History and Artwork
- Haunted Tour of Heritage Lakewood



Alameda Connects Diversity, Equity and Inclusion Plan



Alameda Connects – What's up in 22?

- Exciting Meeting Speakers!
- Return of Make a Difference and Small but Mighty Grants
- Events Grants for New Events
- More Bike and Walking Tours – Including by popular demand, 2 Ghost Tours!



We Don't
Stop
There

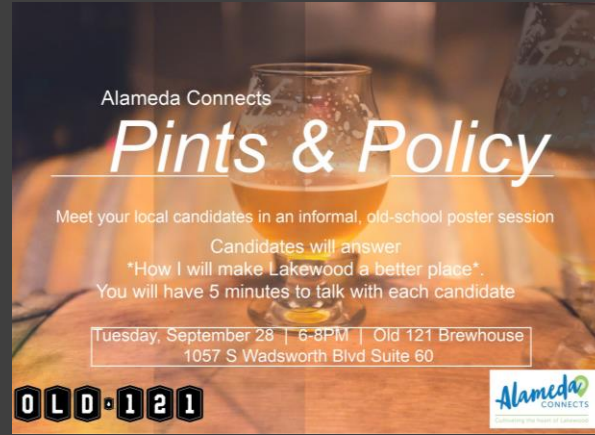




Alameda Connects Signature Events

16 Weekends at
the Lakewood
Farmers' Market

Movie in the
Park at O'kane
Park

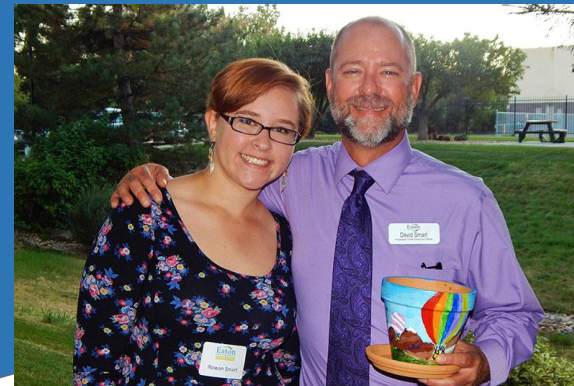


Alameda Connects Signature Events

- Alameda Connects Ale Trail
- Pints & Policy
- AC Member Appreciation Event – BBQ at Village at Belmar
- AC Community Meetings

Out & About

- Eaton Senior
- National Night Out
- The Action Center
- West Metro Chamber
- Downtown Development Inc.
- Special District Association
- Alameda International Jr./Sr. High
- McClain High School
- High School Mock Interviews



Promoting the Alameda Corridor



AC Member Support

- AC Weekly Newsletter – sent to over 3000 households
- Social Media Facebook/Instagram Oct. 2020 – Oct. 2021
 - 5.5% Increase in followers on FB.
 - 22% Increase in followers on Instagram
 - Likes are consistent at a 10% increase annually
 - Engagement fluctuates
 - 228 reached, 22 clicks for Spooky history walking tour post – 10/22
 - 692 reached, 32 clicks, 62 engagements for Village of Belmar art dedication – 10/15
- For 2022
 - AC Member survey – help us make it better
 - AC Member Value Testimonials
 - More action shots with tags and hashtags
 - More community and business interest pieces



AC Newsletter





Thank you
Questions?