



A National Main Street Community



*Historic Olde Town Arvada
2007 Annual Report*



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Historic Olde Town Arvada (HOTA) is the leading advocate for the economic growth and revitalization of Olde Town Arvada. HOTA works closely with regional business organizations and government agencies to identify needs, develop strategies, and implement programs that strengthen the business climate and quality of life in Olde Town Arvada.

Olde Town Arvada is the heart of one of the most desirable cities in the nation. It offers breathtaking mountain scenery and an exciting live-work-play environment. It is also the only Main Streets Program in the Denver metropolitan area.

Vision

Historic Olde Town is the Vibrant Heart of Arvada!

Mission

Our mission is to promote a thriving historic community with unique character where people want to live, learn, work and play.

Structure

To achieve our mission, HOTA is governed by a Board of Directors, including representatives of local partner organizations, and conducts its operations through standing committees, in accordance with the Main Streets Program. These committees address the four ongoing needs of any historic district: Promotions, Organization, Economic Restructuring, and Design.

Funding

In 2007, the primary funding sources consisted of membership dues, effective sponsorship programs, and grants. In 2008, the HOTA Board seeks to diversify funding sources, recognizing that, nationwide, the competition for funding non-profit organizations has increased.

We are especially grateful for the generous financial support of our sponsors. These businesses provide funds that support Olde Town and promote our festivals and events.



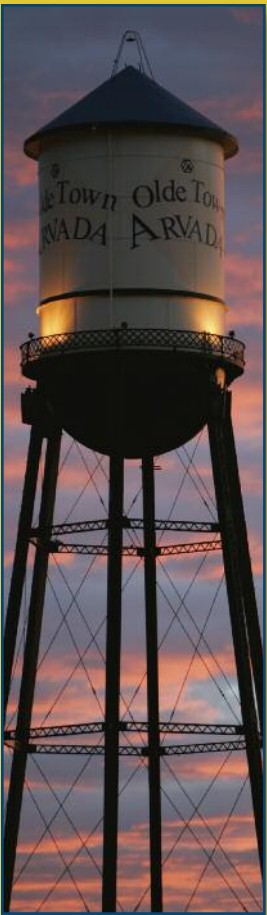
Penzeys Spices



"Sponsoring HOTA has been a great business decision! It has increased our exposure throughout the Arvada community. By participating in their events and associating our name with fun and families, we are reaching a major target audience and creating positive name recognition."

**Donna Ogorek,
Sooper Credit
Union, HOTA
Sponsor**





A Message From Our President:



As the only accredited Main Street Program in the Denver Metro area, Historic Olde Town Arvada made great strides in 2007. The following pages will highlight many of our exciting accomplishments, such as:

- ★ The 6th Annual Gold Strike Festival which brought over 12,000 people into Olde Town,
- ★ Flicks in the Square – a new program of evening movies shown outdoors,
- ★ Holiday special events, and
- ★ two Art Walks - both enormously popular.

We are especially excited that we are among the founders of the Original Shopping Districts Network (OSD). This pioneering program, the first of its kind in the nation, has potential to dramatically enhance the economic potential of historic shopping districts.

All of these accomplishments are directly attributed to the efforts of our very capable executive director, Jason Dennison, and countless hours invested by numerous volunteers. We also acknowledge and thank the many Olde Town businesses and volunteers who contributed valuable time to planning and developing events.

We especially extend our deepest appreciation to the City of Arvada for their support of our unique historic district. Last, but not least, we thank our many sponsors and partners whose generous personal and financial support enabled us to exceed our goals and to extend our presence throughout the Denver metro area as one of "THE" best places to visit, shop, and play.

As we look forward to an exciting year in 2008, we invite all Arvadans and, everyone who has an interest, to join us in our work to preserve and enhance one of our City's crown jewels – Historic Olde Town Arvada!

Jane Schnabel
President

2007 HOTA Board Members

Jane Schnabel, President, Arvada Citizen

Ken Olsen, Treasurer, B2B CFO-CIO

Joyce Paavola, Secretary, Arvada Citizen

Charles Ault, Festival Playhouse

Galen Callender, Callender Orthodontics

Lori Drienka, Eli Ashby Healing Arts Center

Kathy Luciano, Fiori di Flavio

Deborah Pearson, American Family Insurance

Melissa Bloomquist Sleeth, Compass Real Estate

Greg Thomason, Arvada Citizen

Partners

Larry Dominques, Arvada Library

Mary Jo Giddings, Arvada Festivals Commission

Hazel Hartbarger, AEDA

David Kribs, AURA

John Malito, Arvada City Council

Scott Staley, Arvada Historical Society

Tim Steinhaus, AURA

Maria VanderKolk, City of Arvada

In memory of Gayle Laidig 1939-2007



★ 2007 Promotions Committee Accomplishments

The Promotions Committee promotes Olde Town through festivals and special events. Our festivals and special events attracted over 25,000 people to Olde Town in 2007. These events, and the visitors they attract, enhance the economic viability of our district and generate a positive public image, which in turn attracts more patrons as well as new businesses.

Our oldest and largest event, the Gold Strike Festival, celebrates the first documented gold strike in the State of Colorado in Ralston Creek in June of 1850. This Festival honors our heritage, such as transforming McIlvay Park into an Historic Reenactment Park, while showcasing our modern businesses. Over 12,000 people came to Olde Town Arvada for the 2007 Gold Strike Festival, an increase of 67% over 2006. The committee is already hard at work to bring the best ever Gold Strike Festival to Olde Town in 2008.

The Promotions Committee plans and organizes a dozen events throughout the year, ranging from "A Chocolate Affair" to "Flicks in the Square" (outdoor movies in Town Square) to an extensive holiday celebration, including carriage rides and

carolers every Friday in December. In addition, the committee partnered with the Arvada Festivals Commission to produce the 11th Annual Festival of the Scarecrows, and with the Arvada Child Advocacy Center, now known as Ralston House, in producing the 1st Annual .5K Endurance Challenge.

Thanks to a one time grant of from the City of Arvada and partial matching funds from HOTA, local business owners and staff produced a full year of marketing efforts for our district. These efforts included publishing a directory of all Olde Town businesses and quarterly direct mail campaigns that included drawings for prizes ranging from a round-trip for two on Frontier Airlines to a golf and dinner package at Westwoods Golf Course.

"It is great to live in an organization like people together and of community for real alike. HOTA connects its roots in Olde family-friend

Jo Ann Termentozzi,



a community with
the HOTA that brings
and creates a sense
of residents and visitors
to all of Arvada to
Town with fun,
and family events."

Arvada Citizen



2007 Organization Committee Accomplishments



The Organization Committee provides ongoing management of the association and advocacy of Olde Town. The Committee focuses on developing partnerships among the various stakeholders, both within the local community and the broader Denver Metro Region. The involvement of diverse groups, representing the public and private sectors, is a key to maintaining a successful Main Street program. The Committee assures communication within the Olde Town community and with our many partners to assure successful events and ongoing operations.

During 2007, the Organization Committee spearheaded Historic Olde Town Arvada's charter membership in the **Original Shopping Districts Network (OSD)**, a unique partnership of Metro Denver historic shopping venues. The **Original Shopping Districts Network** is the first and only organization in the country created to cross-market throughout multiple historic shopping venues. This partnership expands our marketing reach throughout the region, thus complementing our statewide presence (through the Colorado Community Revitalization Association) and a national presence (through the National Main Street Program).

Partnerships with community organizations are an important part of HOTA's foundation. By sharing resources, both organizations can achieve far greater results than any solo effort. Six partnering organizations are members of our Board of Directors and work closely with HOTA in our activities. In addition, many other community groups share in our events by providing volunteers or other direct participation. The Organization Committee oversees this involvement with these community organizations and maintains open communications with them.

In November 2006, we launched our first sponsorship campaign in an effort to diversify our funding base. This six-month effort attracted 13 new annual sponsors, whose generosity and commitment provided a meaningful proportion of our funding in 2007.

During 2007, the Organization Committee devoted substantial resources to researching the possibility of incorporating as a 501(c)(3) tax-exempt organization. This potential change from our current 501(c)(6) tax-exempt status would enable us to apply for a wide range of grants, the vast majority of which are available only to 501(c)(3) organizations.



★ 2007 Economic Restructuring Committee Accomplishments

The Economic Restructuring Committee is focused on business retention, expansion and recruitment. This Committee seeks to assure a balanced business mix within Olde Town and to support the ability of Olde Town businesses to grow and remain competitive.

During 2007, the Economic Restructuring Committee created an educational guide for new business owners. This guide contains essential start-up information needed by a new small business to be successful. In addition, it provides a wealth of information regarding government agencies and other available resources, such as non-profit organizations and educational institutions.

The Committee began the process of developing a business recruitment strategy during 2007. After reviewing the efforts of other historical districts, we are designing a business recruitment and retention program for Olde Town Arvada, to be implemented in 2008. We are looking forward to working with property owners to recruit businesses for vacant spaces, as well as to assist those businesses in achieving success in Olde Town.

In addition, the Economic Restructuring Committee is responsible for our monthly Historic District Business meeting. These monthly meetings are designed to inform and educate our District's businesses. Speakers have included Don Gallegos - former president of King Soopers, Tameka Montgomery - Denver Chamber of Commerce, and Denise Stephens - Jefferson County Business Resource Center. These meetings also give our businesses the opportunity to assist in planning major events, such as the annual Gold Strike Festival.

"HOTA provides a valuable service to the Olde Town community by fostering an economic climate for business owners to succeed and by helping them gain the skills and tools needed to thrive."

**Denise Stephens,
Jefferson
County Business
Resource Center**



"HOTA has created a lot of excitement about Olde Town and the wonderful shopping, dining and services it has to offer. Everyone who enters my business comments on how much fun they have here in Olde Town."

**Larry Cohen,
Arvada Army
Navy Surplus,
HOTA Member**

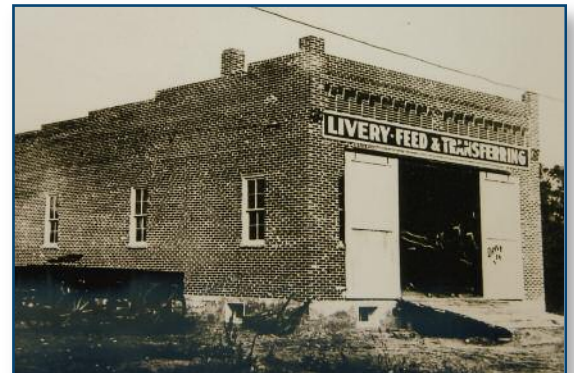
2007 Design Committee Accomplishments



The Design Committee focuses on preserving the historical and aesthetic ambiance of Olde Town Arvada. The pedestrian shopping experience of today is enhanced by charming streetscapes that complement well-maintained historic buildings. The Design Committee maintains and stimulates our downtown's economic viability through street and building maintenance. As part of this mission, the Committee also addresses transportation access to Olde Town and parking, as well as reviewing plans for new construction and how it complements the historic district.

During 2007, the Design Committee completed the Olde Town Arvada Maintenance Manual. This manual focuses on the wide range of City codes, such as signage, that impact every business. In addition, the Committee planned and organized our 2nd Annual Downtown Clean-Up Day. Over 15 volunteers scoured the streets and sidewalks to rid them of debris, grease, and gum. Working side-by-side with business owners and Board members, we demonstrated to the community that each of us has an obligation to preserve and protect our historic district.

The Design Committee is actively involved in new projects in Olde Town. During 2007, the Committee reviewed and made suggestions regarding the design plans of Webster Center, the future home of JēHN Engineering. In addition, our Board of Directors is deeply involved in guiding development of the Gold Line rail system in our district. Over 100 hours of Board member time has been devoted to attending meetings and providing suggestions and recommendations on the future of mass transit in Olde Town Arvada.



Annual Events

- February** A Chocolate Affair – Lampposts decorated with personalized valentines
May-September Music on the Streets (Thursdays)
June Gold Strike Festival, celebrating the first documented Gold Strike in Colorado
July Art Walk, with local and regional artists highlighted throughout Olde Town Arvada
August National Night Out, a national celebration by communities across the nation
.5K Endurance Challenge, benefitting Ralston House (formerly the Arvada Child Advocacy Center)
Flicks in the Square in Town Square (Fridays at dusk)
Annual Sidewalk Sale in Olde Town
October Festival of Scarecrows in Town Square
Trick or Treat Street, a safe, friendly trick-or-treat scene in Olde Town Arvada
November Art Walk
November-December Holiday Carriage Rides (every Friday beginning at Town Square)
December Lagniappe, as merchants thank their customers with small gifts

Special 2007 Marketing/Advertising Program:

Revamped, Improved Website

Drawings for Prizes:

- ★ Take A Trip To Olde Town – Frontier Airlines round-trip for two
- ★ Get Centered in Olde Town – Arvada Center Flex Package
- ★ Swing Into Olde Town – Westwoods Golf Package and Dinner for four
- ★ Olde Town Bucks – gift basket full of goodies from Olde Town businesses

Radio advertising for Gold Strike Festival and Lagniappe

Improvements to Town Square Kiosk, to include a community posting area and brochure boxes

Olde Town Merchant Directory, listing all businesses in Olde Town

Partnerships

City of Arvada

Original Shopping Districts Network members include: Historic Olde Town Arvada, Downtown Historic Littleton, Old South Pearl Street, Old South Gaylord Street, Historic Downtown Golden

Arvada Economic Development Association

Arvada Urban Renewal Authority

Arvada Historical Society

Arvada Chamber of Commerce

Jefferson County Public Library System

Jefferson County Business Resource Center

Water Tower Village

Arvada Festivals Commission

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