



# Agenda

1. Who We Are
2. Vision, Mission, & Values
3. 2023 Snapshot
4. Wrap-up and Q & A

**GO 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

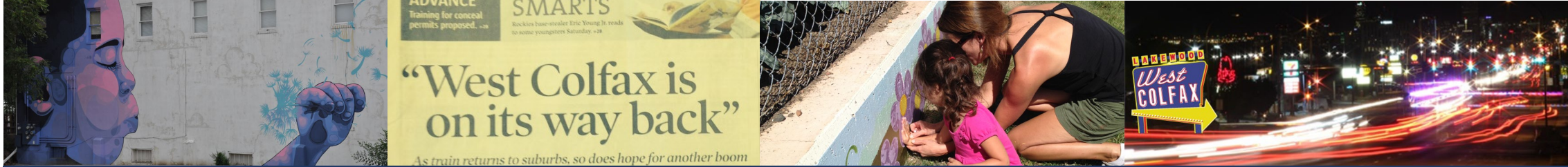


**40 West Arts District:**  
A 501(c)3 nonprofit operating a Colorado Certified Creative District that champions community arts spaces and events and supports creative activities along Lakewood's historic West Colfax Avenue



**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

**Working together to ENERGIZE historic West Colfax**



# Vision, Mission, & Values

## **Vision:**

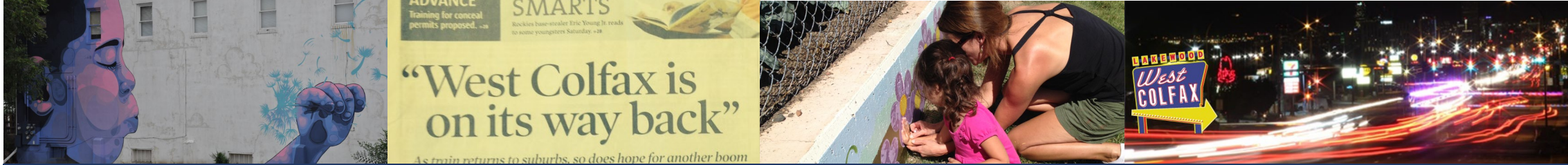
To ENERGIZE Lakewood's historic West Colfax corridor and CHAMPION its return to glory as a vibrant, ever-better commercial and entertainment destination.

## **Mission:**

To serve as both an energizing force (funding mechanism) and unifying platform (operational leadership) for our West Colfax organizations through programs, partnerships, and policy pursuits that expand and accelerate investment and vibrancy in the corridor.

## **Values:**

We embrace Accountability, Advocacy, Community Collaboration, Inclusiveness, Innovation Social/Economic Equity and Service Leadership in all that we do.



# Focus Areas / Themes for 2023

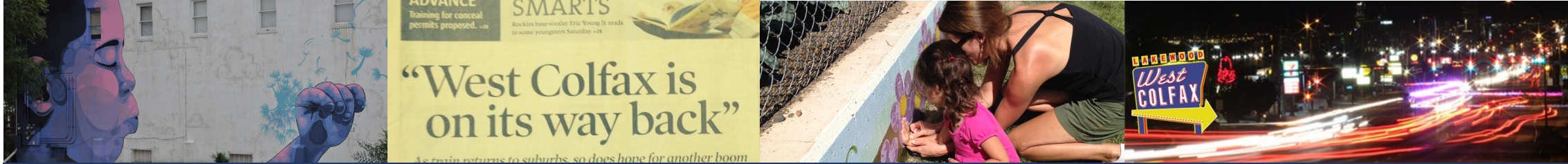
## Service Impact

- Neighborhood Associations
- The Action Center
- City of Lakewood
- City of Edgewater
- CCI/OEDIT
- Jefferson County
- Jeffco EDC

## Community Engagement

- West Metro Chamber
- RMCAD
- Red Rocks
- Artspace
- Local Business Leaders
- Potential Corridor Investors
- Other Service Providers, Partners, & Stakeholders

## Sustainability



# Focus Areas / Themes for 2023

## Service Impact

## Community Engagement

## Sustainability

**Service Impact** – GOAL: Leverage our new building for greater impact to serve our community

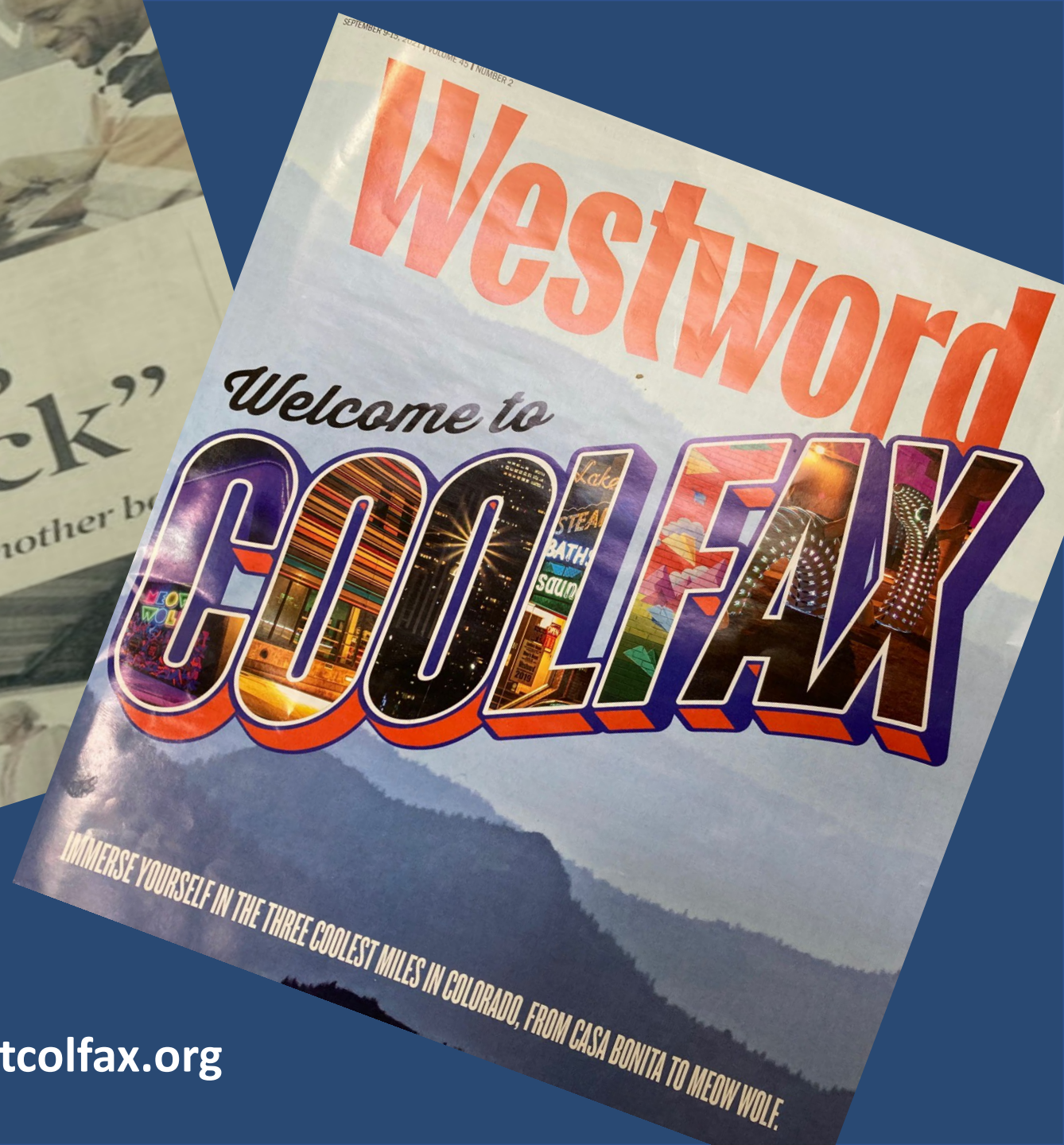
- Provide free meeting space for civic, community, local nonprofits group
- Contribute to the human needs of our community (*lockers, showers/bathrooms, computers, jobs*)
- Explore existing partnership to provide for innovative workforce housing

**Community Engagement** – GOAL: Collaborate to manifest our vision/mission in the corridor

- Expand partnerships to address keys issues and focus areas (*2040 Plan / Westland / ArtLine*)
- Continue to offer forums for accurate information sharing to spur collaboration
- Create more gathering spaces in corridor nodes (*parks/plaza and performances spaces*)
- Be a force for advocacy for partners and the corridor

**Economic, Social, Environmental Sustainability** – GOAL: Enhance vitality in the corridor through integrated sustainable practices

- Continue to evaluate and evolve our sustainable stewardship
- Embrace innovation to achieve goals (*West Colfax Safety Project/Housing/Homeless Population*)
- Mindfully deploy resources in an equitable and inclusive way
- Strive to be a role model in how we honor and respect each other and the environment



<http://gowestcolfax.org>