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

WCCA 2021 Focus Areas

→ Overarching Goal: Adapt to changing environment in 2021

1. **Elevate Awareness of Members and the Association**
   - Revisit overall WCCA messaging and brand standards in 2021
   - Partner with City and Neighborhood Organizations on direct and digital mail campaigns
   - Align general outreach with membership efforts for targeting and recruitment
   - Add 1-3 new board members by the end of 2022

2. **Grow Membership**
   - Reinvent the membership committee outreach process to new environment
   - Involve existing members in new outreach process and in ways to increase membership benefits
   - Collaborate more intensively with members/partners on social media

3. **Impact Our Community**
   - Deliver 11 monthly community meeting (return to in-person venue when safe)
   - Host West Colfax Lately Luncheon & Deliver Momentum and Legend awards
   - Micro-grant Programs: Promote availability of grants to HOAs (identify sources to increase impact)
   - Beautification Program: Wads-Colfax Sculpture Walk + identify 2 other projects
   - Showcase SHOP LOCAL in general meetings & through news organs

4. **Support Strategic Partnerships**
   - Identify ways to support 40 West Arts, the ArtLine, The Action Center & at least 2 other partners

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