

# **AURORA BUSINESS ADVISORY BOARD**

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Minutes of the Regular Meeting  
March 15, 2021

## **Board Members Present:**

Garrett Walls, Regina Edmondson, Michele Redding,

**Board Members Absent:** Carolyn Pace, Bob Fryberger, Nosh Tarachand, Martin Liles, Chance Horiuchi; Alok Sarwal, Hitesh Patel

**Council Members Present:** Mayor Mike Coffman,

**Staff Present:** Elena Vasconez and Andrea Amonick

**Guest Present:** Commander Steven Wright, Trevor Vaughn, Mollie Steinemann, Rachel Gruber, DEN, Seneca Holmes, Desiree Mondragon

## **CALL TO ORDER**

No call to order. No quorum.

## **APPROVAL OF THE MINUTES**

No approval of January or February minutes. No Quorum.

## **PUBLIC COMMENTS**

None

## **Mayor Mike Coffman**

Mayor Coffman talked w/Governor and he believes by next month we will have enough vaccines so that we will no longer need the prioritized categories.

The Mayor knows there was frustration with the 5-star program. The governor delayed movement stating he wanted 70% of the seniors vaccinated before that could occur.

Today we are dealing with a major snowstorm. Tune into social media for links about the plan for the city priorities for snow removal from major arterials to side streets and so on.

With the passage of the Federal Stimulus bill, the city of Aurora will be receiving money and small business will be a priority to receive some of those funds.

## **IFC – Commander Wright**

City Council has asked to reconvene with AFD regarding the inspection fees. They have questions regarding the fees that are being proposed. And they are doing that tonight. So, Commander Wright will hold off on anything further until after they meet with City Council.

Mr. Walls asked what the process is with the fee structure. Does the AFD have complete authority over that or does City Council need to sign off?

Commander Wright replied that the City Council will approve AFD to have the authority and then the actual schedule and price points and fees are all up to AFD. The AFD presented 3 fees to council last fall.

- 1) Inspection fee, 2) scene mitigation fee and 3) patient refusal fee. The City council would like to re-vue the last 2 fees.

Mr. Walls asked what the patient refusal fee is?

Commander Wright responded the patient refusal fee is for non-citizens of Aurora who call 911 unnecessarily. Abuse of 911 for non-Aurora citizens.

### **Trevor Vaughn, Manager of Tax and Licensing**

Updates:

The third-party delivery fee cap, which was set to expire at the end of the March was brought back to city council to extend to June 30 or earlier when restaurants reach 100% capacity.

The lodgers tax modification exemption is a going through the final stages of council.

The menstrual care products exemption is proceeding through city council and appears it is going to pass. It did receive a little bit of media attention.

The default sugary sweetened beverage item has been postponed. Councilmember Lawson wants to give an opportunity for people to come in person and voice their opinions on that.

The Five Star Program in blue, particularly those that have large space will get to have an extra 50 people in their 50% capacity. And then that second level, set to 25 it's 275 capacity. They don't get to operate in green.

Third Party facilitator has really done quite well. Turns out there's a lot more revenue from than we anticipated forcing companies like Amazon and eBay to collect sales tax from sales that they're facilitating on their websites.

### **Molly Steinemann CRA –**

Throughout 2020, Colorado restaurants collectively lost more than \$3 billion due to closures.

The Colorado Department of Labor and Employment reports that in December 2020 and January 2021, leisure and hospitality employers shed 41,600 jobs while all other sectors combined have added 16,600 jobs.

Roughly 40% of the industry's employees have been laid off or furloughed due to COVID-19. That's two out of five people.

Based on current staffing levels, we estimate that the industry has shed roughly 94,000 jobs in the past year. If nothing changes, approximately 50% of restaurants are telling us that they will have to consider permanently closing within less than six months.

A restaurant unfortunately can't even begin to recover until they're back to 100% indoor capacity.

This is an industry that operates on 3 to 5% profit margins. If these businesses are being asked to operate at 50%, they simply cannot make the numbers work.

The first most restaurant specific piece of legislature is the extension of the state sales tax holiday that applies to restaurants in November 2020 through February 2021. It has been extended through the summer months.

This industry needs to get vaccinated as quickly as possible.

We're asking for alcohol "to go" to be a permanent allowance or at least continue down to the future, So the restaurant tourism can continue to use that as a tool for recovery.

We're asking that Colorado reclassify Cares Act grant funding for restaurants as nontaxable income.

We're asking about federal stimulus funds to be used to backfill the state unemployment Trust Fund.

Mr. Walls asked Ms. Steinemann what does the overall recovery look like for Aurora restaurants?

Ms. Steinemann replied I'm hearing from them that the way the state dial is currently formulated, they really aren't going to be significant capacity increases as we move to level blue and green, because of the six feet of social distancing required between tables. If you're a restaurant with a smaller footprint, six feet between tables might actually keep you at 15 to 25%.

they don't see a clear path to increase capacity under the current dial restrictions.

Mr. Walls asked Ms. Steinemann what are some key points we can take to city council and advocate for?

Ms. Steinemann replied as this industry is vaccinated, that's going to be a pretty significant boost in the health and safety of restaurants. So as we see more and more industry employee vaccinations, it's our opinion that we should then see some increased capacity limits tied to that rate of vaccination.

Anything restaurant specific as far as grants and loans at the city level you can advocate for would be incredibly helpful for your local restaurants.

Mr. Walls asked Ms. Steinemann if she had the number of closures for the Aurora Restaurants?

Ms. Steinemann - Unfortunately, we can't find good data because the state reports don't distinguish between temporary and permanent closures. So, turn it over to Trevor.

Mr. Vaughn - I would say, Aurora has fared better than downtown Denver. The financial strain on these businesses, takes a while for it to take its toll. So, when you start to see businesses struggle financially, it can take them a while before they give up. So, I would expect that we'd see continued closures for the foreseeable future.

A new COVID dial is expected at the end of March. They haven't put a metric into the dial as to when this ends. It'd be good to see a metric as to what's the end point here.

### **Council Member Coombs**

Council member Coombs has a terrible internet connection and will not be able to join us today.

### **Rachel Gruber, Manager of Community Affairs at DEN**

Seneca Holmes, Director of The DEN Commerce Hub and Desiree Mondragon, DEN Events and Marketing Coordinator for the Hub.

Den's domestic network has remained robust, even during the pandemic.

Den has concentrated projects meant to improve the passenger experience and accommodate commitments to airline carriers. Den moved forward with two of the largest projects: the Great Hall project and the gate expansion projects. Den also accelerated work to renovate the concourse and upgrade restrooms or hold rooms, seating, wayfinding, gate ramp areas, and took advantage of lower passenger traffic.

Also doing a lot with Pena Boulevard. Reconstructing new lanes on Pena Boulevard inbound, relocating return to terminal loop to Jackson gap Street, bridge maintenance and repairs, operation and safety improvements and some work on the pavement which has reached its life expectancy.

Community Panelist program – DEN is looking for folks who are looking to enter the airport marketplace, participating as a community panelist member. It is a good educational tool, so that people get an understanding of what it takes to work at DEN. There are lots of procurements that need evaluation, and so DEN is recruiting as many folks as possible in all areas.

Mr. Walls – Regarding business operations, how have things gone in the past year, occupancy and vacancy rates?

S. Holmes – Den released the MAG – minimum annual guarantee that's owed to the airport. Concessionaires have either shut down or have flexible hours. 128 concessions are now open. It is expensive to open a concession. People have been able to hold on. But unless we have some rapid growth, it may not be possible to hold on in the future.

Mr. Walls has seen this presentation 6 months ago and DEN was number 1.

S. Holmes – it fluctuates from day to day depending on the week.

### **Business Awards Update** – Elena Vasconez

Last week Channel 8 started visiting all the businesses and recording the videos.

Confirmed keynote speaker; Patrick Hollowell. He is the economist for Arapahoe County. He will have 10 – 15 minutes for a short presentation and then an interview on the state of small business in the City of Aurora. Marcia McGilley will be the emcee and has confirmed. She is working with Julie Patterson on the speech.

Special Thanks to Ms. Horiuchi for all the donations from the BID and to Ms. Redding for all the beer that Dry Dock donated.

Last day for donations is last week of March, first week of April.

Ms. Horiuchi has volunteered to put the baskets together.

Marketing department working on electronic invitation and program. Should be ready in a few weeks.

**Election of Board Chair**

No Election. No Quorum.

**COUNCIL CONTACTS**

Mr. Patel – CM Marcia Berzins – no updates

Ms. Pace – CM Juan Marcano – no updates

Ms. Horiuchi –CM Gruber – no updates

Mr. Liles – CM Bergan – no updates

Mr. Tarachand – CM Gardner – no updates

Ms. Edmondson –CM Hiltz – no updates

Mr. Sarwal - CM Angela Lawson. – no updates

Mr. Fryberger - CM Murillo, - no updates

Michelle Reding –CM Combs. –no updates

Garrett Walls – Mayor Coffman -

*Outcome:* BAB members will continue to reach out to their Council Members and keep them up to date. Please stay in touch and maintain the connection.

*4 terms expiring. Terms are confusing – not tracked from date your council person was appointed*

*Garrett Walls,*

*Carolyn Pace*

*Michele Reding*

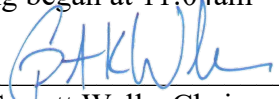
*Nosh Tarachand*

*Mr. Walls and city staff will send out reminders to council members*

Mr. Walls adjourned the meeting at 12:00pm.

Unofficial meeting began at 11:04am

APPROVED:

  
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Garrett Walls, Chairperson





# DOING BUSINESS AT DEN

MARCH 15, 2021

SENECA HOLMES, DIRECTOR  
DEN COMMERCE HUB

**5th**

**BUSIEST  
AIRPORT  
IN THE U.S.**

**\$33.5B**

**GENERATES  
\$33.5B  
ANNUALLY  
IN ECONOMIC  
IMPACT**

**23**

**AIRLINES  
SERVE DEN**

**216**

**NONSTOP  
DESTINATIONS**

**69M**

**PASSENGERS  
TRAVELED  
THROUGH DEN**

# DEN 2020 PASSENGER & CARGO STATISTICS



**33.7M**

PASSENGERS

↓ 51% vs. 2019



**3rd-Busiest**

AIRPORT IN U.S.



**6th-Busiest**

AIRPORT IN THE WORLD

## O&D

## CONNECTING

2020

**59%**

**41%**

2019

**64%**

**36%**

## DOMESTIC & INTERNATIONAL

DOMESTIC

**↓ 50%**

INTERNATIONAL

**↓ 70%**

No international flights April 2 – June 15

## LARGEST CARRIERS

**UNITED** 

**↓ 54%**

14.2 million passengers

**Southwest** 

**↓ 46%**

10.2 million passengers

**FRONTIER** 

**↓ 44%**

4.7 million passengers

## CARGO

**↓ 1.6%**

Total Volume  
vs. 2019

**↑ 8%**

All-Cargo  
Carriers

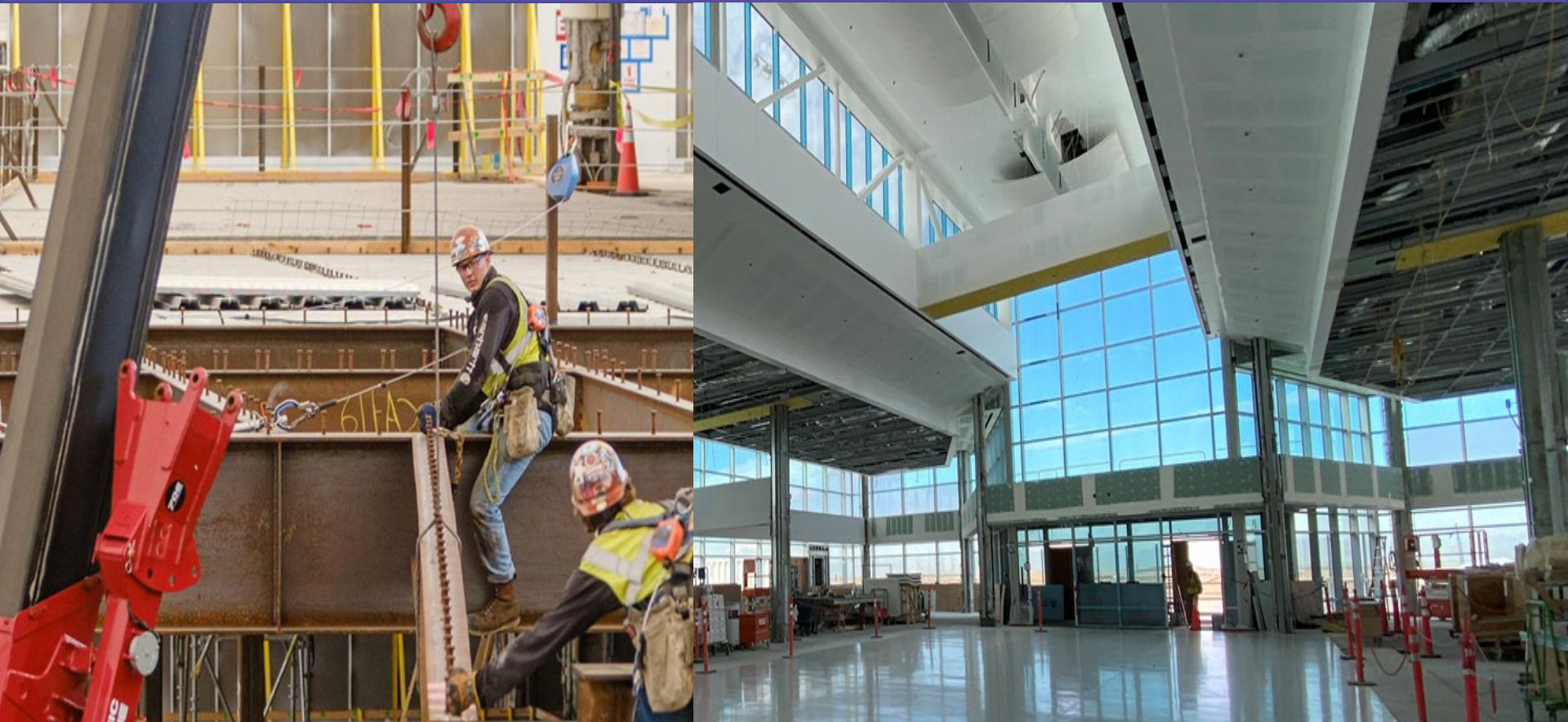
**↓ 29%**

Passenger  
Carriers



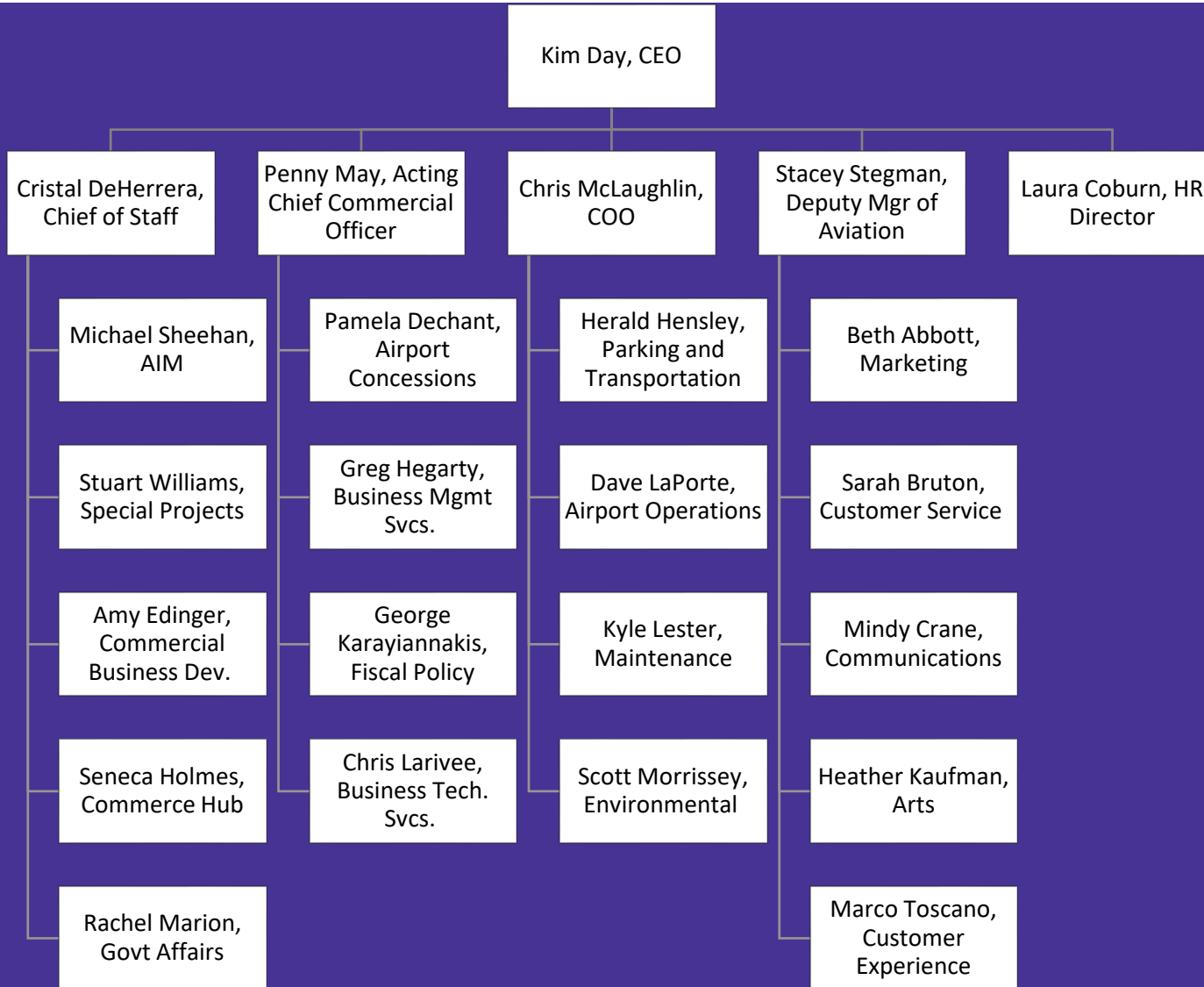
# MAJOR PROJECTS

- Reprioritized \$3.5 billion Capital Improvement Program and leveraged low passenger traffic to expedite certain projects
- Still moving forward with our Gate Expansion and Great Hall Projects, Peña Boulevard, 7<sup>th</sup> Runway and DEN Real Estate initiatives





# DEN ORGANIZATION CHART



# OPPORTUNITIES AT DEN

## Construction and Construction Related Services

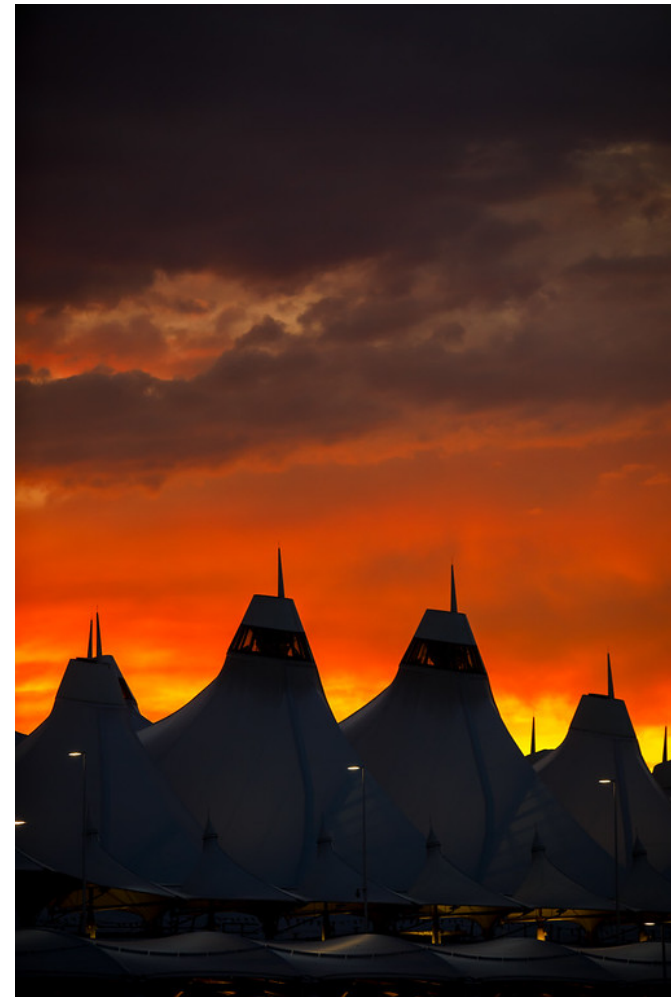
- Capital improvement projects
- General construction; airfield construction & repair

## Professional Goods & Services

- Consulting or advisory
- Suppliers

## Revenue Development

- Food & beverage; retail; passenger services
- Rental car; ground transportation
- Goods & services vendors of rental car companies



# COMMERCE HUB SERVICES

- Policy development
- Technical assistance
- Marketing, outreach and networking
- Community panelist recruitment
- ACDBE certification program management



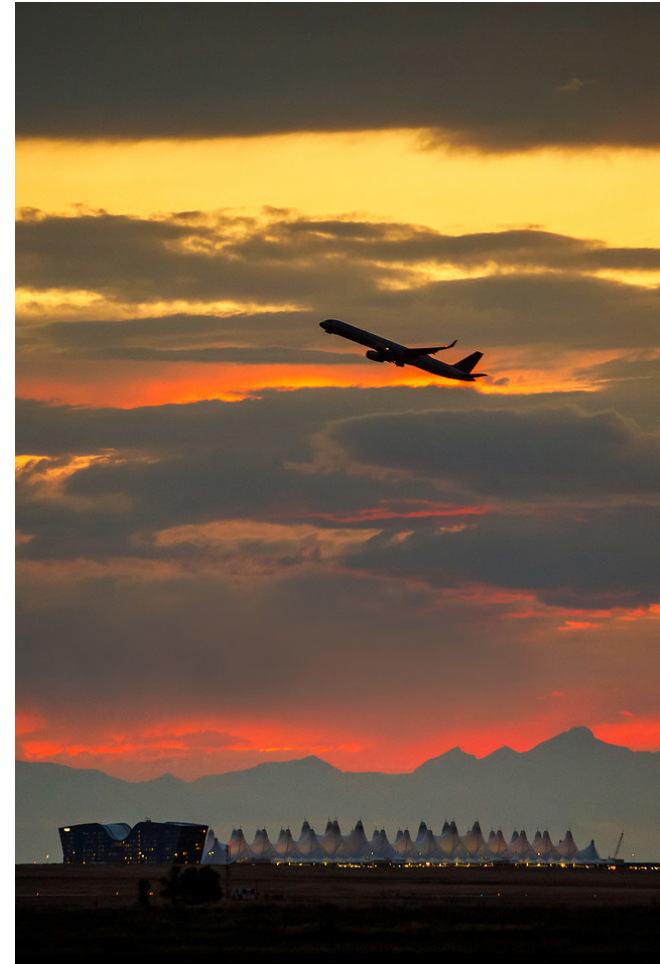
# COMMUNITY PANELIST PROGRAM



- Participate on procurement review committee
- Gain insight to DEN's procurement process for small businesses attempting to enter the airport marketplace
- Ensure that the procurement process is fair, open and transparent

For more information and to sign up

<http://business.flydenver.com/bizops/comHub-panelists.asp>





# DEN FUTURE OPPORTUNITIES



Solicitation Title	Assigned Goal	Estimated Project Value
DEN On-Call Drainage Design Services SBE	30% SBE	\$900,000 to \$1,000,000
DEN On-Call Environmental Design Services SBE	30% SBE	\$800,000 to \$1,000,000
DEN On-Call Environmental Testing Services SBE	30% SBE	\$450,000 to \$500,000
DEN Window Cleaning Services 2020 - SBE Outlying Areas	30% SBE	\$800,000 to \$900,000
DEN On-Call Parking Garage Repair Services	21% MWBE	\$5,000,000 to \$6,000,000
DEN On-Call Utility Locate Services	0% MWBE	\$400,000 to \$480,000
DEN Parking Management Services	15% MWBE	\$80,000,000 to \$85,000,000
DEN Towing Services	0% MWBE	\$2,500,000 to \$2,900,000
Physical Access Control System Phase 2	15% MWBE	\$875,000 to \$900,000

Website: <http://business.flydenver.com/bizops/forecasts.asp>

Email: [contract.procurement@flydenver.com](mailto:contract.procurement@flydenver.com)

## 30-60 Day Forecast

- Includes brief project description
- Goal assignment
- Estimated value amount
- <http://business.flydenver.com/bizops/forecasts.asp>

## BidNet

- All project information will be available once advertised
- All submittals will occur through BidNet
- No cost to register and download bid documents; additional services available for purchase
- Vendor Registration in advance is recommended and encouraged
- <https://www.bidnetdirect.com/colorado/cityandcountyofdenverdepartmentofaviation>

## **March 23, 2021 at 1:30 p.m. - Combined Event**

- On-Call Drainage Design SBE
  - Assigned Goal: 30% SBE
  - Estimated Project Value: \$900,000 to \$1,000,000
- On-Call Environmental Design Services SBE
  - Assigned Goal: 30% SBE
  - Estimated Project Value: \$800,000 to \$1,000,000

## **March 24, 2021 at 9 a.m.**

### Physical Access Control System Phase 2

- Assigned Goal: 15% MWBE
- Estimated Project Value: \$500,000 to \$900,000
- View all upcoming events at <http://dencommercehubconnect.eventbrite.com>

# COMMERCE HUB CONTACTS



- General inquiries: [DENCommerceHub@flydenver.com](mailto:DENCommerceHub@flydenver.com)
- Concessions: [Mark.White@flydenver.com](mailto:Mark.White@flydenver.com)
- Construction/goods & services: [Tanya.Davis@flydenver.com](mailto:Tanya.Davis@flydenver.com)
- Policy: [Seneca.Holmes@flydenver.com](mailto:Seneca.Holmes@flydenver.com)
- Website: <https://business.flydenver.com/bizops/commerceHub.asp>
- Community Panelist Registration:  
<https://business.flydenver.com/bizops/comHub-panelists.asp>
- Newsletter sign-up: <https://bit.ly/33n6MZ6>
- Event updates: <http://dencommercehubconnect.eventbrite.com>
- Future opportunities: <http://business.flydenver.com/bizops/forecasts.asp>
- Current bid opportunities:  
<https://www.bidnetdirect.com/colorado/cityandcountyofdenverdepartmentofaviation>
- Contract procurement: [Contract.procurement@flydenver.com](mailto:Contract.procurement@flydenver.com)



# Questions & Answers

