

# CHERRY(CREEK NORTH

## Partnership Packet



**Cherry Creek North Business Improvement District**

Annual Events | Exclusive Information | Promotional Opportunities for Your Business

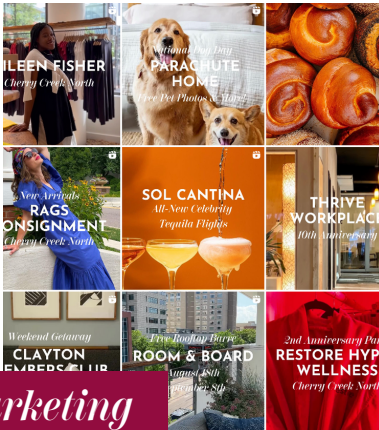
# Cherry Creek North

The Cherry Creek North Business Improvement District (BID) is a public organization primarily funded by private commercial taxpayers. The BID's mission is to actively plan, manage, and promote Cherry Creek North as a premier destination for shopping, dining, living, working, and visiting.

The BID was established in 1989 as the first business improvement district in the state of Colorado. Three miles from downtown Denver, the BID's boundaries extend 16 blocks from 1st Avenue to 3rd Avenue, and from University Boulevard to Steele Street.

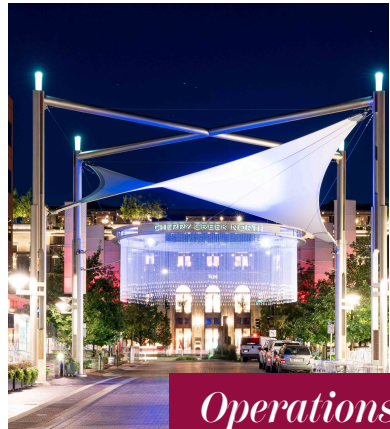
The BID ensures that Cherry Creek North reigns as a premier destination through day-to-day:

- Maintenance and Operations
- Annual Local and Tourism
- Marketing and Advertising
- Merchant Outreach
- Signature Events
- Economic and Market Research
- Other Initiatives



## Marketing

Crafts strategic campaigns and initiatives that drive awareness, foot traffic, and customer engagement - ultimately boosting the visibility and success of businesses within the neighborhood.



## Operations

Ensures seamless day-to-day functioning by coordinating maintenance, logistics, safety, and event planning to create an exceptional and vibrant business environment.

# Marketing Opportunities

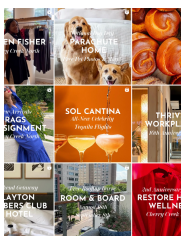
Browse the complimentary promotional opportunities below!



## WEBSITE & DIRECTORY LISTING

Complete our short survey and get listed on CherryCreekNorth.com today! Directories are printed twice a year and include all businesses on the website. Up to 3 images allowed plus social media links!

[COMPLETE THE SURVEY](#)



## SOCIAL MEDIA CHANNELS

Engage with @cherrycreeknorth social media by tagging us in stories, posts, and sending us direct messages! Email [mary@cherrycreeknorth.com](mailto:mary@cherrycreeknorth.com) if you are interested in a social media feature.

[FOLLOW ON FACEBOOK](#)

[FOLLOW ON INSTAGRAM](#)



## CCN INSIDER NEWSLETTER

The Cherry Creek North "CCN" Insider is our private newsletter that relays relevant news for Cherry Creek North businesses. Continue to check this newsletter for additional opportunities.

[SUBSCRIBE TO CCN INSIDER](#)



## NEWS FROM THE NORTH NEWSLETTER

This public-facing newsletter offers an opportunity for businesses to highlight promotions while engaging with the local community and maximizing exposure in one of Denver's most vibrant neighborhoods.

[SUBSCRIBE TO NEWS FROM THE NORTH](#)



## EVENT CALENDAR

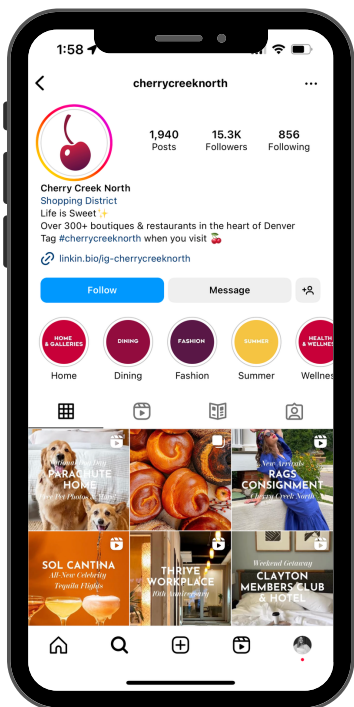
Event or promotion inside your store? Submit details to the event calendar and get your business on our most visited page & to the top of Google's search results.

[SUBMIT AN EVENT](#)

# Social Media Features

## Let us know about your event!

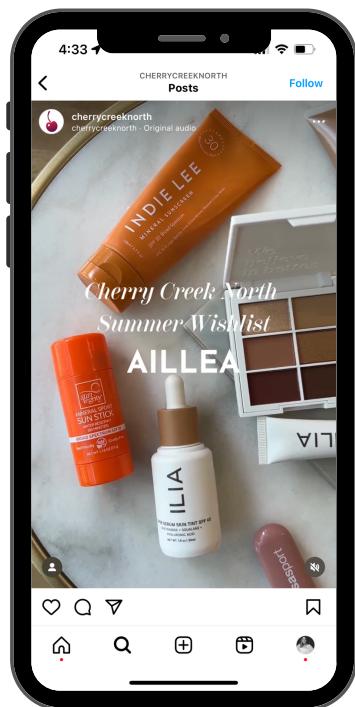
When we know about your event or promotion ahead of schedule, we can better curate our content calendar. Submit your events online or email [mary@cherrycreeknorth.com](mailto:mary@cherrycreeknorth.com) to come in and film an Instagram Reel.



### Tag @cherrycreeknorth!

We always repost what's happening in the district when we are tagged on Instagram and Facebook.

Tag @cherrycreeknorth on all of your posts, reels, and stories and we will repost to our channel!



### Business Feature

Like all of our promotional opportunities, social media coverage is a complimentary service and does not cost anything!

Have something fun happening in store? Let us know! We would love to feature you.

[REQUEST A VIDEO POST](#)

## JANUARY

### THEME:

- NEW YEARS RESOLUTIONS

### EVENT:

- CHERRY CREEK WELLNESS COLLECTIVE

## FEBRUARY

### THEME:

- VALENTINE'S DAY

### PROMOTIONS:

- LOVE, CHERRY CREEK NORTH

## MARCH

### THEME:

- DINING OUT

### SECONDARY THEME:

- WOMEN'S HISTORY MONTH

### PROMOTIONS:

- CHERRY CREEK SUPPER CLUB

### EVENTS:

- DENVER RESTAURANT WEEK

## APRIL

### THEMES:

- SPRING BREAK / NEW ARRIVALS
- EARTH DAY / SUSTAINABILITY

## MAY

### THEME:

- ENTERING SUMMER SEASON

### PROMOTIONS:

- MOTHER'S DAY

## JUNE

### THEME:

- ART, MUSIC & CULTURE

### EVENTS:

- LIVE & LOCAL JUNE SERIES
- SMASH FINE ARTS FESTIVAL

## JULY

### THEME:

- OUTDOOR PATIOS & ROOFTOPS

### EVENTS:

- CHERRY CREEK ARTS FESTIVAL
- SIDEWALK SALE

## AUGUST

### THEME:

- DINING AL FRESCO

### EVENTS:

- SMASH FINE ARTS FESTIVAL

## SEPTEMBER

### THEME:

- FALL FÊTE & FALL FASHION

### EVENTS:

- DENVER BEER WEEK

## OCTOBER

### THEME:

- ART/HOME DECOR

## NOVEMBER

### THEME:

- SMALL BUSINESS WEEKEND

### EVENTS:

- HOLIDAY MARKET
- SMALL BUSINESS WEEKEND
- WINTER WANDERLAND LIGHTING CEREMONY

## DECEMBER

### THEME:

- WINTER WANDERLAND

### EVENTS:

- WINTER WANDERLAND
- SAT NIGHT LIGHTS
- HOLIDAY MARKET

# Tourism & Local Partners

Cherry Creek North advocates for public investment in the neighborhood and works to maintain a vibrant business community through the following partnerships.

Cherry Creek North partners with wider destination marketing organizations (DMOs) such as Visit Denver and the Colorado Tourism Office to attract strong tourist visitation to the District and increase visitor spend.

Find out how your business can participate in our tourism initiatives today! Reach out to [cynthia@cherrycreeknorth.com](mailto:cynthia@cherrycreeknorth.com) for details.



## VISIT DENVER

As a partner of VISIT DENVER, we have access to a number of great benefits, including advertising & marketing opportunities and timely industry news and research.

[JOIN VISIT DENVER](#)



## COLORADO TOURISM OFFICE

Our partnership with Colorado Tourism Office allows us to maintain a strong presence on the colorado.com website and invest in the CTO's year-round campaigns to attract visitors to the state of Colorado.

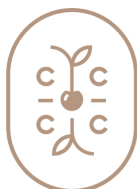
[CLAIM YOUR FREE BUSINESS LISTING](#)



## CHERRY CREEK ALLIANCE

The Cherry Creek Alliance is a partnership of four key neighborhood entities to advocate on behalf of the greater Cherry Creek business community.

[BECOME A MEMBER](#)



## CHERRY CREEK CHAMBER OF COMMERCE

Membership with the Cherry Creek Chamber connects you to the Cherry Creek community, its resources, and a multitude of opportunities for business success.

[BECOME A MEMBER](#)

# Safety & Security

Our team of dedicated officers provides **24-hour mobile and foot patrols** of the District, promoting the safety and security of all employees, patrons, and residents. We offer courtesy escorts for District employees to their vehicles and conduct door-to-door checks overnight to ensure businesses are properly secured.

In addition to routine patrols, we conduct alleyway and garage checks at random times throughout the day, evening, and night to monitor for unusual or unsafe conditions such as ice, potholes, graffiti, broken glass, and other safety concerns. We also receive lost and found items and make every effort to return them to their rightful owners.

We work closely with the Denver Police to ensure the continued safety and security of the District by providing exceptional customer service to all. Our officers conduct welfare checks on individuals who may need emergency services or assistance and respond to calls of public disturbance, working to de-escalate the situation.

To learn more about any of the initiatives below, feel free to reach out to Richard at [richard@cherrycreeknorth.com](mailto:richard@cherrycreeknorth.com).



## COFFEE WITH A COP

Meet our local Denver Metro police officers, ask them questions, and have a friendly chat over a cup of coffee!



## MONTHLY SAFETY MEETING

Interested in attending? Email Director of Operations, Richard Barrett at [richard@cherrycreeknorth.com](mailto:richard@cherrycreeknorth.com).



## BUSINESS WATCH PROGRAM

The Business Watch Program is a partnership between the Denver Police Department and local business owners to increase the security of businesses and reduce crime in the community at large.



## 24/7 PUBLIC SAFETY | 303-434-1494

The Cherry Creek North Public Safety team patrols the neighborhood 24 hours a day, 7 days a week.

# Physical Landscape

In addition to keeping Cherry Creek North safe, our dedicated Operations Department works tirelessly behind the scenes to ensure that the environment in which your business operates is vibrant, clean, and inviting. Explore the services we provide to support your business's success below:

## MAINTENANCE AND PUBLIC RIGHT OF WAY SERVICES



The BID works year-round to keep Cherry Creek North clean, accessible and green. Services like litter and trash removal, irrigation, lighting, infrastructure maintenance, and tree and flower care ensure that Cherry Creek North is a destination that people love visiting.

## STREETSCAPE AND LANDSCAPE



The BID beautifies the area through seasonal landscaping and decor programs with 8500 flowers planted in the spring, over a million lights hung during the holidays and 600+ trees maintained year-round.

**CONTACT PATRICK ALLISON, OPERATIONS MANAGER, WITH ANY QUESTIONS OR ISSUES: [PATRICK@CHERRYCREEKNORTH.COM](mailto:PATRICK@CHERRYCREEKNORTH.COM)**

**Business**



**Nick LeMasters**  
President & CEO



**Jeanne St. Onge**  
Business Project Manager

**Operations**



**Richard Barrett**  
Director of Operations



**Patrick Allison**  
Operations Manager

**Marketing**



**Lisa Voss**  
Vice President of  
Marketing &  
Communications



**Kat Libby**  
Digital  
Marketing  
Manager



**Cynthia Ord**  
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**Mary Siegwalt**  
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