

## UNIVERSITY HILL UPDATE

**From:** Sarah K. Wiebenson  
Hill Community Development Coordinator

**To:** University Hill Stakeholders

**Date:** Wednesday, April 15, 2015



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### **\*NEW DATE\*** Council Study Session on Hill Reinvestment Strategy Rescheduled to April 28<sup>th</sup>

The original May date of the study session has been moved up to **Tuesday, April 28<sup>th</sup>** (see schedule details below). The meeting is an opportunity for staff to update **Council** on progress with the Hill Reinvestment Strategy and the planned evaluation process that will begin this summer. Staff will also present proposals for additional programs that the Council may choose to pursue in 2015 and 2016, such as a pilot Hill employee Ecopass program, a National Register eligibility study, and a working group to explore tax policies to achieve public benefits related to the redevelopment of the UHGID surface lots. Members of the public are invited to attend the meeting, although the study session is not a public hearing and therefore there is no opportunity for public comment.

### “Heart of the Hill” Summer 2015 Event Series Kicks Off on Saturday with “Hillanthropy” Cleanup

This **Saturday, April 18<sup>th</sup>** at 9:00 a.m. more than 70 volunteers representing Hill businesses, neighbors, City staff and student groups will join together to clean up the Hill Commercial Area, including: graffiti removal on Broadway; repainting the railings of the College Ave underpass and the Fox Theatre; and planting 14 pots that have been adopted by Hill businesses. Volunteers will be provided with free lunch at **Spark Boulder** provided by **Cheba Hut**, t-shirts printed at **Doomd Ink**.



The pots painted by **Boulder Girl Scout Brownie and Daisy troops** last week will be filled with flowers funded by the **University Hill Neighborhood Association (UHNA)**. At this morning’s University Hill Commercial Area Management Commission (UHCAMC) meeting, Nancy Blackwood from the UHNA Executive Committee presented the City with a check for \$600, representing the funds raised through their “Fund a Flower/Plant a Pot” campaign.

### Grenadier Advertising to Present Their ‘Heart of the Hill’ Event Series and Brand Campaign for The Hill Boulder

Hill business **Grenadier Advertising** has developed for The Hill Boulder a comprehensive brand strategy around a 2015 summer event series being presented by **The Hill Boulder** and City of Boulder. The brand strategy, which is adaptable to events year-round, will also be used in all Hill Boulder communications and print materials. Visit The Hill Boulder facebook page for a sneak preview of the #Hillanthropy t-shirt design, or come to the Hill Boulder meeting hosted by **Four Star Realty** tomorrow morning, **April 16<sup>th</sup>** (see schedule details below).

### Upcoming Meetings

April 16<sup>th</sup> at 9:00 a.m. – **Hill Boulder** meeting (Four Star Realty, 1310 College Ave #310)

April 18<sup>th</sup> at 9:00 a.m. – **“Hillanthropy” Cleanup Day** (meetup at The Fox Theater, 1135 13<sup>th</sup> Street)

April 28<sup>th</sup> at 8:30 p.m. – **Council Study Session** on Hill Reinvestment Strategy (Council Chambers, 1777 Broadway)