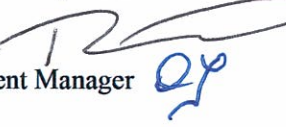



ADMINISTRATION MEMORANDUM
13-04

DATE: March 11, 2013

TO: Honorable Mayor Joyce Downing and City Council Members

FROM: David Willett, Acting City Manager 
Debbie Tuttle, Economic Development Manager 

SUBJECT: March Economic Development Update

Walmart Open House & Announcement

An open house was held on March 5 to give residents and businesses an opportunity to provide input on the new Walmart Neighborhood Market that will be built at the Garland Center. Approximately 65 people attended the event. Attachment A is a copy of the recent Walmart media release on the project.

2012 Economic Development – Year at a Glance

A summary of many economic development and business related success stories last year are described in Attachment B. This included **58** new storefront businesses that added **256** new jobs, and the absorption of more than **157,000** square feet of vacant office, industrial and retail space.

New Business Announcements

At the end of February, Northglenn had **874** total businesses. Of that total, **658** are storefronts and **216** are home occupations. The start-up beauty salon that opened a few months ago in the Huron Center has closed, and another barbershop has moved into that space. Listed below are **four** (4) new businesses reported in February:

Demi's Treasures & Thrift Store leased 2,660 square feet. This is a start-up company that provides pre-owned goods including antiques, clothing, household goods, furniture, and other merchandise. The company plans to open in late March and will employ four people. They will be open Monday – Saturday from 10 a.m. to 7 p.m.

A Good Shop, Inc. leased 3,900 square feet at 10750 Irma Drive, Unit 7. The company provides auto collision repair services. They are open Monday through Friday from 8 a.m. to 5 p.m. and Saturday from 8 a.m. to 12 p.m. For more information call 720-971-2643.

Soccer Strike leased 380 square feet at 2180 E. 112th Ave. The company sells retail sporting clothing and athletic gear. They are open daily from 5 to 11 p.m. For more information call 720-839-7896.

Vive en Control leased 980 square feet 1012 W. 104th Ave. They provide nutritional and weight management product and sales information. They are open from Monday to Saturday from 8 a.m. to 6 p.m. For more information call 720-530-4038.

Teen Dance Club & Special Event Center

Gayton Dance Studio expanded their current location a few months ago. They have added a teen program called **Club Swagg**. On the last Friday of each month from 7 to 10 p.m. they will offer a teen club night for youth ages 10 to 13 years old and on the last Saturday of the month from 8 to 10:30 p.m. for 14 to 17 year olds. Admission is \$10. This program was designed to provide a safe and fun environment for youth to come and dance. The venue also offers themed birthday parties on Saturdays from 2:30 to 7 p.m. and Sundays from 1 to 7 p.m. Both include music, dancing, food and beverages. For more information call 720-581-6797.

STAFF REFERENCE: If you have any comments or questions, please contact Debbie Tuttle at 303.450.8743 or dtuttle@northglenn.org.

**FOR IMMEDIATE RELEASE:**

Contact: Delia Garcia, Walmart
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Walmart Announces New Northglenn Location

Store to anchor Garland Center redevelopment, spur economic growth

NORTHGLENN, Colo., Mar. 4, 2013 – Wal-Mart Stores, Inc. announced today plans to anchor the redevelopment at Garland Center in a joint project with the Northglenn Urban Renewal Authority. The 41,000 square foot Neighborhood Market will provide customers with a full grocery store complete with fresh produce, meat and deli sections as well as a pharmacy.

“We are excited to bring this project to our Northglenn customers,” said Walmart spokesman Joshua Phair, “We know there is a desire to revitalize this area, and we believe that the construction of this brand new facility will do just that. Walmart looks forward to beginning a dialogue with the City and directly with residents in order to build a store that truly reflects the needs of their community.”

The Garland Center site will be developed in partnership with the Northglenn Urban Renewal Authority, which has had the location identified as an area for targeted redevelopment for the past decade. The store is expected to bring approximately 75 new jobs to the area. The average hourly wage for a full-time Walmart associate in Colorado is \$13.39 an hour, and eligible associates receive quarterly bonuses, company funded 401(k) and a 15% stock purchase match up to \$1800 a year, as well as access to affordable, comprehensive health care coverage.

“We’re extremely excited that Walmart has chosen Northglenn as the next location for one of their unique Neighborhood Market stores,” said Northglenn Mayor Joyce Downing, “We’re pleased that our residents will have another grocery store available to them and welcome this opportunity with open arms.”

A neighborhood meeting with area residents has been scheduled for 6pm on Tuesday, March 5th at the Northglenn Senior Center, 11801 Community Center Rd. Representatives from Walmart and the City of Northglenn will be present to answer questions and gather input from the community regarding the proposed site plan.

About Walmart

Wal-Mart Stores, Inc. (NYSE: WMT) helps people around the world save money and live better – anytime and anywhere – in retail stores, online, and through their mobile devices. Each week, more than 200 million customers and members visit our more than 10,600 stores under 69 banners in 27 countries and e-commerce websites in 10 countries. With fiscal year 2013 sales of approximately \$466 billion, Walmart employs more than 2.2 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy and employment opportunity. Additional information about Walmart can be found by visiting <http://corporate.walmart.com>, on Facebook at <http://facebook.com/walmart> and on Twitter at <http://twitter.com/walmartnewsroom>. Online merchandise sales are available at <http://www.walmart.com> and <http://www.samsclub.com>.

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2012 Economic Development -Year at a Glance

The city of Northglenn celebrated many economic development and business related success stories in 2012. This includes **58** new storefront businesses that added **256** new jobs, and the absorption of more than **157,000** square feet of vacant office, industrial and retail space. Several funding and marketing programs were implemented to assist commercial property owners and businesses, which helped lead to several large business attraction, retention and expansions projects – with more in the works for 2013. Sales tax revenues were up for the third consecutive year. This is a positive sign of growing our retail economy, but we still have too many storefronts empty. Over the next year the city will focus on retention of its current businesses and attracting new companies to Northglenn.

Additionally, Northglenn's existing urban renewal plan was modified and a second plan was created to assist with revitalization and redevelopment throughout the city. Several urban renewal area projects were initiated, including the attraction of a new Walmart Neighborhood Market to the Garland Center at 108th Avenue and Washington Street, and retaining Hawkins Development to develop land at 120th Avenue and Grant Street.

New Business Highlights

At the end of December, Northglenn had **868** total businesses, of which **648** are storefronts. Below highlights just a few of the new businesses announced last year.

AutoNation purchased the 6.84 acre site (former Northglenn Dodge) located at 759 and 749 104th Ave. for new **Hyundai** and **Fiat** dealerships and service centers. This added 60 new jobs to Northglenn's workforce. In addition to the acquisition cost of the property, the company made a multi-million dollar capital investment in major construction, renovations, and new equipment.

DigitalGlobe (former **GeoEye**) is a leading provider of commercial high-resolution earth observation and advanced geospatial solutions. They leased 14,578 square feet at 11990 Grant St. This is an expansion of their existing Thornton facility. The company transferred 45 employees to the Northglenn location, and has plans for future job growth at this location.

Larkburger leased 1,653 square feet at 11985 Washington St., Unit 2 (former Floyd's Barbershop). Major interior and exterior improvements were made to the building and 20 new employees were added to the workforce.

Starbucks Coffee built a new 480-square-foot drive-thru and walk-up concept store at 104th Avenue and Bannock Street that employs 15 people. Starbucks chose Northglenn as its second site to showcase their unique and environmentally friendly model, which they will be using worldwide.

Existing Business Expansions and Retention Projects

Retaining our existing businesses is a major economic development goal for the city. Business retention and expansion projects bring in new taxes, retain and create jobs, and add new capital investment into the community. Below are a few examples of 2012 business expansion and retention projects:

Nationwide Fab, Inc. invested \$1.1 million in capital investment to expand its current 50,000 square foot facility located at 10923 Leroy Drive. The expansion of an additional 25,000 square feet represents the first new construction in almost 20 years in the Northglenn Industrial Park.

Boondocks Fun Center, located at 11425 Community Center Drive, brings in more than 450,000 visitors annually to Northglenn. Their \$5 million expansion and remodeling project includes a new state-of-the-art 20 lane bowling alley and corporate meeting facilities.

Burger King, located near Washington Street and 120th Avenue, made more than \$360,000 in interior and exterior improvements to its facility. The project included landscaping, roofing, façade, signage, and major upgrades to the kitchen, dining room and seating area.

Bed Bath & Beyond in the Marketplace made over \$375,000 in capital investments for exterior and interior property renovations and improvements.



Redevelopment Projects

Garland Center Redevelopment Project

The Northglenn Urban Renewal Authority (NURA) purchased the property at the Garland Center. This property is being sold to Walmart to build a new 41,000 square foot Neighborhood Market pharmacy and grocery store.

Webster Lake Promenade – 120th Avenue & Grant Street

An agreement was signed with Hawkins Development to partner with the city and NURA to redevelop the land at 120th Avenue and Grant Street. Groundbreaking of Phase 1 is scheduled in mid-2013 and will feature a retail center and restaurants.

Urban Renewal Plan Update

The original Urban Renewal Plan was written over 20 years ago, and as redevelopment has occurred within the city and a new comprehensive plan was implemented, it was timely to review the existing urban renewal areas and plan. NURA and city staff worked for six months on the completion of a new condition study of existing and potential new urban renewal area properties. City Council approved a substantial modification to its existing urban renewal plan and created a second plan. The second plan contains all the undeveloped properties that did not develop under the original plan, and the addition of new areas.

Education & Building Future Workforce

Northglenn High School opened its new 16,000 square foot state-of-the-art STEM (Science, Technology, Engineering, and Mathematics) facility to serve its 1,750 students. Staff helped develop a leadership committee containing education, private, public and non-profit representatives to help build stronger partnerships within the business community. The goal is to create internships that will enhance the students' learning experience by working for companies in real world situations.

Business Assistance & Outreach Programs

NURA Assistance Programs

NURA approved six new Business Improvement Grants (BIG) totaling \$63,250. This investment leveraged more than \$460,000 in private sector exterior enhancements to commercial properties and buildings. Also, the property owners that constructed the new Starbucks and Larkburger took advantage of approximately \$40,000 in the Business Upgrade Assistance Program (BUAP), and other incentives to assist in utility upgrades.

Inaugural Northglenn Business Appreciation Breakfast

The Inaugural Northglenn Business Appreciation breakfast showcased city businesses. The awards recognized Northglenn businesses for their dedication, innovation, leadership, business growth and stability, customer service, community commitment and involvement, and entrepreneurial spirit. It was a successful, sold-out event, with more than 165 people attending. The business award categories were *Northglenn Legacy*, *Outstanding Community Impact*, *Outstanding Business Longevity*, *Outstanding Small Business*, *Outstanding Large Business* and *Young Entrepreneur* awards.

Pilot Commercial Sign Program Implemented on Melody Drive

A wayfinder pilot program was implemented to help direct traffic to commercial establishments not located on major corridors. The goal of the signs is to help promote and market businesses located off the arterial roads that are not easily seen by passing traffic. The Melody Drive businesses just west of the Northglenn Marketplace were identified as the first area to implement the sign program.

Count the Lights

For the sixth year, the Northglenn Historical Commission fire truck served as an economic development marketing tool to attract customers to the Marketplace during the holiday season. Thousands of children guessed how many working and non-working lights there were on the fire truck.

Adams County Connects Employer Event

Staff participated in the planning and implementation of the first *Adams County Connects* event for the business community. This was a collaborative effort of all the Adams County economic development representatives to provide a forum for businesses to learn more about the availability of helpful programs and tools. Approximately 150 attendees and 20 business resource providers participated in the event.