

**ADMINISTRATION MEMORANDUM**  
**14-03**

**DATE:** February 10, 2014

**TO:** Honorable Mayor Joyce Downing and City Council Members

**FROM:** John Pick, City Manager *JP*  
Debbie Tuttle, Economic Development Manager *DT*

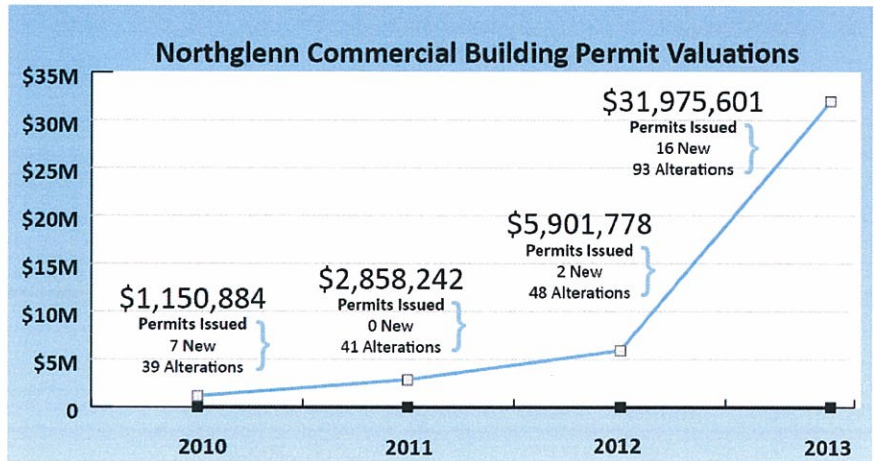
**SUBJECT:** February Economic Development Update

**2013 Banner Year for Economic Development**

The city of Northglenn celebrated an economic development banner year in 2013. **Attachment A** is the *2013 Economic Development Year at a Glance*, which highlights many of these successes.

Northglenn had a stellar year in commercial building permits which more than doubled from the previous year from 50 to 109. This resulted in a dramatic increase in the value of commercial construction permits of almost \$32 million.

Another economic indicator that represents Northglenn's business community is thriving is the increase in sales and use taxes. The year-end numbers won't be available until early February, but as of the end of November, Northglenn's sales and use taxes combined increased by 7.1%.



In 2013, we welcomed 58 new storefront businesses, which added almost 150 new jobs in our community. We also celebrated 14 ribbon cuttings and six major ground breakings.

**Northglenn Business Survey**

One of the major goals of the economic development's Business Retention & Expansion (BRE) committee is to learn more about our existing businesses. We recently launched the first annual Business Survey to update our business database, identify trends, better understand challenges and problems, and learn ways that we may be able to assist our Northglenn companies. The survey closes at the end of February and the results will be compiled and reported.

**Wayfinding Sign Program Successful**

The Northglenn City Council approved a pilot wayfinding sign program last year to market businesses located off major corridors. The pilot program was implemented for the businesses along Melody Drive, and the participating businesses were very pleased with the results. This successful marketing tool now has 26 companies being marketed along 104<sup>th</sup> Avenue.

**NURA Revitalization Grants Make a Difference**

The Northglenn Urban Renewal Authority (NURA) assisted 17 property owners and businesses with revitalization and exterior enhancements and improvements, as well as utility upgrades. Through the two grant programs, NURA invested approximately \$93,500 in exterior enhancements and utility upgrades, which leveraged more than \$436,000 in private sector commercial property improvements. The projects ranged from new and upgraded signage, landscaping improvements, parking lot overlays and utility upgrades. Because of the success of this program, in 2014 NURA has budgeted \$150,000 for the Business Improvement Grants and \$75,000 for the Business Utility Assistance Grants to assist business located within the urban renewal areas.

## **New Business Announcements**

Listed below are nine (9) new businesses that reported opening in January. These companies have added thirty-seven (37) new employees to our workforce and absorbed **15,807** square feet of retail, office and industrial space. At the end of January, Northglenn had **884** total businesses. Of that total, **671** are storefronts and **213** are home occupations.

**303 Ink** leased 1,391 square feet at 980 West 104<sup>th</sup> Avenue. The company provides body art and employs two people. Hours of operation are Monday – Thursday from 12 PM to 9 PM and Friday – Saturday from 12 PM to 11 PM. For more information, call 303-280-2546.

**BotanaCare 21+** leased 4,000 square feet at 11450 Cherokee Street, Unit A7. This is a retail marijuana store which is adjacent to their existing medical marijuana facility, and they employ six people. Hours of operation are Sunday – Saturday from 9 AM to 7 PM. For more information, visit [www.botanacare.com](http://www.botanacare.com) or call 303-254-4200.

**Branded Image Apparel** leased 2,300 square feet at 10855 Irma Drive. The company provides screen printed apparel and employs three people. Hours of operation are Monday – Friday from 8 AM to 5 PM. For more information, visit [www.brandedimageapparel.com](http://www.brandedimageapparel.com) or call 720-338-5356.

**Colorado Blow Design** leased 1,200 square feet at 930 West 104<sup>th</sup> Avenue. The company provides smoking accessories, apparel and novelty items and employs one person. Hours of operation are Monday – Saturday from 11 AM to 8 PM, and Sunday from 12 PM to 6 PM. For more information, call 720-583-6152.

**Custom Installers of Colorado, LLC** leased 3,000 square feet at 425 West 115<sup>th</sup> Avenue, Suite 1. The company provides commercial carpentry services and employs eighteen people. Hours of operation are Monday – Friday from 7 AM to 3:30 PM. For more information, visit [www.custominstallersllc.com](http://www.custominstallersllc.com) or call 303-288-2921.

**The Law Office of Pescador** leased 680 square feet at 10465 Melody Drive, Suite 318. The company provides legal services and employs three people. Hours of operation are Monday – Friday from 8 AM to 5 PM and after hours by appointment only. For more information, visit [wholefamilylegal.com](http://wholefamilylegal.com) or call 303-280-7177.

**Marvel Distributing** leased 1,400 square feet at 500 Malley Drive. The company is a Kirby Vacuum distributor and employs one person. For more information, call 720-496-6085.

**Simply Clean Teeth** leased 840 square feet at 11184 Huron Street, Suite 15A. The company provides dental hygiene and cleaning services only and employs one person. Hours of operation are Tuesday, Thursday and Saturday from 7 AM to 7 PM. For more information, call 303-250-8445.

**Stoneware Systems** leased 996 square feet at 10645 Melody Drive, Suite 322 and employs two people. The company provides software products, on-site computer programming and computer repair services. Their flagship software products are StoreWise and StoreManagement which are inventory control and sales management systems. Hours of operation are Monday – Friday from 9 AM – 5 PM, and by appointment. For more information, visit [www.stonewaresoftware.com](http://www.stonewaresoftware.com) or call 303-424-8636.

## **Companies on the Move**

**Action Packaging** was recently acquired by **Denver Boxes, Inc.** Denver Boxes maintained the current workforce and leased the 5,000 square-foot of the former Action Packaging facility at 10888 Leroy Drive. The company sells and distributes packaging materials and employs four people. Hours of operation are Monday – Friday from 7:30 AM to 4 PM. For more information, visit [www.denverboxes.com](http://www.denverboxes.com) or call 303-453-1549.

## **Northglenn Tax Service**

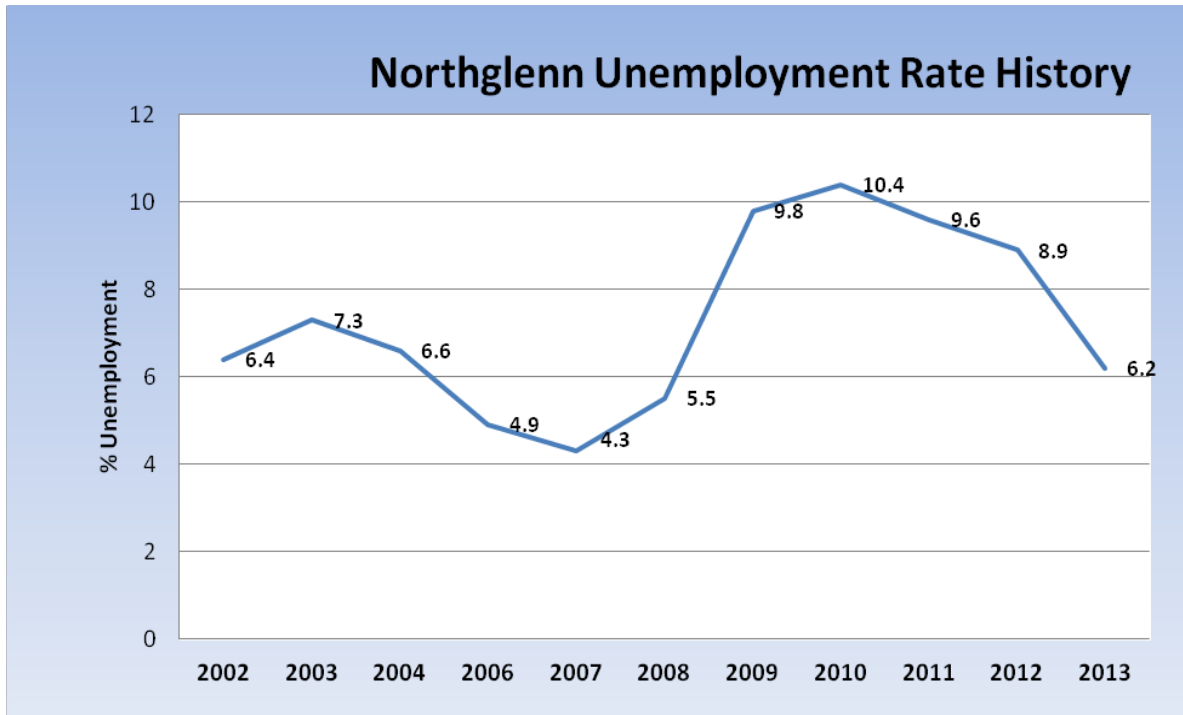
Gary and Carol Cox have been Northglenn residents since 1960, and incorporated **Northglenn Tax Service** in 1979 with three other partners after working out of their home for over 7 years. After spending a lifetime living and working in Northglenn, the Coxes decided it was time to retire. They sold the company to long-time employees, Kendra Lenehan and Charlotte Buckingham in late 2013, who will continue the Northglenn Tax Service legacy.

**2014 YTD Business Closures**

In January, three (3) businesses reported closing: **Digital Globe** (formally GeoEye) was located in the Metro North office building. DigitalGlobe has consolidated its Northglenn facility temporarily to Thornton until they relocate to the former Avaya building in Westminster later this year; Weiser Engineering which had been located 10901 Irma Drive purchased a property in Arvada; and **FixLapTop.com** has closed its store in the Huron Center.

**Northglenn Unemployment Rate**

Northglenn’s unemployment rate hit a 5-year low at 6.2% which is a decrease from 8.9% in 2012. This is a positive sign that our economy has rebounded and our businesses are expanding and hiring more employees. We expect 2014 to even be a better year with the opening of all the new businesses currently under construction and bringing new jobs to our community.



The table below reflects the estimated labor force, employment, and local, county, and state unemployment information for December. It reflects a 6.2 percent unemployment rate in Northglenn, which is a 0.4 percent decrease from November, and a 2.7 percent decrease from December 2012 (8.9%).

**December 2013 – Northglenn Employment Numbers**

| Area       | # Labor Force | # Employed | # Unemployed | Dec. 2013 % Unemployment Rate | Nov. 2013 % Unemployment Rate |
|------------|---------------|------------|--------------|-------------------------------|-------------------------------|
| Northglenn | 19,948        | 18,719     | 1,229        | 6.2%                          | 6.6%                          |
| Adams      | 232,981       | 217,815    | 15,166       | 6.5%                          | 6.6%                          |
| Colorado   | 2,727,351     | 2,565,835  | 161,516      | 5.9%                          | 6.1%                          |

Source: Labor Market Statistics, Local Area Unemployment Statistics Program - Not Seasonally Adjusted.

**STAFF REFERENCE:** If you have any comments or questions, please contact Economic Development Manager Debbie Tuttle at 303-450-8743 or [dtuttle@northglenn.org](mailto:dtuttle@northglenn.org).



## ATTACHMENT A

# 2013 Economic Development - Year at a Glance

### Banner Year for Economic Development

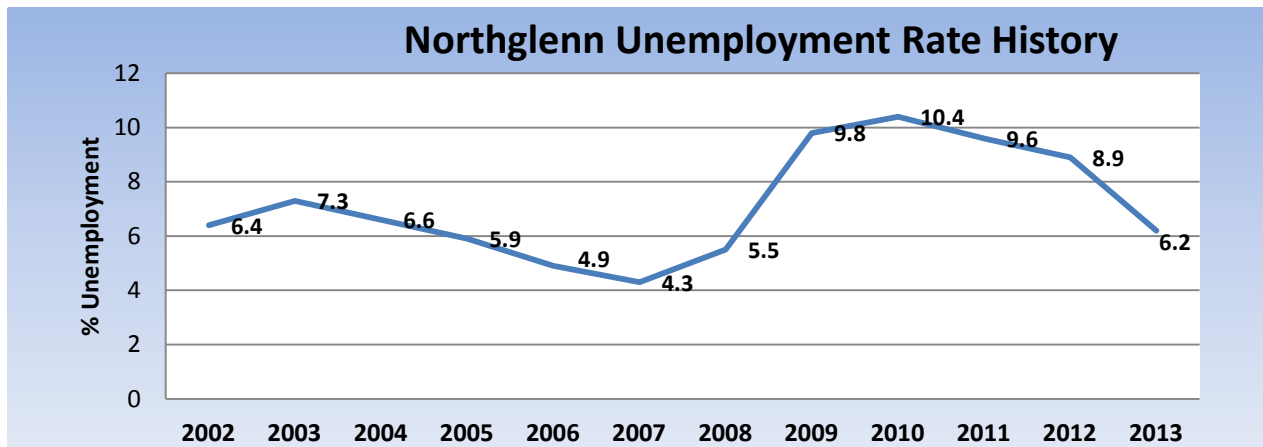
The city of Northglenn celebrated a banner year for economic development in 2013. Our commercial building permits more than doubled from the previous year, from 50 to 109. This is in large part to the Webster Lake Promenade, Walmart Neighborhood Market and Pharmacy, and the Holland Partner Group's 228-unit multi-family housing project. These projects represent more than \$30 million in new construction and capital investment, and will create more than 300 new direct jobs.



Construction of seven buildings at Webster Lake Promenade. Nine new restaurants and other retail and service businesses are scheduled to open in mid to late 2014.

In 2013, we welcomed 58 new storefront businesses that added almost 150 new jobs in our community, and celebrated 14 ribbon cuttings and six major groundbreakings.

Northglenn's unemployment rate hit a 5-year low of 6.2%, which is a decrease from 8.9% in 2012. This is a positive sign that our economy has rebounded and our businesses are expanding and hiring more employees. We expect 2014 to even be a better year with the opening of all the new businesses currently under construction and bringing new jobs to our community.



Another indicator that Northglenn's business community is thriving is the increase in sales and use taxes. The year-end numbers won't be available until early February, but as of the end of November, Northglenn's combined sales and use taxes increased by 7.1% over the same time last year.

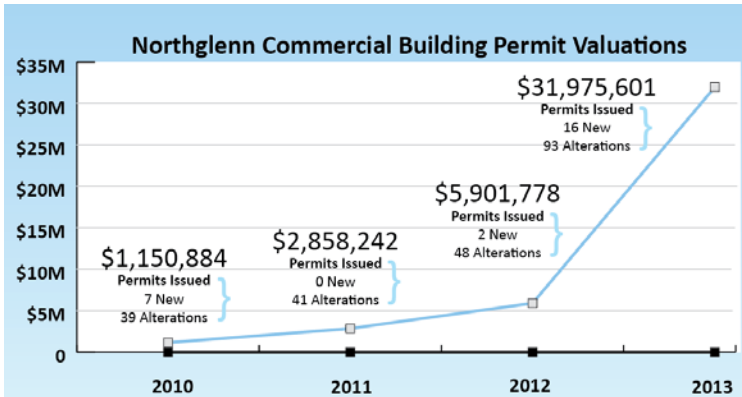
### Keeping the Momentum Going!

Looking to 2014, the city's economic development activities will continue the positive momentum from 2013 as we celebrate the grand openings of all the new development projects, develop new programs to assist our existing businesses, evaluate new redevelopment and revitalization projects, and welcome new companies to our community.

## Northglenn Broke Out the Golden Shovels

As a landlocked city and with more than 85% of the commercial properties located within urban renewal areas, Northglenn's future will be primarily focused on redevelopment and in-fill development opportunities. Last year we celebrated six new major construction projects. That includes the Webster Lake Promenade, Carrick Bend Apartments, Walmart Neighborhood Market and the North Metro Dental Care projects. Also, Nationwide Fabrication and TH Automotive expanded their existing Northglenn facilities.

As the chart below indicates, Northglenn had a stellar year in commercial building permits, which is reflected in a \$32 million valuation of the commercial building permits issued.



Webster Lake Promenade groundbreaking of 47,000 square feet among seven new buildings.

### Webster Lake Promenade

On July 29, the city of Northglenn, the Northglenn Urban Renewal Authority (NURA) and Hawkins Development celebrated the official groundbreaking of the Webster Lake Promenade. This 10-acre commercial site, located at the southeast corner of Interstate 25 and 120th Avenue, has been vacant for almost ten years. The promenade will be comprised of approximately 47,000 square feet of restaurant and retail commercial space on seven pads. This \$13 million project will bring more than 200 new jobs as well as new sales tax revenues to Northglenn.

### Walmart Neighborhood Market & Pharmacy

On December 13, the city, NURA and Walmart broke ground on a 41,000 square-foot Walmart Neighborhood Market grocery store and pharmacy. This 5.42-acre site was the former home of the 45-year old Garland Center. NURA assembled, purchased and did the environmental clean-up on the property, and then sold it to Walmart in June 2013. This project will revitalize the area, bring 70 new jobs, increase our sales taxes, and most importantly provide a new grocer that fills a need in the community. The store opening is scheduled for mid-summer of 2014.



Groundbreaking of the new 41,000 square-foot Walmart Neighborhood Market grocery and pharmacy.

### Carrick Bend Apartments

Holland Partner Group broke ground on a new 9-acre multifamily development at 11525 Community Center Drive on October 15. The Carrick Bend project consists of nine individual buildings with 228 new high-end apartment units that should be available in the summer of 2014.

### North Metro Dental Care

Construction began in December on a 2,525-square-foot dental office at 11401 Washington Street. This project will revitalize a visible corner that has been vacant for many years. The North Metro Dental Care facility is scheduled to open in early 2014.



The groundbreaking for the Holland Partner Group, 228 multi-family Carrick Bend apartment complex at 11525 Community Center Drive.

## Supporting & Growing Our Own Businesses

Our priority continues to be retention and expansion of its existing businesses. These companies are the core of the business community and have made a commitment to Northglenn through their capital investment and job creation.

### Northglenn Businesses Expanding

There had not been any new construction in the industrial park for more than two decades, but we were very pleased to celebrate two major business expansion projects in 2013. These included Nationwide Fabrication, which added 25,000 square feet to its existing 50,000-square-foot building, and TH Automotive, which broke ground on a new 9,000-square-foot facility.

**Nationwide Fabrication** is a stainless steel manufacturer and distributor of commercial kitchen and food service equipment that employs 65 people. They moved to a 50,000-square-foot facility in the Northglenn Industrial Park six years ago. They expanded their current facility by another 25,000 square feet to accommodate their expanding business and future growth plan.

**TH Automotive** has been located in the Northglenn Industrial Park for more than 16 years and employs 8 people. With their growing automotive repair and service company, they purchased 2.6 Acres at 10555 Irma Drive and constructed a 9,000 square-foot building. They moved into their new building in January 2014.



**TH Automotive groundbreaking ceremony on a new 9,000-square-foot auto repair and service facility.**

### Revitalization Grants Make a Difference

The Northglenn Urban Renewal Authority (NURA) assisted 17 property owners and businesses with revitalization and exterior enhancements and improvements, as well as utility upgrades. Through the two grant programs, NURA invested approximately \$93,500 in exterior enhancements and utility upgrades, which leveraged more than \$436,000 in private sector commercial property improvements. The projects included new and upgraded signage, landscaping improvements, parking lot overlays and utility upgrades. The majority of these projects would not have happened without the assistance of these NURA grants.

### Business Marketing & Outreach

Two years ago the Business Retention and Expansion (BRE) committee was formed to develop programs to help support and grow our business community. Last year, the BRE committee's priorities were focused on meeting with existing businesses to identify any challenges and identify ways that we could assist them. As part of these efforts we were able to get our business community involved in some business-related educational classes, company recognition and networking events. We also developed marketing programs to promote shopping in Northglenn, and met personally with more than 50 Northglenn businesses.



**More than 200 people attended the 2<sup>nd</sup> Annual Northglenn Business Appreciation Breakfast.**

### 2<sup>nd</sup> Annual Business Appreciation Breakfast

We held the 2nd annual Northglenn Business Appreciation Breakfast on October 24th at the Ramada Plaza & Conference Center. This sold-out event had more than 200 attendees, who helped us recognize 23 outstanding companies for their commitment and contributions to Northglenn. The event theme was *Building Northglenn Together*, which conveys the need for collaboration and commitment from everyone to help sustain and grow a strong community. More than 100 businesses were nominated in seven award categories. The companies were honored based on business dedication, innovation, leadership, growth, stability, customer service, entrepreneurial spirit and their community involvement.

## Website Design Workshop

A four-week, hands-on WordPress workshop was held for Northglenn businesses to build a personalized website. Four companies learned how to create engaging content and manage their website. In addition, they learned marketing strategies to maintain a dynamic site that will help promote and market their business while driving traffic to their site and subsequently to their business.

## Adams County Connects Employer Event

In partnership with other Adams County economic development agencies, Northglenn participated in the 2<sup>nd</sup> annual *Adams County Connects* event. Adams County businesses met with resource organizations and business assistance programs from across the state. This free event offered a tradeshow-like atmosphere for resource providers to promote their services, as well as provided educational and networking opportunities for businesses. Approximately 180 attendees and 16 business resource providers participated in the event, including many from Northglenn. Attendance increased by 33% over the previous year.

## Business e-Newsletter Launched

In June, staff launched a new format of the Economic Development Division's *Business Connection E-Newsletter*, which more than tripled our readership. This cost effective approach has improved our ability to communicate with Northglenn businesses in an effort to provide helpful and relevant information and opportunities to help grow their companies. The new format utilizes a customizable template, which allows us to manage our growing list of contacts and provides useful analytics to track our success with real-time reporting.

## 7<sup>th</sup> Annual Count the Lights Contest

For the past seven years, the city has hosted the *Count the Lights* contest as a marketing tool to attract customers to the Marketplace during the holiday season. Thousands of children attempted to guess how many working and non-working lights there were on an



Businesses support the 7<sup>th</sup> Annual *Count the Lights* contest with more than \$4,000 in cash and prizes.

antique fire truck. The top nine entries were awarded over \$4,000 in cash and prizes, which were donated by 14 Northglenn businesses and the Northglenn Urban Renewal Authority. Four of the winners were residents of Northglenn.

## Shop Local/Shop Small

In an effort to raise awareness of the positive impacts that shopping locally has on Northglenn's economy and to help promote Northglenn businesses, several *Shop Northglenn* marketing campaigns were launched throughout the holiday season. For the first time we also participated and marketed the *Small Business Saturday* campaign to encourage residents to shop at Northglenn small businesses.

## Wayfinding Sign Program

In response to companies located along the 104<sup>th</sup> Avenue and Melody Drive corridor, the city started a pilot Wayfinding Signage Program to help market and promote these commercial businesses. The program consists of two kiosks that combine up to 32 sign panels at one time.



Pilot wayfinding sign program implemented for Melody Drive businesses.

## Growing our Future Workforce

Molding our next generation of workforce is extremely important to our future. Last year the Northglenn High School STEM (Science, Technology, Engineering & Mathematics) held its official grand opening to promote its new STEM center. Last year many of our Northglenn businesses, community leaders and City of Northglenn staff volunteered to be guest speakers, moderators and mentors, offer business tours, provide job shadowing, internship opportunities and career fairs. We are proud of the lasting impact these volunteers have had by making a difference in our future workforce.



Northglenn High School STEM ribbon cutting on new Science Technology Engineering & Mathematics (STEM) center.