

ADMINISTRATION MEMORANDUM
10-22

DATE: December 9, 2010

TO: Honorable Mayor Joyce Downing & City Council Members

FROM: William Simmons, City Manager *WMS*
Ryan Stachelski, Economic Development Manager *RMS*

SUBJECT: December Economic Development Update

Economic Development Policy

The economic development staff presented the second draft of the Economic Development Strategic Plan (EDSP) to City Council on December 2nd. Final comments have been solicited from Northglenn Urban Renewal Authority, Adams County Economic Development and the Metro North Chamber of Commerce. Staff is currently finalizing those comments and will bring a final draft for approval to City Council at an upcoming City Council meeting.

Staff is complete with a first draft Business and Development Incentive Policy, including application forms for both small and large projects. The policy will include incentives that both the City and NURA currently offer to the business and development community. This policy will be coming to NURA and City Council at a joint study session in January 2011.

Economic Development Programs

Attached to this update are three memos related to new or enhanced economic development programs. These programs include the enhancement of the City's on-line business directory, an Economic Development e-Newsletter, and the City's Business Retention and Expansion Program (BRE).

NURA

Staff is continuing to work with the NURA Board and their consultants on creating real estate profiles for areas of opportunity in Northglenn.

Real Estate Update

Economic Development staff has been in contact with real estate brokers concerning the following properties: Webster Lake, Malley Center and surrounding area, Northglenn Dodge property and Huron Center. Staff is continuing to receive phone calls from the sign placed on the Webster Lake redevelopment site.

At the Malley Center, work continues at the old Safeway to remove asbestos and get the store ready from opening. The tentative timeframe to get the store open is the first quarter of 2011. Staff has also been in contact with other property owners in the site and has been discussing possible improvement to other property within the center. This process is still in a very preliminary stage.

New Businesses

In the month of November there were 4 new business license issued. Of those,3 were issued to business within the City, with 2 of those businesses being home based. A list of the new businesses and there locations are below.

JOJO NAILS	472 MALLEY DR	PERSONAL SVCS - MISC	Malley
GLITZY GLASS DESIGNS		JEWELRY/WATCHES/GEMS	Home Business
SERVE CLOTHING LLC		INTERNET SERVICES	Home Business
ROMA OF DENVER	8001 E 88TH AVE UNIT B	FOOD WHOLESALE	Other Cities

Business Licenses/Sales Tax/Home based business tracking reports – quarterly

Attached to the update is the latest sales tax and business licenses quarterly trends.

Events and Seminars

Staff continues to take part in professional meetings and events that help to promote and market the city of Northglenn. Staff is now part of the Business Retention and Expansion taskforce at ACED. Through this partnership staff hopes to be in some form of contact will all primary employers in 2011.

Upcoming Activities

Business Assistance and Incentive Program

STAFF REFERENCE:

If Council members have any comments or questions, they may contact Ryan Stachelski at 303.450.8743 or rstachelski@northglenn.org.

Attachments

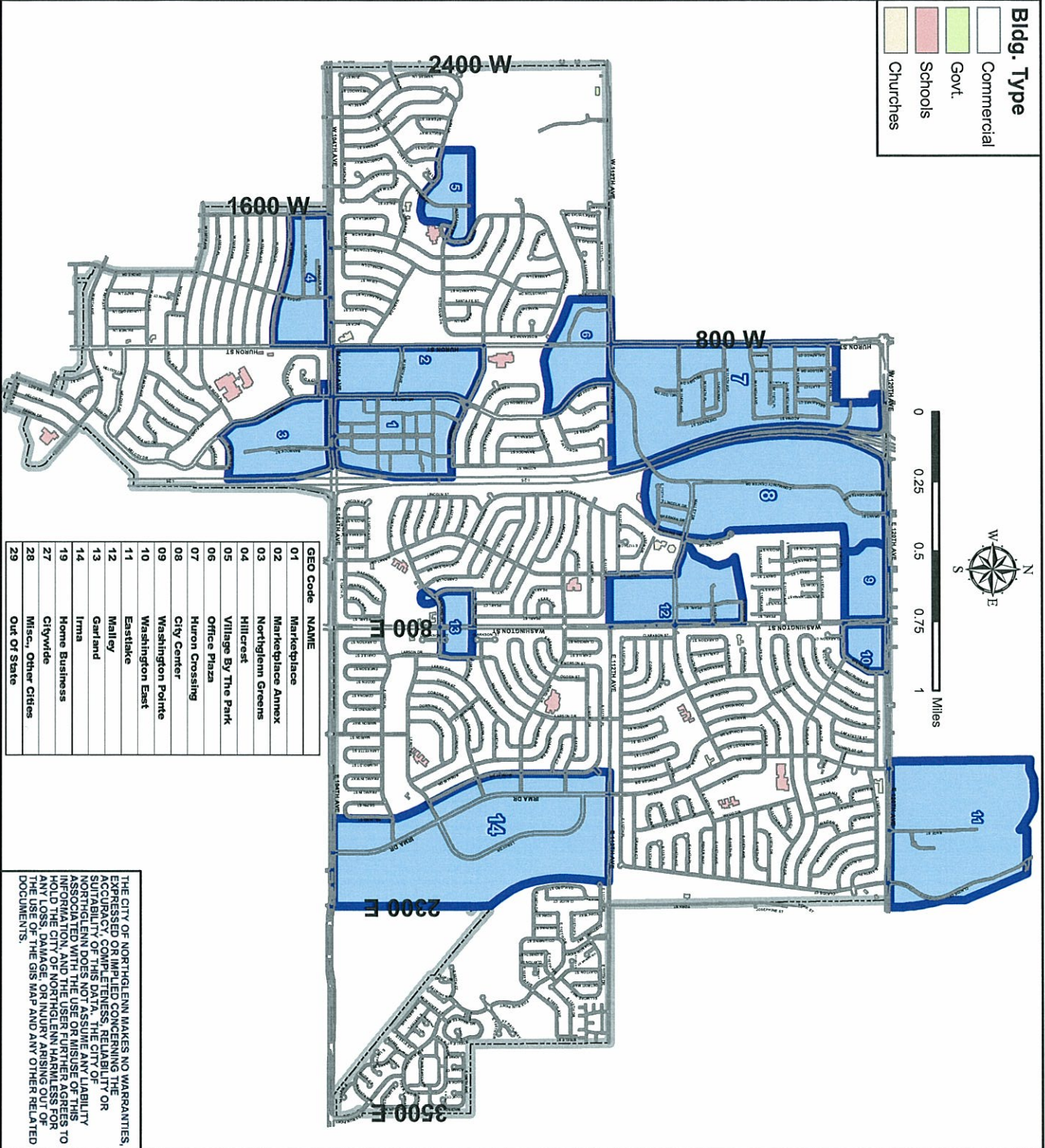
1. Business Licenses/Sales Tax/Home based business tracking reports – quarterly
2. Economic Development e-Newsletter (Admin Memo 10-19)
3. On-Line Business Directory (Admin Memo 10-20)
4. Business Retention and Expansion (admin Memo 10-21)



Sales Tax GEO Areas

Bldg. Type

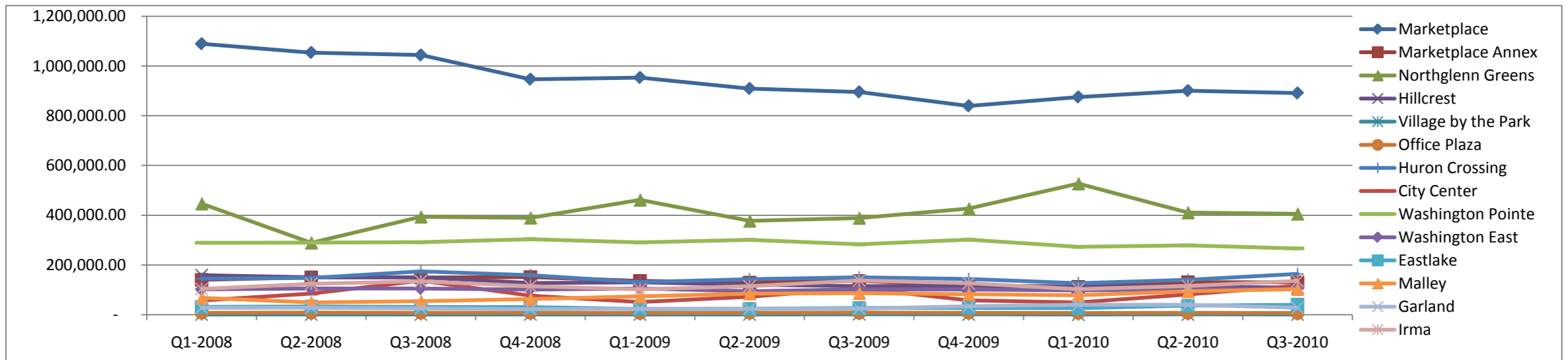
- Commercial
- Govt.
- Schools
- Churches



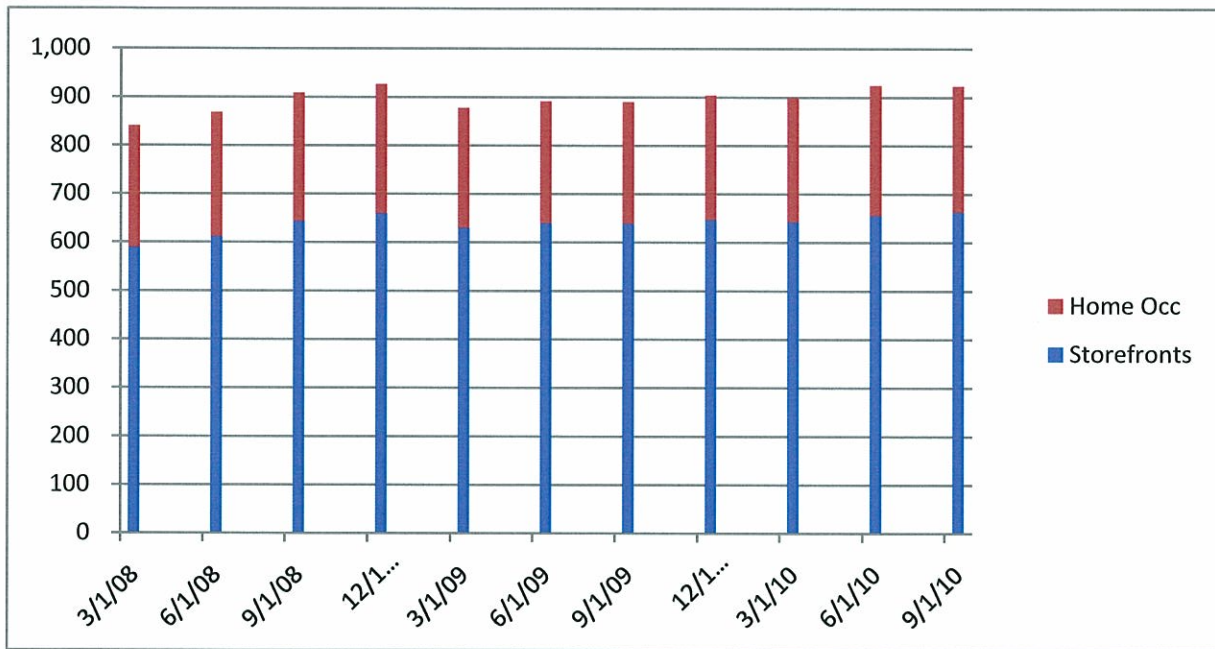
GEO Code	NAME
01	Marketplace
02	Marketplace Annex
03	Northglenn Greens
04	Hillcrest
05	Village By The Park
06	Office Plaza
07	Huron Crossing
08	City Center
09	Washington Pointe
10	Washington East
11	Eastlake
12	Malley
13	Garland
14	Irma
19	Home Business
27	Citywide
28	Misc., Other Cities
29	Out Of State

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											All Data on Cash Basis	
GEO Code	New Name	Q1-2008	Q2-2008	Q3-2008	Q4-2008	Q1-2009	Q2-2009	Q3-2009	Q4-2009	Q1-2010	Q2-2010	Q3-2010
01	Marketplace	1,089,781.23	1,054,359.99	1,044,318.71	947,014.50	953,712.08	909,387.28	895,673.97	839,474.92	875,257.25	900,931.99	891,097.65
02	Marketplace Annex	140,289.96	150,255.19	149,744.40	151,097.97	136,048.84	129,195.47	135,528.34	117,546.30	111,578.54	130,889.81	129,663.86
03	Northglenn Greens	446,746.46	289,120.98	393,697.78	389,590.02	461,710.82	377,298.91	388,738.68	426,552.56	527,179.77	410,743.17	405,368.52
04	Hillcrest	158,718.06	150,219.57	149,940.13	127,322.97	129,676.45	120,605.91	114,156.88	115,376.66	113,383.60	113,816.20	108,365.77
05	Village by the Park	488.40	530.26	591.76	463.99	770.65	691.94	1,134.19	1,052.06	151.18	1,063.34	353.56
06	Office Plaza	7,427.89	7,859.93	7,665.97	7,183.10	6,357.62	7,078.51	7,810.36	7,282.13	6,539.15	6,932.86	6,222.31
07	Huron Crossing	144,501.27	148,162.37	174,345.23	159,063.00	130,955.91	142,880.82	150,534.57	143,058.16	126,857.35	140,133.21	163,662.20
08	City Center	56,376.34	84,892.22	136,807.05	76,045.18	51,123.69	71,778.50	106,296.82	57,557.44	48,746.56	80,948.18	116,514.94
09	Washington Pointe	289,338.09	290,204.95	291,207.29	303,421.79	290,539.70	300,740.69	283,195.20	302,045.02	272,424.96	278,931.68	266,325.85
10	Washington East	101,829.66	105,225.47	104,960.99	101,258.68	105,149.08	93,903.65	102,100.83	100,990.32	97,591.68	102,297.33	104,277.48
11	Eastlake	30,769.69	32,737.27	30,958.78	29,892.99	23,031.99	23,125.32	26,979.55	26,763.56	25,701.09	35,909.75	39,990.60
12	Malley	67,356.20	49,442.41	54,368.92	63,036.56	73,332.66	84,890.52	86,192.55	82,363.16	78,159.94	94,041.27	102,712.64
13	Garland	27,602.50	27,906.24	24,955.60	21,983.83	23,842.00	23,854.17	24,691.73	33,578.38	39,342.39	39,694.56	27,511.73
14	Irma	103,103.21	124,316.68	134,437.12	114,412.52	101,892.87	114,636.57	137,479.42	126,862.77	103,014.38	115,632.63	135,519.97
		2,664,328.96	2,515,233.53	2,697,999.73	2,491,787.10	2,488,144.36	2,400,068.26	2,460,513.09	2,380,503.44	2,425,927.84	2,451,965.98	2,497,587.08



Date	Storefronts	Home Occ	Total
3/31/08	590	250	840
6/30/08	612	256	868
9/30/08	644	264	908
12/31/08	660	266	926
3/31/09	630	247	877
6/30/09	640	251	891
9/30/09	639	251	890
12/31/09	647	257	904
3/31/10	643	256	899
6/30/10	656	268	924
9/30/10	663	260	923



ADMINISTRATION MEMORANDUM
10-19

DATE: December 9, 2010

TO: Honorable Mayor Joyce Downing & City Council Members

FROM: William Simmons, City Manager *WAS*
Ryan Stachelski, Economic Development Manager *RJS*

SUBJECT: Economic Development e-Newsletter

A goal of the Economic Development Division is to enhance the relationship between the city of Northglenn and the business community by creating new ways to communicate between the two entities. The creation of an economic development e-newsletter is one step toward achieving that goal.

The Economic Development Division has been able to collect about 75% of the email addresses for all in-City Northglenn business. The goal is to have as many businesses who would like to sign up to receive the e-newsletter. Businesses will be emailed and asked if they would like to receive the economic development e-newsletter. Businesses will not automatically receive the newsletter. If they opt-in at that point they will get future economic development e- newsletters, if they request not to receive the newsletter they will be dropped from the database. No business would automatically receive the newsletter. Future business email addresses will be gathered when the business is getting their business license.

The Economic Development Division will begin distributing the newsletter monthly to businesses. The newsletter should go out on the second Monday of each month. Businesses who receive the monthly newsletter will always have the ability to “unsubscribe” to the newsletter. Any other business or individual will have the ability to subscribe to the economic development newsletter as well.

The goal of the newsletter is to share short, substantive information with the business community that will be meaningful to the business. The newsletter is meant to be a monthly resource guide that will quickly highlight information that is relevant to the business community. Some examples of these topics will include: new businesses to Northglenn, business training opportunities, business networking events, City resources, etc.

In addition to sharing resources with the business community, it is the goal of this newsletter to begin to create a presence in the business community of the economic development partnership between the City and the business community. Through this presence the City will be able to strengthen its role as a business resource as well. A draft template for the Economic Development e-Newsletter is attached.

STAFF REFERENCE:

If Council members have any comments or questions, they may contact Ryan Stachelski at 303.450.8743 or rstachelski@northglenn.org.

Attachments:

1. Draft template of Economic Development e-Newsletter

Northglenn Economic Development Newsletter

Title of Section

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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
You Are Economic Development!



ADMINISTRATION MEMORANDUM
10-20

DATE: December 9, 2010

TO: Honorable Mayor Joyce Downing & City Council Members

FROM: William Simmons, City Manager 
Ryan Stachelski, Economic Development Manager 

SUBJECT: On-line Business Directory

An on-line business directory can be an effective way for the city of Northglenn to help market the local businesses to the community-at-large. Northglenn currently has a modest business directory that incorporates information from the City's business license database. The information includes a business name, address, and phone number. The directory is organized by general business type. The link to this directory currently sits on the main page of the City's website.

The City is currently embarking on creating a new, more robust on-line business directory which will be marketed as part of a *Shop Northglenn* program. The business directory will continue to be populated automatically by the City's business licenses database, but businesses will now have an opportunity to enter into the directory and enhance their specific businesses profile. Additional information that they can add is a business logo, business description, map to business, specials, coupons, and a brochure/menu. Each business will also have the opportunity to "opt-out" of the directory if they so choose.

The directory will be maintained, in terms of making sure that all new business appear on directory, as well as taking out-of-business companies off, via a programmed automatic update through the business license software. Businesses will be made aware of the directory when they collect their new business license. Business that already have a business license will be contacted a variety of ways, including mail and email, to inform them about the new service. This service is free and open to all Northglenn business, including home based businesses.

The business directory is targeted to be rolled out at the first of the new year, at which time businesses can start to add information to their profile. The City plans on marketing this directory via the City's website, Channel 8, the *Connection* newsletter, the Economic Development Newsletter among other resources.

STAFF REFERENCE:

If Council members have any comments or questions, they may contact Ryan Stachelski at 303.450.8743 or rstachelski@northglenn.org.

ADMINISTRATION MEMORANDUM
10-21

DATE: December 9, 2010

TO: Honorable Mayor Joyce Downing & City Council Members

FROM: William Simmons, City Manager *WAS*
Ryan Stachelski, Economic Development Manager *RNS*

SUBJECT: Business Retention and Expansion (BRE) – Primary Employers and Retail Businesses

At the core of many economic development programs is a focus on retaining and expanding businesses in the community. This is also a core focus of the city of Northglenn's economic development program. According to the International Economic Development Council (IEDC), the guiding organization in the economic development industry, 80% of new jobs come from businesses that are currently in the community.

BRE programs function by economic development officials contacting businesses in the community and conducting site visits with company leaders. The goal of these visits is to establish and foster a quality symbiotic relationship which can strengthen the business community and therefore the community at large.

During visits three general topics should be covered. First, thanking the business for being in Northglenn and letting them know that we value them in our community. Second, get to know their business so that the City has a better understanding of the company's needs. This gives the Economic Development Division and partners the ability to "connect the dots" in helping provide not just resources but connection between people and other businesses. Lastly, cover all of the different resources available to the business. Let each and every company we visit know that the city of Northglenn is here to help facilitate the growth and prosperity of their company.

The Northglenn BRE program will focus on both primary employers and retail businesses. While the Northglenn BRE program will focus on both primary employers and retail businesses the techniques used to reach out to these businesses will be different.

Primary employers are businesses that derive revenue from outside the community therefore bringing new money into the community and increasing the community's wealth. The reason why most BRE programs are focused on primary jobs is because primary jobs are the economic engine of a community. Primary jobs are the jobs that create the disposable income in a community that allows people to afford to shop in retail centers and add value to a community's housing stock.

There are three strategies that Northglenn will use as part of its primary employer BRE program. First, in partnership with the Adams County Economic Development (ACED) a one page survey will be sent to all primary employers (about 150) in Northglenn. These survey results will be compiled by ACED and the information will be passed to the City's Economic Development

Division. Using this data, the Economic Development Division will determine which businesses are a priority to visit. Second, early in 2011 each primary employer will be sent a letter from the Economic Development Division thanking them for being in business in Northglenn. In the letter information about the City's BRE program will be provide and an invitation extend to any businesses that would like to take advantage of the BRE program, including a site visit and any resources that we have to offer. Lastly, the Economic Development Division will work with property managers of industrial parks. For each of the industrial parks, the Economic Development Division can host a group meeting for all the businesses. The meeting will highlight the BRE program and solicit further interest from businesses to have a more formal BRE visit. Each year, the economic development division hopes to reach out to all primary employers in one form or another.

Retail businesses, while different from primary employers, play a vital role in the City's economic development health. Through sales tax collection, retail business supplies the City with a bulk of the tax revenue in the City's general fund. As a result, having a strong and vibrant retail business community is imperative to the City.

There are four strategies that Northglenn will use as part of its retail business BRE program. First, the primary technique that will be used is to support the retail community is to work with the property owners and property managers. This is done so that the Economic Development Division can understand the broader needs of the retail centers, and gather information on individual business' needs. Second, where and when appropriate the Economic Development Division will contact retailers directly to help them with their business needs. Third, through increase communication via the *Connection* newsletter and the Economic Development e-Newsletter enhance communication and visibility of the Economic Development Division to promote ourselves as a resource to the retail community. Lastly, actively engage with the retail community at community functions i.e. North Metro Chamber events, city of Northglenn events, etc.

The ultimate goal of both the primary employer and retail business BRE program is to build relationships with the whole business community so that the City can help them remain a viable and growing business.

STAFF REFERENCE:

If Council members have any comments or questions, they may contact Ryan Stachelski at 303.450.8743 or rstachelski@northglenn.org.