

# Economic Development Update

## **Development Projects**

Staff worked on the following development projects during December:

- 120<sup>th</sup> & Grant Redevelopment
- Huron Crossings Redevelopment
- NWC of Washington & Mulley Street Redevelopment
- Northglenn Greens – 104<sup>th</sup> & Bannock St.
- Metro North Office Bldg.
- Boondocks Expansion Project
- The Glenn Improvements & Renovations
- 104<sup>th</sup> & NEC of Huron
- (2) Projects at the Northglenn Marketplace

## **State Enterprise Zone Program**

Additionally staff sent out notifications to Northglenn businesses located in the Enterprise Zone (EZ) to:

- Inform new businesses that they were recently incorporated into the EZ, and on the credits that are available through the program; and
- Remind existing companies to take advantage of the EZ program, and to inform them on the new EZ legislation that was passed in July that requires pre-certification prior to **December 31, 2011**.

During December five new companies turned in 2011 EZ certifications, and 12 companies pre-certified for credits for 2012.

## **\$25,000 Awarded by NURA for Businesses Improvements**

The Northglenn Urban Renewal Authority (NURA) developed a Business Improvement Grant (BIG) program that offers up to \$12,500 in matching funds to commercial businesses in the NURA boundary areas. The program was started in October to make exterior improvements to properties such as façades, roofing, windows; signs (new, repairs, replacements, removal); landscaping; and parking lot upgrades and repairs.

In December NURA approved the following two matching Business Improvement Grants (BIG).

- The Summit Group, property manager for the Metro North Building located at 11990 Grant Street applied for a \$12,500 NURA grant to assist in the cost to resurface the existing parking lot. The total project cost is \$130,585.
- Northglenn Greens Holdings, owners and property manager for the Northglenn Greens Park located at 104<sup>th</sup> & Bannock Street applied for a \$12,500 NURA grant. The total project cost is \$25,208 for a new marquee sign located at the southwest corner of the property to promote and market the companies.

In 2012, NURA has budgeted for up to \$100,000 under the BIG program for other qualifying projects.

### **NURA Updates**

NURA is taking a proactive role in branding and marketing. They have recently adopted the below logo to be used on NURA-related projects and materials:



Additionally, the following new website domain (URL) has been implemented to market NURA: [www.NorthglennUrbanRenewal.org](http://www.NorthglennUrbanRenewal.org). This URL points to the NURA page on the Northglenn website.

Also, three large signs have been ordered to be used to promote NURA and Northglenn redevelopment projects. These signs are reusable, and can be customized with the developer/company logos. They will be placed in strategic locations as projects occur.

The NURA website and the monthly Northglenn Connection feature *Frequently Asked Questions* to help educate and provide a better understanding of the program and types of projects under urban renewal authorities.

### **Count the Lights Contest**

The annual *Count the Lights Contest* at the Marketplace was very successful. Cash prizes of \$1,500 were awarded, with approximately an additional \$500 in Marketplace gift certificates. NURA provided \$1,000 in cash prizes. We had almost three times the contest entries as in 2010. This is an indicator of increased traffic and sales at Marketplace retailers. Staff worked with Commissioner Wayne Dodge to promote the contest, get retailer gift certificates, coordinate the liability insurance, and get the prizes distributed to the winners. This was a good opportunity for staff to meet with several of the participating retailers (Cinzetti's, Mountain Man, Lowe's Atlanta Bread, Al's Former Wear, and Woodley's).

### **Unemployment**

The table below shows November 2011 estimated labor force, employment and unemployment information. The state, county and Northglenn's unemployment **rate increased by.1%** over last October's numbers.

**November 2011  
Employment Numbers**

Area Name	Civilian Labor Force	Number Employed	Number Unemployed	Unemployment Rate
Northglenn	22,009	20,010	1,999	9.1%
Adams	229,631	209,127	20,504	8.9%
Colorado	2,727,116	2,514,674	212,442	7.8%

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

### **Existing Northglenn Licensed Businesses**

The following information provides a comparison of businesses **licensed** to do business in Northglenn at the end of December 2011. It indicates a **5.9% increase** in storefront/physical locations, and an overall total (with home-based companies) **increase of 5.1%** over the past year.

Total Existing Businesses Licensed in Northglenn	Dec. 2011	Dec. 2010
Storefront/Physical Locations	<b>681</b>	643
Home-Based Businesses	260	252
<b>Total</b>	<b>941</b>	895

Note: Totals do not include out of state businesses.

### **New Northglenn Storefront/Physical Businesses**

Below is a summary of the 2011 new storefront/physical businesses that have opened in Northglenn. The information is gathered primarily from the city's business license department. Staff evaluates each business license submitted to validate if it should be classified as a "new" storefront/physical business. There was a **35% increase** of new storefront businesses reported over 2010.

Month	2011 # of New Storefront Businesses	Square Footage Absorbed	# of New Employees	2010 # of New Storefront Businesses
January	6	N/A	N/A	7
February	4	N/A	N/A	6
March	3	N/A	N/A	2
April	4	N/A	N/A	2
May	9	71,260	127	4
June	4	11,730	11	6
July	4	16,502	13	2
August	6	83,435	61	4
September	3	9,580	7	2
October	1	300	1	4
November	10	20,521	37	1
December	4	12,594	9	4
<b>Total</b>	<b>58</b>	<b>225,922</b>	<b>266</b>	<b>43</b>

**Notes:**

- New ED started in June - Some data is not available for Jan. – April.
- May - Global Village Academy - 65,714 s/f & 38 Employees
- August - Mile High Thrift Store - 50,000 s/f & 100 Employees
- New monthly business licenses may vary from announcements due to time reported

## **New Northglenn Businesses**

The city is pleased to welcome the following new companies and organizations to Northglenn that were reported in December.

**Crossroads American Baptist Church (Go Serve)** leased 2,350 square feet at 10530 Huron Street (former Rangeview Library District-1<sup>st</sup> floor) to serve as a food bank and community outreach center. They have one employee and several volunteers at the site. (Note: They have been operating for several months, but applied for a business license in December and had not been reported in previous reports).

**KT Pawn Corporation** leased 5,000 square feet at 11934 Washington Street (former Jazzercise). The pawn shop employs 3 people.

**The Shop** leased 2,622 square feet at 10650 Irma Drive, Unit 29. The company provides outsourced automotive repair services primarily for dealerships. They employ 2 people.

**Xhaust Pipes, LLC** leased 2,622 square feet at 10650 Irma Drive, Unit 7. The company relocated from Federal Heights, and provides muffler, exhaust, and catalytic converter services for motorcycles, recreational vehicles, and automobiles. They employ 3 people.

## **Closed Northglenn Businesses**

During December the following companies reported closing their Northglenn business:

- **M. Jilonne Estlund & Associates LLC** located at 10701 Melody Drive, Suite 304 (closed branch office).
- **Groomingdales** at 11215 Washington Street (needed larger space, and the building owner is looking to sell the existing bldg. – moved to 112<sup>th</sup> & Colorado Blvd.).
- **Premier School of Dance** at 1660 112<sup>th</sup> Ave. (needed larger space – moved to 123<sup>rd</sup> & Grant).

## **Prospect Activity**

Staff prospect activity and general inquiry requests from June – December 31, 2011 are as follows:

- 12 Active prospects
- 39 General inquiries
- 4 Closed files

## **Promotional/Marketing/Outreach Efforts**

1. Economic Development Newsletter
2. Northglenn Connection
3. Colorado Real Estate Journal
4. Count the Lights Contest
5. Enterprise Zone
6. NURA