

**ECONOMIC DEVELOPMENT MEMORANDUM  
#3-2023**

**DATE:** Dec. 4, 2023  
**TO:** Honorable Mayor Meredith Leighty and City Council Members  
**THROUGH:** Heather Geyer, City Manager *Hmg*  
**FROM:** Allison Moeding, Director of Economic Development *AMM*  
**COPY:** Northglenn Urban Renewal Authority Board  
**SUBJECT:** Q2 and Q3 Economic Development & NURA Report

**PURPOSE**

To provide an update on economic development and urban renewal projects and activities during Q2 and Q3 of 2023.

**BACKGROUND**












This report is a comprehensive review of economic development and Northglenn Urban Renewal Authority (NURA) related activities for the second and third quarters of 2023.

**Economic Indicators**

|  |  |   |
|--|--|---|
|  <b>31,938</b><br>Square Feet of Retail, Office and Industrial Space Absorbed |  <b>49</b><br>Business Retention Activities                         |  <b>3.7%</b><br>Unemployment Rate  |
|  <b>18</b><br>New Business Prospects  |  <b>38</b><br>New Businesses<br><i>23 Storefront; 15 Home-Based</i> |  <b>157</b><br>New Storefront Jobs |

**Northglenn Demographics Update**

Below is the updated demographic snapshot for Northglenn as of September 2023:

|   |  |   |  |
|---|--|---|--|
| <br><b>POPULATION</b><br><b>38,055</b>   | <br><b>MEDIAN LIST PRICE*</b><br><b>\$505K</b>        | <br><b>HOUSEHOLDS</b><br><b>14,608</b>   | <br><b>HOUSEHOLD SIZE AVERAGE</b><br><b>2.7</b>  |
| <br><b>MEDIAN AGE-</b><br><b>32.8</b>  | <br><b>MEDIAN HOUSEHOLD INCOME</b><br><b>\$73,163</b> | <br><b>HAVE BACHELOR'S DEGREES</b><br><b>21.9%</b>                                       | <br><b>PROPERTY TAX RATE^</b><br><b>11.597</b>   |
| <br><b>RACE/ETHNICITY</b><br>WHITE 54.3% HISPANIC/LATINO 34.8%<br>MULTI-RACE 3.9% ASIAN 3.3% BLACK 2.6%<br>NATIVE AMERICAN/ALASKA NATIVE .6%<br>NATIVE HAWAIIAN/PACIFIC ISLANDER .3% OTHER .2% |  | <br><b>SALES TAX^</b><br>TOTAL: 8.75%<br>CITY 4.0%<br>COLORADO 4.0%<br>ADAMS COUNTY .75% | <br><b>LOCATION</b><br><i>Map showing Northglenn location relative to Boulder, Denver, and Denver International Airport.</i> |

SOURCE: DOLA Colorado Demographic Profile except where noted. -- SOURCE: Census.gov ^ - SOURCE: City of Northglenn \* - SOURCE: Altos Research

### **Business Retention & Expansion**

Business Retention and Expansion (BRE) program activities are one of the core functions of economic development. During the second and third quarters of 2023, the BRE program supported a wide range of activities focused on supporting existing Northglenn businesses. Among those activities were:

- **National Small Business Week.** This was observed from April 30 to May 6. Mayor Leighty issued an official proclamation at a City Council meeting and staff promoted small businesses in a weeklong social media campaign.
- **2023 Business Appreciation Event Planning.** The BRE Committee began event planning in May, starting with development of the Mission: Possible theme and program, followed by a review and selection of nominees and finishing with voting for the winners.
- **Business Walks.** Business walks are held periodically throughout the year to provide staff the opportunity to meet one-on-one with multiple businesses in a single geographic area. In July 2023, three teams of representatives canvassed the Washington Center commercial area on the east side of Washington Street at 120<sup>th</sup> Avenue and visited with 26 businesses. In August, teams visited 14 businesses located at the Hillcrest Center, 104<sup>th</sup> Avenue and Pecos Street.
- **Business After Hours.** Designed to promote networking within the business community, two Business After Hours events were held at Forma Furniture (July) and Gunther Toody's (September).
- **Digital Advertising Billboard Signage (DABS) Program.** In partnership with Mile High Outdoor, six advertising spots per month are made available to qualified Northglenn businesses on a first-come, first-served basis. Staff continues to manage this program to make digital advertising more affordable for local small businesses. These spots are always filled and maintain a waiting list.
- **Shop & Dine Holiday Promotion.** In conjunction with Small Business Saturday, promoting the City's Shop & Dine program to residents with a utility bill insert advertising the online business directory and offering free "I Love Northglenn" shopping bags at participating retailers reinforces the message to support local business and shop Northglenn first.

### Annual Business Survey

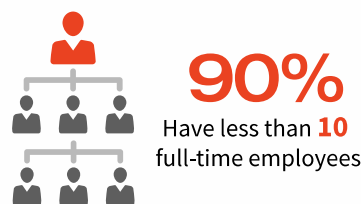
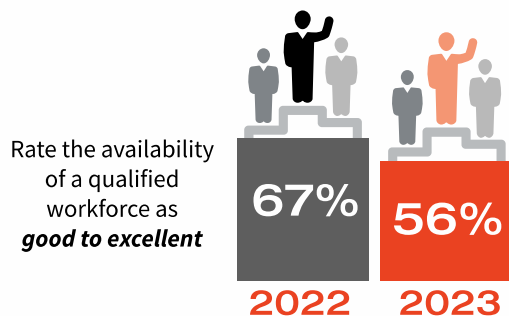
Economic Development staff released the 2023 Business Survey in June, seeking input from every business in the City. The survey is sent electronically; staff solicits input through a direct email to businesses along with the monthly business newsletter. This year's survey received 79 responses, similar to the rate from past years. Highlights from the responses are shown below.

# 2023 BUSINESS SURVEY

City of Northglenn Economic Development Department | 303.450.8743 | [www.northglenn.org/biz](http://www.northglenn.org/biz)

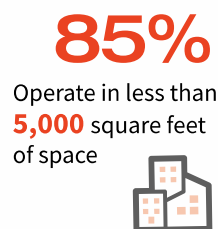
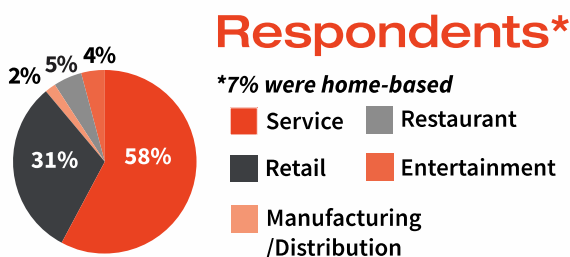
## Business Retention is the Foundation of a Healthy Local Economy, and is a Top Priority for the City.

To better understand the business climate of Northglenn, the Economic Development Department distributed its 10th annual business survey to all companies in the city. The survey had 79 responses.



### 2023 Top Challenges

1. Access to Local Supplies
2. Systems & Procedures to Manage Growth
3. Access to Customers
4. Recruitment & Staffing
5. Employee Turnover



**Business Anniversaries**

Economic Development recognizes businesses that are celebrating milestone anniversaries in Northglenn by mailing a personalized anniversary card signed by City Council members to each of those businesses being honored. (A major milestone is considered being open for any multiple of five years – 5, 10, 15, etc.) In the second and third quarters of 2023, 93 businesses celebrated a milestone anniversary.

**Ribbon-Cuttings & Celebrations**

During the second and third quarters of 2023, Economic Development attended a celebration for Mountain Man Fruit & Nut’s 30<sup>th</sup> anniversary and coordinated seven ribbon cuttings to welcome new businesses to the community. Those new businesses included:

- Los Dos Potrillos
- Vivid Beauty
- Happy Dumpling
- Deleite
- Tanner Automotive
- Itacate
- Twisted Shears Grooming Lounge
- Ryan Murchie and Associates

**Business Activity**

**2023 Q2 and Q3 New Businesses**

The chart below displays the combined new, closed, and net business totals for the second and third quarters of 2023. This chart includes data for both storefront and home-based businesses. 23 businesses are storefront locations, and 15 are home-based.

|                              | # of Businesses | # of Jobs | Square Feet Absorbed |
|------------------------------|-----------------|-----------|----------------------|
| <b>All New Businesses</b>    | 38              | 172       | 41,158               |
| <b>All Closed Businesses</b> | 6               | 16        | 9,220                |
| <b>Net Total</b>             | 32              | 156       | 31,938               |

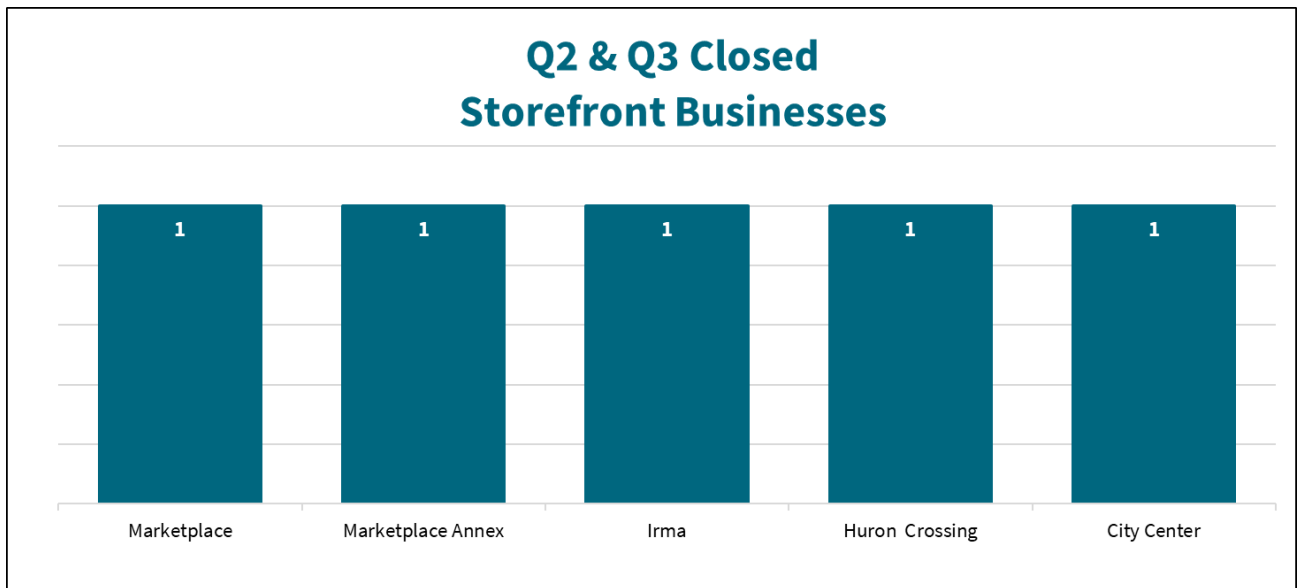
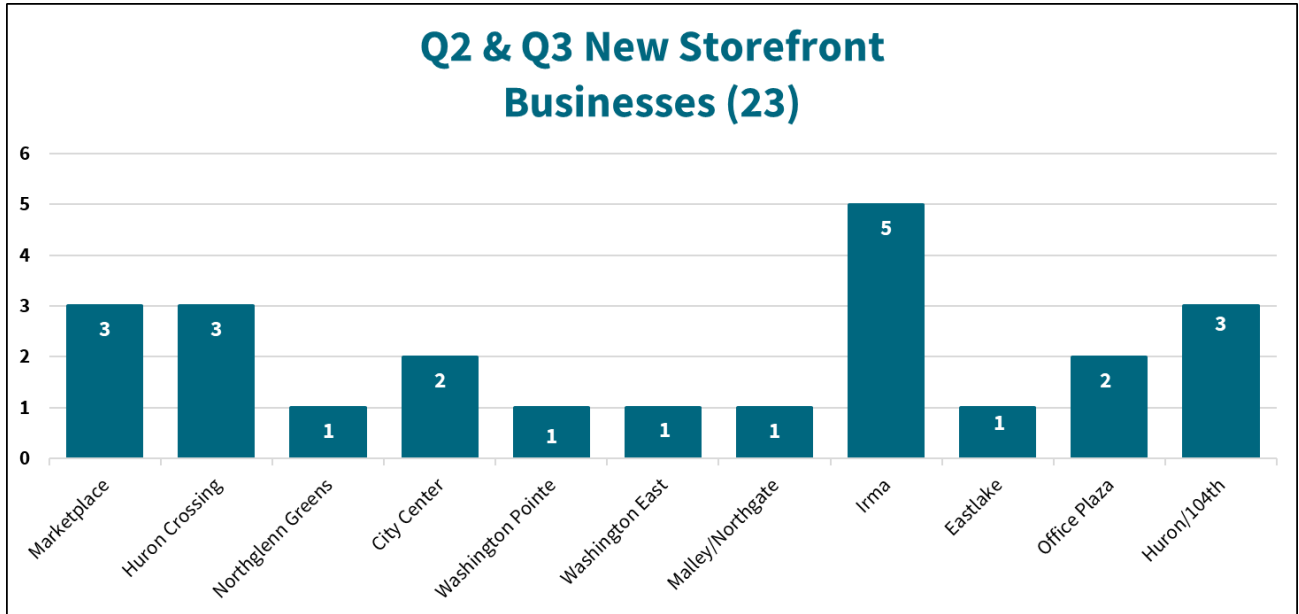
New Northglenn businesses include:

- Jstylez Studio
- Unveiling Beauty
- Dhaisys Beauty Bar & Spa
- BowlersMart
- MaxPlex Home Health Agency
- Colorado Healthcare Solutions
- Humble Art Tattoo
- Peoples Preference Real Estate
- 24Karat Glo Medical Aesthetics
- Los Dos Potrillos Cocina Y Cantina-Northglenn
- Fixed Fee Sell RE
- Twisted Shears Grooming Lounge
- GRIN Pediatric Dentistry & Orthodontics of Northglenn
- Deleite
- Itacate Mexican Food
- Renegade Manufacturing
- Midwest Rockfall
- Tanner Automotive
- Recovery Monitoring Solutions
- On Trac
- Mr. Dapper Barbershop
- Happy Dumpling
- BMO Harris Bank N.A.

Closed Northglenn businesses include:

- Abundance Salon
- Diguang USA
- Rafa's Barber Shop
- Fit Theorem
- Lumberjack
- JD's Plumbing Service

**New and Closed Storefronts by Location**



**Real Estate Metrics**

Real estate metrics for office, industrial and retail properties in Northglenn were reported at the end of the third quarter by Costar Group as shown in the table below.

|                   | # of Properties | Square Feet | Avg. FS Lease Rate | % Vacancy |
|-------------------|-----------------|-------------|--------------------|-----------|
| <b>Office</b>     | 34              | 617,404     | \$23.69/fs         | 9.8%      |
| <b>Industrial</b> | 47              | 1,117,648   | \$11.34/NNN        | 11%       |
| <b>Retail</b>     | 132             | 1,844,796   | \$14.95/NNN        | 7.9%      |

### **Digital Analytics**

In April 2023, staff discontinued the use of Twitter/X due to low engagement rates. Moving forward, Facebook will be the sole focus of the Economic Development social media strategy. Social media engagement rate has improved since the department has been fully staffed and posting frequency has increased.

### **2023 Combined Q2 and Q3 Facebook Insights**

|              | <b>Total Reach</b> | <b>Posts</b> | <b>Followers</b> | <b>Interactions</b> | <b>New Followers</b> |
|--------------|--------------------|--------------|------------------|---------------------|----------------------|
| <b>Total</b> | 8.4k               | 47           | 792              | 678                 | 29                   |

### **Website Analytics**

Due to changes in July 2023 when migrating to the new Google Analytics 4 platform, IT shared that there will be fewer page view counts than previously reported. This is likely due to improvements that can rule out page views performed by bots and will include only actual visitors.

### **NURA Reports**

NURA completed negotiation for the purchase of an additional property at 112<sup>th</sup> Avenue and Irma Drive to complete its redevelopment parcel on the corner of this busy intersection. 11165 Irma was acquired in June, creating a 1.3-acre parcel to be offered as a redevelopment opportunity. There are two tenants, Mercedes Mexican Restaurant and Kinetic Movement Dance Academy, that will remain until the redevelopment plan has been determined. Both businesses may qualify for NURA relocation assistance.

The sale of the parcel at 112<sup>th</sup> Avenue and Washington Street was finalized in August. The new owner anticipates demolition as soon as the electric and gas meters can be removed. Northglenn Microsuites will begin construction in 2024.

### **Q2 and Q3 Grants**

NURA approved seven grants during the second and third quarters:

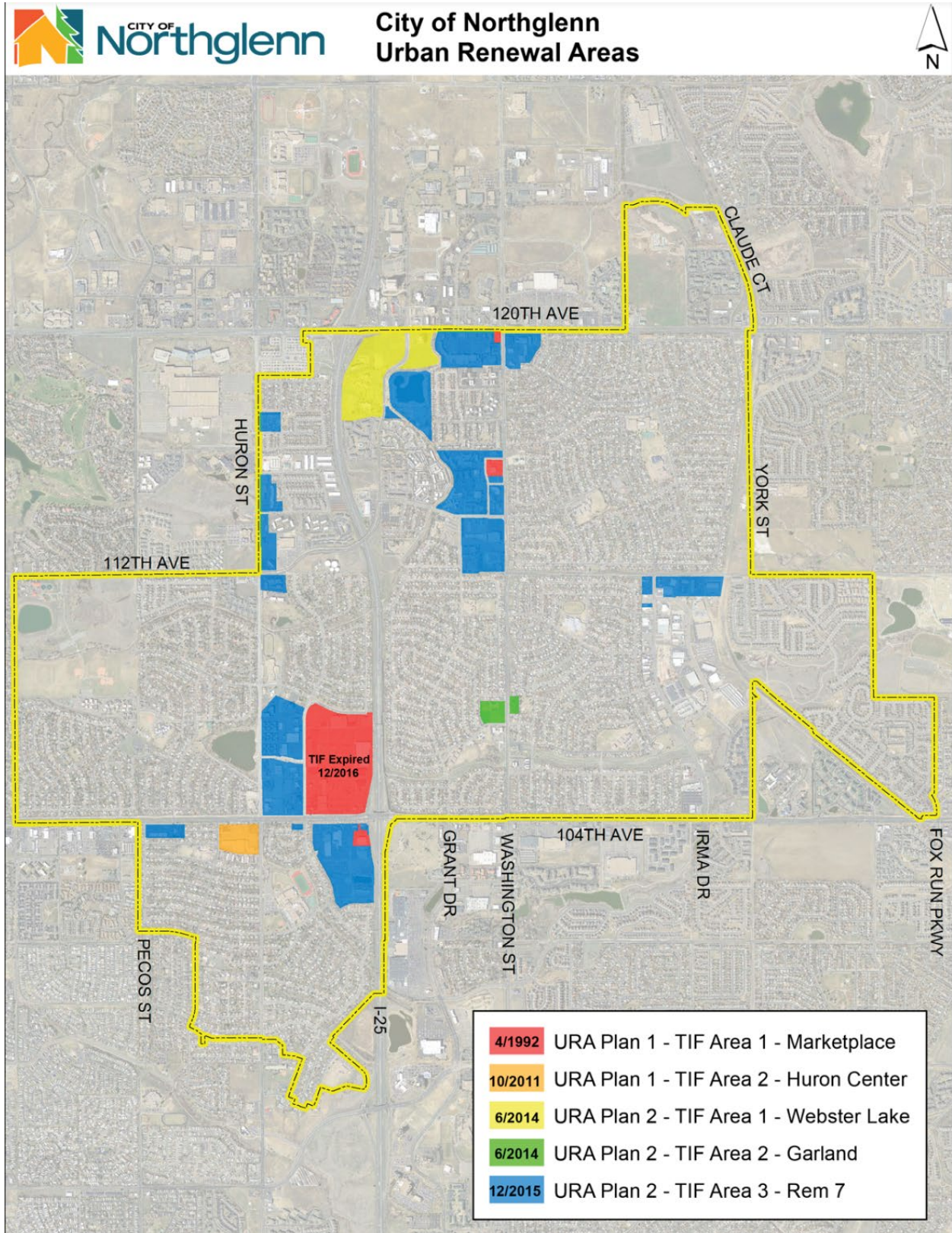
#### Business Improvement Grants

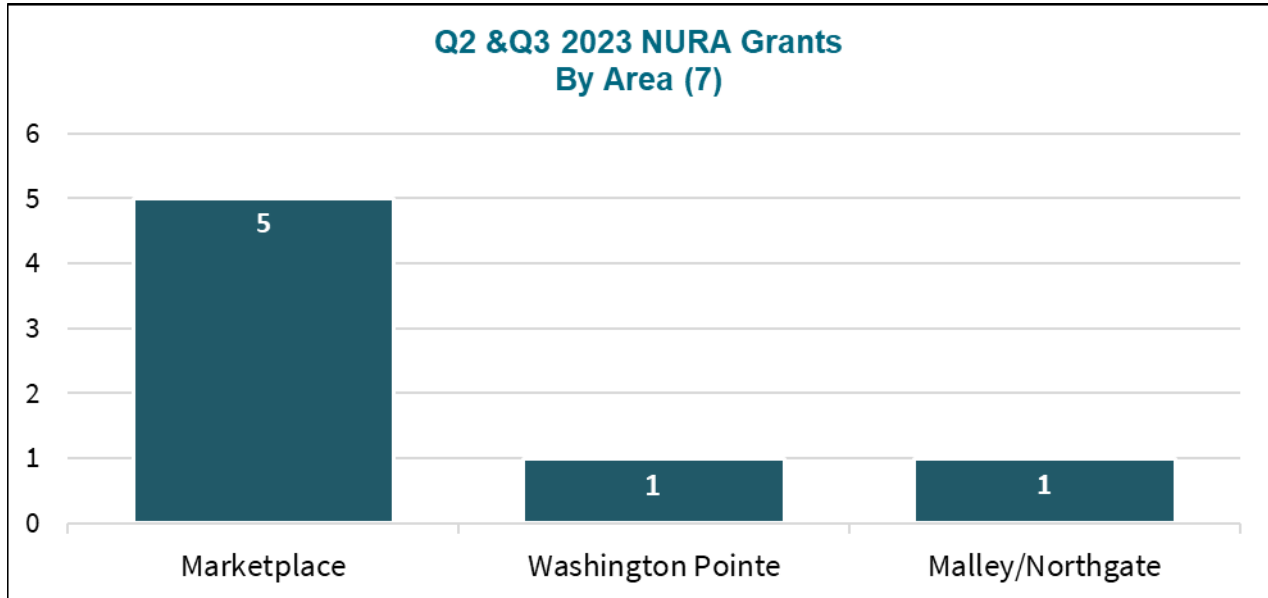
- Mochinut – exterior signage
- Palmer Plaza – parking lot improvements
- Prost – exterior signage
- Scissorhand Colour Studio – exterior signage
- Twisted Shears – exterior signage

#### Business Utility Assistance Grants

- Mochinut – grease interceptor
- Prost – gas line improvements

### Map of NURA Urban Renewal Areas





**NURA Priority List**

The priority areas below are unchanged from the prior report in May 2023. These priorities will be revisited in January 2024 and will be discussed jointly with City Council.

| Priority | Commercial Areas   |
|----------|--|
| 1        | Civic Center P3 – Remediation of the former Rec Center is underway.  |
| 1        | 112 <sup>th</sup> and Irma Drive – NURA has purchased 2 properties on the corner for future redevelopment. |
| 1        | East 120 <sup>th</sup> Avenue and Washington Street (Smashburger, CSL Plaza, @Cheers, etc.)                |
| 2        | Marketplace West (Annex) – A portion of the Annex will become Headwaters Independent Senior Living.        |
| 2        | Marketplace and northwest corner vacant land (TIF area is expired) – On-Going                              |
| 2        | Washington Point (Safeway) – NURA is working with consultant to explore opportunities for improvements.    |
| 2        | Malley Drive and North Washington (Malley/Northgate restaurant parcel and Palmer Center)                   |
| 3        | Hillcrest  |
| 3        | Huron Street (112th-115th BBVA/PPC of West to Public Storage)  |
| 3        | O'Meara land site  |

**Northglenn Marketplace**

While Prost did not open in May as originally anticipated, construction continued even though it was hampered by rainy weather and other delays.

In July, NURA reviewed and approved a preliminary sign plan for the Northglenn Marketplace, pursuant to the redevelopment agreement in which Hutensky Capital Partners committed to investing in new signage. Installation of the new signs is planned to begin in 2024.



NURA approved an amendment to the Operation and Easement Agreement (OEA) at the Marketplace to permit an additional entertainment area on the west side of the shopping center near Office Depot to accommodate a new tenant.

In August, the NURA Board approved a request from Hutensky Capital Partners (HCP) to release the second \$1.5M incentive payment as outlined in the redevelopment agreement for Northglenn Marketplace. While the agreement originally provided for payment upon completion of the Prost Brewery and Biergarten project, NURA agreed that HCP had met its obligations and agreed to release the funds.

**BUDGET/TIME IMPLICATIONS**

There are no time or financial implications.

**STAFF RECOMMENDATION**

This item is for informational purposes only.

**STAFF REFERENCE**

If Council Members have any questions, please contact Allison Moeding, Director of Economic Development and NURA Executive Director, at [amoeding@northglenn.org](mailto:amoeding@northglenn.org) or 303.450.8743.

**ATTACHMENT**

1. Presentation

# *ECONOMIC DEVELOPMENT & NURA UPDATES*

**Allison Moeding**

*Economic Development Director &  
NURA Executive Director*

*303.450.8743*

*[amoeding@northglenn.org](mailto:amoeding@northglenn.org)*

***Special Meeting***

***Dec. 4, 2023***



CITY OF  
**Northglenn**

**Q2 & Q3 2022**

**ECONOMIC  
DEVELOPMENT**



# Q2 & Q3 *ECONOMIC INDICATORS*

 **31,938**

**Square Feet of  
Retail, Office and  
Industrial Space  
Absorbed**

 **49**

**Business  
Retention  
Activities**

 **3.7%**

**Unemployment  
Rate**

 **18**

**New Business  
Prospects**

 **38**

**New  
Businesses**  
*23 Storefront*  
*15 Home-Based*

 **157**

**New Storefront  
Jobs**

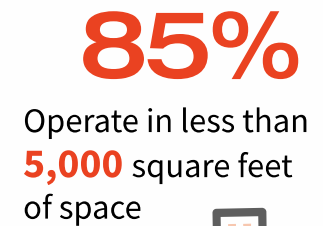
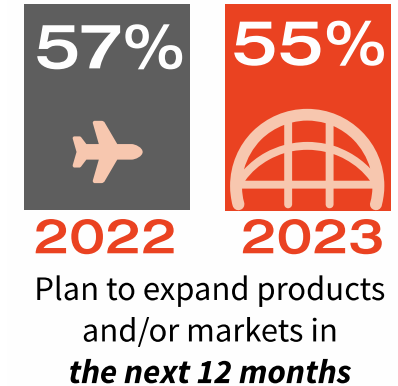
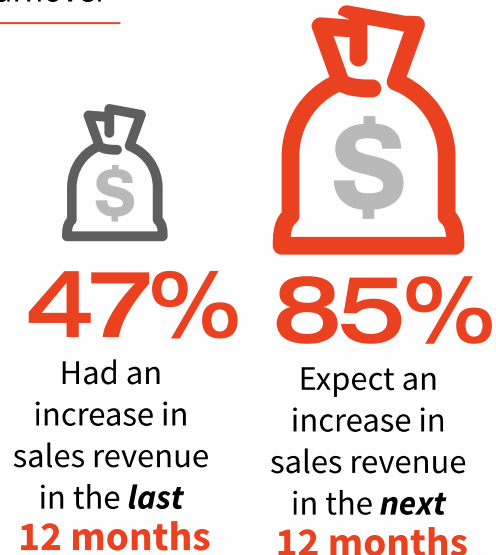


# 2023 BUSINESS SURVEY



## 2023 Top Challenges

1. Access to Local Supplies
2. Systems & Procedures to Manage Growth
3. Access to Customers
4. Recruitment & Staffing
5. Employee Turnover



**79 Total Respondents**



# RIBBON-CUTTINGS



Vivid Beauty



Los Dos Potrillos



Deleite



Happy Dumpling



Twisted Shears



Tanner Automotive



Itacate



RMA and Associates



# Q2 & Q3 Business Walks



# Q2 & Q3

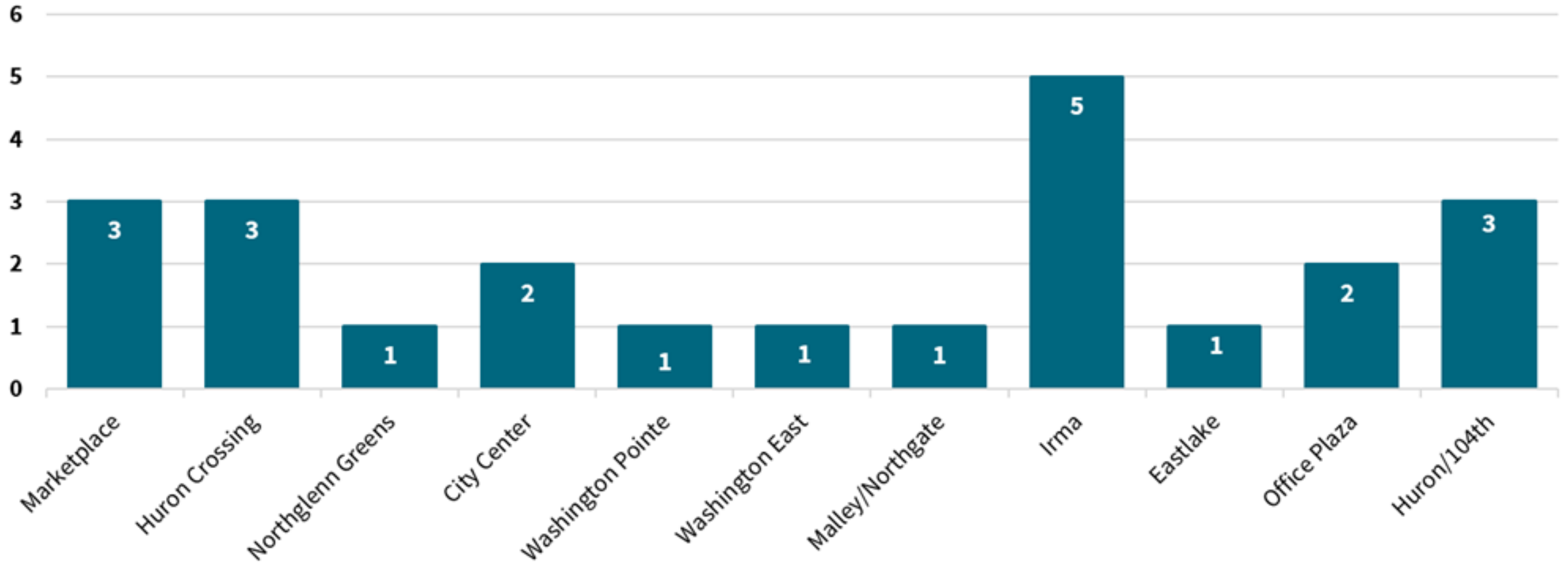
## ***BUSINESS OPENINGS & CLOSINGS***

|                   | <b># of<br/>Businesses</b> | <b># of<br/>Jobs</b> | <b>Square Feet<br/>Absorbed</b> |
|-------------------|----------------------------|----------------------|---------------------------------|
| <b>All New</b>    | 38                         | 172                  | 41,158                          |
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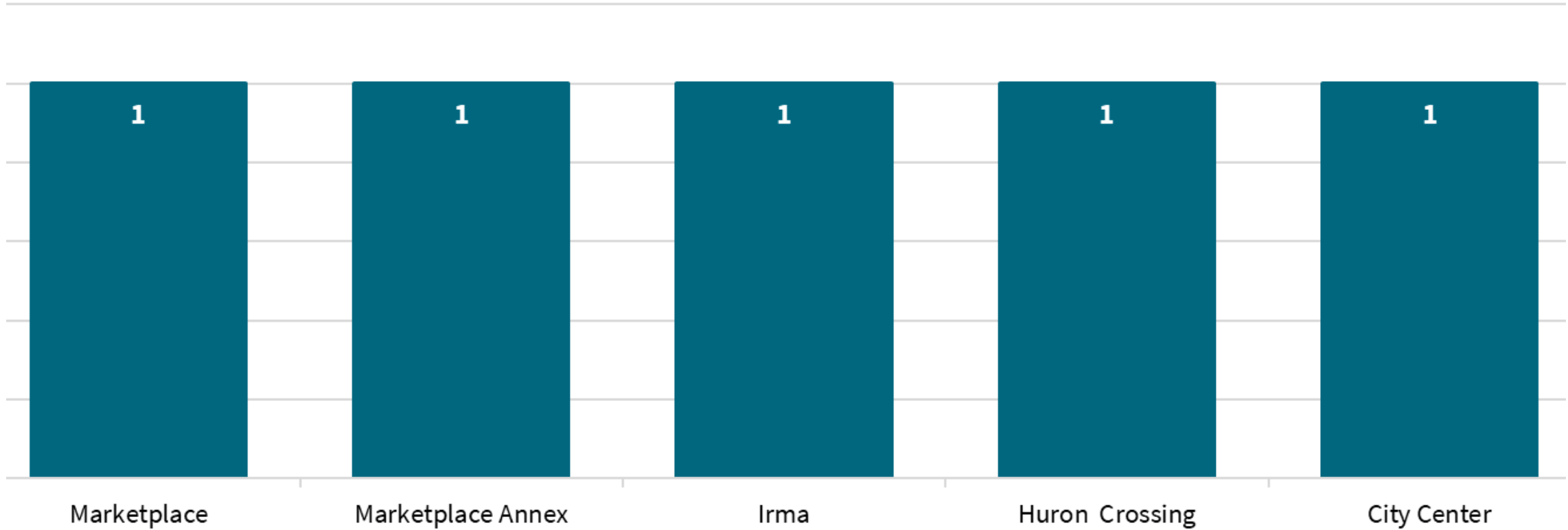




# Q2 & Q3 New Storefront Businesses (23)



## Q2 & Q3 Closed Storefront Businesses



# Q3 2023

## REAL ESTATE METRICS

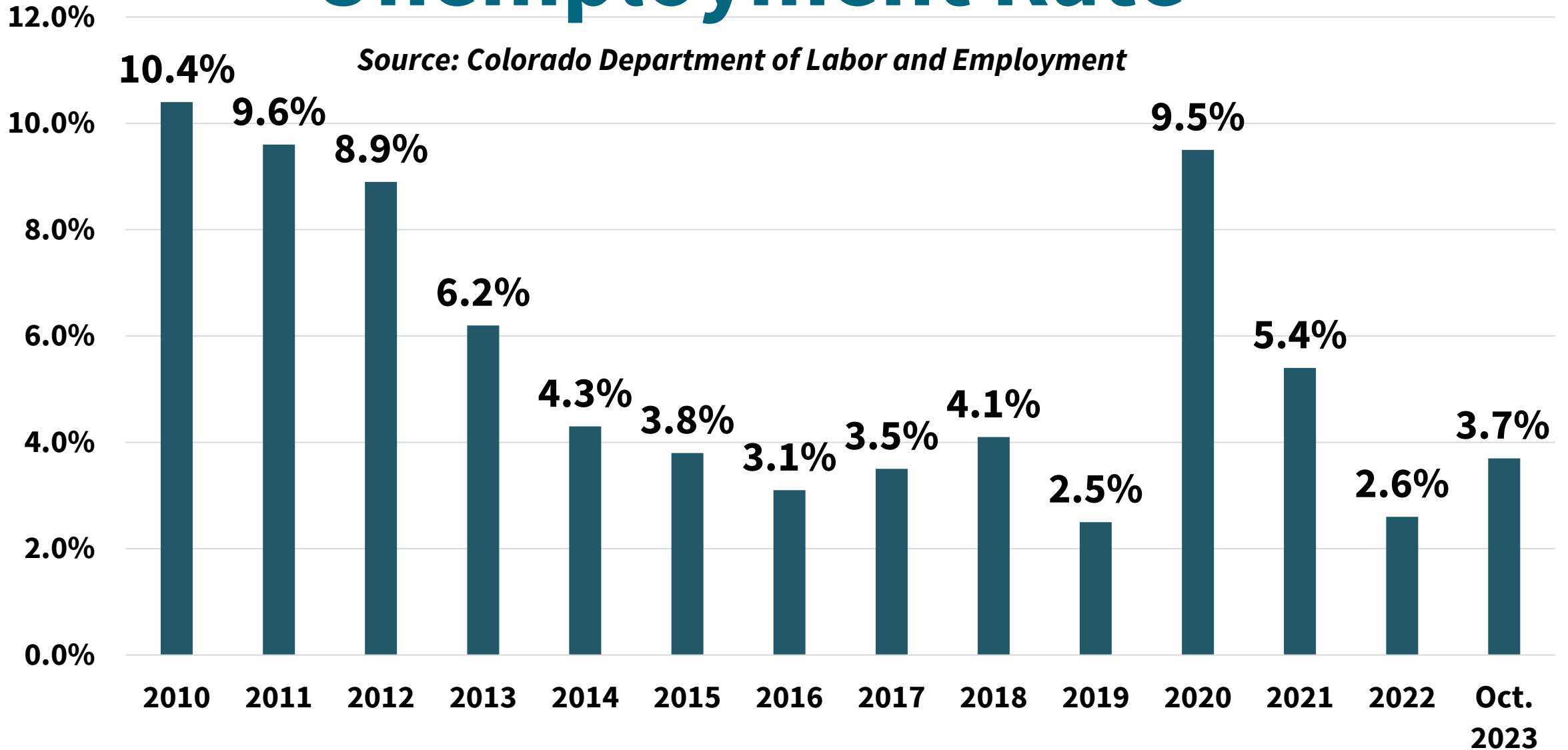
| Property Type | # of Properties | Square Feet | Avg. Full Service Lease Rate | Q3 2022 % Vacancy |
|---------------|-----------------|-------------|------------------------------|-------------------|
| Office        | 34              | 617,404     | \$23.69/fs                   | 9.8%              |
| Industrial    | 47              | 1,117,648   | \$11.34/NNN                  | 11%               |
| Retail        | 132             | 1,844,796   | \$14.95/NNN                  | 7.9%              |

Source: CoStar



# Unemployment Rate

Source: Colorado Department of Labor and Employment





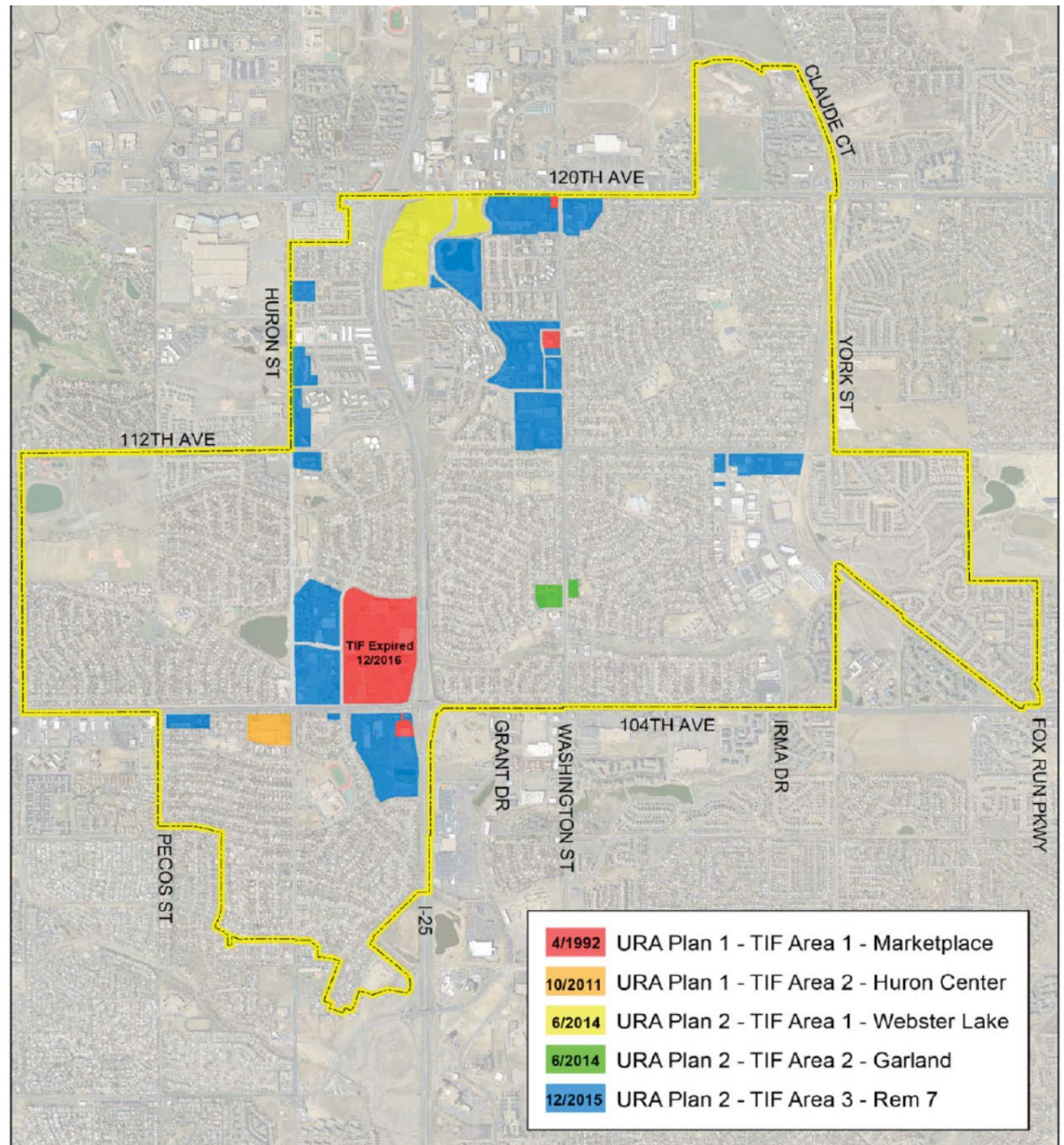
# NURA

## Q2 & Q3 2023 ACTIVITY



CITY OF  
**Northglenn**

# NURA PLAN AREAS



# ***CURRENT NURA PROJECTS***

**Washington Point  
Shopping Center**

**Marketplace  
Redevelopment &  
Revitalization**

**112<sup>th</sup> Avenue and  
Irma Drive  
Redevelopment**

**112<sup>th</sup> Avenue and  
Washington  
Development**



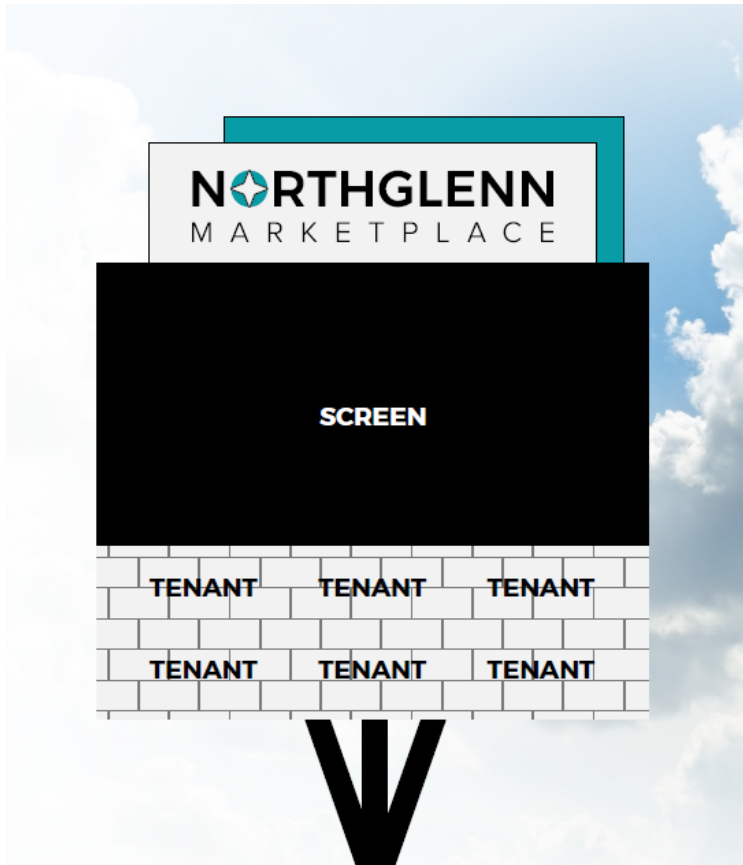
# 112<sup>th</sup> & IRMA FUTURE REDEVELOPMENT





# 112<sup>th</sup> & WASHINGTON REDEVELOPMENT

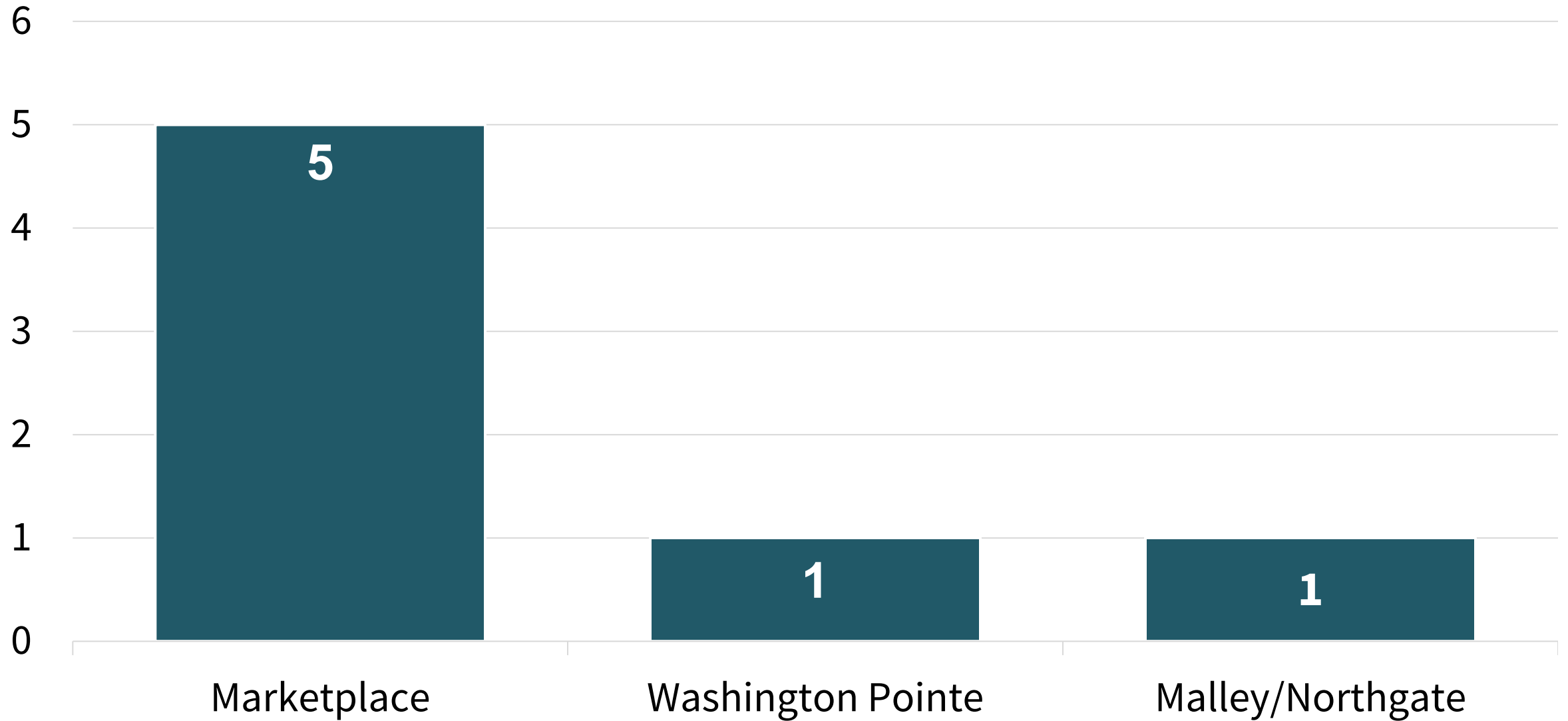




# NORTHGLENN MARKETPLACE SIGNAGE



# Q2 & Q3 2023 NURA Grants By Area (7)



# ***NURA PRIORITY AREAS 2021-2025***

| <b>Priority</b> | <b>Commercial Area</b>  |
|-----------------|---|
| <b>1</b>        | Civic Center P3 – Remediation of the former Rec Center is underway.   |
| <b>1</b>        | 112th and Irma Drive – NURA has purchased 2 parcels on the corner for future redevelopment. Area East of Irma under future consideration. |
| <b>1</b>        | East 120 <sup>th</sup> Avenue and Washington Street (Smashburger, CSL Plasma, @Cheers, etc.) - Ongoing                                    |
| <b>2</b>        | Marketplace West (Annex) – A portion of the Annex will become Headwaters Independent Senior Living.                                       |
| <b>2</b>        | Northglenn Marketplace and northwest corner vacant land - TIF area is expired, sub-area planning in 2024.                                 |
| <b>2</b>        | Washington Point (Safeway) – NURA is working with consultant to explore opportunities for improvements.                                   |
| <b>2</b>        | Malley Drive and North Washington (Malley/Northgate restaurant parcel and Palmer Center) – On-going                                       |
| <b>3</b>        | Hillcrest - Future  |
| <b>3</b>        | Huron Street (112th-115th Bank, 7-Eleven, Public Storage) – Future  |
| <b>3</b>        | O'Meara land site - Future  |



# 2024 NURA BUDGETS

| 2023 Budgets           | URA 1        | URA 2        | Total        |
|------------------------|--------------|--------------|--------------|
| Beginning Fund Balance | \$ 5,357,963 | \$ 3,352,927 | \$ 8,710,890 |
| Revenue                | \$ 258,693   | \$ 2,825,653 | \$ 3,084,346 |
| Debt Service           | \$ 0         | \$ 861,600   | \$ 861,600   |
| Expenditures           | \$ 3,135,248 | \$ 303,493   | \$ 3,438,741 |
| Ending Fund Balance    | \$ 2,481,408 | \$ 5,013,487 | \$ 7,494,895 |



# QUESTIONS?

