

Economic Development Update October 2011

Annual Count the Lights Contest

In partnership with the city, the Historic Preservation Foundation, and the Northglenn Marketplace tenants and leasing agent we are planning and promoting the annual **Count the Lights** contest. Staff worked with NURA Commissioner Wayne Dodge on preparing a flyer and poster for the contest. Staff obtained a contact list from CBRE of all the tenants and sent an email letter regarding the event and asking for their participation. The annual **Count the Lights** contest begins November 25th through December 17th. Children (18 years and younger) are eligible to enter the contest. NURA donated \$1,000, and Commission Dodge donated an additional \$500 which will be used for Marketplace gift card prizes for the top 10 closest guesses. Many of the Marketplace tenants are also donating prizes. (See Attachment A for the flyer).

State Enterprise Zone Program

Over the past four years only 10 Northglenn companies have taken advantage of the enterprise zone credits. The EZ program provides tax incentives to encourage businesses to locate and expand in designated economically distressed areas of the state. These are actual “credits” that reduce the bottom line of the businesses income tax liability. There are 10 EZ credits that are available through the Colorado Department of Local Affairs. For additional information about the program and the individual credits visit www.advancecolorado.com/ez.

Staff is proactively marketing the program to educate and encourage existing Northglenn companies to take advantage of these tax credits. Staff developed a list of *Frequently Asked Questions* and information about the program that will be in the November Connection, Economic Development E-Newsletter, and the Hub and on the website. Additionally, staff is meeting with property managers/owners/companies to provide information on the program. Staff is also including information in all new business Welcome Packets, and on the New Business Checklist. (See Attachment B)

EZ Northglenn New Expansion Request

The majority of Northglenn Businesses are located within the Colorado Enterprise Zone (EZ). However, after staff reviewed the recent expansion in February 2011, several commercial areas that were not included. Staff worked with ACED to make a formal request to the Colorado Economic Development Commission to add these additional properties in the Northglenn EZ. A map of the requested expansion properties is attached to this report. (See Attachment C)

NURA Business Assistance Grant

- Grant applications being accepted.
- Promotion of Grant:
 - Northglenn Connection
 - Economic Development ENewsletter
 - Colorado Real Estate Journal
 - Formal Media Release (Oct. 21)
 - Website
 - Sent Email to all Marketplace Businesses

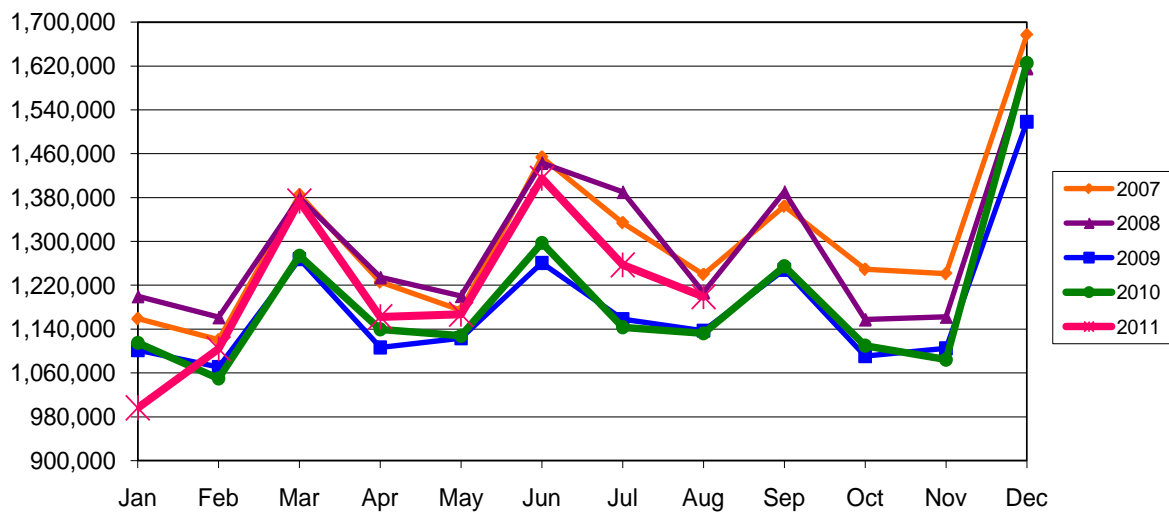
Economic Development Indicators

There are many tools to assist in measuring economic development efforts. These include tracking business retention efforts, expansions and attraction of new businesses to the community. Other indicators include unemployment, sales/use tax, square footage absorption, vacancy rates, capital investment, and the number of employees retained and/or added to the workforce, the industry types, and quality of companies/jobs that are currently located or moving to Northglenn. In order to analyze and measure economic development efforts the following information is provided.

Sales/Use Tax Revenue

As of August collections, year-to-date Northglenn citywide sales taxes reported an *increase* of 4.6% over last year during this same period, and a .6% increase over last month.

Sales & Use Tax Monthly Comparison



Vacancy Rates

Below are the Q/3 occupancy, vacancy and average lease rates for Northglenn's office, industrial and retail buildings tracked by a national real estate CoStar database. *The below retail numbers includes sublease space. At the Marketplace there is 63,340 s/f available for lease.*

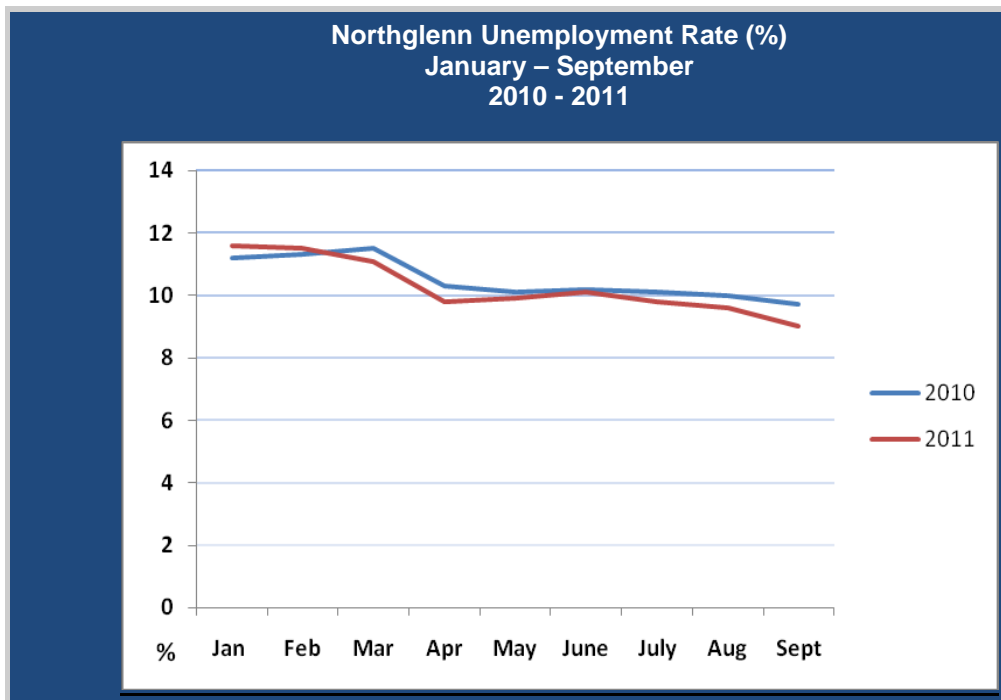
Property Type	# Bldgs.	# Spaces	Total S/F	S/F Occupied	Lease %	S/F Vacant	Vacancy %	Avg. S.F Lease Rate
Office	28	49	546,312	479,861	88%	66,451	12%	\$14.53
Industrial	32	14	940,405	873,417	93%	66,988	7%	\$5.15
Retail	59	40	1,181,046	1,028,557	86%	224,147	19%	\$8.39

Unemployment

The table below shows September 2011 estimated labor force, employment and unemployment information. Northglenn's September's unemployment rate is **9%** which is higher than the county and the state averages. However, it is down slightly from 9.7% at the same time period last year. Below is a chart depicting the unemployment trends over the past two years.

Area Name	Civilian Labor Force	Number Employed	Number Unemployed	Unemployment Rate
Northglenn	21,827	19,862	1,965	9.0%
Adams	227,735	207,578	70,157	8.9%
Colorado	2,710,149	2,502,950	207,199	7.6%

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



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

New Businesses

The following data provides a year over year comparison, and historical trends over the past six years on *new* businesses reported in Northglenn. In October Northglenn reported a total of **681** storefront/physical businesses, which is a **6.3%** increase over the same times last year.

Total New Northglenn Business	Oct. 2011	Oct. 2012
Storefront/Physical Locations	681	639
Home-Based Businesses	261	247
Total New Businesses	942	886

Below is a monthly total for the past six years on new storefront/physical business openings. This does not include home based or out of state businesses. Northglenn is seeing a slight increase over last year at this time.

**2006 – 2011
New Northglenn Storefront/Physical Business Openings**

Month	2011	2010	2009	2008	2007	2006
January	5	10	8	15	9	9
February	7	7	7	2	14	8
March	6	4	3	10	5	9
April	5	12	4	7	9	16
May	6	3	6	13	9	4
June	8	4	4	10	9	7
July	5	5	6	9	9	8
August	7	3	7	3	6	9
September	6	2	8	0	9	5
October	7	7	5	5	9	7
	62	57	58	74	88	82

Note: Total does not include home businesses or out of city/state

The following information is 2011 reported new storefront/physical new businesses. Some data (S/F Absorbed and # of Employees) is not available because it wasn't tracked until the new Economic Development Manager was hired in June.

**2011
New Businesses**

2011 Month	# of New Businesses	S/F Absorbed	# of New Employees
January	7	N/A	N/A
February	11	N/A	N/A
March	9	N/A	N/A
April	6	N/A	N/A
May	16	N/A	N/A
June	8	72,180	126
July	4	18,480	15
August	3	74,529	15
September	6	17,672	23
October	7	11,679	32
Total	28	194,540	211

Note: Total does not include home businesses or out of city/state. Jan. – May some data not available because new ED started in June.

Business Retention

Retention of our existing businesses is a high priority for the City and its economic development efforts. Existing companies have invested in our community through capital, taxes and hiring of employees. Staff made five (5) business retention visits in October.

New Business Announcements

The city is pleased to welcome the following new companies to Northglenn. These companies are making capital investments in our community, creating new jobs, and increasing our tax base - thereby fostering and enhancing economic development in Northglenn.

Chipaway Glass Repair, a windshield and headlight repair service company, has opened at 1741 E.120th Ave. (next Karl's Farm). For more information call 303.325.4058.

Core Progression provides personalized fitness, health and training programs. They have been in business since 2008, and have recently relocated from Westminster. They have 20 personal trainers, and have leased 4,907 square feet in the Huron Business Center at 455 W. 115th Avenue, Unit 4. For more information visit www.mycoreprogression.com.

Distribudora El Dorado, Inc. leased 2,622 square feet in the Northglenn Industrial Park at 10650 Irma Dr., Unit 24. They are a wholesale distributor of dried Mexican spices and employ four people. For more information call 720.364.7052.

Gold Integrity LLC purchases gold and silver products. They leased 300 square feet at 2145 E. 120th Avenue, Unit D. Visit www.goldintegrity.com.

Halloween Express has returned to the Northglenn Marketplace for the season. The Halloween costume and accessory store is located at 331 W. 104th Avenue, Unit E. The Mayor participated in a ribbon cutting ceremony on October 5th.

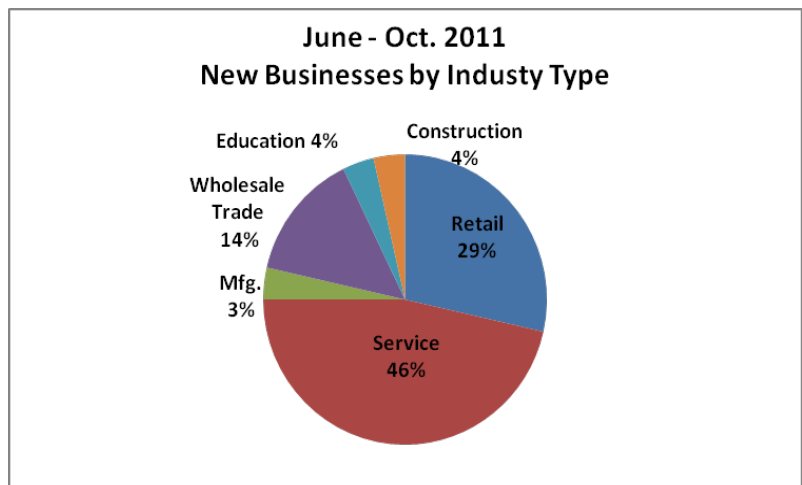
Morris Flooring specializes in flooring materials and carpeting. They leased space at 11221 Washington Street and employ 4 people.

MSN Groceries purchased the former Y-Mart convenience store located at 10580 Huron Street.

Northglenn Barbers is a new barber shop and men's salon that has opened at 11974 Washington St. Staff also met with them to discuss marketing, sales and use tax procedures, and introduced them to the SBDC.

Red Room Salon, a beauty salon, leased space at 11184 Huron St., Suite 8 and employs two people.

Windstone Acupuncture LLC leased 1,050 square feet in the North Point Business Park at 11658 Huron Street, Building 6, Suite 200.



Prospect Activity

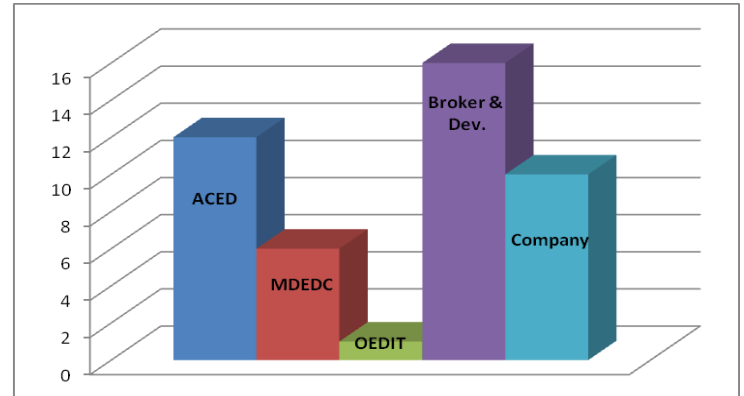
Staff has worked on 45 general inquiry and active prospect requests from June – October 2011. These include the following:

- 14 active prospects
- 30 general inquiries
- 1 closed file

• **General Inquires** come through various methods seeking site selection and other types of business assistance (Metro Denver EDC, ACED, Colorado State of EDC, brokers, developers, companies, etc.). Staff does property searches, prepares demographics, and sends requested information to the client. After staff has followed up on this *General* inquiry it is moved to an *Active* prospect designation if they are pursuing Northglenn.

• **Active Prospects** are companies that have been elevated from a general inquiry and have shown interest in locating to Northglenn. Staff does more comprehensive meetings and work to assist the prospect, broker or developer in doing business in Northglenn.

Requesting Sources of Prospect Inquiries



Promotional/Marketing Efforts

- Economic Development Enewsletter
- Northglenn Connection
- Colorado Real Estate Journal
- Sentinel Newspaper (CRHDC) Ribbon Cutting, Parade of Homes & ED Report
- NURA Logo Design
- Count the Lights Contest
- Business Incentive Grant
- Enterprise Zone Outreach

October Special Events & Grand Openings

Community Resources & Housing Dev. Home Buyers Orientation

Date: October 6, 2011
Time: 6:00 PM – 7:00 PM
Location: Northglenn Recreation Center

Community Resources & Housing Dev. NSP2 Northglenn Home Ribbon Cutting

Date: October 22, 2011
Time: 10 AM
Location: 11531 Gilpin St.

Mark Your Calendar

Foreclosure Prevention Workshop – Community Resources & Housing Development

Date: November 9, 2011

Time: 6:00 – 7:00 PM

Location: City of Northglenn – Recreation Center/Mountain View Room