

ADMINISTRATION MEMORANDUM
15-13

DATE: May 11, 2015

TO: Honorable Mayor Joyce Downing and City Council Members

FROM: John R. Pick, City Manager *JRP*
Debbie Tuttle, Economic Development Manager & NURA Executive Director *DT*

SUBJECT: May Economic Development Report

Texas Roadhouse Rolling into Northglenn Marketplace

Texas Roadhouse has signed a long-term lease commitment to open a new restaurant in the Northglenn Marketplace, located at 104th Avenue and Interstate 25.

The 22-year-old steak restaurant chain has 450+ locations in all 50 states in addition to five countries.

A new building will be constructed on the site of the former Bennigan's Grill and Tavern, located inside the Northglenn Marketplace at 231 W. 104th Ave. Construction of the 7,900-square-foot restaurant facility is expected to begin this summer, with an opening date in early 2016.



Texas Roadhouse rendering of 7,500-square-foot restaurant to be constructed in the Northglenn Marketplace.

The restaurant is moving from its current facility on Grant Street in Thornton to expand to serve its growing customer base. Texas Roadhouse estimates this location will serve approximately 400,000 guests annually, and will employ 140 people. The Northglenn facility will also serve as the company's national staff training center.

Business Education Events

The following two business *Lunch and Learn* sessions are scheduled:

- *Lunch and Learn – Maximize Your Temporary Signage Opportunities* – Thursday, May 14th from 11:30 a.m. to 1 p.m.
- *Lunch and Learn – Navigating the Difficult World of Online Marketing – Making Local, Online Marketing Simple and Affordable for Small Businesses* - Thursday, June 11th from 11:30 a.m. to 1 p.m.

Ribbon Cuttings & Grand Opening Celebrations

The following two new restaurants celebrated their formal ribbon cuttings at the Webster Lake Promenade.

- **Parry's Pizzeria & Bar** – 100 E. 120th Ave., Bldg. F – May 4th at 4 p.m. (opened April 13th)
- **Jim 'N Nick's Bar-B-Q** – 100 E. 120th Ave., Bldg. E – May 5th at 11 a.m. (opened May 5th)

Additionally, **Carrick Bend Apartments** will be celebrating their final build-out and grand opening on June 4th at 5 PM.

Q/1 2015 Business Anniversaries

Congratulations to the 29 businesses listed below that are celebrating major anniversary milestones of doing business in Northglenn. On behalf of the City of Northglenn, we thank them for their dedication and commitment to our community. To see a full list of the 2014 business anniversaries, visit <https://www.northglenn.org/bizanniversaries>.

55 Years

Horizons North Credit Union
Northglenn Heating & Air Conditioning (correction)

35 Years

Machann Insurance Agency

20 Years

Atlas Roofing Corp.
Install Shop
Palmer Plaza, LLC

15 Years

BBVA Compass Bank #48308
BBVA Compass Bank #48310
Dress Barn #741
PetSmart Inc. #253
Sonic Restaurants #3657
Ziedins Property Management

10 Years

Alpha Cube, Inc.
Carefree Products
Colors of Earth, LLC
Crossroads Assisted Living
Family Dollar Stores of Colorado #6699
GT Industrial Products, LLC
Gulfeagle Supply
JJB Limited, LLC
JP Morgan Chase Bank NA

5 Years

Colorado Lightning Athletics
Faby's Preschool
New View Landscape, LLC
One Point Mobile
Onsite Coating, LLC
Queens Market
Summit Handpiece Express
Super Suds Laundromat

NURA Activities & Updates

In **April**, NURA approved the following three agreements:

- Resolution N/15-05 - Business Improvement Grant - FastSigns (resubmitted)
- Resolution N/15-13 - Business Utility Assistance Grant - Bling It On Beauty Salon
- Resolution N/15-14 - Relocation Assistance and Land Acquisition Policy

104th & I-25 Ramps Landscaping

NURA continues to work with DHM for the landscaping designs for 104th & I-25 ramps. Staff is also working on finalizing the Landscape Maintenance Intergovernmental Agreement between CDOT and the City of Northglenn related to maintenance of the ramps. Once finalized, staff will bring a resolution for council's review and consideration.

11295 Washington St. RFP

NURA received one Request for Proposal (RFP) related to the development of the 2.5 acres of land located on 11295 Washington Street. Staff and the NURA board will be evaluating the proposal and will provide an update in the near future.

New Business Announcements

At the end of **April**, Northglenn had a total of **912** businesses. Of that total, **699** are storefronts and **213** are home-based occupations. This year, Northglenn has announced **18** new storefront businesses, which have added **192** new jobs and absorbed **40,523** square feet of office, industrial and retail space.

YTD 2015 New Storefront Businesses

Month Announced	New Storefront Businesses	New Employees	S/F Absorption
January	7	25	14,599
February	5	13	9,188
March	3	21	6,499
April	3	133	10,237
Totals	18	192	40,523

*Seasonal and home-based businesses are not included in the total new business figures.

New Storefront Businesses

El Tio leased 1,740 square feet at 11932 Washington Street. The restaurant plans to open in May and will employ six employees. Hours of operation are Monday to Sunday from 6 a.m. to Midnight. For more information, call 303-920-0151.

Parry's Pizzeria and Bar leased 5,697 square feet at 100 E. 120th Ave., Unit F110 and employs 125 people. The restaurant is open Monday to Sunday from 11 a.m. to 11 p.m. For more information, visit www.parryspizza.com or call 303-253-1501.

Performance Auto Care Center, Inc. leased 2,800 square feet at 11480 Cherokee Street, Unit H. The company provides auto repair and maintenance services and employs two people. Hours of operation are Monday to Friday from 7 a.m. to 4 p.m. and Saturday from 7 a.m. to noon. For more information, call 303-412-0588.

New Home Based Businesses

4 Color Comics and More is a home-based comic retailer that employs one person. For more information, call 719-431-2607.

My Alteration LLP is a home-based alteration business and employs one person. Hours of operation are Monday to Sunday from 7 a.m. to 7 p.m. For more information, call 720-404-6339.

EMG Window Replacement is a home-based window service glass replacement contractor and employs one person. Hours of operation are Monday to Saturday from 8 a.m. to 5 p.m. For more information, call 720-218-5962.

Ken Delivers is a home-based business that sells general merchandise on Amazon. For more information, call 253-439-9926.

Legacy Builders, LLC is a home-based roofing and general contractor and employs one person. For more information, visit www.coloradolegacybuilders.com or call 720-252-9884.

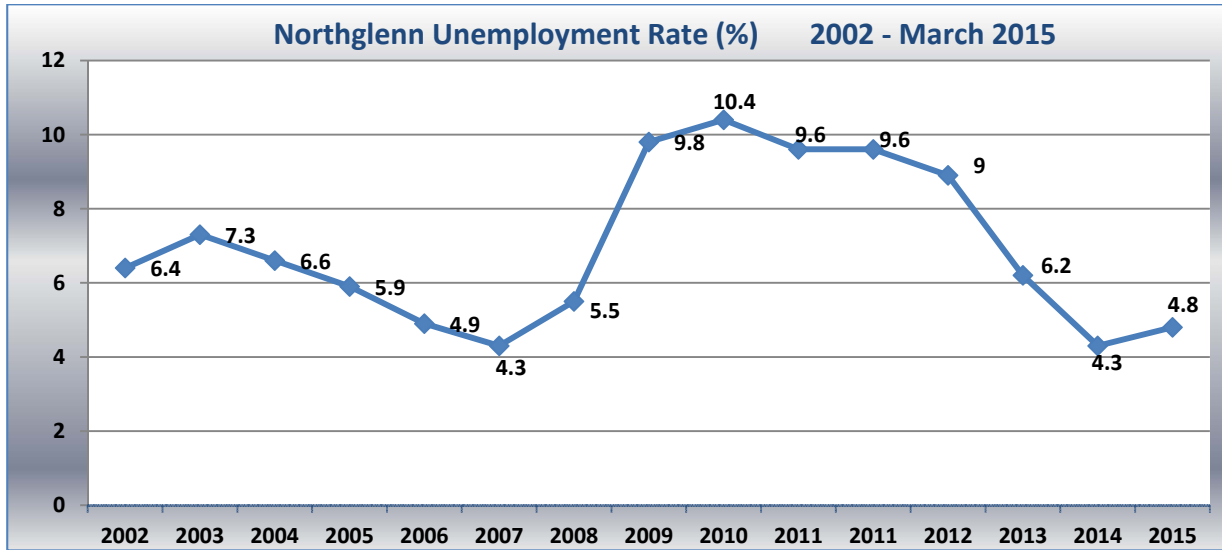
Digital Advertising Billboard Signage (DABS) Program

For **May**, the following six Northglenn businesses are advertising on the I-25 & 104th Avenue electronic billboard:

- Erivas Heating & Air
- Gymnastics Unlimited, Inc. (survey winner)
- New Windows for America (survey winner)
- Parry's Pizzeria and Bar (new)
- SunHawk Seconds (survey winner)
- Willco Tree Service

Northglenn Unemployment Rate

The below chart indicates a **4.8%** unemployment rate for Northglenn for the month of March.



Source: Colorado Dept. of Labor & Employment

Also, the chart below provides a comparison of the other Adams County cities unemployment rates as of March 2015.

City	March-15
Arvada*	3.8
Aurora*	5.6
Brighton	5.5
Commerce City	5.6
Northglenn	4.8
Thornton	4.6
Westminster*	4.4
Adams County	4.5
State	5.1

* Adams County population of city only.

New Economic Development Database Launched

A new economic development database has been launched using Salesforce, a Customer Relationship Management (CRM) software program. Previously, the economic development databases were tracked in many different Access and Excel spreadsheets. The Salesforce database was customized for Northglenn to track and manage all its businesses, and their contact information and historical data such as start date, number of employees, addresses, phone, cell and fax numbers, and email addresses. Additionally, the database links all business assistance, retention calls, incentives, grants, and sign programs related to each individual business. As well as reports what Northglenn events that individual businesses/staff have attended. It also tracks all prospect leads, and if the business locates to the city it is easily converted from a prospect to a Northglenn business. To simplify the process it also utilizes the city email and calendar systems for updating automatically in the database. It also provides customized reports, mailing labels and merge documents, and many other features. It also automatically updates the *Shop Northglenn* directory. It does not track any tax information.

Shop Northglenn Directory

In February the updated *Shop Northglenn* website directory was launched. The goal is to drive more traffic to the directory to encourage shopping locally and promoting Northglenn businesses. In March, the Economic Development pages on the City of Northglenn website had **498** page views. Of those, **357** were for the *Shop Northglenn* directory. This is an increase from 292 in January. The following also provides a glance of what other pages in March were viewed under the Economic Development website sections:

Northglenn/ED - 86

Northglenn /Incentives - 68

Northglenn /Community Profile - 24

Northglenn /Biz Directory - **357**

Northglenn /Business - 19

Northglenn /Business Retention - 17

Northglenn /New Businesses - 17

Northglenn /Biz Anniversaries - 18

Northglenn /NURA - 96

STAFF REFERENCE: If you have any comments or questions, please contact Debbie Tuttle, Economic Development Manager and NURA Executive Director, at 303.450.8743 or dtuttle@northglenn.org.