



ADMINISTRATION MEMORANDUM

15-04

DATE: February 9, 2015

TO: Honorable Mayor Joyce Downing and City Council Members

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

SUBJECT: February Economic Development Update

First Watch Restaurant is coming to Northglenn

First Watch is a restaurant chain based in Bradenton, Florida, and has 105 store chains in 17 states. First Watch will open its first Colorado restaurant in Northglenn. They have leased 3,714 square feet in Building G at the Webster Lake Promenade. They serve breakfast, brunch and lunch, and are estimated to open in early summer. Hours of operation will be from 7:00 AM - 2:30 PM. For more information visit www.firstwatch.com.

Award-Winning Successes for Economic Development

The city experienced many economic development success stories in 2014. Northglenn won two prestigious awards for its economic development and redevelopment efforts from the Denver Regional Council of Governments (DRCOG) and the Economic Council of Colorado (EDCC), respectively.

The city celebrated the opening of the Webster Lake Promenade and the Walmart Neighborhood Market redevelopment projects, and welcomed 71 new storefront and 32 home-based businesses to Northglenn.

Additionally, business retention and expansion of existing businesses remains a priority for the city. We held the 3rd Annual Business Appreciation event, which honored 23 companies, and staff made 73 retention visits to Northglenn businesses. In addition, many other events, seminars, business assistance, and marketing programs were implemented to assist the Northglenn business community.

In 2014, Northglenn's residential market made positive gains. The first new multifamily apartment construction in more than a decade occurred with the construction of the 228 Carrick Bend apartments. In October, the city was ranked #1 in the metro Denver area by REColorado for the highest percentage (+18.8%) increase in median sold price for a single family home and/or condo over the previous year. Additionally, residential foreclosures continued to decline.

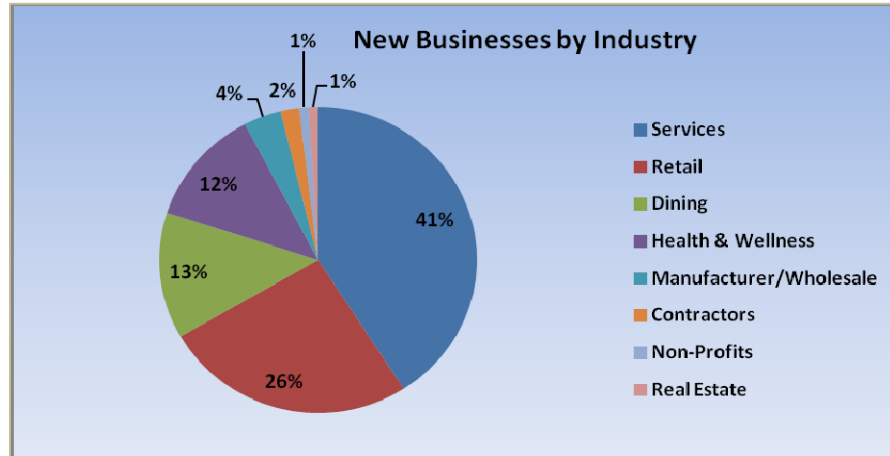
Other quantifiable economic development indicators included a 14.8% increase in sales taxes, 476% increase in new jobs, 134% increase in square footage absorption; and the lowest unemployment since 2007 (4.3%). To learn more about these successes visit: www.northglenn.org/edreport2014.

Business Assistance Tools Pamphlet

Staff developed a one-page pamphlet (**Attachment A**) that provides an overview of some of the business assistance resources and programs that are available to assist Northglenn businesses. This was mailed to all storefront businesses, and will be included in the New Business Start-Up Packet, as well as on the city's economic development web page.

2014 New Businesses

Last year, Northglenn reported 71 new storefront and 32 home-based businesses. The below chart indicates the industry sectors of the new businesses that were attracted to the city.



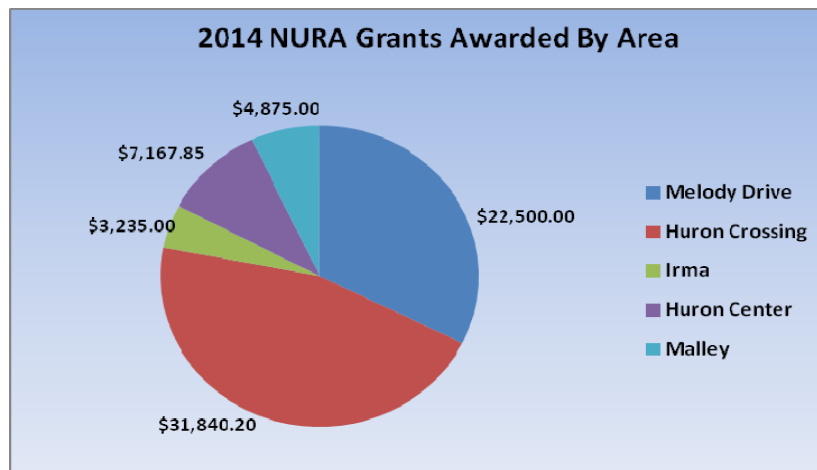
Source: Northglenn Economic Development

Landscaping Improvements at 104th & I-25 Ramps

The Northglenn Urban Renewal Authority (NURA) released a Request for Proposal (RFP) for engineering/design and construction for the Colorado Department of Transportation (CDOT) right-of-way areas between the on/off ramps on 104th Avenue and I-25. This will be a phased construction project based on the design and NURA budget. To review the RFP visit www.northglenn.org/ramprpf.

NURA Business Assistance Grants

In 2014, NURA assisted nine property owners and businesses with exterior enhancements and utility upgrades. Through the two grant programs, NURA approved \$69,618 in grant funding. This investment leveraged more than \$837,253 in private sector commercial property improvements. The projects included signage, landscaping, parking lot overlays and utility upgrades.



Source: Northglenn Urban Renewal Authority

Enterprise Zone Re-designation Process

Northglenn's commercial properties are located within the Colorado Enterprise Zone. This allows qualifying businesses to take advantage of state income taxes credits on new jobs, capital equipment investments, job training and more. Legislation requires a review of EZ designations once every 10 years. The Colorado Office of Economic Development and International Trade (OEDIT) are in the process of re-evaluating areas of the state and working with local governments to re-designate Enterprise Zones (EZ). City staff will be working with Adams County Economic Development over the next few months to evaluate the eligibility of Northglenn properties under this program.

Digital Advertising Billboard Signage (DABS) Program

The DABS start-up program began in August 2014, and 14 businesses have taken advantage of advertising on the billboard, of which 10 businesses advertised for multiple months.

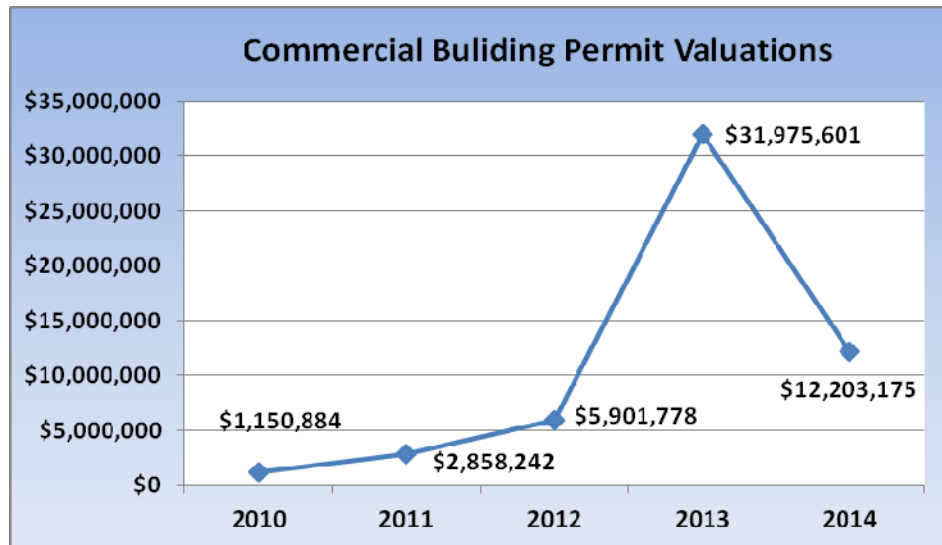
Starting February 1st, the fee for the first month was reduced from \$450 to \$200 as a means of encouraging small businesses to participate. After a month, they can advertise at the \$450 rate as space is available. For more information on the DABS program, please visit www.northglenn.org/dabs.

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

- Atlanta Bread Company
- Bingo Oasis
- Charlie's Auto and Truck Sales LLC
- Denver Escape Room
- Grow Depot
- Quirky Home Brew

Commercial Building Permit Valuations

In 2014, commercial building permit valuations decreased. However, the 2013 spike was mainly attributed to the Webster Lake Promenade and Walmart construction permits. The chart below indicates there were more than \$12.2 million in commercial permit valuations related to new and remodel construction projects. This is more than 2010, 2011 and 2012 combined. There were a total of 70 commercial projects, with the larger projects being two new buildings at Webster Lake Promenade, and the new North Metro Dental office at 114th & Washington. Tenant finish for new businesses included Adams County Human Services, Caliber Collision and CSL Plasma. In addition, business expansion permits were issued for Starbucks, Front Range Plumbing and Nationwide Fabrication.



Source: SafeBuilt

Business Lunch & Learn

The Economic Development Division held its first *Business Lunch & Learn*, hosted by The Denver Escape Room, on January 28th. The two-part seminar included: *Media Transition to Mobile* and *60 Great Ideas to Grow Your Business List*. The event was a great success and provided Northglenn businesses with useful tools to optimize their mobile marketing efforts and grow their customer lists in order to take action to help move their business forward. To view these presentations see the below links.

60 Great Ideas to Grow Your List: <https://ctct.box.com/s/1j621dsf0g0r4lul4miw>

Media Transition to Mobile: <https://ctct.box.com/s/jeji2toobxojg4i3mv497nx7depryoa>

Residential Housing Mix

According to the latest American Community Survey (ACS), Northglenn’s residential housing mix consists of 14,274 units. Below is the breakdown:

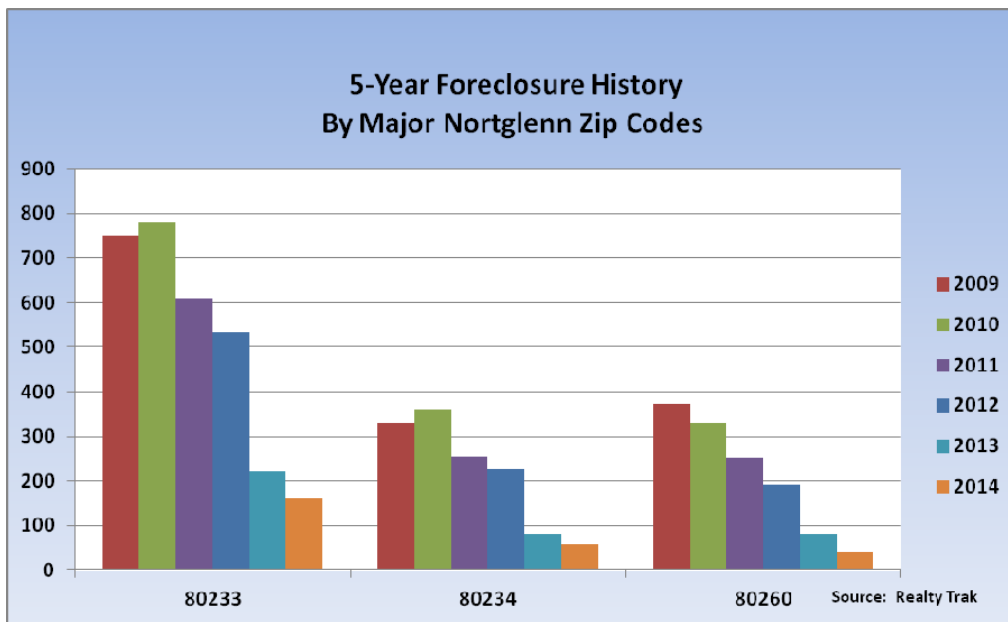
- Single Family Homes - 9,792
- Multi-Family Apartments - 3,126
- Townhouses - 1,344
- Condos (ownership) - 12

Residential Market Update

According to the *Local Market Update* by REcolorado (**Attachment B**), at the end of December 2014, the average *sold price* for a Northglenn single family home (including townhomes and condos) increased by **+19.5%** (\$222,732), and the average days on the market decreased from 56 days to **14 days** (decrease of -75%) from December 2013.

Northglenn Foreclosures

The below chart provides a five-year history of residential foreclosures for the zip codes of 80233, 80234 and 80260 as reported by *Realty Trak*. These are the three main areas that Northglenn residents are located, but because data is not available down to the city level, these zip codes encompass portions of other cities (Federal Heights, Thornton and Westminster).



Source: Realty Trak. Note: The above zip codes are **not inclusive of only Northglenn**, and also encompass portions of Federal Heights, Thornton & Westminster.

2014 Northglenn Foreclosures

In 2014, Realty Trak reported the following foreclosures within the three main Northglenn zip codes (80233, 80234 & 80260).

2014 Northglenn Foreclosures	
80233	160
80234	58
80260	41
	<hr/>
	259

Source: Realty Trak

Northglenn Commercial Real Estate Update

Listed below is a summary of the available Northglenn office, industrial and retail space as of the end of December 2014 (Q/4) as reported by the CoStar Group. Northglenn has less than a one percent vacancy rate in industrial space, which has become a challenge in retaining expanding businesses, as well as attracting new industrial users.

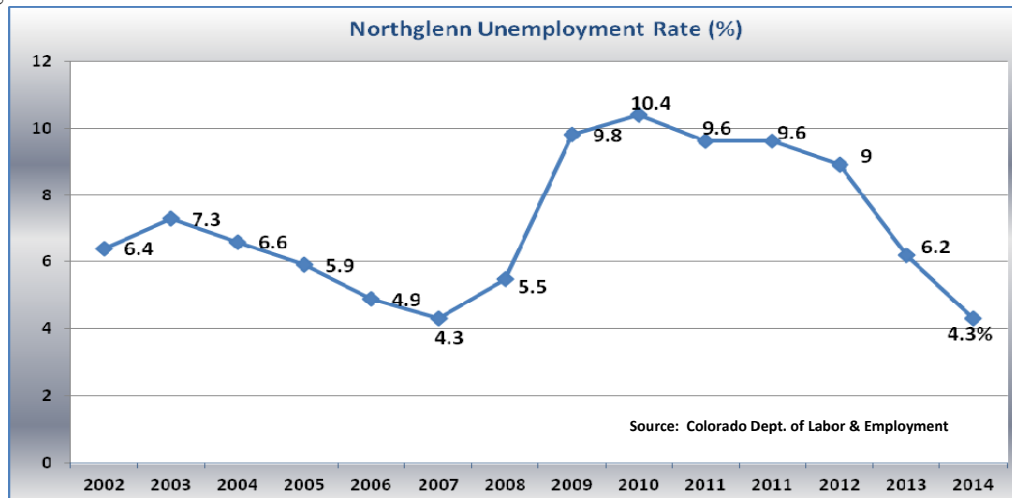
Northglenn Commercial Properties - Q/42014

Property Type	Q/4 2014 # of Properties	Q/4 2014 Total S/F	Q/4 2014 Vacant S/F DIRECT	Q/4 2014 Vacant S/F SUBLEASE	Q/4 2014 Avg. S/F Lease Rate	Q/4 2014 % Vacancy	Q/3 2014 % Vacancy	Q/2 2014 % Vacancy	Q/1 2014 % Vacancy
Office	32	591,496	54,284	28,710	\$15/65/fs	9.2%	8.1%	8.6%	9.9%
Industrial	46	1,077,459	6,604	0	\$6.48/nnn	0.6%	2.6%	5.0%	5.7%
Retail	123	1,875,557	175,191	33,465	\$12.56/nnn	9.3%	8.9%	12.9%	13.2%

Source: Costar Q/4 2014 – Historical data can vary based on revised Costar reporting methods and reclassification of properties.

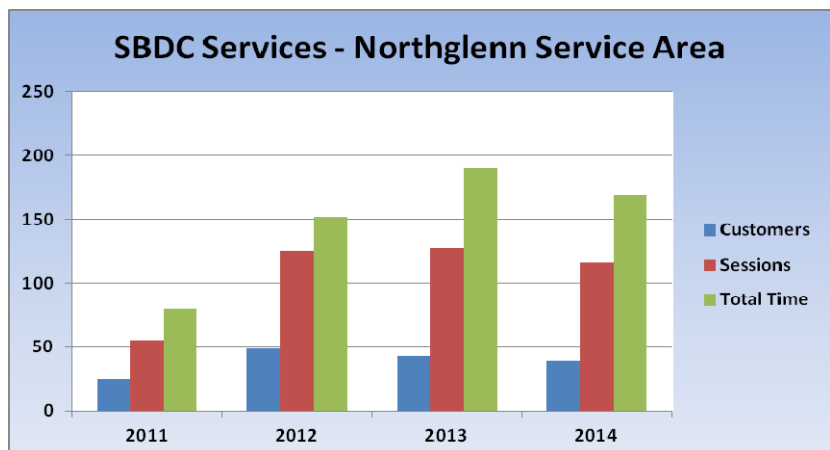
Northglenn Unemployment Rate

The below chart indicates a 4.3% unemployment rate for Northglenn for the month of December. This is the lowest rate since the end of 2007. Northglenn was lower than the county (4.5%) and slightly higher than the state (4.0%) averages in December.



Small Business Assistance Center

The Small Business Development Center (SBDC), located at Front Range Community Center in Westminster, is a valuable partner to Northglenn’s economic efforts. Below is a summary of the businesses within the 80233 and 80234 zip code areas that the SBDC has assisted over the past four years.



Source: SBDC

Ribbon Cutting

Diamond Wireless, located at 100 E. 120th Avenue, Unit F-170, held its ribbon cutting on January 12th. The company is a Verizon Wireless Premium Retailer and currently employs seven people. Hours of operation are Monday to Saturday from 9 AM to 9 PM and Sunday from 10 AM to 6 PM. For more information, call 720.627.8788 or visit www.diamond-wireless.com.

New Business Announcements

At the end of **January**, Northglenn had a total of **893** businesses. Of that total, **686** are storefronts and **207** are home-based occupations.

Storefront Businesses

Adams County Human Services leased 5,000 square feet at 11990 Grant Street, Suite 216. This is a satellite office for its Children and Family Services Division. They employ 13 people, and hours of operation are Monday – Friday from 8 AM to 4:30 PM. For more information, call 720-523-7216 or visit www.co.adams.co.us.

Boss Stage leased 1,550 square feet at 1004 W. 104th Street. They provide video and arcade games and employ two people. Hours of operation are Monday - Thursday from 4 PM - 10 PM and Friday - Sunday from Noon - Midnight. For more information, call 303-280-0100 or visit www.facebook.com/BossStageArcade.

Motion Design leased 2,311 square feet at 11990 Grant Street, Suite 110. This design and engineering company services primarily the oil and gas, mining, power and manufacturing industries. It employs three people, and hours of operation are from Monday – Friday from 8 AM to 5 PM. For more information, call 303-916-5138 or visit www.motionde.com.

North Metro Dental Care constructed a new 2,525 square foot facility at 11401 Washington Street. This company provides general dentistry services and employs two people. Hours of operation are from Monday – Friday from 8 AM to 5 PM. For more information, call 303-254-4444 or visit www.northmetrodentalcare.com.

Storefront Businesses

Visher Cabinets leased 2,463 square feet at 1434 W. 104th Avenue. The company provides retail cabinets, flooring and countertops. They plan to open in March and will employ three people. Hours of operation will be Monday, Wednesday and Thursday from 10 AM - 6 PM, and Tuesday and Friday from 11AM - 8 PM, and Saturday's by appointment. For more information, call 720-839-5217 or visit www.vishercabinets.com.

The following three companies have co-located into 750 square feet at 10475 Irma Drive, Unit 9. **Pandomyx LLC** is the limited liability company for Excytome and Onyxwork. **Excytome, Inc.** is a start-up bio-medical development company; and **Onyxwork Co.** is a bio-medical equipment refurbishing company. These three businesses employ two people, and hours of operation are from Monday – Friday from 8 AM to 5 PM. For more information, call 760-586-4002.

New Home-Based Business

Saberro Line Product LLC is a home-based business that provides wholesale services and employs one person. For more information, call 720-284-1205.

Upcoming Business Events

Special Events:

- February 26th - 8:00 AM
Northglenn Police Business Watch Program - Northglenn Marketplace - Cinzetti's Italian Restaurant
- April 25th - 8 AM - Noon
Northglenn Police Annual Shred-A-Thon - Northglenn Marketplace

Ribbon Cuttings:

- February 17th - 4:00 **North Metro Dental** - 11401 Washington Street
- March 3rd - 4:00 PM
Innovative Real Estate Group - 11990 Grant Street #500
- March 4th - 11 AM - 1 PM
Caliber Collision - 650 106th Avenue

Business After-Hours:

- February 17 - 5:00 PM - 7:00 PM
Metro North Chamber of Commerce Business After-Hours
Denver Escape Room - 11674 N. Huron Street, Suite 300
- April 20 - 5:00 PM
Northglenn Connection After-Hours
TBU Massage - 11172 N. Huron Street, Suite 20C

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.

Attachments: A - Business Assistance Resource Guide
B - Local Market Update by REcolorado



HELP IS HERE.

Northglenn Business Assistance Tools

Growing a business is all about big ideas – and the city of Northglenn wants to help you make those big ideas a reality in 2015.



Economic Development

www.northglenn.org/ed

303-450-8938

GROWTH | Enterprise Zone Tax Credits

Make sure you precertify for Enterprise Zone Tax Credits before investing in new equipment and hiring or training employees in 2015.

All storefront companies in Northglenn that buy new equipment for their business, or train or hire employees, may be eligible to apply for Enterprise Zone Tax Credits.

You **MUST** precertify annually with the state prior to conducting any qualifying activity. Go to www.advancecolorado.com/ez to precertify.

To learn more, contact Erin Beckstein at 303-453-8516 or ebeckstein@adamscountyled.com or go to www.northglenn.org/enterprisezone or www.advancecolorado.com/ez.

Tax Credits Available For:

- Hiring employees: \$1,100 per new job
- Training Employees: 12% of Qualifying Expenses
- Health Insurance Credits: \$1000 Per Covered Employee
- Investing in Equipment: 3% of Purchases

ADVERTISING | Discount I-25 Billboard Signage

Every 24 hours, 160,000 vehicles drive by the electronic billboard on I-25, just south of 104th Avenue. That's a lot of potential customers.

Normally, advertising on this sign costs around \$3,000 per month. However, Northglenn businesses can apply to have their advertisement on the sign for **ONLY \$450** per month through

the city's Digital Advertising Billboard Signage (DABS) Program. As an added incentive, the first month is only \$200. Applications are being accepted on a first-come, first-served basis.

For more information, visit www.northglenn.org/dabs or contact Jill Mendoza at jmendoza@northglenn.org or 303-450-8938.



OPERATIONS | Business Licenses

All businesses operating in Northglenn MUST have a city Business License.

This includes any business that is selling, leasing, renting, delivering or installing a tangible product or engaging in a service – whether they ‘sell’ any-

thing or not. Home-based businesses require a license as well.

Business licenses cost \$15 and must be renewed every year.

For more information, visit www.northglenn.org/bizlicense or contact Tracy Chadwick at tchadwick@northglenn.org or 303-450-8729.

ONLINE EXPOSURE | Shop Northglenn Directory

Need an online presence, but not ready for a site? Want to increase your web exposure?

The “Shop Northglenn” online business directory is located at www.shopnorthglenn.org. The site features all licensed city businesses, both storefront and home-based. Businesses can update their

listing with a website, hours of operation and graphics such as logos, brochures, menus or coupons – all for free!

The site has a new mobile-friendly design with an updated organization,

navigation and search engine. A share button has been included so listings can be posted on all the popular social media sites and links to the site can be easily e-mailed.

SITE UPGRADES | NURA Exterior Improvement Grants

When businesses look good, Northglenn looks good.

The Northglenn Urban Renewal Authority has created the Business Improvement Grant (BIG) Program, which offers matching funds to improve the appearance of commercial buildings and property lots that are visible to the public. The maximum reimbursement is \$12,500, or \$13,750 if a Northglenn contractor(s) is used.

This program supports city businesses that are investing in the community while revitalizing and improving the city. However, only qualifying commercial businesses and property owners located within the city’s Urban Renewal Area are eligible. **Work completed prior to grant approval is NOT eligible for funding.**

For more information, visit www.northglenn.org/bigpacket or contact Jill Mendoza at 303-450-8938 or jmendoza@northglenn.org.

Eligible improvements include:

- Façades, awnings, and canopies
- Gutters and downspouts
- Exterior lighting
- Doors, roofs and windows
- Signs (new, repairs, replacements)
- Landscaping and fencing improvements
- Parking lot, driveway and sidewalk
- Painting improvements to accommodate disabled patrons & employees (ADA)

UTILITY UPGRADES | NURA Utility Assistance Grants

Upgrading utility systems is expensive. NURA has a program to help.

Similar to the BIG Program, the Business Utility Assistance Grant (BUAG) program helps with electrical, water, wastewater and stormwater system upgrades and improvement costs.

Under NURA’s program, the property owner or tenant can be reimbursed for up to 50 percent of the cost of the improvement with a maximum reimbursement of \$10,000, or \$11,000 if a Northglenn contractor(s) is used.

Work completed prior to grant approval is NOT eligible for reimbursement.

This program is available to new or existing qualifying businesses in the city’s Urban Renewal Authority area.

For more information, contact Jill Mendoza at jmendoza@northglenn.org or 303-450-8938 or go to www.northglenn.org/buagpacket.

E-NEWS | Sign up for updates & events at northglenn.org/ednewsletter

Local Market Update – December 2014

A RESEARCH TOOL PROVIDED BY RECOLORADO®
SINGLE FAMILY LISTINGS ONLY – RESIDENTIAL AND CONDO



Northglenn

- 33.3%

Change in
New Listings

- 11.4%

Change in
Sold Listings

+ 17.4%

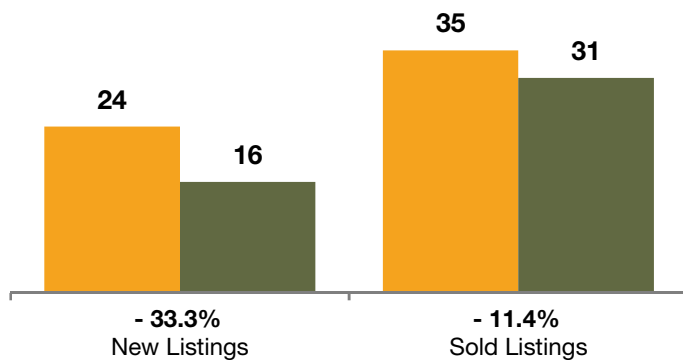
Change in
Median Sold Price**

	December			Year to Date (YTD)		
	2013	2014	+ / -	2013	2014	+ / -
Active Listings	38	4	- 89.5%	--	--	--
Under Contract Listings	41	25	- 39.0%	700	698	- 0.3%
New Listings	24	16	- 33.3%	597	537	- 10.1%
Sold Listings	35	31	- 11.4%	559	523	- 6.4%
Total Days on Market	56	14	-75.0%	38	17	-55.3%
Median Sold Price*	\$190,000	\$223,000	+ 17.4%	\$187,900	\$210,000	+ 11.8%
Average Sold Price*	\$186,280	\$222,732	+ 19.6%	\$188,196	\$212,226	+ 12.8%
Percent of Sold Price to List Price*	98.3%	99.8%	+ 1.5%	100.1%	100.4%	+ 0.3%

* Does not account for seller concessions and/or down payment assistance. | Note: Activity for one month can sometimes look extreme due to small sample size.

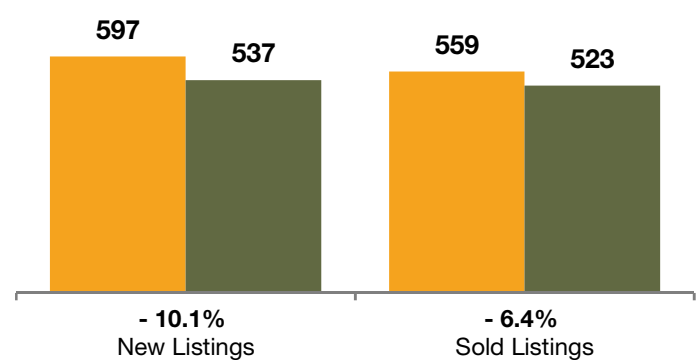
December

■ 2013 ■ 2014

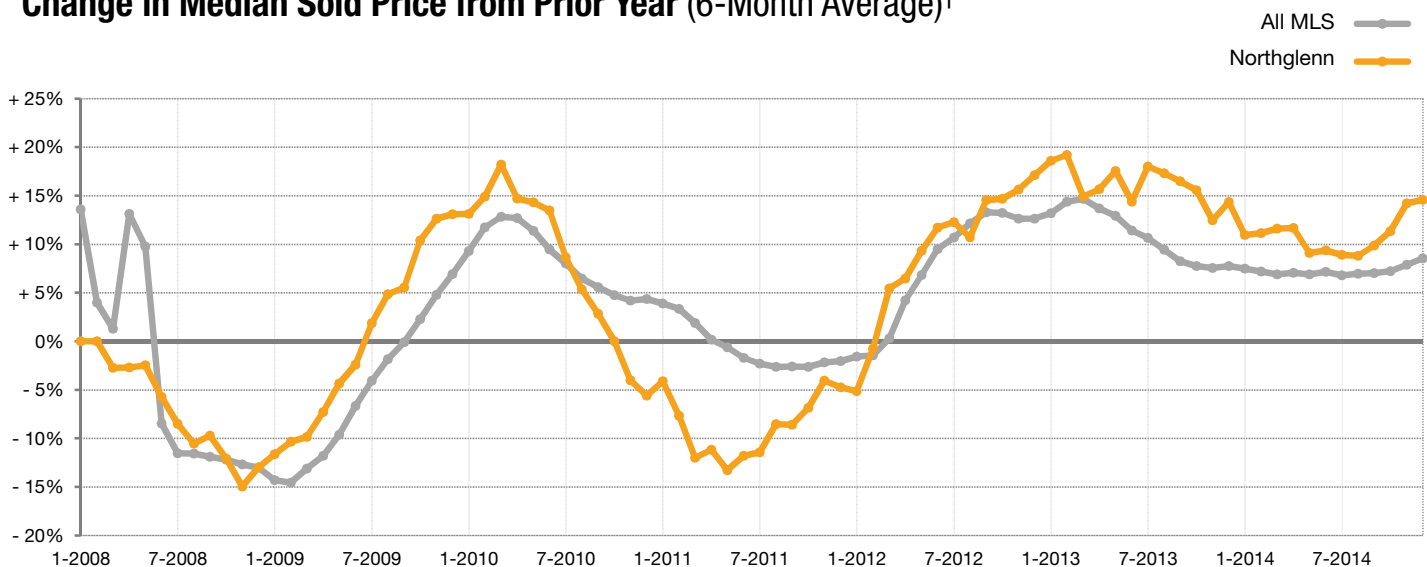


Year to Date (YTD)

■ 2013 ■ 2014



Change in Median Sold Price from Prior Year (6-Month Average)†



† Each dot represents the change in median sold price from the prior year using a 6-month weighted average. This means that each of the 6 months used in a dot are proportioned according to their share of sales during that period. | All data from REcolorado®. | Powered by 10K Research and Marketing. Due to differences in statistical methodologies, figures may vary from other market reports provided by REcolorado®.