

ADMINISTRATION MEMORANDUM
15-26

DATE: September 14, 2015

TO: Honorable Mayor Joyce Downing and City Council Members

FROM: David Willett, Acting City Manager *DW*
Debbie Tuttle, Economic Development Manager & NURA Executive Director *DT*

SUBJECT: September Economic Development Report

4th Annual Business Appreciation Breakfast

The 4th Annual business appreciation breakfast is being held on Wednesday, October 21st from 7 AM – 9 AM at the Ramada Plaza at 120th Avenue & I-25. The event is part of Northglenn’s ongoing commitment to recognize our local businesses for their commitment and contributions to the community.

The theme is *Look to the Future*, based on the *Back to the Future* movie series. The breakfast is being held on the day that the actors Marty McFly and Doc Brown go to the future in *Back to the Future II* – October 21, 2015. This is also the 30th anniversary of the original movie.



We are extremely pleased to welcome Julie Clark as our keynote speaker. She is the founder of *The Baby Einstein Company*, a start-up business that was born in her basement and became an internationally acclaimed, multimillion-dollar company in less than five years. Julie will enlighten our audience with her personal entrepreneurial experiences, and her lesson’s learned through the process of creating an entirely new industry. Her *Baby Einstein* videos and books have been translated into more than thirty languages and have been on the New York Times Best Sellers list since the company’s start up over fifteen years ago. Julie’s television appearances include: Oprah, Today Show, Good Morning America, Fox News, The View and the CBS Nightly News, along with feature articles in USA Today, The New York Times, The Wall Street Journal and People Magazine. In 2009, Julie was personally honored at the President’s State of the Union Address. She is also the founder of *The Safe Side*, a company dedicated to keeping children safe and to giving back to The National Center for Missing and Exploited Children. Most recently, Julie became involved in the local start-up *Soft Skin Company*, which creates all natural products for pregnant women, and also *JoyBox*, a unique technology company launching in 2016 for parents and their young children. To learn more about Julie Clark visit www.mommymade.com.

The Business of the Year Awards: One business has been selected in each of the following categories, with two other businesses recognized with honorable mention awards. The businesses were selected within the below six categories based on dedication, innovation, leadership, business growth and stability, customer service, community commitment and involvement, and their entrepreneurial spirit:

- **Home-Based Business of the Year Award**
- **Rookie Business of the Year Award:** Less than 2 years in business
- **Small Business of the Year Award:** 1-10 employees
- **Mid-Size Business of the Year Award:** 11-25 employees
- **Large Business of the Year Award:** 26+ employees
- **Business Longevity of the Year Award:** 20+ Years as a Northglenn business

Individual Business Recognition Awards:

- **Young Entrepreneur of the Year Award:** This award will honor one student that either lives in Northglenn or attends a Northglenn school (K-12). The student has demonstrated business entrepreneurship through innovation and vision.
- **Community Impact of the Year Award:** This award will honor one business that has gone above and beyond to positively impact the community through philanthropic and/or outreach efforts.
- **People's Choice Award:** This award will honor one business that has been chosen through an online popular vote, for having the best product or service, and overall customer satisfaction. The deadline for voting is September 12th at 5 PM – <http://www.northglenn.org/northglenn-peoples-choice-award-2015>.

Business Landscaping of the Year Awards: The Planning Commission will recognize three businesses for their excellent landscaping, which enhances the appeal and character of the city.

Convention at the Ramada

Colorado Horror Con is holding a convention at the Ramada Plaza at 120th & I-25. The event will be from October 30th - November 1st. Colorado Horror Con expects approximately 2,500 visitors to this convention. It will feature artwork, filmmaking, writing, comic books and other visual displays related to the horror genre. Hours of operation will be on October 30th from 6 PM to 10 PM, on October 31st from 10 AM to 8 PM, and on November 1st from 10 AM to 6 PM. For more information visit www.coloradohorrorcon.com or call 303-842-6079.

Home-Based Roundtable Event

An electronic survey was sent to over 100 Northglenn home-based businesses to learn how the Economic Development division can assist them. This data will be helpful in planning the first Home-Based Business Roundtable event that will be held on September 30th, 2015 from 11:30 to 1:00 PM in Northglenn City Hall. Our goal is to learn more about what challenges home-based business have, and understand the types of resources that may be helpful. A representative from the North Metro Small Business Center (SBDC) will be attendance to also assist in answering questions.

New Business Announcements

At the end of **August**, Northglenn had a total of **921** businesses. Of that total, **704** are storefronts and **217** are home-based businesses. This year Northglenn has announced **35** new storefront businesses, adding **498** new jobs, and absorbing **80,691** 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
May	4	120	17,264
June	1	2	850
July	7	15	12,502
August*	5	169	80,691
Totals	35	498	80,691

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

New Storefront Businesses

Halloween City has leased the former Big Lots building at 540 E. 120th Avenue for the season. They provide Halloween costumes and supplies and will employ 30 people. For more information visit www.halloweencity.com.
*Seasonal business are not included in the total new business figures.

Safebuilt is leasing 1,700 square feet at 11684 Huron Street, Suite 104 B. SafeBuilt provides building department services, community planning and zoning, and community improvement services to over 200 communities nationwide, with six located in Colorado. SafeBuilt has contracted building department services with the City of Northglenn for more than six years. They will employ 20 people at the new Northglenn Huron facility, along with six employees that will remain housed at the City of Northglenn. Hours of operation are Monday – Friday from 8:00 AM - 5:00 PM. For more information, please call 970- 292-2200 or visit www.safebuilt.com.

Land Home Financial Services leased 1,391 square feet at 100 E. 120th Avenue, Unit G-120. They are a home mortgage center and will employ five people. Hours of operation are Monday – Friday from 8 AM - 5 PM. For more information call 800-241-5263 or visit www.lhfinancial.com/mortgage-center.

Texas Roadhouse has constructed a new 7,900 square foot full-service restaurant at 231 W. 104th Avenue in the Northglenn Marketplace (former Bennigan’s restaurant site). Texas Roadhouse plans to open by year end and will employ 140 employees. They expect to serve more than 400,000 customers annually, and this facility will also serve as the national training center for the company. For more information visit www.texasroadhouse.com.

Westview Autos, Inc. leased 3,200 square feet at 10650 Irma Drive, Unit 13. The company is an on-line auto dealership and will employ two people. Hours of operation are Monday – Thursday from 10 AM – 3 PM. For more information call 303-720-285-2099 or visit www.westviewautos.com.

Your Art Department leased 1,241 square feet at 10667 Melody Drive, Unit B-015. The business employs two people and develops advertising and promotional materials, including banners, silk screening, business cards, and other related items. Hours of operation are Monday – Friday from 8 AM – 5 PM. They plan to open in late September. For more information visit www.yourartdepartment.com or call 1-844-278-4968.

New Home-Based Businesses

Centennial Estate Sales is a home-based business that provides estate sale services. Hours of operation are daily from 7 AM – 5 PM. For more information call 720-343-0665.

Mr. Clean Painting and Power Washing is a home-based business that provides painting services. For more information call 303-681-1197.

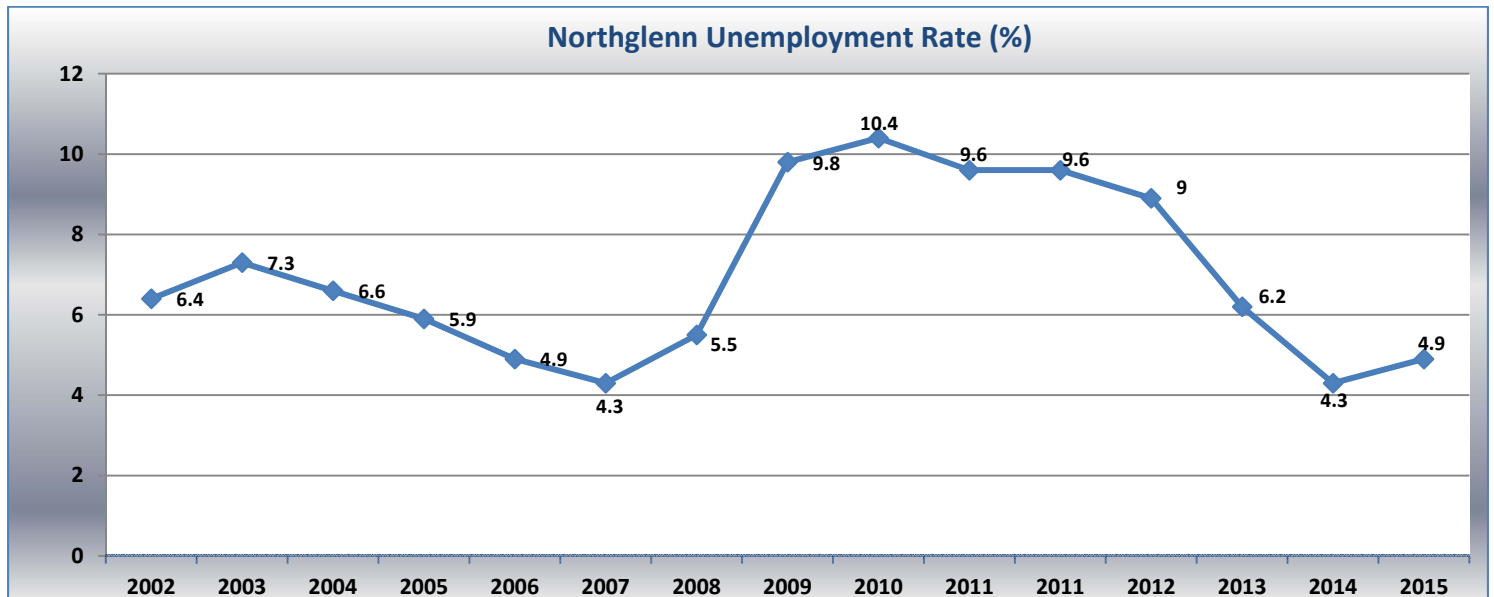
My Little Wombmate, LLC is a home-based business that provides maternity graphic apparel. Hours or operation are Monday – Friday from 9 AM – 5 PM. For more information call 720-343-0665.

Ribbon Cutting Ceremony

Bling It On Salon held its ribbon cutting ceremony on August 10th at 4:00 P.M. The company leased 1,199 square feet at 528 Malley Drive, in the Malley Center. Bling It On is a nail and hair salon that employs five people. For more information, call 720-242-7376, or visit www.blingitonbeautysalon.com.

Northglenn Unemployment Rate

The below chart indicates a **4.9%** unemployment rate for Northglenn for the month of July 2015. Northglenn's rate is higher than the state average at 4.0%, and the county at 4.5%.



Source: Colorado Dept. of Labor & Employment

NURA Activities & Updates

Below is a summary of the board agenda for the August Northglenn Urban Renewal Authority (NURA) meeting:

- Reviewed revised designs for the 104th Avenue & I-25 ramp designs. The board increased the budget from the original \$500,000 to \$1 Million to enhance the design and construction. A design charrette is scheduled in mid-September to work on the enhancements.
- Resolution N/15-22 – Trade Agreement with W.L. Contractors for a new Traffic Signal on Community Center Drive - \$230,000
- Resolution N/15-23 – Business Appreciation Breakfast Sponsorship - \$3,500
- Resolution N/15-14 – By-Law Amendment to Increase Executive Director Financial Approval Authorization from \$5,000 to \$10,000
- Resolution N/15-25 – Business Improvement Grant to Northglenn LLC for Parking Lot Improvements at Washington Center - \$7,750

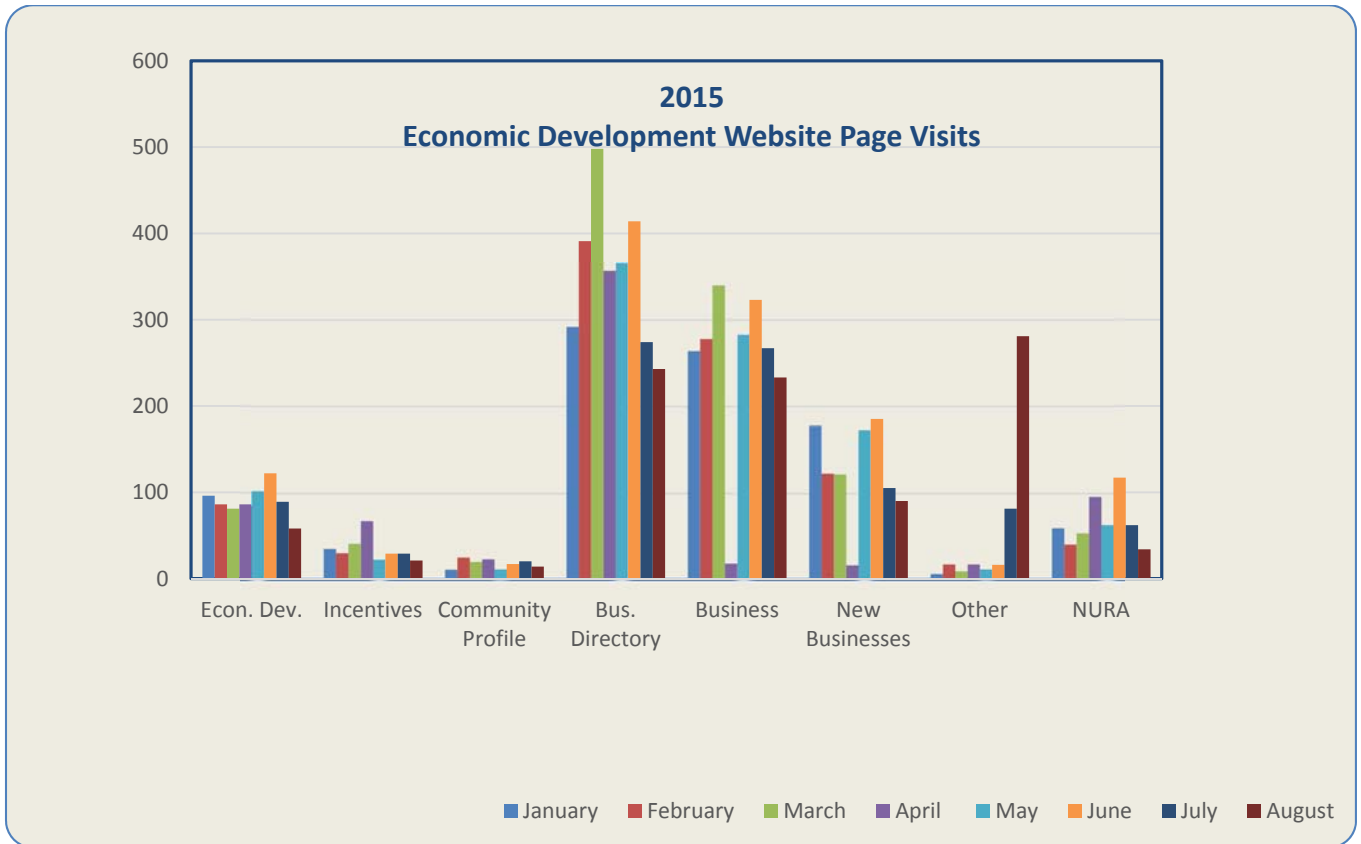
Digital Advertising Billboard Signage (DABS) Program

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

1. Bingo Oasis
2. Colorado Horror Con
3. First Watch
4. Grow Depot
5. Horizons North Credit Union
6. Woodley's Fine Furniture

Economic Development Website Page Visits

In August there were **974** website page visits. Below indicates the most frequent pages viewed. The “Other” category included **281** votes for the *People’s Choice Award*.



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.