

ADMINISTRATION MEMORANDUM

16-12

DATE: October 10, 2016

TO: Honorable Mayor Joyce Downing and City Council Members

FROM: James A. Hayes, AICP, City Manager 
Debbie Tuttle, Economic Development Manager & NURA Executive Director 

SUBJECT: October Economic Development Report

Northglenn Zip Code 80233 is the “Third Hottest Real Estate Market in the Nation”

The Northglenn 80233 zip code ranked as the third hottest real estate market in the nation by Realtor.com, behind Fort Worth, Texas suburb of Watauga and Pleasant Hill, California. The median list price in the 80233 zip code is \$278,000, compared with \$477,000 for the overall metro Denver area. The report analyzed areas with large populations of millennials, the ability to purchase within expensive housing markets, as well as strong job markets and steady salaries. To read the full article and watch the video visit <http://www.denverpost.com/2016/09/24/northglenn-community-looking-good-to-buyers/>.

5th Annual Business Appreciation Breakfast & Legacy Award

The city is hosting its *5th Annual Business Appreciation Breakfast* on Friday, October 14th from 7 a.m. - 9 a.m. at the Ramada Plaza Hotel and Convention Center. The breakfast is part of the ongoing efforts to recognize local businesses for their commitment and contributions to the community.

The keynote speaker is Pecanne Eby, MBA and she will be speaking on the secrets of business brands that work, and how to differentiate and build their company through branding.

The city will present the Legacy Award to Jordon Perlmutter’s family to recognize him for his major contributions to Northglenn. Perlmutter was the visionary and pioneer of Northglenn who helped lead the construction of the Perl-Mack master-planned development, the original Northglenn Mall and its successor, the Northglenn Marketplace. He passed away in 2015. A park bench will also be dedicated to him and located at the Eleanor Wyatt Centennial Park adjacent to the Marketplace.

Different from previous year’s, there will only be awards presented to the winners (no Honorable Mention awards). However all the nominees within the below categories will be listed in the program.

- Home-Based Business
- Rookie Business (>2 Years)
- Small Business (1-10 employees)
- Mid-Size Business (11-25 employees)
- Large Business (26+ employees)
- Business Longevity (20+ Years)
- Community Impact
- Young Entrepreneur
- People's Choice
- Business Reinvestment
- Legacy Award – Jordon Perlmutter

This event will also provide a great opportunity for businesses to socialize and network with other companies and city officials and staff. The event is open to Northglenn business owners and entrepreneurs. For more information on the event, contact Economic Development Manager Debbie Tuttle at dtuttle@northglenn.org or [303-450-8743](tel:303-450-8743).

New Business Coming Soon

The Salvation Army has leased 21,760 square feet at 500 E 120th Ave. in the Washington Point Shopping Center. The Salvation Army Store plans to open January 2017. They plan to hire 10 people initially, and staffing could increase to as many as 20 employees. For more information please visit www.satruck.org
<http://www.denverpost.com/2016/09/27/colorado-springs-denver-super-sized-homes/>

Northglenn Related News Stories

Please see the following new stories relative to Northglenn'

Future Looks Bright for Northglenn

<http://northglenn-thorntonsentinel.com/stories/Future-looks-bright-for-Northglenn,236441?>

Northglenn Super Stars – Northglenn STEM

<http://www.9news.com/news/education/stem-superstars-northglenn-stem/327961426>

<http://www.9news.com/life/9news-stem-superstars-8-30-a-m-/327985221>

Northglenn 3rd Hottest Zip Code

<http://www.denverpost.com/2016/09/24/northglenn-community-looking-good-to-buyers/>

<http://kdvr.com/2016/09/26/2-of-top-4-zip-codes-for-hottest-home-sales-in-u-s-are-in-colorado/>

<http://www.bizjournals.com/denver/news/2016/09/26/two-of-americas-hottest-zip-codes-for-home-sales.html>

2016 New Business Licenses

At the end of September, Northglenn had **916 licensed** businesses. Of that total, **710** are storefronts, and **206** are home-based businesses. Through the end of September, Northglenn announced **54** new licensed storefront businesses, reporting **249** jobs, and the absorption of **135,142** square feet of office, industrial, and retail space.

YTD 2016 New Storefront Business Licenses

Month Announced	New Storefront Businesses	New Employees	S/F Absorption
January	20	25	34,280
February	3	13	6,315
March	10	30	18,603
April	3	17	5,400
May	1	8	2,613
June	2	9	2,651
July	5	69	36,644
August	8	68	21,329
September	2	7	7,307
TOTALS	54	249	135,142

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

New Storefront Businesses

Grinders Fitness leased 4,907 square feet at 455 W 115th Avenue, Unit 4. The fitness facility specializes in boxing, kickboxing, Brazilian Jiu Jitsu, and other mixed martial arts classes. The company employs five people and hours vary based upon class schedules. For more information visit www.grindersfitness.com, or call 720-749-4779.

RetroRoo leased 2,400 square feet at 10651 Irma Drive, Unit E. RetroRoo is an independent automotive repair shop specializing in Subaru repair and maintenance. The company moved from its previous location in Henderson to Northglenn and employs 2 people. Shop hours are from 10 a.m. to 6 p.m. For more information visit www.retroroo.com, or call 720-440-1662.

Spirit Halloween Superstore* has temporarily leased the former Marshalls building at 10650 Melody Drive in the Northglenn Marketplace. This Halloween costume and supply store will be open until mid-November. Hours of operation are Monday – Saturday from 10 am through 8 pm, and on Sunday from 10 a.m. to 6 p.m. For more information visit www.spirithalloween.com.

New Home-Based Businesses

Crafts by Karmie is a home-based business that specializes in handmade crafts and employs one person. Hours of operation are from Monday through Saturday from 8 a.m. to 9 p.m. For more information visit www.scottsmarketplace.com/store/craftsbykarmie, or call 720-333-6746.

Sunrise and Shine Childcare is a home-based daycare that employs one person. Hours of operation are from 7 a.m. to 5:30 p.m. For more information call 720-883-8606.

Adams County Small Business Conference

In partnership with Adams County and Front Range Community College a small business conference for Adams County companies was held on Friday, October 7th at Front Range Community College. Northglenn Economic Development staff presented at the conference to market the advantages of doing business in Northglenn.

September 2016 - NURA Resolutions

The Northglenn Urban Renewal Authority (NURA) passed the following resolutions at the September 14, 2016 meeting:

- a. Resolution N/16-27 – United States Beef Corp. – Improvement Reimbursement Agt, BIG & BUAG Grants
- b. Resolution N/16-28 – Concentus Partners, LLC – Improvement Reimbursement Agreement
- c. Resolution N/16-29 – Injury Rehabilitation Specialists – Business Improvement Grant
- d. Resolution N/16-30 – Albertsons/Safeway – Business Improvement Grant
- e. Resolution N/16-31 – Spawlash Pet Grooming – Business Improvement Grant

The next NURA meeting will be held on October 12th at 5:45 in the City Council chambers.

Businesses Advertise on the Digital Billboard

Each month six Northglenn businesses can participate in the Digital Advertising Billboard Signage (DABS) program. For more information on the program visit www.northglenn.org/dabs or call 303.450.8938. The following six Northglenn businesses are taking advantage of advertising on the billboard in October:

1. Dodge Sign Company
2. Grinders Fitness
3. Woodley's Fine Furniture
4. Quirky Home Brew
5. Grow Depot
6. Horizons North Credit Union

Upcoming Related Business Events

Below is a list of city and community projects that businesses can get involved in.

Oct. 22 – Safe Street Halloween – 5:30 p.m. to 8:30 p.m.

Northglenn High School; 601 W. 100th Place

Sponsor a booth, donate, or volunteer to pass out candy.

Oct 14 – Winter Season – Snow Stormer Business Challenge

Sign up to adopt a home for seniors or residents with physical impairments to shovel their sidewalks during the winter season.

Oct. 26 – Business After-Hours – 4 p.m. to 7 p.m.

Hosted By: Brock & Company CPA's; 11990 Grant St., Suite 480

Network, socialize and enjoy food and beverages with other Northglenn businesses.

Nov. 2 – Northglenn Manufacturer's Roundtable – 8 a.m. to 9:30 a.m. (Manufacturers Only)

Int'l Electrical Contractors – Rocky Mountain; 11429 Pearl St.

Discuss best practices in manufacturing and learn about available resources.

Nov. 16 – Lunch & Learn: Reputation Marketing – 11:30 a.m. to 1 p.m.

Northglenn City Council Chambers; 11701 Community Center Dr.

Protect your business from negative review and build your brand.

Nov. 26 – Shop Small Saturday – All Day

Citywide and at your business!

Nationwide marketing campaign to remind shoppers to buy local.

Nov. 22 – December 21 – Count the Lights

Northglenn Marketplace and surrounding businesses

Have a box located at your business for children ages 3-18 years old to guess the lights.

Nov 28 – December 16 – Food, Clothing & Bike Drive

Help Northglenn families with food, coats, clothing and bikes

Donations will be accepted at City Hall, Recreation Center, and city staff will pick up from your business.

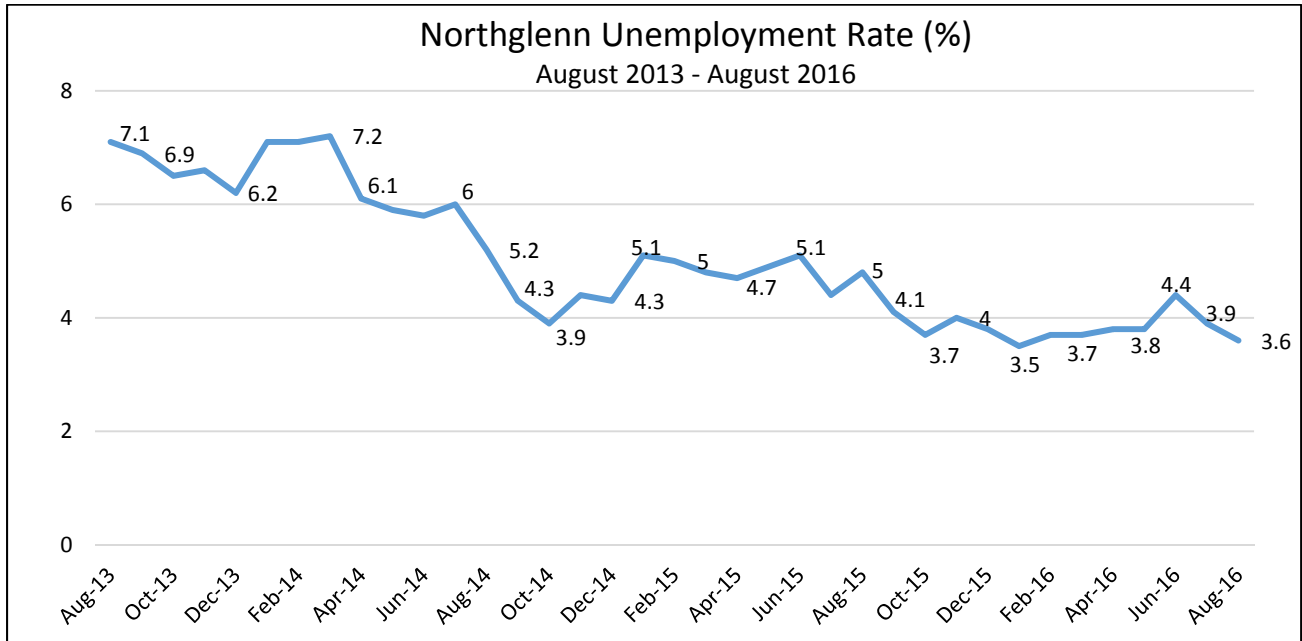
Dec. 2 – Noel Northglenn – 5:30 p.m. to 8:30 p.m.

Northglenn Recreation Center, 11801 Community Center Dr.

Sponsor the event, or decorate a tree to donate in the tree auction.

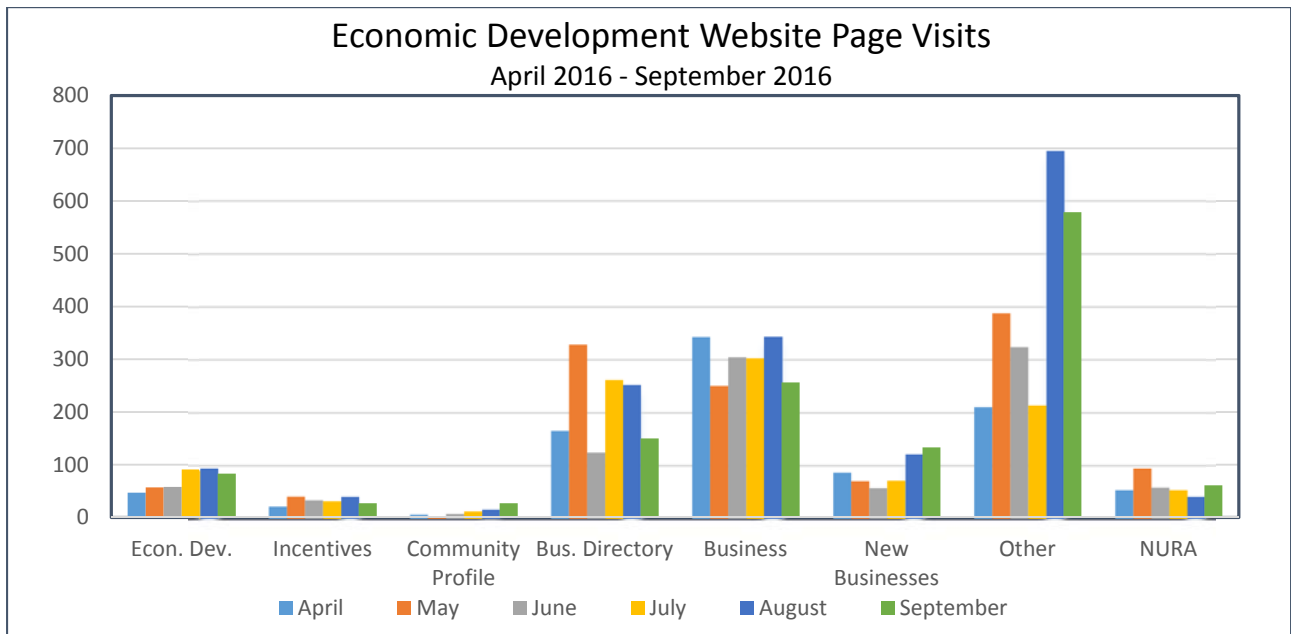
Northglenn Unemployment Rate

The chart below indicates that Northglenn’s unemployment rate at 3.6% in August. This is down from 3.9% in July. The city rate is higher than the state average at 3.3%, and the same as the county average of 3.6%.



ED Website Visits

In September there were 1,319 website page visits. The “other” category includes 267 page views for the **People’s Choice** voting page.



Staff Reference

If you have any comments or questions, please contact Debbie Tuttle, Economic Development Manager and NURA Executive Director, at dtuttle@northglenn.org or call 303-450-8743.