

**TOWN OF ERIE  
BOARD OF TRUSTEE AGENDA ITEM**

**Board Meeting Date: January 26, 2016**

**SUBJECT:** **STAFF REPORT:**  
Economic Development Activity Update

**DEPARTMENT:** Administration

**PRESENTER:** Paula Mehle, Economic Development Coordinator

**FISCAL INFORMATION:** Cost as Recommended: n/a  
Balance Available: n/a  
Budget Line Item Number: n/a  
New Appropriation Required:  Yes  No

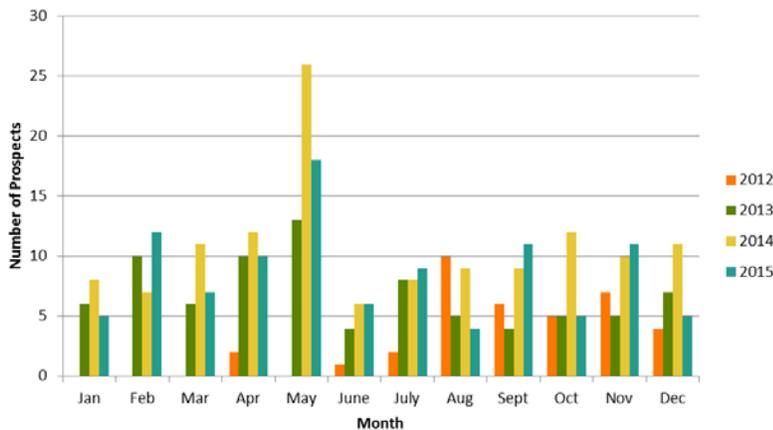
**ACTIVITY & ANNOUNCEMENT SUMMARY:**

2015 - FOURTH QUARTER & END OF YEAR UPDATE

**PROSPECT INQUIRIES - GENERAL:** Prospect inquiries in the fourth quarter of 2015 were lower than 2014 with 21 compared to 33. Our regional partners Metro Denver Economic Development Corporation (MDEDCC), Office of Economic Development and International Trade (OEDIT) and Upstate Economic sent out only 2 prospect site requests in the 4<sup>th</sup> quarter compared to 15 at the same time last year. No sites or

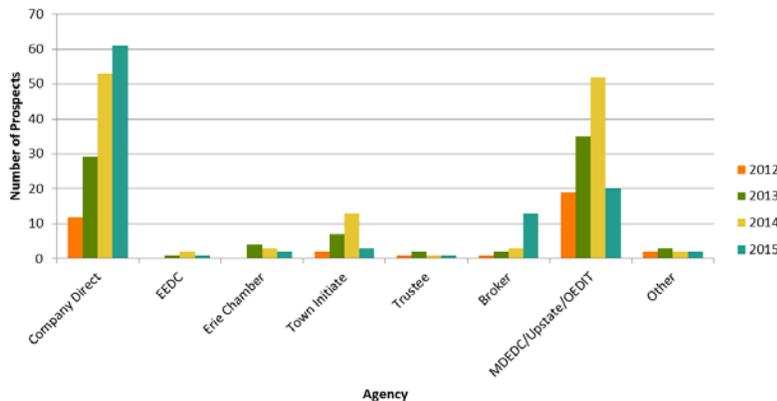
buildings in Erie met the criteria the prospects had requested. Overall in 2015 the number of inquiries was less than 2014, but higher than 2013, and 2012 with a 103 contacts total in 2015.

**Initial Date of Prospect Interest**



MDEDCC has reported that the decline in contacts have been due in part to prospects conducting much of their own research online and narrowing sites down on their own. Those prospects they have been assisting are contacting them later in the process to assist with incentives and referrals.

**Prospect Referral Source**



The top five new inquiries by industry in the fourth quarter came from the following sectors: Services – Office Types, Retail, Manufacturing, Unknown and Services - Flex/Industrial Space Type. See Exhibit ‘A’ for Specific Prospect Types Year to Date, and overall since August, 2012.

**RETAIL ATTRACTION:** Preparation for marketing the retail opportunities at the annual International Shopping Center Convention RECon event in Las Vegas in May 2016 has once again started in full force during the 4<sup>th</sup> quarter. While establishing contacts

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with retailers, brokers, and developers occur throughout the year it kicks into high gear during this time to ensure that the Town has the most applicable contacts and up to date data.

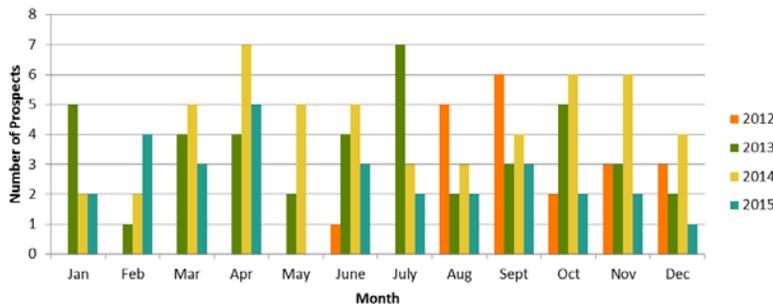
Staff has been working with Metro North Chamber of Commerce on plans for another bus tour that will showcase Erie as well as neighboring communities to the east of I-25. This event is anticipated to occur sometime in late 2016.

**HISTORIC DOWNTOWN BUSINESS DISTRICT:** Available space in Historic Old Town Erie is very limited. At this time the only spaces officially on the market include office spaces in 215 Cheesman and 685 Briggs Street. The space at 584 Briggs Street has been leased by Flagship Property Management. A new monument sign has been installed at 515 Briggs Street to help drivers identify the current tenants of the site.

**SMALL BUSINESS DEVELOPMENT:** Staff is working with the Erie Chamber of Commerce, the Erie Community Library and the SBDC to host three free workshops to help businesses claim their business Google account and upgrade and take control of what is out on the internet. All workshops will take place at the Erie Community Library and will occur on January 21<sup>st</sup> at 6:30 p.m., February 11<sup>th</sup> at 11:30 a.m. and February 19<sup>th</sup> at 7:30 a.m. Staff has been working with Google to address concerns businesses have had with Google claiming their accounts.



**Initial Date of Primary Employer Prospect Interest**

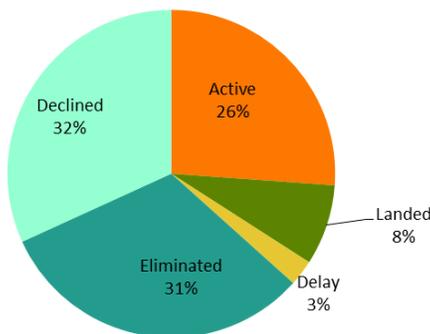


**PRIMARY EMPLOYMENT:** As noted earlier, the number of inquiries from MDEDC has declined in 2015. The Town's overall Primary Employment inquiries have decreased as well with only 5 inquiries during the 4<sup>th</sup> quarter of 2015 compared to 16 in 2014.

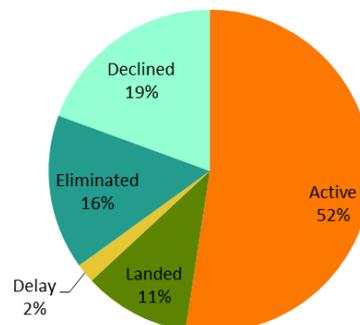
**OVERALL:** Economic Development efforts are paying off. When looking at the condition of inquiries since

August 2012, the Town has experienced a success rate of 8% of inquiries landing in Erie, and 11% overall in the year 2015, or one in 10 prospects staff has worked with has opened in Erie. The number of inquiries that were declined slowed down in 2015. Declined refers to businesses that the Town was unable to assist from the initial

**Erie Current Prospect Activity  
April 2013 - December 2015 Inquiries**



**Erie Current Prospect Activity  
Year to Date 2015**



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contact. A common reason was due to lack of inventory or services available within the business timeframe. Many from MDEDC or Upstate were because the businesses required rail served properties and large industrial buildings that Erie does not have.

Eliminated inquiries generally refer to businesses that after several months of no contact the files were closed or staff was unable to find a location that met the needs of the business and they sought other locations outside of Erie.

**NEW BUSINESS LICENSES ISSUED – 4<sup>th</sup> Quarter 2015:**

- General Business
  - Citywide Mortgage – 515 Briggs Street, Unit E
  - Edward Jones – 77 Erie Village, Ste. 230
- Home Occupations
  - Jolene McKenna Consulting – Life & Wellness Coach, 1104 Northridge Dr.
  - Lisa’s Massage Escape – Massage Therapy, 180 Westwood Way
  - SMB Advertising – Publishing, 1335 Washburn Ave.

**NEW COMMERCIAL BUILDING PERMIT – Issued 4<sup>th</sup> Quarter 2015**

- 420 Erie Parkway – Burger King
- 3200 Village Vista – 10,000 square foot retail building for medical & office tenants

**TENANT IMPROVEMENT PERMITS OR CERTIFICATE OF OCCUPANCY – Issued 4<sup>th</sup> Quarter 2015**

- 515 Briggs – Citywide Mortgage
- 720 Austin – Kumon Tutoring & Bennett’s Karate
- 3336 Arapahoe Rd, Unit 4 – Allstate Insurance

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**Staff Review:**

- \_\_\_ Assistant to the Town Administrator
- \_\_\_ Town Clerk
- \_\_\_ Community Development Director
- \_\_\_ Finance Director
- \_\_\_ Police Chief
- \_\_\_ Public Works Director
- \_\_\_ Park & Recreation Director

**Approved by:**

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**A.J. Krieger  
Town  
Administrator**

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**ATTACHMENTS:**

**Exhibit A: New Prospect Inquiries - Type**

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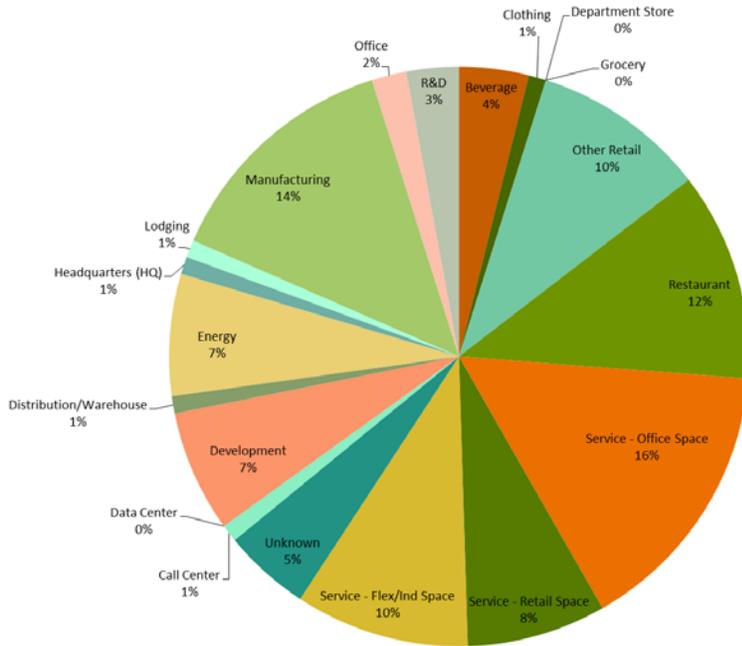
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## Exhibit A – New Prospect Inquiries- Type

### Specific Prospect Type - All Inquiries

Year to Date as of December 31, 2015

Total Inquiries 103



### Specific Prospect Type - All Inquiries

August, 2012 to December, 2015

Total Inquiries 352

