

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

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

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

**DEPARTMENT:** Administration

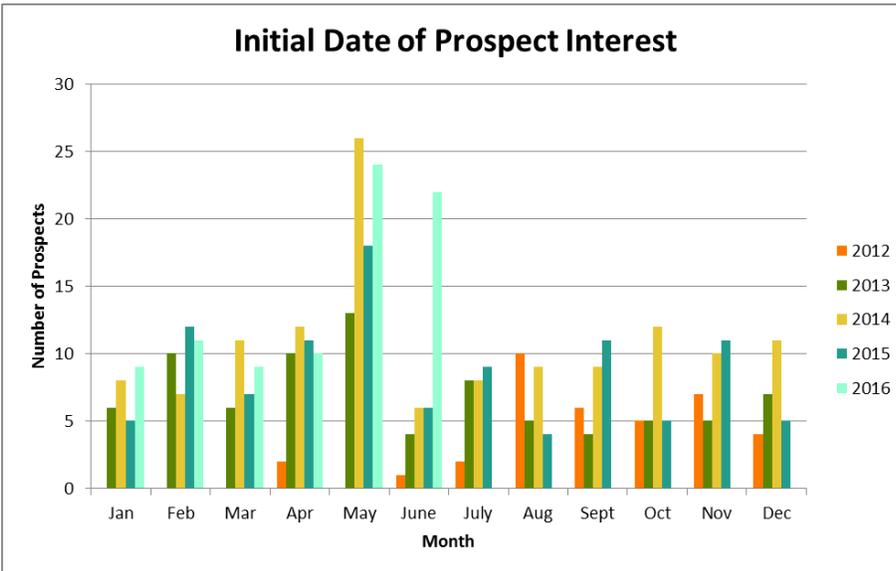
**PRESENTER:** Paula Mehle, Economic Development Coordinator

<b>FISCAL</b>	Cost as Recommended:	n/a
<b>INFORMATION:</b>	Balance Available:	n/a
	Budget Line Item Number:	n/a
	New Appropriation Required:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

**ACTIVITY & ANNOUNCEMENT SUMMARY:**

2016 - SECOND QUARTER UPDATE

**PROSPECT INQUIRIES - GENERAL:** Prospect inquiries in the second quarter of 2016 has increased over the same time in 2015, with 56 new prospects compared to 35, with a large increase of inquiries in the month of June. Our regional partners, Metro Denver Economic Development Corporation (MDEDC) and Office of Economic Development and International Trade (OEDIT) sent out only three (3) site searches, while Upstate Economic Development of Weld County sent out ten (10), much higher than we have typically seen in the second quarter of the year.



MDEDC has reported that they have had a decreased number of request for site searches from their prospects as more and more have already narrowed down their site options by the time they are reaching out for assistance. The type of assistance they are seeking from MDEDC is for incentives or resource referrals. They are reporting the prospects are “solid”, not simply looking.

The top five new inquiries by industry in the second quarter,

outside of new prospects from RECON, came from the following sectors: Unknown – primarily industrial without details as to if they would be warehouse, distribution, or manufacturing; Manufacturing; Service-Office; General Retail; and Service-Retail. See Exhibit ‘A’ for Specific Prospect Types Year to Date, and overall since August, 2012.

**RETAIL ATTRACTION:** The annual International Shopping Center Convention RECon event in Las Vegas was again a great opportunity for the Town of Erie – to connect with prospective businesses and educate the retail community about the opportunities Erie has to offer. While establishing contacts with retailers, brokers, and developers occurred throughout the year, the RECON event allows the Town to reach many more retailers and representatives in a matter of three days. This year staff and elected officials had over 30 meetings with a variety of restaurants, general retailers, and lodging companies. We experienced an increase number of

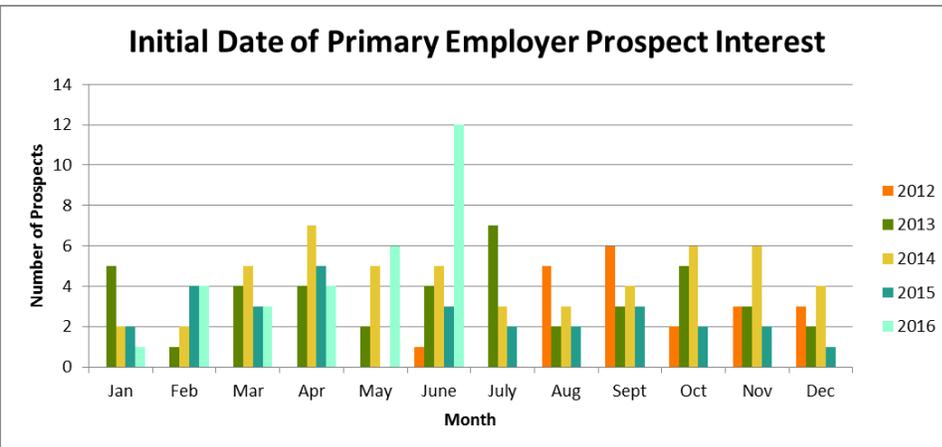
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prospects who reached purposefully scheduled meetings with the Town or dropped by the booth during the event, reflecting that the Town's marketing efforts have been effective in informing the profession that Erie is prime for retail development.

**HISTORIC DOWNTOWN BUSINESS DISTRICT:** Available space in Downtown is very limited with only a small executive office and a single 1,200 square foot retail unit available. Staff has been referring businesses interested in Downtown to those property owners preparing to develop their properties and who have authorized staff to give out their contact information. This effort allows the property owners to understand the demand, design their space for particular tenants and pre-lease spaces. Residential land along Briggs Street tends to go fast as potential businesses and residents are interested in the opportunities to live or operate a business within the unique neighborhood mixed use area.

**SMALL BUSINESS DEVELOPMENT:** Staff has hosted three (3) Meetups where businesses of all types can come together to learn what business activities are happening in Erie as well as learn about resources available for them, and to network with one another in a casual environment. Staff organizes these events every other month at a different time and locations in order to reach as many interested parties as possible. The next Meetup is scheduled for August 25, 2016 at 7:30 a.m. at the Great Harvest Bread Company, 3160 Village Vista Drive #100. Attendees range from brokers, existing small businesses, residents considering starting a business and business looking to open in Erie.



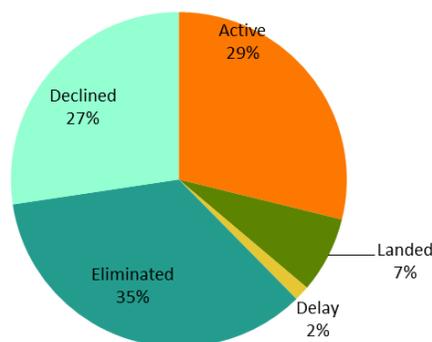
**PRIMARY EMPLOYMENT:** As noted earlier, the number of inquiries from MDEDC has been pretty limited, however referrals from Upstate Economic Development has increased over the last three (3) months. The ability to refer a property that meets the requirements of the prospect has been low as

there is currently no available industrial buildings and only two very small sized industrial sized lots available for sale that are platted and stubbed for utilities.

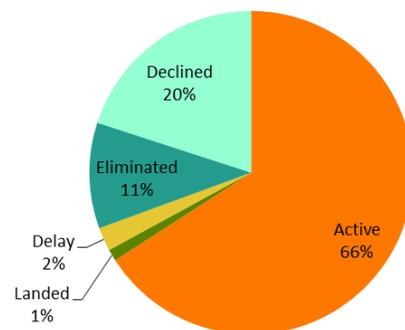
The prospects coming from the partner agencies are usually on a time-frame of 3-12 months and are not willing to plat a property.

**OVERALL:** Inquiries for existing spaces continues but interest in future development opportunities has increased. More architects, developers,

**Erie Current Prospect Activity  
April 2013 - June 2016 Inquiries**



**Erie Current Prospect Activity  
Year to Date 2016**



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and brokers are requesting meetings to understand the Erie market and the conditions of properties.

Eliminated inquiries generally refers 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. Declined prospects are those inquiries in which the Town did not have the facilities required and were unable to refer a property.

**NEW BUSINESS LICENSES ISSUED – 2<sup>nd</sup> Quarter 2016:**

- General Business
  - About Faces Permanent Cosmetics – 149 S. Briggs Street, Unit 100
  - Farmer’s Insurance – 3200 Village Vista Drive, Unit 106
  - Urban Radiance, Inc – 77 Erie Village Square, Unit 110
  - Burger King – 420 Erie Parkway
  - Erie Colorado Counseling PLLC – 685 Briggs Street
- Home Occupations
  - Altitude Tan – 2313 Dogwood Drive
  - Diamond Custom Cleaning – 3155 Blue Sky Circle, Unit 16-208
  - Don King Landscaping – 345 Holbrook Street
  - EvoLube LLC – 692 Mason Street
  - Foothills Environmental Testing, Inc. – 605 Mathews Way
  - HollyWood Restoration, LLC – 403 Graham Way
  - Pink Ribbon Cleaning – 755 Holbrook Street
  - Sky Castle Real Estate, LLC – 2049 Tundra Circle
  - Two Life – 2025 Lodgepole Drive
  - We Play Nature, LLC – 3265 Billington Drive
  - Whimsy Kids Preschool & Childcare – 1483 Graham

**NEW COMMERCIAL BUILDING PERMIT – Issued 2<sup>nd</sup> Quarter 2016**

- 671 Mitchell Way – 2 story office building
- 2001 Highway 7 – King Soopers Fueling Station

**TENANT IMPROVEMENT PERMITS OR CERTIFICATE OF OCCUPANCY – Issued 2<sup>nd</sup> Quarter 2016**

- 285 Cheeseman – Cooler Expansion
- 3200 Village Vista, Unit 106 – Hardy Pediatric Dental & Orthodontists

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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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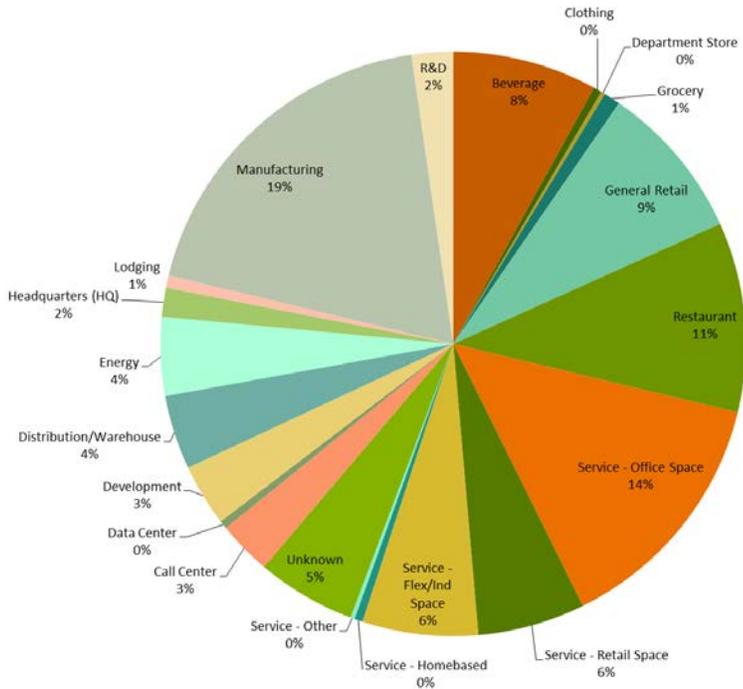
**ATTACHMENTS:**

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

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**Specific Prospect Type - All Inquiries**  
August, 2012 to June, 30, 2016  
Total Inquiries 438



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

**Specific Prospect Type - All Inquiries**  
Year to Date as of June 30, 2016  
Total Inquiries 85

