

A decorative graphic on the left side of the slide consists of a network of thin, light green lines. These lines form a complex, branching pattern that resembles a circuit board or a stylized tree. Small circles are placed at various points where the lines intersect or terminate, adding to the technical or organic feel of the design.

ECONOMIC DEVELOPMENT 2020

TOWN OF ERIE

TARGET PROJECTS

Primary Employers

DPZ – Town Center Project

Incentive Program Development

I -25 255 Acres & CDG Next Steps

Follow up with Business Outreach for Expansions

Small Business & Entrepreneurs

Business Outreach

Erie CoWorking

Historic Old Town URA Budget

Downtown Erie Infrastructure Audit

Incentive Program Development

Retail

RECon 2020

9 Mile Corner

CR 3 - Hwy 52

CR 5 - Erie Parkway

Hwy 7 & Bonanza

DPZ- Town Center Project

Flex Industrial

Erie Airpark Master Plan

South Countyline

Economic Development Partnerships

Economic Development Lead Team

Erie Economic Development Council

Erie Chamber

Regional Partners(DMC)

PRIMARY EMPLOYMENT

DPZ- Town Center

- To diversify the Town's revenue streams and generate more sales tax we need to increase our daytime population
- The DPZ master plan will identify opportunities for more office and commercial development
- The Market Analysis is a component of the Town Center master plan, it will demonstrate our absorption capacity for both office and retail space in the study area

Incentives Program

- Incentives offered within URA's are limited (blight remediation) and are geographically restricted
- We are working on a comprehensive incentive program that will: 1. Outline which programs will require a Home Rule charter 2. Establishing processes and procedures for programs we can introduce immediately 3. Expand offering to small businesses and primary employers not developing/redeveloping properties
- The expansion of the Finance Department plays a critical role in increasing our capacity to offer and administer incentives.

I-25 255 Acres & CDG Next Steps

- In 2020 we need to build out a new strategy for I-25 in partnership with CDG
- Focus on and leverage the 255 acres owned by the Town of Erie
- Infrastructure financing will be the critical hurdle to overcome

Business Outreach – Local Business Expansions

- Business Outreach has identified a number of local businesses that have indicated an ambition to expand their presence in Erie (or consolidate their operations and headquarter in Erie!)
- Business retention incentives are included in the Incentive Program Draft

SMALL BUSINESS & ENTREPRENEURS

Business Outreach

- We have toured 9 companies since June that represent 69 FT / 10 PT employees in Erie.
- Three companies have large expansion / HQ relocation aspirations for a total of 250-300 potential new jobs.
- Large capital investments in infrastructure, building and machinery
- Chose to come to Erie because:
 - Quaint, charming town that supports the lifestyle their employees desire
 - Available warehouse or office space at the right time
 - Family or supply chain / industry connection to Erie
 - It was the closest they could get to Boulder County without being in Boulder County

Erie Co-Working

- Consistent feedback from Small Business is high demand for affordable office space
- Co-working in Downtown will serve multiple purposes:
 - Introduce affordable, flexible office space for small businesses
 - Introduce a destination for Small Business "community" to gather
 - Introduce more community conference & meeting space
 - Introduce more day-time traffic in Downtown Erie to support existing and anticipated Retail

Historic Old Town URA Budget

- Ricker Cunningham and the Town will be meeting with Weld County Assessor's office to evaluate Old Town URA increment calculations
- Once we have a better understanding of where the budget stands we can then build out a strategy to use the funds with the greatest ROI for TOEURA, Erie and Developers, explores projects, incentives and program assistance

Downtown Erie Infrastructure Audit

- New projects in Downtown have revealed limitations in storm water, electric & gas, and alley infrastructure, upon completion of the URA Budget we can work to address those concerns and possible impediments for developers.

Incentive Program Development

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RETAIL

RECon 2020

- 2020 will be the first year we have an active 9 mile corner to market to potential retailers
- DPZ Town Center will be complete with New Marketing Materials
- DPZ Market analysis will support RECon collateral and marketing materials

9 Mile Corner

- Ditch relocation will be complete no later than April 1
- Complete Lowes Build-Out and begin Multi-Family development
- Work with Lafayette jump start the TEBO site

CR 3 & HWY 52

- Developer is interested in starting this project in 2020
- Anticipated inline commercial with office/retail elements

CR5 & Erie Parkway

- Independent Developer is working with Oakwood Homes on an Commercial Retail shopping center corner we hope to get to site-planning in 2020

HWY 7 & Bonanza

- Pad sites are listed waiting for demand to build on HWY 7 and infill to take place in Broomfield/Larkridge Area

DPZ Town Center

- The DPZ Town Center Master Plan will provide us with the tools we need to actively market the entire study area
- Regency Centers has indicated that this process will help facilitate development on their critical catalytic corner site
- Residential development (Erie Commons "We Cottages" concept & proposed Ranchwood housing) will increase marketability of the site

FLEX INDUSTRIAL

Erie Airpark Master Plan

- Erie Airpark has organically evolved into an industrial business park
- To build off of momentum the Airpark URA & possible ACME site will fund an Airport URA Master Plan
- Added Value Agriculture & Agri-Tech industries are flocking to the site (including HEMP)

South County-line Industrial

- Property owners and developers working on concept to activate 30 acre site (light industrial & retail commercial)
- Currently marketing site as light industrial/flex primary employer destination
- May need existing/primary employer attraction incentives to help activate site

ECONOMIC DEVELOPMENT PARTNERSHIPS

Economic Development Lead Team

- Projects/Insights achieved through this new team include: Economic Development Learning Map; Erie Commons Business Park issues identified and on a path towards resolution; four way stop sign at Wells & Briggs
- Improved communication between ED Partners

Erie Economic Development Council

- October 15th; EEDC Board goal setting session took place
- Proposing EEDC to formally adopt & support the anticipated Erie Co-Working Space project as their primary focus if willing

Erie Chamber

- Meeting with the Chamber in 1st Quarter 2020, goal setting/check in

Regional Partners

- All primary employer referrals come through our regional partners: Upstate Colorado & Metro Denver EDC
- Introducing shovel ready sites with competitive incentive packages will increase our competitive position to attract primary employers to Erie.

