

EEDC

**ERIE ECONOMIC
DEVELOPMENT COUNCIL**

EEDC 2025 Executive Board

- **Chair** - Kelly Block, Tape & Twine
- **Past Chair** - Barry Luginbill, ME BioSciences
- **Vice Chair** - Todd Zurcher, New Door Group, Compass
- **Treasurer** - Victoria Meyer, Piripi
- **Secretary** - Christina Pisano, The Peaceful Elephant
- Lindsay Watne, Lottie Lane
- Ronda Grassi, CADCO (not pictured)
- Jeannie Hulse, State Farm
- Kristin Lere, YogaSix
- Cynthia Hogan, Charmed 33 Boutique
- President & Executive Director - Ellie Davis, Say Yes





Mission

Serving as the connector and advocate for Erie's businesses—helping companies launch, grow, and succeed while strengthening the town's economic future through collaboration with the Town of Erie's Economic Development Department.

Vision

To make Erie the most dynamic and business-friendly community in Colorado by fostering innovation, collaboration, and economic sustainability.

2024 Accomplishments:

The EEDC improved business engagement and membership focusing on creating events that connected members with developers and town employees. We bought in \$17,697.08 in Membership for 2024.

Successful Member & Community Events

- 2024 Member Mixer Kick Off
- Connection & Coffee: 8 dimensions of Wellness and their Interconnectedness
- Connection & Coffee: Value Selling: Selling Other Forms of Value Other Than Price
- Member Mixer: Market Real Estate - Commercial Real Estate Update
- Member Mixer: ALLO Fiber
- Connection & Coffee: Strive Direct Health, Small Business Health Care Options
- Shop Small Erie + Strolling Santa to drive business & foot traffic to DT Erie businesses during holiday season
- Continued Downtown Carriage Rides (weekly in December)
- Annual Meeting at Colorado National
- Top Golf Fundraiser, with 10 Sponsors & 58 Attendees
- Town of Erie Business Celebration Event - Collaboration

Attracted Potential Investors & Revenue Generating activities by:

- Public event, such as the Top Golf Tournament, inviting in all businesses and community members to participate.
- Continued the "Get to Know the Owner Series" highlighting business owners in our community
- **NEW!** Downtown Erie Discount Card



NEW!

EEDC 2024

MICROGRANT PROGRAM

UP TO \$1,000

Small financial awards provided to individuals or organizations in the Erie community to support projects that contribute to the economic growth and development of the area. These grants serve as catalysts for innovation, entrepreneurship, and community revitalization by providing funds to help launch or expand initiatives that have a positive impact on the local economy.

- **2024, Awarded \$8,980 in Microgrants**
- **2025, 1st round: \$1,750, 2nd round now open**
 - We have awarded money to a Community Vintage Car Show, a Downtown Small Business Event, a Program for Mental Health Support in Erie, a Community Art Event (two years in a row), and a Local Non-Profit in the SVVSD to support Youth & Staff



FIRST YEAR OF THE *Downtown Discount Card*
WAS A GREAT SUCCESS



Downtown Business Card

In 2024, sold \$1,745.07 worth of DT Business Cards (70 cards) in this test phase to gauge interest.

This year we are looking to partner with local schools and sports teams to help drive sales velocity after proof of concept.

We also want to make this an Erie-Wide Discount Card in the works based on the success and visibility to the Downtown Businesses with this past initiative with a goal of 40+ businesses.

(2024 was limited to Downtown Businesses and max of 12 businesses to test viability)

Expanded Shop Small Event



Allo Fiber covered 100 hot cocoas at Fox Dog & Cristos Coffee for the community



We handed out 250 Shop Small Erie totes w/ surprise local gift cards!

Santa strolled the streets of Downtown Erie and was ready for all his photo ops!

Invested in a ERIE Sign that made its debut at Shop Small. This will be used throughout other Erie events and rented out to Community Organizations. This was used at the Hope & Gratitude Event on February 28th.

EEDC 2024 Financial Review

Total Income: \$97,086.08

Town of Erie Funding - \$61,323.32

Memberships - \$17,697.08

Top Golf Tournament Sponsorships- \$11,160.00

Top Golf Ticket Sales: \$4,267.91

Top Golf Additional Fundraising: \$892.70

Downtown Discount Card Sales : \$1,745.07

Total Expenses: \$78,242.87

Total Contract Services \$47,282.50

Business and Operating Expense \$4,193.22

Microgrants: \$7,665.25

Legal, Professional & Banking Fees: \$1,000.00

Events: \$18,101.90



EEDC 2025 Proposed Budget

Total Income: \$93,000

Town of Erie Funding - \$63,000

Memberships - \$18,000

Sponsorships- \$10,000

Downtown Discount Card Sales : \$2,000

Total Expenses: \$93,000

Total Contract Services \$50,000

Business and Operating Expense \$4,000

Microgrants & Town of Erie R & D for Better Business Support: \$20,000

Legal, Professional & Banking Fees: \$1,000

Events: \$18,000



2025 Focus and Guiding Principle

Connect | Launch | Promote

Advocating for Erie Businesses. Connecting Resources. Elevating Success.

Microgrant Initiatives – Fueling Local Growth

- Continue expanding this program to support individuals and organizations driving Erie's economic development.
- Grants up to **\$1,000** for businesses and community projects that don't qualify for Town Grants due to budget size or location outside URAs.
- Direct investment into grassroots efforts that enhance Erie's business vibrancy.

Growing Membership & Strengthening Advocacy

- Expand membership with a focus on attracting **higher-level investors** to increase funding for events, initiatives, and business support.
- Strengthen EEDC's role as the **communication conduit** between Erie businesses and the Town—ensuring policies and resources are shared **through a business-friendly lens** of advocacy and support.

Educating & Empowering Businesses

- Continue hosting **educational meetings and investor forums**, equipping Erie businesses with the knowledge and resources to grow and thrive.
- Act as a **trusted liaison** between businesses and the Town, making economic development efforts **more accessible and impactful**.

Supporting & Promoting Downtown Erie

- **DT Membership Growth:** Already at **30%** increase in 2025—ongoing outreach and marketing efforts will further **amplify visibility and foot traffic**.
- **Expanding Discount Programs:** Evolving the **Downtown Erie Discount Card** into a **town-wide program** to drive sales, increase tax revenue, and attract more shoppers to Erie businesses.
- **Growing Shop Small Saturday:** Strengthening participation and engagement among businesses to make this a **signature shopping event** in Erie.

Long-Term Growth & Representation

- Establish dedicated **business representation** in key areas like **Downtown, Four Corners, 9 Mile, and Town Center** to ensure **targeted support** as Erie expands.
- Advocate for **strategic development initiatives** that align with the business community's needs and long-term economic success.

2025 Calendar of Events

1/23	5:30-7:30PM	Member Mixer & Happy Hour	CyclErie Warehouse Space	Dan Johnson: Attracting Consumers to Erie, The Collective Effort
3/6	8:30-10AM	Member Education/Connection & Coffee	Young Explorers	Fatma Wahedi: Role of Local Businesses in Building Stronger Communities
4/10	5:30-7:30PM	Member Education/Happy Hour	Tape & Twine	Kelly Block & Ellie Davis: Digital & Print Marketing in Today's Market
6/12	8:30-10AM	Member Education/Connection & Coffee	Colorado Railbike Adventures	Jeff Rummer: PR, Marketing and Tourism initiatives
7/10	5:30-7:30PM	Member Education/Happy Hour	Piripi	Pending
9/11	5:30-7:30PM	Member Education/Happy Hour	Charmed 33 Boutique	Pending
10/8	8:30-10AM	Member Education/Connection & Coffee	Bridge Refill Market	Allo Fiber: Cybersecurity
11/28	All Day	Shop Small Saturday Event	DT Erie	Santa + Carriage Rides + Music & Shopping+ Business Promotions & Offers
December	4:30-7:30	Carriage Rides (every Thursday)	DT Erie	
12/3 or 12/4	9-11AM	EEDC Members Annual Meeting Brunch	Colorado National Golf Course	Kelly Block + Julian Jacquin



www.erieedc.org/events

Thank you for your partnership!



www.erieedc.org