Economic Development Commission  
June 11, 2013 Meeting  
6:30 PM  
911 Tenth Street, Golden, CO 80401  

Opening (6:30 to 6:45)  
Goal: Agreement to meeting objectives  
1. Approval of Agenda  
2. Approval of meeting notes from April 2, 2013  
3. Public Comment  

Discussion/Action Topics (6:45 to 8:00)  
Goal: Commitment to progress or support needs for work program elements  
Outcome: Updated focus area task status and assignments  

1. 2013 Work Program  
   Commission members responsible for various work items will update specific task descriptions and goals for 2013. Specific Focus will include:  
   • Networking events  
   • Access to Capital  
   • Education  
   • Marketing  
   • Innovation  

2. Communications  
   • GURA – Colacci  
   • Prospect/Development Project Report  
   • Chamber of Commerce – Condon, Rinehimer  
   • Community Marketing Committee – Block, Rinehimer  
   • General comments  

3. Schedule/Assignments/Feedback  

4. Wrap up and Adjourn (8:00)  

The City of Golden does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in the provision of services. For disabled persons needing reasonable accommodation to attend or participate in a city service, program or activity, call 384-8017 as far in advance as possible. Disabled access is available from the front entrance of City Hall.
City of Golden
Memorandum

To: Economic Development Commission
From: Steve Glueck, Director of Community and Economic Development
Date: June 6, 2013
Re: June 11, 2013 Packet Memo

Please review this additional background material for the June 11, 2013 meeting.

Discussion/Action Topics:

1. 2013 Work Plan Critical Path Items. Please see the below staff updates on several items:

   - **Recruit, Grow, Retain:** The Corporate Center networking event was held at the Bailey Companies space in Corporate Center on June 5th at lunch. It was very informal and was well attended. Commission member comments on the format and outcomes are requested for future reference.

     Staff and Chair Reed are working on the listing of suggested companies for EDComm’s first targeted networking event, most likely now delayed to August.

   - **Increase Access to Capital:** At the May meeting, EDComm authorized the proposal from the Rockies Venture Club to start with more of an education event and some direct mail marketing. Staff has processed the requested 50% of the annual contribution and is working with RVC on dates and locations.

   - **Marketing our Golden brand:** The Marketing sub-committee proceeded after the May meeting to update the messaging for both on-line and a printable pdf describing our philosophy, approach, and benefits. The committee will present the ideas and seek any refinements in message.

   - **Educate and train the workforce of the future:** Most education programs are winding down for this year. At the June 5th networking event, we distributed a first draft of the brochure to help businesses become more aware of ways to get involved with youth and our schools. EDComm review and comment on the brochure is invited.

     Staff is working on an overall recommendations to the City, that may include opportunities that EDComm may want to consider, and will have more information on that in the coming weeks.

   - **Cultivate Innovation and Technology:** The Innovation Center of the Rockies scholarship program was formally released to the press and on the city web site as of the start of May and the application “deadline” extended to the end of May. At this time we have
one eligible applicant. Pending verification from ICR, staff wants to award the scholarship, and use that award to further promote the program.

On another front, staff is securing information from the Rocky Mountain Innosphere who has taken over the local high tech incubator at CREED.

**Communications** Staff and Commission members will report on the various areas listed on the agenda.

**Prospect/Construction Activity:** Any updates will be provided at the meeting. One offshoot of the June 5th event is an on-going effort to coordinate discussions among Advanced Materials Solutions in Corporate Center with their landlord and City staff about requirements to gear up manufacturing in what has been only a research facility.
ECONOMIC DEVELOPMENT COMMISSION  
CITY OF GOLDEN  
911 10TH Street, Golden, CO 80401

Minutes of Meeting  
May 14, 2013

Present: Mary Block, Kelly Jackson Condon, Terrence Rapaport, Paula Reed, Renee Rinehimer, Josephine Colacci

Absent: Todd Grover

Staff present: Jenifer Doane

The meeting was called to order at 6:35 PM

1. APPROVAL OF AGENDA

Chair Reed asked if there are comments or objections to the agenda for May 14, 2013. There being none, the chair declared the agenda approved.

2. APPROVAL OF MINUTES

Reed asked if there are comments or objections to the meeting minutes from April 2, 2013. There being no comments, the chair declared the meeting minutes approved.

3. PUBLIC COMMENT

Reed asked for potential public comment. Golden resident Laura Wineberg introduced herself and told the Board she was running for Golden City Council in the fall and wanted to attend all the public boards and commission meetings prior to the election. Winberg said she is a member of the Parks & Rec Board and lives in Ward 4.

4. DISCUSSION / ACTION TOPICS

A. 2013 Work Plan: Commission discussed the 2013 work plan. Specific comments included the following:

- Board members commented that the craft brewer’s event was very successful and well attended. The board discussed if the event should become an annual event and what role EDComm would have.
- Staff reported that the Corporate Center networking event was canceled due to snow. It has been rescheduled for June 5 over the lunch hour.
- Reed and Glueck will continue to refine the list for the targeted EDComm networking event scheduled for August.
- For increase access to capital, commission again discussed the slow start to the Rockies Venture Club partnership, getting a profile of potential investors and reviewing the program midyear.
- The Board discussed paying half of the fee and giving the partnership more time to develop. Member Jackson said Golden was mentioned in a news story about providing financing to start ups. Member Rapaport said the committee should focus on identifying individuals who could help building the group. Chair Reed commented that EDComm maybe needed to focus more on promotion of the opportunity.
• Member Rapaport moved to continue the partnership with the Rockies Venture Club and to provide a payment of $2,500 to the RVC. Member Rinehimer seconded the motion. The motion passed unanimously.
• The committee also discussed needing new or different locations for the RVC meetings in Golden. The CSM campus was suggested.
• For Education, Member Block reported the committee had chosen the winner of the Innovation in Teaching award and that board members presented the teacher the award. It is the committees’ recommendation not to continue the award for 2014 but rather support the Golden Civic Foundation’s teacher recognition program.
• Member Block also reported the committee had chosen the recipients for the Teaching for Tomorrow scholarship. EDComm will award eight $1,000 scholarships. Several board members plan to attend the Golden High School Senior awards banquet to present the scholarships. A press release will be sent out after the event with winners’ information and picture from the awards banquet.
• The Board discussed how renewals may limit the number of scholarships that can be given in 2014.
• For market a stronger Golden brand, the committee reported that they were meeting on Thursday, May 16 to review and renew messaging and would provide a full report at the June meeting.
• For Innovation, staff reported that a press release promoting the scholarship program for local start-up and early stage companies in partnership with the Innovation Center of the Rockies was sent out and are waiting for inquires.
• The 2013 work program will evolve as the year proceeds.

COMMUNICATIONS

a. Communications reports were eliminated due to the hour.

6. AGENDA/ SCHEDULE

The next commission meeting is June 11, 2013. Glueck will be sending out the tracking “dashboard” and further information.

Colacci MOVED and it was SECONDED to adjourn at 8:00 p.m. The motion passed unanimously.

_________________________________________________________
Paula Reed, Chair
Economic Development

Golden is the place to prosper. It's more than just business; it's a lifestyle.

1445 Tenth Street,
Golden, CO 80401
(303) 394-6172
GoldenComm@cityofgolden.net

The City of Golden is committed to providing the highest quality of life and opportunities to prosper for its citizens, and for those who work in Golden, by ensuring Golden has a healthy economy.

The Community and Economic Development department is tasked with this great responsibility. It coordinates Golden's efforts related to land use, community and neighborhood planning, economic development, vitality, and sustainability.

Golden is the place to prosper because of the City's location and accessibility, convenient processes for starting or relocating a business, abundant resources, proven success and quality of life in Golden.

Location & Accessibility

Golden's proximity to downtown Denver (just 15 minutes away) and the Rocky Mountains make it the place to locate or relocate. And you can now access Golden via five major highways or an 82-feet rail via the Vail-Rad Line.

Convenient Processes

Golden is dedicated to creating a sustainable business community. Whether you're starting up or already up and running, Golden is prepared to help you through the process every step of the way, and remove the frustration.

Abundant Resources

Golden's institutional knowledge, culture of innovation, and immense talent pool (with the Colorado School of Mines and Red Rocks Community College) provide ample opportunity for businesses to prosper.

Proven Success

Golden's business community has always been a fountainhead for innovative businesses and institutions such as Milliken, CoorsTek and the National Renewable Energy Labs (NREL). Golden is also home to several beloved national/international companies as well as industry leaders in clean technology. More information about Golden businesses can be found at www.visitgolden.com

Quality of Life

Goldenites enjoy the City's small-town charm with modern amenities, world-class outdoor adventure, a thriving arts and cultural scene, and a superior public education system with programs such as STEM.

Economic Development Division

The Economic Development Division administers and implements small business assistance programs, primary employment attraction and retention efforts, and the award-winning Visit Golden community marketing program. Golden's Economic Development Commission provides direction for such efforts. Download the Economic Development Commission Annual Report (pdf) for more information.

Learn more about living, working, and building a business in Golden:

- Visit the Economic Development Division
- Visit Golden.com (the City's official tourism website, for information on dining, shopping and recreational opportunities in Golden)

Staying or Relocating a Business in Golden

Golden's small-town government is approachable, motivated and excited to host your business. Our knowledgeable staff will assist you through the permitting process and provide referrals and resources along the way. You will quickly navigate our streamlined processes and feel right at home.

Economic Development Division staff are available at 303-394-6172 to answer questions related to:

- available land and space
- business licensing
- access to capital
Golden works closely with Jefferson County, The Golden Chamber of Commerce and other organizations that assist local innovators and small start-up companies. Click on the links below to learn more on preparing business plans, securing financing, state and federal regulations and other important information for start-up and existing businesses.

- Jefferson County Business Resource Center
- Small Business Development Center
- Golden Chamber of Commerce
- Golden Union Hospital Authority
- CoStar
- Innovation Center of the Rockies (IRC)
- Rocket Ventures Cup

**Current / Special Economic Development Programs**

Golden's economic development programs are designed to bolster economic health and opportunity within the City and the surrounding areas for residents and businesses alike.

- IRC Scholarships for local innovators
- Educasing for Tomorrow Scholarships for Golden High School Seniors
- Sponsorship of the JTTM program

**Contact Us**

For additional information, please contact

**Steve Gwenn**
Community and Economic Development Director
(303) 384-8095

**Jennifer Brown**
Community Marketing Coordinator
(303) 384-8172
May 24, 2013

Mr. Steve Glueck
City of Golden Economic Development Commission
911 10th Street
Golden, CO 80401

Dear Steve—

I’m writing to express the intention of our organization to participate in the Innovation Center of the Rockies’ Early Stage Business Program, and to apply for the scholarship offered by the City of Golden Development Commission. Atlas is a healthcare administrative services start-up, located here in beautiful Golden, Colorado. Our mission is to transform the way physicians in private practice are paid for their services when treating patients with medical insurance. For our physician clients, we replace the cumbersome and tedious process of claims processing with a service which is a simple, predictable, and profitable as accepting payment from patients paying with a credit card.

To achieve this vision, our organization must surmount considerable operational challenges, market ourselves effectively, and then scale. Between my business partner and myself, I believe we have the vision and tenacity necessary to be transformative in healthcare—but we do not have the expertise in marketing or scaling. We hope to obtain assistance with these from the Innovation Center of the Rockies.

As with any startup, we have a tight budget, and intend to spend our money wisely. Assistance from the Golden Development Commission would enable us to join the Innovation Center’s program sooner, and participate for longer and, in turn, help us become a thriving participant in Golden’s business community.

Thank you for your consideration.

Mark Edge, Co-Founder

ATLAS REVENUE MANAGEMENT
1195 Ninth Street, Golden CO 80401-1018 | Phone: (720) 763-9935 | Fax: (720) 489-3799
Golden is a dynamic city with an engaged constituency. Our community is made even stronger through the participation of our business community. We are fortunate to have companies that get involved, and whose leaders and employees also contribute on an individual level.

There are so many ways local businesses can give back to the community and all provide valuable and much needed support to the area.

Companies that develop ways to give back to the community through volunteer programs and charitable giving, strengthen the community, strengthen themselves, and enhance their own standing and image in the community. By supporting education, businesses and organizations are helping the next generation of employees develop to their full potential.

Even with today’s increased business competition and limited resources, companies that have targeted community involvement programs report that, over time, these programs pay for themselves in the form of more loyal and productive employees, as well as customers who feel good about doing business with them.

If your organization is looking for ways to give back to the Golden community, consider some of the options in this brochure.

While you may have already developed relationships with area schools and charities, the City of Golden is also available to facilitate introductions and provide information about known areas of need. For more information, contact Julie Brooks at 303-384-8013 or by email at jbrooks@cityofgolden.net.
Giving Can Give Back

Giving is not a one way street. By giving in the community, your organization can see the returns in enhanced employee engagement and better visibility within the community. Here are some other advantages:

It Develops new relationships
Volunteering in the community puts you in a great position to meet new people. These relationships are good for networking, and help you create a network to consult with outside of your immediate business.

It provides indirect marketing exposure
Articles in the local paper about your fundraising efforts, your company logo in the school newsletter and clients applauding your work with a charity can all result in financial returns in the form of increased business traffic.

It is good for your reputation
If you work for yourself, everything you do on and off the job impacts your business reputation. Giving back is a way to position yourself in a positive light. When you spend time and effort for the betterment of others, you are telling clients, potential clients and colleagues that you are empathetic to those around you.

It makes your organization well-rounded
Volunteering or contributing in other ways makes your organization well-rounded. Understanding the need within the community, and how you or your organization can make a positive impact, helps you find your place and purpose within the community.

Giving back to the community...
- Will enhance your company’s public image;
- Will improve your employees’ morale;
- Will improve your employees’ loyalty;
- Will improve productivity; and
- Will have a broad impact on your community.

Giving Back: By the Numbers

$0 - $100

- Donate to the NVision extended day program at Bell Middle School to help with providing snacks for attendees and to help with the purchase of gift cards used to reward the students for achievements. The program meets five days a week at the school with objectives to improve school attendance and behavior and attitudes toward school; enhance academic performance and language development; and strengthen social skills.

- Coordinate a collection drive at your business. Engage employees and customers to contribute money, food, books, clothing or school supplies, depending on the need. Local school libraries are in great need of books, as it is financially difficult to keep their libraries current with age-appropriate books.

- Host a ‘bottomless jar’ at your business. Raise funds for a charity of choice and donate the money every six months. Use social media to announce how much you have raised. You will increase awareness of the charity and your business.

- Offer an unpaid high school internship program at your organization. Each year, nearly 100 students interested in the Executive High School Internship program through Jeffer Public Schools are unable to complete an internship because the program does not have enough business participants. This semester-long program can provide a student with valuable job skills and serve as a benefit to the employer as well.
• Encourage your employees to volunteer outside of work, or provide time during the workday to meet a volunteer commitment, either individually or as a group. Mentors, tutors and volunteers to help with reading skills are often needed. Recognize employees who volunteer.

• Join the Parent Teacher Association (PTA or PTSA) of individual schools in your area. Businesses and organizations can be business sponsors of a school through the PTA and garner additional advertising and publicity in that way, for a fairly low cost.

• Lend your professional expertise as a speaker in a class. Programs like iSTEM at Bell Middle School rely on professionals to provide insight into science, technology, engineering and math careers.

Up to $500

• Sponsor a local youth athletics team, a car wash or other event to assist a youth or school group. This helps to support the organization and increases visibility for your business.

• Adopt a school – Your organization may want to consider adopting a school, either alone or with another organization. Through volunteers, supplies and some funding, you can fulfill many of the more urgent needs schools have throughout the school year.

• Donate gently used equipment, such as computers, laptops, e-readers, iPads and iPods.

• If you already have an employee rewards program, supplement it by adding a donation to a local charity or school of the employee’s choice. If you don’t have this type of reward program, explore the benefits of starting one.

• Provide an in-kind donation from your business to be used for auctions, raffles, prizes or gifts. This can include gift baskets of products, tickets, gift certificates, etc.

Up to $2,000

• Create a scholarship program or contribute to one locally. Even small donations add up and can provide an opportunity for a student to attend college.

Up to $5,000

• Sponsor one or more students for national programs or competitions. Students from several of our schools often qualify for national programs or competitions, but may struggle with affording to attend. Money to offset expenses may mean the difference between going or not.

$5,000 or more

• Hire a student to work part-time in your business. Students, especially those 14 to 16 years old, often have difficulty finding meaningful work that can accommodate their school schedule. Hiring a student for a couple of hours a week can help teach them the valuable soft business skills they need to succeed in the future.

• Of course, if you don’t have anything specific in mind of how you want to contribute, a cash donation to local schools and charities is always useful.
While there are numerous non-profits and charities in the Golden area, the following is a list of local schools and charities who provide money to schools or work with children and families. Each one can benefit from donations of time, money or experience.

**Public Schools within the City of Golden**
- Mitchell Elementary School
- Shelton Elementary School
- Bell Middle School
- Golden High School
- Free Horizon Montessori
- Connections Learning Center

**Public Schools outside the City of Golden, but within the Golden Articulation Area**
- Pleasant View Elementary School
- Welchester Elementary School
- Ralston Elementary School
- Kyffin Elementary School
- Compass Montessori

**Local non-profits who contribute to area schools**
- The Golden Civic Foundation
  Provides funding to area schools and others in need
- Golden Schools Foundation
  Provides funding to Golden articulation area schools
- The Golden Backpack Program
  Provides weekend food to children in the free and reduced lunch program at local schools during the school year. They are also implementing a lunch program for the summer.

**Other local non-profits in need:**
- The Christian Action Guild
- The Action Center

For more information about any of the opportunities mentioned in this brochure or assistance with participating, please contact:

Julie Brooks
303-384-8013
jbrooks@cityofgolden.net