Economic Development Commission
February 10, 2015 Meeting
6:30 PM
1445 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 January 13, 2015
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. “Connects Work Space Golden” Business presentation and discussion. (Jen Thoemke will present her business plan and seek input)

2. 2015 Work Program
   Commission will discuss specific projects and programs pertaining to the 2015 work program.

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

4. Schedule/Assignments/Feedback

5. Wrap up and Adjourn (8:00)

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Please review this additional background material for the upcoming meeting.

**Discussion/Action Topics:**

1. **New Business Presentation and Discussion.** Staff has invited Jen Thoemke to meet with the board to discuss her proposal to establish a unique community-based "co-working" facility in the Armory Building in support of the Golden Community Commons project. Given the board’s interest in the Golden Community Commons project, in the recent Perc facility, and in encouraging local innovation, this will be a productive discussion for all.

2. **2015 Work Plan Update.** We will review and monitor the draft workplan, and finalize a transmittal to City Council. A few updates:

   - **Recruit, Grow, and Retain Business.** Staff and perhaps one or two board members are planning to participate briefly in the Mines Career day on February 10th. We will report back. Staff will also try to have some business visits dates to discuss at the meeting.

   - **Create and market a stronger Golden brand.** The marketing committee will review the PR proposal from Meadows Public Relations prior to the March meeting.

   - **Educate and train the workforce.** Staff is meeting with the Jeffco Business Education Alliance (to see if we should offer some in-kind help with their local projects) as well as on-going coordination with Golden Schools Foundation, Bell STEM program, and Discovery Technology. In addition the February 11th Jeffco Innovation Workshop presentation of the NXGen Learning technology should be interesting.

   - **Cultivate Innovation and Technology.** The last few Jeffco Innovation Workshops where specific companies present (as opposed to a more traditional meet-up) have been well received. Staff is expecting a good crowd for the one in the attached flyer. We have not successfully further connected with the CSM Entrepreneurship Club.

The Board will discuss further developments and any tweaks to the annual plan.

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

**Prospect Report** The main new activity related to prospects for primary job growth in the community includes the following:
• MIE Properties has broken ground for their 110,000 square foot building at Corporate Center.

• A building permit application has been received for the 13th Street GURA lot for a mixed use building.

• A site plan application has been approved by Planning Commission for the GURA 12th Street lot.

General Comments:
ECONOMIC DEVELOPMENT COMMISSION
CITY OF GOLDEN
1445 10TH Street, Golden, CO 80401

Minutes of Meeting
January 13, 2015

Present: Dan Becker, Mary Block, Kelly Jackson Condon, Stephan Reckie
Absent: Josephine Colacci, Terrence Rapoport, Renee Rinehimer

Staff present: Steve Glueck, Julie Brooks

The meeting was called to order at 6:37 PM

1. APPROVAL OF AGENDA

Acting Chair Condon asked if there are comments or objections to the agenda for January 13, 2015. There being no comments, the chair declared the agenda approved.

2. APPROVAL OF MINUTES

Condon asked if there are comments or objections to the meeting minutes from December 9, 2014. There being no comments, the chair declared the meeting minutes approved.

3. PUBLIC COMMENT

Condon asked for potential public comment. There was none.

4. DISCUSSION / ACTION TOPICS

A. Review ideas and Suggestions from December Meeting. Commission members reviewed the discussion from the prior meeting and the subsequent meeting with the Bell Middle School iSTEM program, attended by Reckie and city staff. While all of the ideas were still supported in general, a few actions items were identified, including:

- Seek to attend or meet with the CSM Entrepreneurship Club and various “professionally oriented” clubs at GHS. A related idea is to create a survey for GHS students seeking input on student interest in facilities, programs, or opportunities to encourage innovation and entrepreneurship.
- Continue to promote the Bell STEM program, including a “launch party” for the “womanaut” project.
• Investigate a youth oriented “Simple Steps for Starting a Business” program with Jeffco BRC and possibly JCBEA.
• Follow and monitor opportunities with the Golden Community Commons (Armory) project.

**B. Early Childhood Education White Paper:** Commission members reviewed and commented on a draft report discussing the economic development connection to early childhood education programs and goals. Commission members agreed about the importance of the topic, but indicated that the specific paper did not have a direct actionable focus for EDComm (and perhaps the City). Commission agreed that staff will continue to research opportunities and follow other groups working in that arena.

**C. 2015 Work Program:** Glueck announced that the annual work plan is due to City Council by February 15th. Since the chair and two other members are missing, the commission will make any final adjustments at the February 10th meeting. A few updates were made:

• Staff will contact CSM recruiting office about EDComm and a few local companies participating again in the Career Days Event on February 10th.
• EDComm will continue with the limited Red Rocks Scholarships for GHS students and the Discovery Technology Scholarships.
• The marketing committee and full board will consider the PR proposal from Meadows PR (Visit Golden’s PR consultant).
• Staff will make other minor corrections to the work plan.

5. **COMMUNICATIONS**

   **a. GURA:** Glueck reported that GURA met on the prior night and discussed issues related to the downtown parking garage and adjacent property owned by the Banks family. The board is continuing to work on the conveyance of downtown Lots 2 and 4, and projects in the new URA areas.

   **b. Chamber of Commerce:** Condon reported on the recent renovations at the Visitors Center and upcoming events the Chamber annual meeting on January 19th, 2015.

   **d. Visit Golden:** Rinehimer reported that Visit Golden is working with Pure Brand on the 2015/2016 campaign.

6. **AGENDA/ SCHEDULE**

The next commission meeting is February 10th, 2015.
Block MOVED and it was SECONDED to adjourn at 8:15 p.m. The motion passed unanimously.

Kelley Jackson Condon, Acting Chair

Text to be inserted in 2014 Annual Report

General Overview

Throughout the past few years, EDComm has sought to further a series of goals related to the primary employment, and start-up/ small business components of the community. For 2015, EDComm plans to focus more closely on those specific goals where it is more likely that EDComm can have a direct effect. In doing so, EDComm will maintain four major focus areas, as listed below.

Focus Area Overview

1) Recruit, Grow and Retain Business

- In this focus area EdComm will continue to build relationships with primary employers and other economic development groups within the region to identify programs and approaches that can be leveraged to achieve program goals.

Goal:

- Each member will participate in one of the following: a business retention visit, participate in the CSM career fair, or support a partner group.
- Staff will conduct at least six scheduled business retention visits.
- Refine participation in the CSM career fairs, including guest participation by local companies.
- Support partner groups, such as Jefferson County Business Resource Center, Rocky Mountain Innosphere, CREED, and others.
- Staff to provide site selection and entitlement assistance.

2) Create and market a stronger Golden Brand

- This focus area should complement the marketing and branding work done through the Visit Golden program in order to ensure it promotes the “Golden Advantage” for business.
- For 2015, continue to identify and promote stories and communication related to our positive business climate.
Goal:

- Develop stories for all types of communication channels about our unique companies, individuals, and community successes, and opportunities.
- Prepare and post at least three short video press releases of the above stories.
- Continue to seek PR placements in traditional and non-traditional channels featuring the “Golden story.”

3) Educate and train the workforce for the future

- EDComm can promote the workforce of the future by participating in community efforts focused on improving the schools in Golden.

Goal:

- Activate our partnership with the iSTEM program in Golden Schools. Achieve at least three business or event connections with the iSTEM program.
- Continue the RED Rocks College scholarship program for Golden High graduates in the Applied Associate of Science degree program. Evaluate this program at the end of 2015 to determine whether to continue after the spring 2016 semester.
- Continue to promote the Discovery Technology Program to introduce science careers to young girls.

4) Cultivate innovation and technology

- Leverage existing relationships between Innovation Center of the Rockies, NREL, and the Colorado School of Mines to increase the level of collaboration.
- Seek programs to increase awareness and opportunities for other entrepreneurs as well.

Goal:

- Partner with the CSM Entrepreneurs Club to support their events and activities.
- Plan and conduct a “Start-up weekend” to focus attention and direct benefit for local early stage companies.
- Encourage an entrepreneurship program at the high school level.
News from JeffCo
Innovators' Workshop

In this issue:

* Special 3D Experience for February
Workshop Attendees courtesy of
NxGenLearning
* Area Business News from Workshop

Friends

Media Contact: 303-277-9520
Deborah@ixpowerfoundation.org
An economic development public service event provided
by the IX Power Foundation, Inc. in conjunction with the
City of Golden, Colorado.
http://www.coloradoinnovator.org/

Free Admission
Special 3D Experience for all Workshop Attendees!

Adults encouraged to bring their K-12 students.

Wednesday, February 11, 2015 • 6:30 – 8:30 PM
at Golden City Hall
911 10th St, Golden, CO

JeffCo Innovators’ Workshop
featuring

NxGenLearning.net

NxGenLearning, the local Colorado company igniting student and teacher excitement for STEM subjects via innovative affordable 3D lessons, will be the featured presenter at the next JeffCo Innovators' Workshop on Wednesday, February 11th.

Meet David and Sheila Lucas and learn how they are building their company and changing the way STEM subjects are taught in K-12. Learn how their program is increasing student comprehension by 20+ to 50+ points on pre-and post-tests while simultaneously helping students rediscover their own intrinsic motivation, curiosity, and resilience in "grappling" with difficult STEM concepts. (STEM: Science, Technology, Engineering & Mathematics.)

The workshop will be held at our 'home base' - Golden City Hall from 6:30 p.m. to 8:30 p.m. The address is 911 10th Street, Golden,
RSVPs should be made at www.meetup.com/Innovators-Workshop

**Admission is free.**

The February 11th evening event will also feature announcements of other upcoming events in the area, and audience participation and assessments of one or two companies' "elevator pitches."

Refreshments will be sponsored by NxGenLearning and IX Power Clean Water, which provides amazing new technology for cleaning "produced" water from oil & gas drilling and processing, including hydraulic fracturing ("fracking").

A business resource targeted particularly to assist inventors, innovators, and entrepreneurs, the JeffCo Innovators Workshop is hosted by the City of Golden. The workshop offers advice, inspiration, and support to new business start-ups and entrepreneurs and seeks to assist those companies that wish to introduce a new product to the market. The monthly public meetings typically include an educational presentation on some aspect of starting a new business or bringing a new invention to market, a networking session, an advice and sharing period, and announcements of opportunities for business help and support within Jefferson County. A not-for-profit event coordinated by the IX Power Foundation, the Workshop welcomes local business sponsorships of its meetings and activities.

To sponsor a JeffCo Innovators' Workshop, please call: 303-277-9520.

Other area **Business News & Notes** from Friends of the JeffCo Innovators' Workshop:

* The American Mountaineering Center currently has a beautiful 2850 sq.ft. space available for lease. Enviably located in downtown Golden, the Center boasts additional conference space, the Foss museum, onsite parking lot, the AMC museum, library and climbing wall. Contact Zandra Gillispie at 303.996.2754 before it's snatched up.

- IX -
Council Memorandum

To: City Council
From: Jeff Hansen, Finance Director
Through: Mike Bestor, City Manager
Date: February 3, 2015
Re: 2014 Year End Sales Tax Report

Attached are the final 2014 sales and use tax reports, including December sales (collected in January). Sales tax collections were up 10.1% (+$147,775) for the month compared to 2013. For the year, sales tax revenues were up 8.5% over 2013 and up 5.27% compared to the 2014 budget. In dollars, 2013 revenues exceeded 2013 by $1,034,754 and the 2014 Budget by $662,664.

In terms of dollars, the largest revenue increases for the year were from Heritage Square, Downtown, and Corporate Center. The only decline occurred in the Coors Technology Center, where sales tax is a very small part of the business activities. Manufacturing, Automotive, Business Supplies/Services, and Restaurants showed the largest increases in 2014, while Professional Services showed a small decrease for the year. Sales from businesses outside the City limits ended the year up $260,173 (+9.94%).

Use tax collections were down $22,480 (-4.5%) for December, but finished the year up $808,784 (+26.3%). Compared to the 2014 Budget, use tax revenues were up $570,971 (+17.2%). For 2014, Manufacturing accounted for essentially the entire increase. Automotive was the only other business type showing an increase. Utilities and General Merchandise had the largest decreases.

Total audit revenue collected in 2014 was $699,031. $88,878 was issued in refunds. These amounts are shown separately on the attached collection reports.

For 2015, sales tax revenue is budgeted at $13,351,500, which is an increase of $123,086 (+0.93%) over the 2014 actual revenue. (The 2015 Budget was an increase of 3.5% over the 2014 Projection at that time.) Use Tax is budgeted at $3,375,000, a decrease of $513,296 (-13.2%) from 2014 collections. The 2015 Budget is very conservative compared to 2014 final revenues.

Based on the business activity in 2014 and the continued increase in tax revenues the last half of the year, staff is optimistic heading into 2015 that the trend will continue.

As always, if you have any questions, please call me at 303-384-8020.