



2006 | ANNUAL REPORT

Arvada

COLORADO



A MESSAGE FROM OUR PRESIDENT

On behalf of the Arvada Economic Development Association (AEDA) Board of Directors and staff, I am proud to present this report summarizing our accomplishments for 2006.

It is important to note that AEDA acknowledges and is especially grateful to our strategic partners: City of Arvada, Arvada Urban Renewal Authority, Arvada businesses, real estate professionals, Arvada Enterprise Center, Jefferson County Business Resource Center (JCBC), chambers of commerce, and many local and statewide organizations. Through collaborative efforts and sharing resources, Arvada has become a recognized leader in attracting new businesses to its community while supporting the efforts of existing businesses.

AEDA's reputation for quality products and services remained a key marketing strategy as evidenced by many requests throughout the year. Excellence in customer service was also an integral part of our strategy. In fact, an AEDA staff member, Marian Charles, received the 2006 Employee of the Year award from the City of Arvada.

Because of our alliance with Arvada City Council, City staff, and many other partners, we consider this annual report to be a reflection of our combined strengths and successes which benefited the Arvada business community. We hope you take a moment to review our 2006 Annual Report.

Respectfully submitted,

Alan Parker, President
Arvada Economic Development Association

2006

EXECUTIVE OVERVIEW

Commercial capital investment in 2006 was almost \$17,088,172 as a result of commercial development projects, business expansions, building upgrades, etc. This included over 50 existing



Jefferson County Public Library

Arvada businesses investing over \$1.85 million in capital improvements. Of these, 18 businesses expanded operations. One hundred six (106) new businesses invested over \$15.2 million in capital expenditures. About \$12 million of additional capital investment was attributed to the new Jefferson County Public Library in Olde Town Arvada and the expansion of the Arvada Center for the Arts and Humanities. AEDA supported these projects, which not only

significantly enhanced the community, but also attracted customers and revenue for nearby businesses.

Through the financial support from the City of Arvada, AEDA and the Arvada Enterprise Center participated with other municipalities and organizations in launching the Jefferson County Business Resource Center (JCBRC). JCBRC quickly became the one-stop resource of choice for startup, expanding, and relocating businesses.

AEDA's business retention program remained a model for other communities, both nationally and locally. Many Arvada businesses took advantage of AEDA-sponsored activities, products, and services offered throughout the year. Activities included:

- Annual Business Appreciation Event
- Annual Arvada Business Forum

- CEO Forums
- Legal Issues Forum
- Entrepreneurial Seminar
- Search Engine Optimization Website Seminar

Real estate professionals worked collaboratively with AEDA to attract targeted and complementary businesses to the community. AEDA's commercial property database, www.arvadapropertylink.com, was the online venue of choice for commercial site searches.

Strategic alliances were formed or strengthened to leverage AEDA's marketing resources. Partners included:

- State of Colorado Office of Economic Development and International Trade
- Metro Denver Economic Development Corporation
- Jefferson Economic Council
- Adams County Economic Development
- Commercial real estate organizations
- Arvada Enterprise Center and Jefferson County Business Resource Center
- Chamber of the Americas
- Colorado-Israel Economic Development Council
- Historic Olde Town Arvada
- Chambers of Commerce
- Many strategic organizations in areas such as medical device, bioscience, and renewable energy.

The Arvada Economic Development Association achieved its 2006 goals while operating within its approved budget of \$588,643. For more information or questions concerning AEDA's accomplishments, call 720.898.7010.

2006 Board of Directors

AEDA President: Alan Parker, Guaranty Bank and City Council Appointed Representative

AEDA Vice President: Dave Easter, Easter-Owens

AEDA Secretary/Treasurer: Terri Utecht, Utecht Diversified Event Resource, Inc.

Frank Barone, Barone, Inc. and City Council Appointed Representative

Steve Camins, Financial Dimensions and City Council Appointed Representative

John Carpenter, Thunderbolt Media Services and AURA Representative

Rich Hawkins, Red Rocks Community College Representative (partial year)

Diane Hegeman, Red Rocks Community College Representative (partial year)

Lee Humrich, Trust Hall Insurance and Arvada Chamber of Commerce Representative

C. Michael Litzau, Colorado Central Credit Union

Harry Mathews, Vintage Sales LLC and City Council Appointed Representative

Bruce Nickerson, Nickerson Company

Hereford Percy, FirstBank North

Moni Piz Wilson, Grandma's Frozen Pasta

Deanell Sandoval, Seasons Gourmet Market

Marc Williams, Arvada City Council Representative

AEDA Ambassador: Manley Gray

2006 Business Retention Committee

AEDA Retention Chairman: Dave Easter, Easter-Owens

Aaron Azari, Mayor Pro Tem, Arvada City Council

Leann Canty, Canty's Tax & Accounting Inc.

Dave Doherty, Piper Electric

Manley Gray, AEDA Ambassador

Richard Griffith, FirstBank North

Hazel Hartbarger, Arvada Economic Development Association

Luke Heesacker, Arvada Rent-Alls

Jerry Marks, Custom Environmental Services

C. Bradley Rupert, Arvada Chamber of Commerce Representative

Maggie Weakley, Land Title Guarantee Company

Staff

Timothy C. Steinhaus, Executive Director

Hazel Hartbarger, Deputy Director

Lila Nigh, Manager of Economic Development

Peggy Moya, Marketing Specialist

Marian Charles, Administrative Specialist

ARVADA DEVELOPMENT

Retail Development



Penzey's Spices

Statistics for 2006 were as follows:

- There were 48 new retailers and restaurants that arrived in, or planned to join, the Arvada community during 2006. New businesses included Ace Hardware, Appliance World, Bliss Café, Dominos, Ferguson Enterprises, Floor and Décor, Lighting Technologies, Penzey's Spices, Rib City Grill, Tequila's Family Mexican Restaurant, Spudnutz, Starbucks, Treasures, and Whimsicality Home Accents.



Whimsicality Home Accents

- About \$6.5 million for retail capital improvements/construction projects was invested during 2006. The largest investment of over \$3 million was made by Savannah Suites (under construction), building a 116-unit extended stay hotel at W. 64th Avenue and Sheridan Boulevard. Other significant investments included Reno Place and Grandview Plaza (retail and office buildings under construction), Floor and Décor, and Appliance World.



Bliss Café

- Over 80,000 sq. ft. of new retail space was added to the Arvada retail inventory.

Building Commercial and Industrial Development

Statistics for 2006 were as follows:

- There were 58 new office/industrial companies that located, or began the building process to locate, to Arvada during the year. These businesses or property owners invested about \$8.8 million in capital improvements. Significant investments (some currently under construction) included Ralston Business Park buildings, Grandview Plaza building, and various banks throughout the community. Other new commercial businesses in 2006 included Big Horn Door and Hardware, Complete Business Systems of Colorado, Exempla Family Medical, Hindman Sanchez Law Offices, LT Environmental, Metro Clinic, Noerr Programs, Olde Town Acupuncture & Wellness Center, and many others.

- It is estimated that about 330 new primary jobs were created in 2006 (including over 230 from new primary employers).

- AEDA provided a \$20,000 grant to attract a new manufacturer with 75 new primary jobs and the potential of adding more. The company also acquired and significantly renovated/upgraded a building in southeast Arvada.

- About 210,000 sq. ft. of new office/industrial space was added to the commercial inventory.

- County enterprise zone administrators reported the following in 2006 for Jefferson and Adams counties respectively: The yearend reported capital investment in the Arvada/Jefferson County Enterprise Zone was \$19,850,104.18 with 249 net new jobs (235 of which were attributed to SuperTarget at Arvada Ridge). Capital investment in the Adams County Enterprise Zone was \$4,174,119 in capital investment with 64 new jobs. Total Arvada enterprise zone numbers were \$24,024,223.18 in capital investment with 313 net new jobs.

OUR MISSION

To sustain a planned and balanced community served by a supportive government that provides quality, cost-effective service by facilitating industrial, business and retail development that enhances the community and creates new, well-paying jobs; helps existing businesses prosper and expand; and generates additional revenue to the City.

ARVADA BUSINESS RETENTION



Dave Easter of Easter-Owens

In 2006, Arvada business leaders assisted AEDA in efforts to enhance the overall business climate in Arvada, identify and address issues, and improve communications. AEDA continued to be a recognized leader in the business retention arena. The program was a model used by many communities in Colorado and around the country. Dave Easter of Easter-Owens and AEDA 2006 Retention Committee Chairman noted, "We worked very hard to

solicit new ideas, address concerns, or answer questions that were received throughout the year. We heard many times that AEDA-sponsored products were valuable resources. Again this year, attendance at our events increased. This tells me that we're on the right track."

The following is a synopsis of activities throughout the year:

Over 50 existing Arvada retail, office, and industrial businesses expanded, upgraded space, or began an expansion process in 2006. These businesses or property owners invested over \$1.85 million in capital improvements. Some significant investments included the Bank of Choice, Dr. Callendar, Coatings, Inc., Country Buffet, Namiko's Restaurant, Industrialex, and Sams Club.

AEDA had nearly 10,000 multiple contacts/communications with Arvada businesses during the year. A majority of contacts were made through informational mailings, invitations, e-mail inquiries and distributions, website updates, surveys, product and material distributions, and general inquiries.

Many requests were received throughout the year from local, state, and national communities and organizations for information or one-on-one counseling regarding AEDA's approach to business retention. The University of Minnesota requested information for a business retention research study which was used by the Business Retention Expansion International organization.

AEDA was a founding member of Front Range Economic Gardening, formed in 2006, as well as a contributing member of the International Economic Gardening group, both initiated by the City of Littleton, to share best practices and resources for growing businesses regionally.

Through AEDA, Historic Olde Town Arvada was invited to participate in a "one-of-a-kind" regional

marketing campaign initiated by Downtown Littleton Merchants with a rollout in early 2007.

At year end, approximately 4,000 Arvada businesses were listed on www.aeda.biz, a keyword searchable website. There was no cost for this service. Using information in this database, AEDA began to quantify the number of primary jobs in the community. As of year end, 192 Arvada businesses were identified as providing 5,605 primary jobs.

Events during the year included:

- Annual Business Appreciation Event – Eleven business awards were presented and approximately 200 business leaders

and their guests attended the event. The theme, "Festival of Nations," focused on celebrating the many different cultures working within the Arvada business community. The event was orchestrated to acknowledge Arvada businesses and offer attendees the opportunity to network.



Annual Business Appreciation Event

- Business Forum – Over 100 attendees were provided updates from Mayor Ken Fellman. Attendees also appreciated the opportunity to network with other business leaders. Brett Haigler of FirstBank wrote, "... I left with six solid leads and a platter of information that will help FirstBanks' customers..."



Business Forum

- CEO Business Forums – Two forums were held during the year fostering increased communications among Mayor Ken Fellman, City Manager Craig Kocian, business leaders, and community representatives.

- Legal Issues/Employment Law Seminar – This annual event, which was sponsored by AEDA, remained one of the



CEO Business Forum



Charles Passaglia of Employment Law Solutions with Kathy Likes of Barber Nichols

most valued by Arvada businesses based on comments received. Penny Noscoy of Jehn Engineering wrote, "Being new to the HR field, I found the seminar very informative and worthwhile. I will definitely attend next year's update. This

information was vital to understanding the laws associated with running a business."

- Entrepreneurial Seminar – About 60 people interested in becoming an entrepreneur and others already operating a small business attended the "So You Want to be an Entrepreneur?" seminar which was orchestrated in conjunction with the Arvada Enterprise Center.



Denise Stephens, Dave TenEyck, Kathy Luciano and Frank Gray

- Search Engine Optimization Website Seminar – This pilot program was introduced to a focus group of diverse businesses. Kathy Luciano of Fiori di Flavio wrote, "Thank you for the invitation to the web seminar today...It was

fun, informative, beneficial, and a creative way to help businesses... Thank you and AEDA for always thinking of new and creative ideas to help even the smallest of businesses in Arvada."

Products and services:

- www.arvadajoblink.com continued to be a proven valuable resource. This free, online interactive website linked Arvada businesses offering job opportunities to qualified job seekers. In 2006 Arvada JobLINK statistics were as follows: The website was visited 175,319 times. About 480 employer representatives were registered to either post job openings or search resumes. A total of 578 job opportunities remained on the website at year end (either active or inactive). A total of 4,460 individuals had resumes on the website and 458 job seekers retrieved job posting information from the website. Fabrications Unlimited wrote, "Just wanted to let you know that I really appreciate

being able to use the Arvada JobLINK to connect with qualified, potential employees. ...In my mind, posting a position on your site is a no-brainer, especially realizing that you're getting 16,000+ hits a month."

- AEDA was responsible for and authored the "2006 businessLINK" section of the *Arvada Report*. Business assistance programs and resources, helpful hints, and "Shop Local First" were routinely emphasized in the publication.

- AEDA nominated businesses for awards through various other organizations in 2006. For instance, BEC POS was selected by Jefferson Economic Council for a 2006 Business Recognition Award and Wanco, Inc. was selected by Adams County Economic Development for a Business Recognition Award for its 60,000 sq. ft. expansion.

- Arvada Enterprise Center, Arvada Economic Development Association, and the City of Arvada partnered with other Jefferson County municipalities to create the Jefferson County Business Resource Center (JCBRC), which was launched in June 2006.

- AEDA facilitated meetings among CDOT, City staff, and businesses to provide information and updates relative to the Wadsworth/Grandview Grade Separation.

- AEDA assisted in the retention of Stephany's Chocolates preserving about thirty primary jobs.

- AEDA routinely informed businesses about community issues, construction projects, and other topics of interest through an enhanced group e-mail distribution network.



BEC POS



Wanco, Inc.



Stephany's Chocolates



ARVADA MARKETING

AEDA's marketing efforts in 2006 generated 24,897 multiple contacts (which included 17,616 total monthly newsletters distributed during the year). Contacts included real estate professionals, targeted industries, direct mailings, businesses, developers/consultants, trade shows and other events, and general marketing inquiries. Other leads were generated through AEDA's partnership with the State of Colorado Office of Economic Development, Metro Denver Economic Development Corporation, Jefferson Economic Council, and Adams County Economic Development.

AEDA authored and distributed its monthly commercial real estate newsletter, Arvada, Colorado Real Estate Review, to strategic partners in the commercial real estate industry. Distribution of the newsletter increased to a total of 1,630 real estate and community leaders by year end 2006 for a total of 17,616 mailings during the year. The newsletter included development project updates, City-specific information, and AEDA's goals to attract targeted industries to the Arvada community. It continued to be a valued source for communication and collaborative marketing.



During 2006, AEDA's interactive commercial property database, www.arvadapropertylink.com, was visited 9,008 times resulting in 180 properties retrieved 6,897 times by year end. Lori McCollm of Snap-On Tools Rocky Mountain Region wrote, "I just wanted to thank you for your suggestion to check out the Arvada PropertyLink website. The website was easy to use. I was able to find several properties that fit our needs and we have leased office space in a building we found on the website..."

Over 575,000 sq. ft. of retail, office, and industrial development was proceeding through the City's development process for projects planned in 2007.



Twelfth Annual Commercial Real Estate Review

A record crowd of approximately 150 real estate professionals and community leaders attended the Twelfth Annual Commercial Real Estate Review which featured updates on FasTracks, Arvada Urban Renewal Authority districts, and community projects. The event also offered participants the opportunity to network and discuss commercial properties. A special recognition was presented to The Colorado Real Estate Journal as AEDA's media partner for the past four years. Terry TenEyck of Carlson Associates said, "This Review was very informative. The maps and handouts are useful all year long."



Bioscience Trade Show

AEDA was proud of its ability to leverage marketing resources through calculated alliances with others such as the State of Colorado, Metro Denver Economic Development Corporation, local economic development organizations, real estate professionals, Arvada business leaders, and national and local media representatives. AEDA participated in nine targeted trade shows, followed up with prospective businesses, and networked with targeted industries and media partners during many other events during the year.

AEDA's products, such as the 2006 Community Profile, Arvada Factbook, real estate newsletter, and view-at-a-glance calendar, were distributed and made available throughout the year. AEDA's key marketing tactic continued to be its reputation for quality products, attention to details, and excellence in customer service. Jeff Stone of Stonehouse Signs wrote, "Thank you for the 2006 calendar! Over the years, the Arvada calendar has become a fixture on my wall. Don't ever change the format. I don't know what I would do if I could not look up from my desk and see the 'year at a glance!'"

Through public relations outreach, AEDA built strong alliances and was able to obtain media coverage through venues such as the Arvada Press, Colorado Real Estate Journal, Global Xpansion Magazine, KATV, and others.

Through established relationships, AEDA was instrumental in attracting the Colorado State Brownfields Conference to the Arvada Center for the Arts and Humanities in 2006. The event introduced environmental firms from around the country to the Arvada community.

Questions regarding the information contained in this report should be directed to Timothy C. Steinhaus, Executive Director, or Hazel Hartbarger, Deputy Director, at 720.898.7010.