



GOLDEN URBAN RENEWAL AUTHORITY

Memorandum

To: GURA Board of Commissioners
From: Mark Heller, Executive Director
Date: April 10, 2008
RE: April 14, 2008 Meeting Memo

The following notes will assist in the discussion of agenda items for this meeting.

V4a. NexCore Option for Lot 2 and Mutual Waiver

NexCore has not responded to the drafts emailed to them on March 20, nor have they responded to my phone and email inquiries. This was placed on the agenda to allow discussion in the event some sort of response is received.

V2b. Discussion re Lot 4 Development

This item was carried over from the prior meeting.

V4c. Energy Efficiency Standard

This item was carried over from the prior meeting. The Board will continue its discussion regarding the establishment of an energy efficiency standard for GURA-funded projects. The City Planning Department is moving quickly and has already made a proposal to Planning Commission along the lines of the briefing GURA received earlier. That proposal is attached for your consideration.

V4d. Selection of Shelton Paintings for Gateway Garage Banner

The Shelton family has agreed to allow one of Hal Shelton's paintings to be converted to a banner to hang on the garage wall. The final agreement still needs to be worked out, but we are hopeful to conclude it soon. At the meeting, commissioners will pick one from the three images included in this packet.

V4e. 1st Quarter Work Plan Review

I have summarized the current status of the work plan items. If the work plan remains mostly the same, I feel it can be achieved with current staffing or something similar. However, if business attraction becomes a significant demand or if a major redevelopment or other priority project arises, changes will need to be made to the work plan or to staffing or both.

V4f. Business Attraction Ideas

This agenda item was carried over from the prior meeting. In addition to the outreach to GURA's constituents, discussion has recently focused on GURA's role in attracting new businesses to downtown. This packet contains a summary of seven creative business attraction ideas from around the country as published in the Downtown Idea Exchange, a newsletter to which GURA subscribes. The packet also contains a new set of ideas from the Downtown Research and Development Center, and a memo to City Council on the status of downtown retail changes

Also, the Board might want to consider conducting a survey to quantify the "loyalty" of Golden and west metro residents to the Golden trade area. This idea was suggested by David Fried (the retail broker for Gateway Station and Jackson Court) during a meeting of several GURA and EDComm Commissioners, retail broker Rich Hobbs, and staff. Some of the many ideas to come out of that meeting are:

- a. "Mom and Pop" businesses will not be likely to respond to direct solicitation because they already know the market and opportunities and will decide by themselves where to locate.
- b. Golden lacks a business with a regional draw, eg, something that will attract customers from 25 miles away.
- c. Golden needs to change its perception in the region as a bedroom community.
- d. Golden is in a state of transition with newer, more expensive commercial spaces competing against older, less expensive commercial spaces.
- e. Golden should use its more successful businesses as models to develop strategies for marketing to new businesses.
- f. Table Mountain Inn and the Golden Hotel might be enlisted to help gather opinions about Golden from hotel guests.
- g. Golden is competing against neighboring and regional cities, which are increasingly active in providing development incentives and in targeting specific businesses. Golden is perceived as being neutral at best towards economic development.
- h. Neighboring communities, including cities comparable to Golden, send delegations to the International Council of Shopping Centers annual convention to solicit developers and businesses.

VII. Miners Alley Grant Request

The GURA Board recently agreed to accelerate the grant agreement already in place with Miners Alley so that \$10,000 is conveyed this year and none the next, rather than \$5,000 this year and \$5,000 next year as provided in the current grant agreement. The 2008 GURA budget erroneously included \$10,000 this year and another \$10,000 next year, so this was an easy change to accommodate. Miners Alley has requested an additional grant agreement of \$40,000 over four years beginning in 2009. Miners Alley's full proposal is included in the packet.

VI2. Golden Documentary Film Project

Commissioner Johnston has suggested that GURA and the community in general consider commissioning a documentary history on Golden to be prepared for the 150th anniversary next year. During the meeting, we will review portions of a similar documentary produced for the City of Denver. The documentary could be produced to also function as a downtown business/tourism attraction product.