

## **Craig Economic Development Manager Reporting – July to Sept. 2025**

### ***Economic Development Advisory Committee***

July – The EDAC reviewed and approved a letter of support for the Northwest Colorado Innovation Center, an initiative created and led by the Northwest Colorado Development Council. Updates were given on the Energy Worker Penalty Waiver Act efforts, the 2025 Business Plan Competition, the Chamber Survey, the LMD ballot initiative, the Craig Business & Industrial Park, the 8<sup>th</sup> St. Townhomes marketing and the Victory Way properties marketing. The results of the Yampa Valley Regional Housing Survey were also presented and discussed. A discussion was also had to invite Senator Dylan Roberts and Representative Meghan Lukens to a future EDAC meeting to discuss EDAC goals and priorities.

August – Dr. Nathan Perry with CMU gave a presentation about economic data and statistics for Craig, Moffat County and Northwest Colorado. Christine Rambo with the NWCDC, also gave a presentation regarding the NCIC, and projects that the NWCDC is working on for our region. Erin McCuskey and Ashley Dishman with the Northwest Colorado SBDC gave a presentation on their work in the region and spoke about their team's contributions over the last few years for the Craig Business Plan Competition. Continued updates were given on the Energy Worker Penalty Waiver Act, Business Plan Competition, September Committee re-appointments, the 8<sup>th</sup> St. Townhomes marketing and the Victory Way properties marketing. Senator Roberts and Representative Lukens confirmed their attendance at the October 20<sup>th</sup> EDAC meeting.

September – The September re-appointments for Chris Jones, Debbie Fitch and Sasha Nelson were unanimously approved by the EDAC for an additional 3 year term. The Energy Worker Penalty waiver Act has received 41 signatures thus far in support of the initiative and the deadline for signatures has been extended to September 30<sup>th</sup>. Interested parties can visit <https://form.jotform.com/252044050339145> to sign on to support the initiative. Updates were also given on the Craig Business Plan Competition, the 8<sup>th</sup> St. townhomes marketing, the Victory Way Properties marketing and the Chamber Survey. Priorities and goals for Senator Roberts and Representative Lukens' visit to the October 20<sup>th</sup> EDAC meeting were also reviewed and discussed.

### ***CURA***

At the August CURA meeting, staff presented an opportunity to create a 3<sup>rd</sup> URA that would encompass the future Craig Business & Industrial Park site, the corner lot on 1<sup>st</sup> and Ranney, the City owned lot west of the Public Safety Center and the former Moffat County Courthouse site. The URA Commissioners asked that staff meet with each taxing entity to present the idea and see if they were on board. So far, the School District, County, and MCAJCD are in favor of pursuing URA #3. Staff will meet with the Fire District on September 18<sup>th</sup> to present the idea. If all are in favor, staff will update the URA Commissioners on next steps at their October meeting. URA Attorney Angela Hygh also gave an updated training presentation and next steps for the URA #3 formation at the August meeting.

## ***Housing***

### ***8<sup>th</sup> St. Townhomes***

In partnership with Marketing Alliance, the new marketing campaign was launched mid-August that includes new on-site signage, a new landing page on the discovercraig.com website, weekly social media posts to run until the end of the year, Constant Contact emails that have been sent to 45-50 of our local and regional, major employers and digital ads that are publishing in the Craig Press. We are waiting to hear back on pricing for additional paper ads to run until the end of the year in both the Craig Press and Steamboat Pilot as well as potential ads in the Steamboat Homefinder Magazine.

### ***Meadows Apartments***

The site plan for the Meadows Apartments was taken to P&Z at their August meeting and was unanimously approved. The P&Z recommendation was then taken to City Council, where it was approved 6-1. Closing on the property and construction is unlikely to begin this year as originally planned.

## ***Marketing/Promotion***

***Victory Way Properties*** – Marketing Alliance has outreached with a site sheet specifying the details of the 3 sites to 25-30 local, regional, and state developers, (to also include developers from UT and WY), that have experience with mixed-use developments. We've also created a landing page on the discovercraig.com website here: <https://discovercraig.com/site-selection/victoryway/> that contains the rest of the information pertaining to the sites. The landing page on the discovercraig.com website will allow us to track the visitors to the site. Along with the site sheet email, a Press Release was sent out to several media outlets (about 100) across the US to promote the properties. Right now, we are asking that interested developers reach out or submit their development ideas to us by October 1<sup>st</sup>. If we haven't received anything by that time, we'll need to extend it, (maybe until the end of the year).

***Yampa River Corridor Project*** – Marketing Alliance has put together a pretty extensive scope of work for a marketing campaign that will focus on storytelling, outreach, and promotional strategies that drive awareness, engagement and support of the project. This SOW includes messaging and media strategy development, social media marketing posts, newsletter content development, website re-design and support, presentation and marketing collateral development, and additional, creative, storytelling support. This campaign should roll out Fall of 2025.

***8<sup>th</sup> St. Townhomes*** – Marketing Alliance has also created a new, aggressive marketing campaign for the 8<sup>th</sup> St. Townhomes. This campaign will focus on a marketing strategy that is designed to build momentum, clarify messaging, and generate meaningful interest in the homes. The strategy is designed to drive traffic to CHA staff to help sell the homes and will include new project branding and messaging, target audience research and list creation, website content updates and lead routing support, updated marketing materials, social media content creation, and promoted posts. This will also be combined with an internal marketing campaign, (more of a boots on the ground approach), led by CHA staff. This campaign launched mid-August that includes new on-site signage, a new landing page on the discovercraig.com website, weekly social posts media to run until the end of the year, Constant Contact emails that have been sent to 45-50 of our local and regional, major employers and digital ads that are

publishing in the Craig Press. We are waiting to hear about pricing for additional paper ads to run until the end of the year in both the Craig Press and Steamboat Pilot as well as potential ads in the Steamboat Homefinder Magazine.

### ***Business Plan Competition***

Eleven Phase I entries were received for the 2025 Business Plan Competition (8 new businesses and 3 existing businesses). Seven of those were selected to move forward to Phase II, (4 new and 3 existing). Two of the seven finalists have pulled out of the Competition, so there will be 5 finalists that will give their in-person presentations to the judges on October 4<sup>th</sup>. The announcement of the winner(s) will be given at the City Council meeting on October 14<sup>th</sup>.

### ***Craig Business & Industrial Park***

City Council approved the Antero Group to serve as the Master Developer for the Park at their July 22<sup>nd</sup> meeting. The Antero Group visited Craig in August to meet with relevant staff and discuss goals and priorities for the Park. The City and the Antero Group are currently working through the agreement with plans to present the final agreement to Council in October for their approval. The Antero Group will be back in Craig on October 16<sup>th</sup> for a meet and greet and site visit. Council also approved an additional appropriation for the outright purchase of the Park at their first September meeting. The first reimbursement request for 50% of the funding to purchase the Park was sent to OJT mid-September. The final closing of the property and final reimbursement request will occur before the end of September per the OJT grant requirements.

### ***Additional Notes***

July – September - Continued to attend the monthly Chamber of Commerce, NWCDC, LMD and AGNC Board meetings.

July – Attended the Student and Workforce Housing Roundtable at CNCC

July – Attended the freight rail tax credit Q&A

July - Attended the Yampa Valley RTA update meeting

August – Attended the P&Z meeting

August – Attended the Holtec International Work Session

August – Attended the Fitch Ranch Artisan Meats site visit with Governor Polis, Mayor Nichols, Councilman Looper and Councilwoman Camp

August- Attended the Medicaid Roundtable with Senator Hickenlooper at MRH

August – Attended the AGNC Annual Economic Summit in Rifle

September – Hosted OEDIT's Global Business Development Team and toured the Victory Way properties, 8<sup>th</sup> St. Townhomes, future Meadows Apartment site and future Craig Business & Industrial Park

September – Attended the MEDA kick-off meeting