

## **Craig Economic Development Manager Reporting – April to June 2025**

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

April – The EDAC reviewed and discussed preliminary ideas for marketing the former Moffat County Courthouse site. They also discussed recommendations for updated goals to the Moffat County Vision 2025 Transition Plan. Updates were given on the IRS letter that AGNC is taking the lead on, as well as the 2025 Business Plan Competition. A joint meeting with the EDAC and City Council was held on April 22<sup>nd</sup> to discuss the EDAC's recommendations for updates to the Moffat County Vision 2025 Transition Plan.

May – A draft collateral marketing piece for the Victory Way properties, (formerly the Moffat County Courthouse site), was reviewed with some recommended edits/revisions from the EDAC. The marketing strategy for this site as well as a preliminary list of developers was also reviewed and discussed. Revisions to the MCV2025 were reviewed based off of the feedback from the joint EDAC/Council meeting held in April. Updates were given on the IRS letter, 2025 BPC, Regional housing survey, the Business & Industrial Park, the Brownfields Grant, the River Project and the Meadows Apartments.

June – Lynn Figone with the Office of Just Transition gave a presentation on her work with the OJT. A revised marketing collateral piece for the Victory Way properties was approved, as well as the additional list of targeted developers. The Committee asked Shannon to provide an update article on development plans for the site in the Craig Press. Article was published on June 19<sup>th</sup>. A joint workshop with the EDAC's Chair and Vice Chair/Council was held in June to discuss the responses to the RFQ to solicit a Master Developer for the Craig Business & Industrial Park. Updates were given on the IRS letter, BPC kick-off event, preliminary regional housing survey results, Business & Industrial Park RFQ selection, and 8<sup>th</sup> St. Townhomes marketing. Final updates/recommendations to the MCV2025 Transition Plan were also discussed and approved.

### ***CURA***

The Bad Alibi Distillery project, located in URA #2 and Ann's Authentic Thai/Unit 301 Sports Bar and Grill, located in URA #1 are still in progress with the Distillery nearing completion. In speaking with the owner of Ann's Thai and Unit 301 Sports Bar & Grill, they expect to open the Ann's side of the restaurant first, and as revenue is generated, they will then open the Sports Bar side.

Total Revenues generated in 2024 for URA #1 & URA #2 were \$150,000

### ***Brownfields Assessment Grant***

November – The City applied for a third round of Brownfields grant funding in November of 2024 in the amount of \$500,000 for planning and assessment dollars. Received notification in May that we were not awarded the grant. Plan to follow up with our Regional Brownfields rep. to discuss why we were not awarded. Might be eligible for the State's Brownfields grant program on a case-by-case basis. Meeting scheduled with CDPHE to further discuss.

### ***Housing***

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

Working on a new pricing model for both the 2- and 3-bedroom units. A new, aggressive marketing campaign led by Marketing Alliance is expected to launch in mid-July of 2025. Carports and landscaping have been completed.

### ***Meadows Apartments***

The site plan for the Meadows Apartments was submitted to City Staff on June 13<sup>th</sup>. Will plan to take this to P&Z for their review/approval at their August meeting, and City Council at their subsequent August meeting. The NEPA report should be completed by the end of July. Colorado Outdoors will close on the property once the final NEPA report is issued/finalization of the Prop 123 funding terms. Groundbreaking is expected to occur in October of 2025.

### ***Marketing/Promotion***

Victory Way Properties – Marketing Alliance is working on launching a targeted marketing campaign to attract a qualified developer that has a strong track record in mixed-use/downtown development to redevelop the former Moffat County Courthouse site. They have put together marketing collateral and a list of about 25-30 local, regional, and state developers, (to also include developers from UT and WY), that have experience with these types of projects. That campaign will launch by the end of July.

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.

8<sup>th</sup> St. Townhomes – Marketing Alliance is also working on creating 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 is expected to launch near the end of July.

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

The 2025 Business Plan Competition kick off was held on July 10<sup>th</sup>. There were 5 participants that attended in person, with Shannon speaking to 6 or 7 folks prior to the kick-off, (that weren't able to attend in person), that are interested in entering the Competition. The prize monies for this year's Competition total \$50,000. All of the judges have been secured, with the Phase I entry forms due on August 11<sup>th</sup>.

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

The RFQ to solicit a Master Developer for the Park was issued on April 21<sup>st</sup>. Four responses were received. A workshop was held with City Council in April to review the submissions. The

recommendation was to extend interviews to the Antero Group and Ayres Associates. Shannon was also advised to get clarification on the cost estimates from SEH. Once those estimates were received, an invitation was made to SEH for an interview as well. Those interviews were conducted on June 24<sup>th</sup> by a subcommittee consisting of members of Council and the EDAC. The subcommittee requested a second interview from the Antero Group, which was conducted on July 16<sup>th</sup>. After that interview, the subcommittee decided to make a recommendation to City Council to select the Antero Group as the Master Developer for the Park. The Antero Group made a site visit to the Business & Industrial Park site on July 16<sup>th</sup>. Members of the subcommittee were also in attendance at that site visit. Final negotiations for the acquisition of the property are still underway. Shannon has requested an additional extension from OJT for the re-assignment of the current purchasing agreement from Colorado Outdoors to the City of Craig. That was originally to be completed by the end of July. She has requested that be moved to the end of September. Per the OJT grant, the closing of the property has to occur by the end of September as well. She is waiting to hear back on whether that extension has been approved for the reassignment of the contract.

### ***Additional Notes***

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

March – Attended the Freight Rail Tax Credit Listening Session.

March – Attended the Craig/Hayden Pumped-Hydro Joint Agency Meeting.

April – Participated in the Economic Development Focus Group meeting hosted by the Chamber.

April – Attended the quarterly economic development Tri-State meeting as required by the PUC settlement.

April – Attended the NCOC listening session.

April – Attended the EDCC Regional Roundtable meeting in Breckenridge.

May – Attended the LMD renewal meeting.

May – Attended the Fitch Ranch site visit, along with their lenders/partners.

June – Attended and presented to the Steamboat Springs School Board on the 8<sup>th</sup> St. Townhomes.

June – Presented the 2024 Economic Development Annual Report to the Bank of Colorado Leadership team.

