

To access the Agenda and Backup Materials electronically, go to www.gjcity.org



**GRAND JUNCTION CITY COUNCIL
MONDAY, AUGUST 15, 2022
WORKSHOP, 5:30 PM
FIRE DEPARTMENT TRAINING ROOM AND [VIRTUAL](#)
625 UTE AVENUE**

1. Discussion Topics

Economic Development Partners Budget Discussion

1. Chamber/GJEP Volunteer Leaders – Roles and Collaboration
2. Chamber of Commerce Report
3. Grand Junction Economic Partnership (GJEP) Report
4. Industrial Development Inc. Report
5. Grand Junction Regional Air Service Alliance Report

2. City Council Communication

An unstructured time for Councilmembers to discuss current matters, share ideas for possible future consideration by Council, and provide information from board & commission participation.

3. Next Workshop Topics

4. Other Business

What is the purpose of a Workshop?

The purpose of the Workshop is to facilitate City Council discussion through analyzing information, studying issues, and clarifying problems. The less formal setting of the Workshop promotes conversation regarding items and topics that may be considered at a future City Council meeting.

How can I provide my input about a topic on tonight's Workshop agenda?

Individuals wishing to provide input about Workshop topics can:

1. Send an email (addresses found here <https://www.gjcity.org/313/City-Council>) or call one or more members of City Council (970-244-1504);
 2. Provide information to the City Manager (citymanager@gjcity.org) for dissemination to the City Council. If your information is submitted prior to 3 p.m. on the date of the Workshop, copies will be provided to Council that evening. Information provided after 3 p.m. will be disseminated the next business day.
 3. Attend a Regular Council Meeting (generally held the 1st and 3rd Wednesdays of each month at 6 p.m. at City Hall) and provide comments during “Citizen Comments.”
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Grand Junction City Council

Workshop Session

Item #

Meeting Date: August 15, 2022
Presented By: Greg Caton, City Manager
Department: City Manager's Office
Submitted By: Jodi Welch, Finance Director

Information

SUBJECT:

Economic Development Partners Budget Discussion

1. Chamber/GJEP Volunteer Leaders – Roles and Collaboration
2. Chamber of Commerce Report
3. Grand Junction Economic Partnership (GJEP) Report
4. Industrial Development Inc. Report
5. Grand Junction Regional Air Service Alliance Report

EXECUTIVE SUMMARY:

Representatives from Grand Junction Area Chamber of Commerce (Chamber), Grand Junction Economic Partnership (GJEP), Industrial Development Inc (IDI), and Grand Junction Regional Air Service Alliance (Air Alliance) will discuss City funding, economic development collaboration, and upcoming budget requests.

BACKGROUND OR DETAILED INFORMATION:

The Chamber, GJEP, and IDI receive a portion of the revenue generated from the vendors fee cap for business retention, expansion, and job creation. GJEP also receives funding for ongoing operations from other City sources. For 2023, the proposed funding is \$40,000 for the Chamber, \$302,000 for GJEP (including \$40,000 operations), and \$79,000 for IDI.

The Air Alliance receives 1% of the 3% lodging tax passed in 2019. For 2023 that amount is currently projected to be \$823,484.

Attached are the presentations (note: if a page looks blurry it is because it is a video in the presentation).

FISCAL IMPACT:

This item is for discussion only.

SUGGESTED ACTION:

This item is for presentation and Council discussion only.

Attachments

1. GJEP 2022 Update to City Council
2. Business Retention & Expansion 2022
3. IDI GJRASA Presentation 2022

2022 City Council Update

Curtis Englehart
Executive Director

North Star MOU



LATE 2021/2022 HIGHLIGHTS

GJEP 2021/2022 Dashboard

	Assists	Leads	Level I	Level II	Level III	Wins
General	13	1	43	5	3	7
JumpStart*	-	0	0	0	1	6

- 
- West Star Aviation
 - EquipmentShare
 - MotoMinded
 - Lyttle's Fleet*
 - Project Thunderbird
 - SCORED*
 - Sky Peak Tech*
 - Valkyrie Recovery Systems*
 - Cloudrise
 - Pax8
 - LadaCube
 - ACOM Unlimited*
 - Hayden Data*

- Secured new Executive Director
- 13 successful recruitment/expansion efforts in 2021/2022 period
- 13 assists
- 2 local expansions totaling 100 new jobs
- Approved our 25th Rural Jump Start company
 - State leader!

GJEP 2021/2022 Dashboard

LATE 2021/2022 HIGHLIGHTS

	Assists	Leads	Level I	Level II	Level III	Wins
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JumpStart*	-	0	0	0	1	6

- Western Colorado Economic Summit – 500 attendees
- Continued growth in tech/cybersecurity as a result of CMU
- Created a website specific to remote workers/Welcome Wagon
- Collaboration/Pro-Business continues to be our #1 strength
- Marketing and communications outreach reached historic highs
- 4th Annual West Slope StartUp Week

- 
- West Star Aviation
 - EquipmentShare
 - MotoMinded
 - Lyttle's Fleet*
 - Project Thunderbird
 - SCORED*
 - Sky Peak Tech*
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2021/2022 IMPACT

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- **310** potential new jobs created
- **\$52,650** average wage
- **\$5,775,000** capital investment

Future Incentive Obligations

West Star Expansion

- **82** new jobs
- **\$46,100,000** in potential economic impact for construction, employment, and operations
- **\$16,000,000** capital investment
- **\$123,000** GJEP incentive payout

Project Thunderbird Expansion

- **20** new jobs
- **\$2,365,989** in potential economic impact for employment alone
- **\$65,000** potential GJEP incentive payout-5 years

2023 FOCUS

- Proactive recruitment of prospects
- Increasing fundraising efforts
- Continued recruitment to Las Colonias Park
- Joint strategic planning between GJEP, GJ Chamber and BIC
- Develop economic impact and ROI data report
- Build GJEP team of new talent
- Economic Summit will continue to be leading ED event on West Slope
- Strengthening and building relationships with OEDIT

QUESTIONS?

- Curtis@gjep.org

- 970-245-4332



ECONOMIC DEVELOPMENT

Funding at Work

NORTH STAR



BUSINESS RECRUITMENT

- Attraction/Awareness Marketing
- Attraction Package by Sector
- Jump Start Colorado
- Prospecting Businesses
- Incentive Packaging/Negotiations

Support From

- BIC
- GJACC
- Workforce Center
- CMU
- City/County



BUSINESS RETENTION & EXPANSION

- Industry Sector Roundtables
- Address Workforce & Skill Gap Issues
- Business Outreach
- Access/Assist with Programs such as Business Personal Property Tax Credit

Support From

- Workforce Center
- City/County
- BIC
- GJEP
- DDA
- CMU



BUSINESS CREATION

- Recruit Niche Businesses
- New Business Advisory, Coaching, Boards
- Maker Space – Downtown
- Support Role to Ag Sector

Support From

- GJACC
- GJEP
- Workforce Center
- CMU/Education
- MAVS Innovation Center



COLLABORATIVE EFFORTS

ECONOMIC DEVELOPMENT PARTNERS

Late 2021

GJACC & GJEP champion A \$16M expansion project for West Star Aviation in collaboration with the State of Colorado, City of Grand Junction, GJT, and Mesa County resulting in 82 net new jobs



January 2022

GJACC & GJEP host BNSF to address logistics & supply chain concerns with local stakeholders



Spring – Summer 2022

ED Partners continue to leverage resources to recruit new businesses such as EquipmentShare and I-Refer while also supporting the expansion of existing businesses such as CoorsTek LLC, Networks Unlimited, and Timberleaf Trailers

July 2022

Business Organizations from across the Valley partnered to create the first-ever BizMix to create and opportunity for businesses to grow their connections and showcase the strength of our economic partnerships which was attended by over 175 participants



BUSINESS RETENTION & EXPANSION

PROGRAM



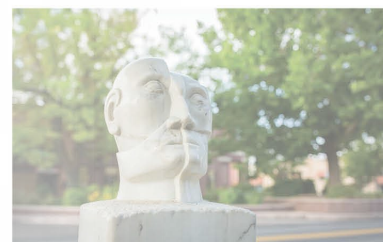
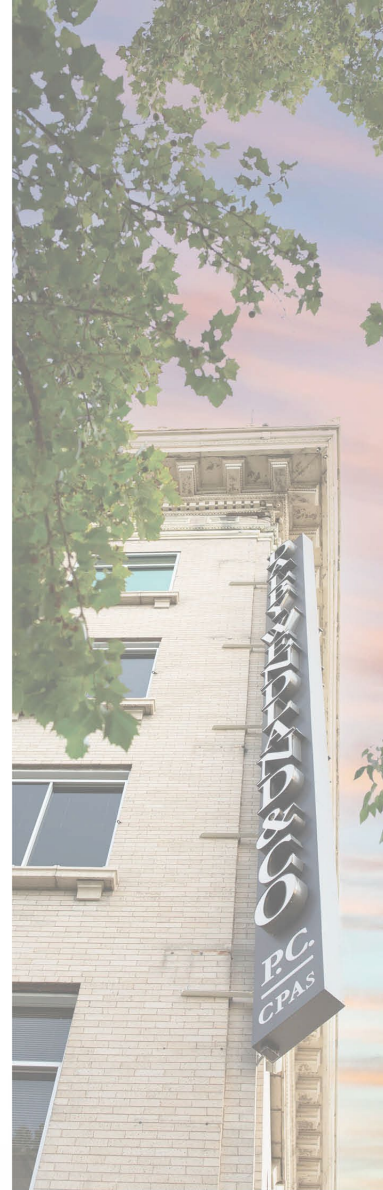
Grand Junction Area
CHAMBER
OF COMMERCE

NORTH STAR

2016 Report on Destination Strategy

Identified the Grand Junction Area Chamber of Commerce's Role in Economic Development as:

“Takes the LEAD in managing the BUSINESS RETENTION program for existing industry, work with LEGACY INDUSTRIES and CORNERSTONE INDUSTRIES on addressing their needs, and to coordinate with workforce development on industry workforce needs.”



Assisted with local business expansions resulting in

\$36.1 million

in capital investments for businesses such as Bank of Colorado, Timberleaf Trailers, Networks Unlimited, and more!

Convened BNSF Regional Leadership & Local Stakeholders to discuss logistic challenges and supply chain pressure impacting our community.

80 new jobs

created through completed expansion projects with a projected **137 Additional jobs** created through on-going expansion efforts yet to be completed.

112 business visits

to assess the current business climate

Worked closely with Mesa County Building Department, City Planning, and GJFD to ensure a collaborative, cohesive approach to business expansion projects in the pipeline.

Took positions on **43 pieces of legislation** that would directly impact the local business climate such as workers comp reform, restrictive employment agreements, on-the-job marijuana use, and air quality control.

Developed customized software for BRE efforts that will provide conversation and incentive tracking along with benchmarking for industry analysis.



ONGOING EFFORTS



Incentive distribution for the **\$16 million** hanger expansion at West Star Aviation to be completed by end of year.



GJACC representative is currently engaging on the on the **Zoning & Development** Code Update committee which will assist with future redevelopment and infill projects related to expansion.



Assistance with two projects related to Business Personal Property Tax for an existing business expansion resulting in a **\$39 million** capital investment and **100 new** primary jobs.

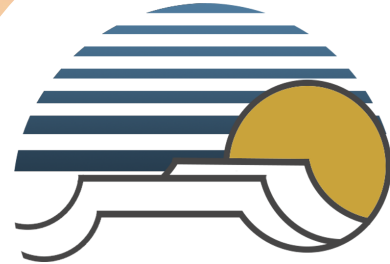


Completion of custom **BRE Software** to increase trackability and accuracy of efforts related to expansion & retention

QUESTIONS?

Diane@gjchamber.org
Candace@gjchamber.org





Industrial Developments, INC.

a Colorado, Nonprofit Corporation

MISSION: IDI exists today to manage and develop community assets, primarily industrial land, for the purpose of encouraging business growth and development resulting in added jobs

CURRENT INCENTIVE FUND INFORMATION:

- \$153,500 in Incentive Fund as of Today
 - \$123,000 allocated to West Star Aviation
 - \$15,000 allocated to NetPolarity
 - \$65,000 allocated to Project Thunderbird



2021/2022 IDI Efforts

- Continuing to finalize **\$123K incentive with West Star Aviation** for their \$16m expansion, added 82 net jobs
- **Paid \$3,750 to Net Polarity** as part of agreed incentive for creating and maintain jobs
- **\$75k discount on property** in AirTech Park for **Timberleaf Trailers**, an existing manufacturing firm that is growing. The sale was complete in early January and they are currently building on the site
- Working to sell Bookcliff Tech Lot 4 to **existing manufacturer with a \$162k non-cash incentive** that will result in a **multi-million dollar expansion and a minimum of 20 net new jobs.**



QUESTIONS?

Diane@gjchamber.org
Candace@gjchamber.org



**Industrial
Developments, INC.**





MISSION: Grand Junction Regional Air Service Alliance will support efforts to increase access for the Region’s residents to commercial air service options.

Goals:

1. Enhance access to the global and national air transportation network to Grand Junction business passengers through service to new hubs or incremental capacity through existing hubs.
2. Increase access to affordable air service at Grand Junction Regional Airport (GJT) through new passenger service to unserved destinations with an emphasis on in-demand, target markets, including tourism.
3. Attract new service on existing routes through additional frequencies or upgauging, especially in markets with high fares for GJT passengers.
4. Make GJT the airport of choice for residents within a 200-mile radius and drive inbound tourism to Grand Junction that will increase lodging revenues and thus GJRASA funding.



ONGOING EFFORTS



A **Catchment Study** was commissioned to define the areas GJT loses passengers to. It would quantify the passenger demand that originates and terminates in each area. *These studies are highly valuable when negotiating with airline planners as they show the true size and opportunity of a market. \$60k was committed towards this effort.*



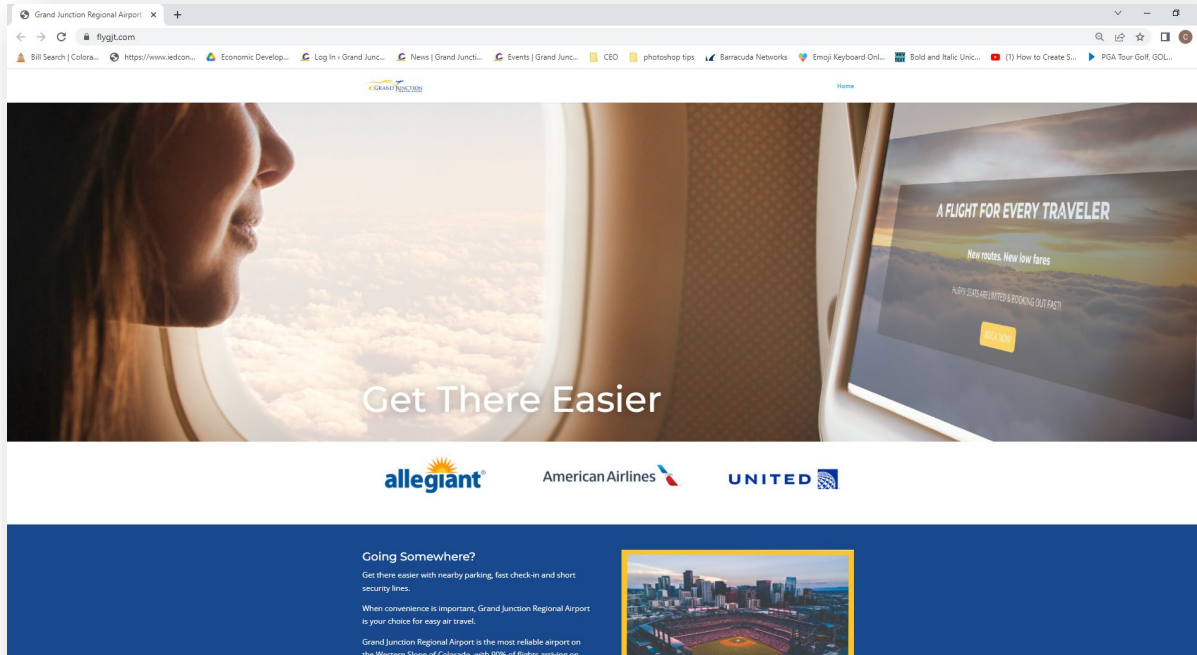
A **Marketing Firm** was hired to brand and promote GJT as the preferred air service destination in our region. *Ryan/Sawyer Marketing started in late April and has moved quickly develop campaigns for general promotion and airline specific marketing support. \$100k has been committed towards this marketing efforts.*



\$550,000 of incentive dollars remains committed to the Small Community Air Service Development Program (SCASD) Grant for nonstop daily service to the San Francisco.



New Landing Page



Commercials During Broncos Games



See next slide

Print Campaign







QUESTIONS?

Diane@gjchamber.org
Candace@gjchamber.org

