



Q2, 2017 ■ ECONOMIC UPDATE

ADVANCE LONGMONT

ADVANCE PRIMARY INDUSTRY

ADVANCE LOCAL BUSINESS

ADVANCE STARTUP COMMUNITY

Q2 2017 MILESTONES

GOAL: Identify and execute on tactics to engage a broader range of constituents in the implementation of the Advance Longmont strategy through both financial support of the strategy and active involvement in the activities of the partnership.

→ Represented Longmont and Metro Denver at **SPACE SYMPOSIUM** in Colorado Springs.

→ Planned and executed **SMALL BUSINESS WEEK** activities, including a **MAYORAL PROCLAMATION** designating the first week in May as **SMALL BUSINESS WEEK**.

→ Hosted annual **CORNERSTONE GALA** event recognizing companies from all sectors of the local economy for their contributions to job creation and investment in Longmont.

→ Represented Longmont **CLEAN-TECH** industry capabilities at **NREL INDUSTRY GROWTH FORUM**.

→ Represented Longmont at **NOCOM 2017**, Longmont's premier manufacturing trade show.

→ Partnered with OEDIT to represent Longmont and Colorado at **SELECTUSA FDI SUMMIT** in Washington, D.C.

→ Participated in the **ECONOMIC DEVELOPMENT COUNCIL OF COLORADO – NORTHERN COLORADO REGIONAL FORUM** in Loveland.

→ Completed **2017 ELEVATE SURVEYS** for both primary industry and local businesses.

2017 MARKETING EVENTS & VISITS

GOAL: Identify and execute on tactics to engage a broader range of constituents in the implementation of the Advance Longmont strategy through both financial support of the strategy

WHERE WE'VE BEEN OUT-BOUND MARKETING EVENTS



2017 INTERNAL MARKETING EVENTS

- New Tech Longmont – ongoing
- Advance Longmont Economic Development Summit – January
- Unity in the Community – January
- Longmont Innovation Week Proclamation Celebration – February
- Leadership Longmont – January
- Cornerstone Gala – April
- Longmont Aerospace Summit – April
- Longmont Startup Week Unveiling Event - May

2017 IN-BOUND MARKETING EVENTS & VISITS

- Commercial Brokers of Longmont - Ongoing
- Innovation Tour – February
- Mayor's Summit – February
- NoCo Lunch & Learn – March
- JM Smucker Visit – April
- Meeting w/Ken Buck's Office - May
- OEDIT Executive Director Visit – June

Q2 2017 MARKETING UPDATE

GOAL: Identify and execute on tactics to engage a broader range of constituents in the implementation of the Advance Longmont strategy through both financial support of the strategy and active involvement in the activities of the partnership.

eMARKETING CAMPAIGNS

Q2 TARGETED DIGITAL COMMUNICATIONS:

- Investor Update – 30.2% Open Rate
- Site Selectors Q1 Update – 29.8%
- Commercial Real Estate Update – 34.5%
- Target Industry Update – 32.3%
- Q1 Update – 29%

ADDITIONAL CAMPAIGNS SENT IN Q1:

Longmont Startup Week Unveiling Party Invitation, Longmont Startup Week Call for Volunteers & Mentors, Community Impact Awards Call for Nominations, Small Business Week, CBL Invitation

UPCOMING EVENTS IN 2017:

July 24 – 28 – Longmont Startup Week
September 21 – Community Impact Awards
September 28 – Longmont Real Estate Showcase



MARKETING UPDATE:

- Acquired Avocet as an In-Kind Sponsor for social media, blog, and PR assistance
- Acquired Times Call as a Media Sponsor
- Created a series of 15 ads to run in the Times Call as part of the sponsorship
- Working with Intention Products to produce a series of video blogs and promotional videos for for LSW.
- Working with Wyatt's Wet Goods to run a series of 3 ads on their spadea
- Designed signage for LSW and had printed by Circle Graphics as part of their sponsorship
- Designed posters and flyers and had printed by Print Experts as part of their sponsorship
- Worked with local breweries to create a special beer for LSW called The Wannapreneur
- Uploaded all event details and continue to update the LSW website. Schedule and website went live on June 19th.

SOCIAL MEDIA

FACEBOOK

PAGE LIKES

Q1: 626 ↑22

As of January 1st, 2017: 578 ↑48

As of January 1st, 2016: 346

TOTAL REACH

Q1: 18,431

Organic: 12,646

Paid: 5,785

YTD: 36,031

TWITTER

LONGMONT EDP

FOLLOWERS:

At End of Q1: 353 ↑36

As of January 1st, 2017: 248 ↑105

As of January 1st, 2016: 41

	# Tweets	Profile Visits	Impressions	Mentions
Apr	23	430	6,025	10
May	7	155	5,575	4
June	9	414	5,227	6

GOAL: Encourage the relocation, expansion, and retention of primary businesses and jobs in Longmont through targeted marketing and outreach efforts.

606/12

JOBS ANNOUNCED BY NEW
PRIMARY INDUSTRY BUSINESSES
(Jobs/Businesses)

29

NEW JOBS PENDING
ANNOUNCEMENT

\$78,259

PRIMARY INDUSTRY
AVERAGE ANNUAL
WAGE

75/10

JOBS ANNOUNCED BY
EXPANSIONS OF EXISTING
BUSINESSES

1,353

POTENTIAL NEW JOBS
BASED ON ACTIVE
PROSPECTS

29,678

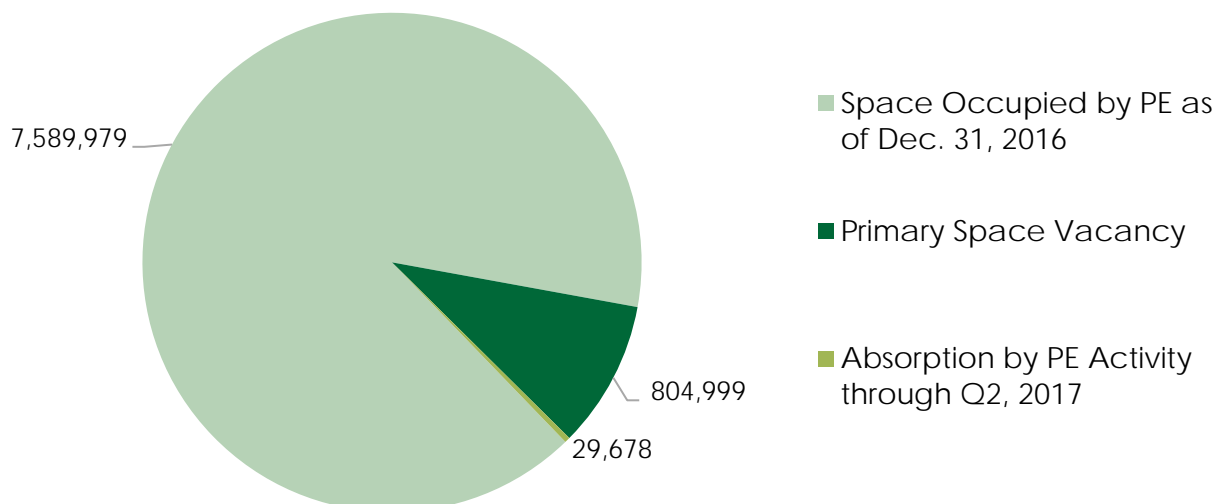
NET SPACE ABSORBED

	Advanced Technology	Bioscience	Creative Arts & Culinary	Prof. Services & IT	Total All Industries
Q4 2016 Jobs	1,937	227	5,934	4,727	12,825
Q1 2017 Jobs	1,949	233	5,946	4,752	12,843
Net Gain/Loss	12	6	12	25	55
% Gain/Loss	.006%	.026%	.002%	.005%	.004%

REAL ESTATE DATABASE SUMMARY

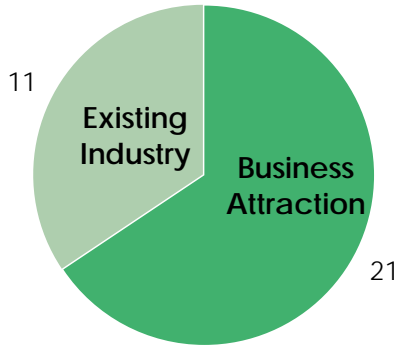
(in Square Footage)

Total Primary Space in the Longmont Area: 8,424,656 sq. ft.

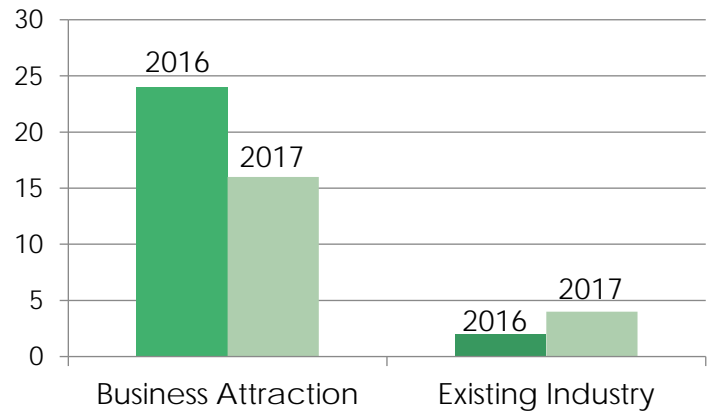


GOAL: Encourage the relocation, expansion, and retention of primary businesses and jobs in Longmont through targeted marketing and outreach efforts.

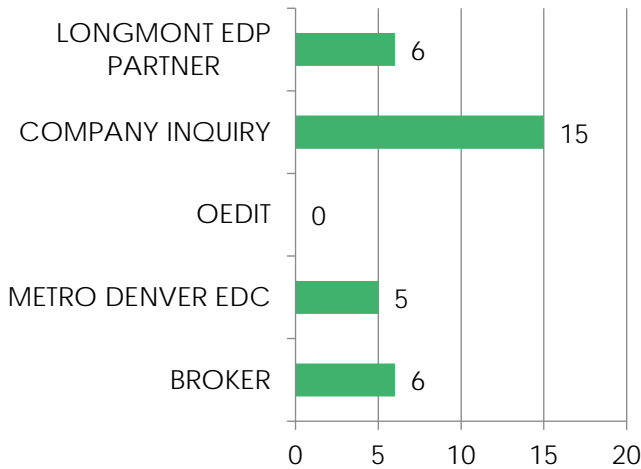
ACTIVE PROJECTS – AS OF JUNE 2017 (Q2)



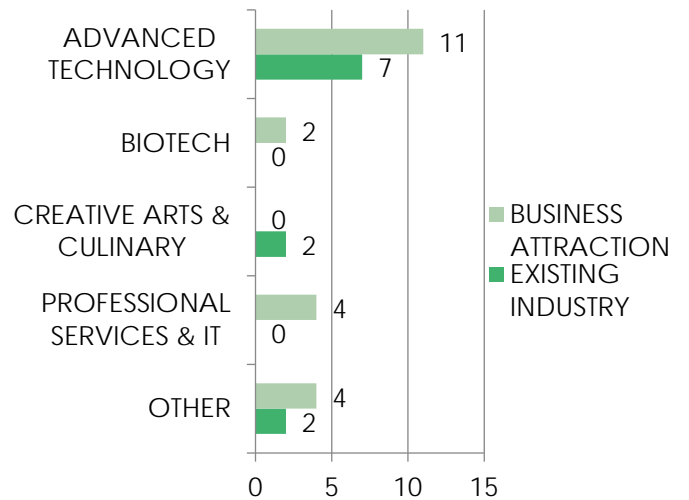
NEW PROJECTS Q2



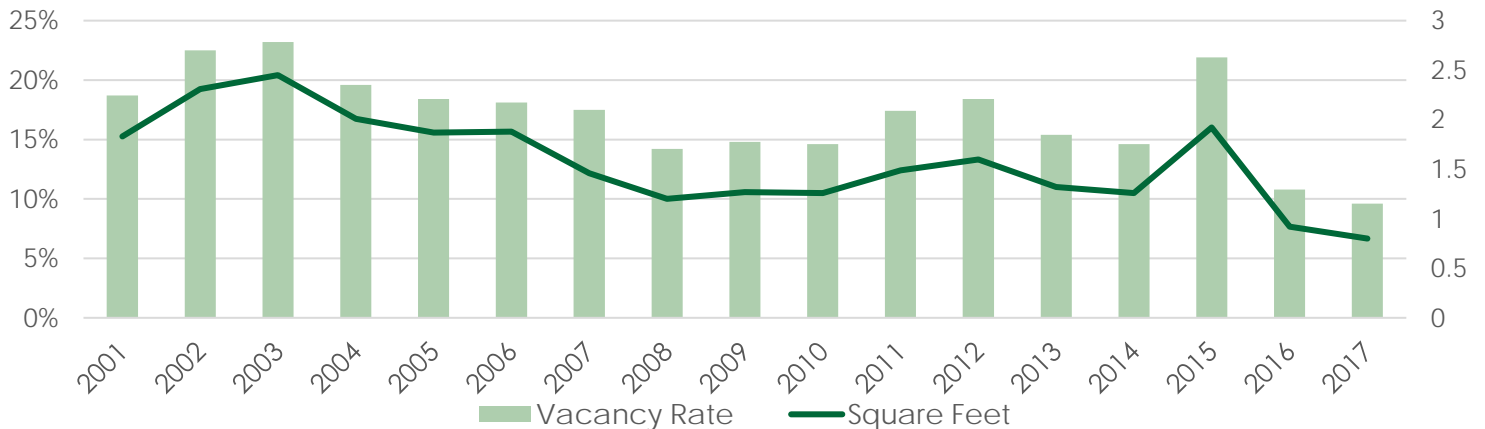
PROJECT LEAD SOURCES



PROJECT INDUSTRY CLUSTERS



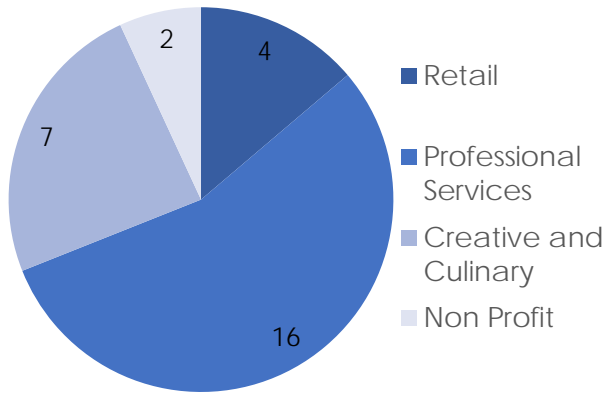
COMMERCIAL REAL ESTATE OPPORTUNITY TRENDS



GOAL: Improve the organization's understanding of the local business sector in Longmont in order to identify, adjust, and increase programming and resources available locally to support all businesses

29

MEETINGS WITH LOCAL BUSINESSES
REPRESENTING 130 FT JOBS &
46 PT JOBS



**LOCAL IMPACT OF
SBDC PARTNERSHIP**

337

HOURS OF CONSULTING

77

TOTAL LONGMONT BUSINESSES
RECEIVING CONSULTING

\$225,875

IN A SMALL BUSINESS LOAN

AWARDED TO:

VOICE DIVINE
TINKERMILL

COLORADO TECH SHOP

6 Jobs Retained, 15 Jobs Created

\$1,000

IN SCHALLERT GROUP DESTINATION:

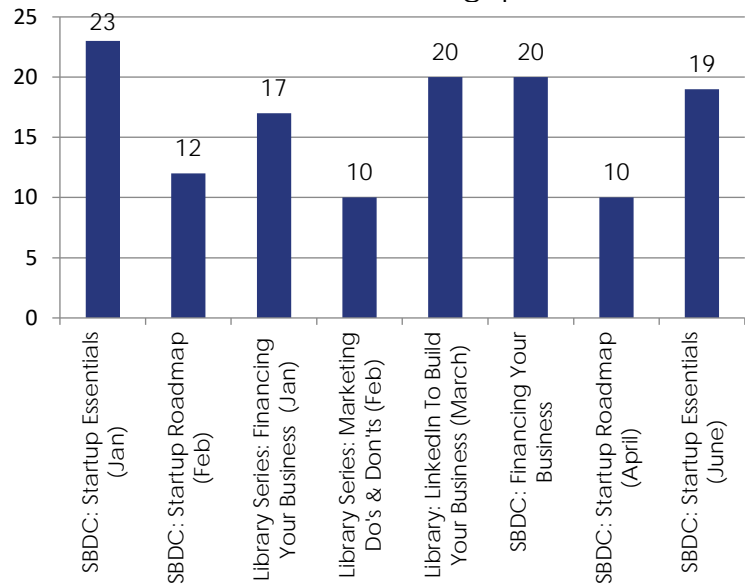
BOOTCAMP SCHOLARSHIP

AWARDED TO:

GEORGIA BOYS

5 WORKSHOPS

Total Attendees 131, Avg. per Class 16



**LOCAL BUSINESS
ADVISORY COMMITTEE
UPDATE**

- LBAC provided City Council with a position paper around retail marijuana shop allowance in the city
 - Developed information sheets and online resources to educate business owners on their rights and responsibilities relative to homeless populations.
 - Working with TetraTech and the City to develop a workshop around the building and permitting process for small businesses
 - LBAC provided input to the City around the commercial construction/ remodel/T.I checklist
- Received input from the Committee around upcoming Small Business Week (April 30 – May 6th). Committee participated in the week of activities
- Committee working to develop a plan for supporting Longmont EDP Local Business work plan



JULY 24-28, 2017

<http://longmont.startupweek.co>

\$17,000 IN FINANCIAL SPONSORSHIPS

Longmont EDP * Terrapin Care Station * Galvanize* UCHealth*CoBiz Bank * City of Longmont * Sunflower Bank* Brewer Law

IN-KIND SPONSORS

Circle Graphics * StickerGiant * Avocet Communication *Times Call* Verve Intergrative* Lifelicious* Wyatt's Wet Goods*Nextlight* CoSolve Coworking* Print Experts* BBP * Jupiter Visual* Ozo Coffee* The Roost* Samples World Bistro*

70+ EVENTS | 100+ SPEAKERS

Longmont Startup Week Unveiling Party at Bootstrap held May 12th

Website & Schedule went live June 19th

INNOVATION WEEK RECAP

MONDAY – Partner Recognition Event at St. Vrain Cidery

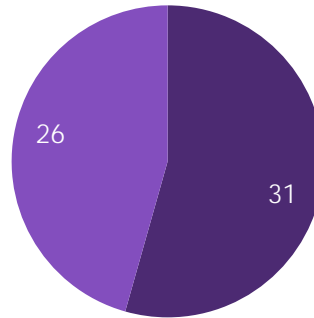
TUESDAY – Day long Innovation Tour open to the Community and Proclamation Reading at the City Council Meeting

Q2 2017 ACTIVITY

GOAL: Advance regional and national recognition of Longmont's growing startup community in order to attract new resources and partnerships intended to support the continued growth of this sector of Longmont's economy, and our ability to retain our

48

MEETINGS WITH STARTUP BUSINESSES REPRESENTING 23 FT STARTUP JOBS & 34 PT STARTUP JOBS CREATED



- 2017 New Starts
- Prospective New Starts

PILOT COSOLVE CAREER MIXER EVENT

Partnered with CoSolve, Longs Peak Net, Jump up the Ladder and The Corporate Core to Pilot a Job Mixer Event with 4 Longmont Primary Employers and 45 local job candidates.

Primary Employers Included:

SPARKFUN

UCHEALTH

CIRCLE GRAPHICS

CURRENT POWERED BY GE



LONGMONT EDP TAKES MANAGEMENT ROLE FOR LONGMONT IGNITE! FUND

Two Visioning Meetings with



ELEVATING BUSINESS. EMPOWERING COMMUNITY.

Q2 2017: Real Estate Update

ADVANCE LONGMONT

ADVANCE PRIMARY INDUSTRY

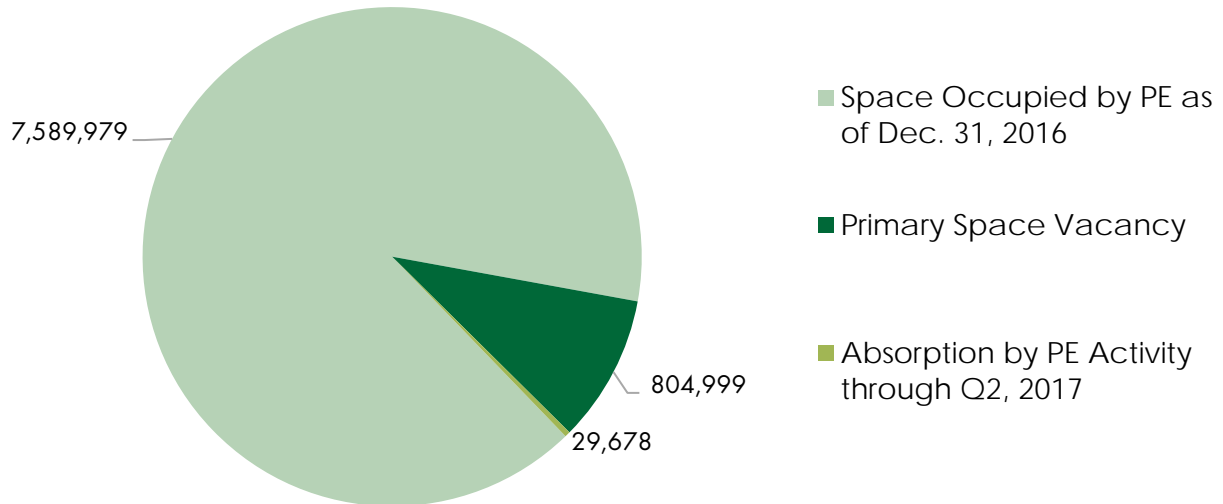
ADVANCE LOCAL BUSINESS

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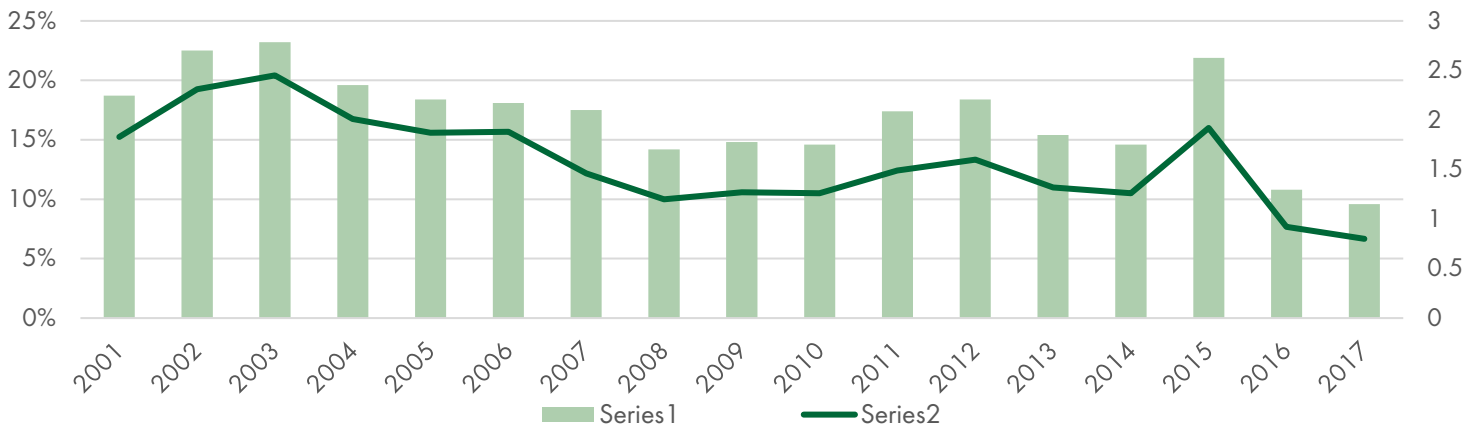
REAL ESTATE DATABASE SUMMARY

(in Square Footage)

Total Primary Space in the Longmont Area: 8,424,656 sq. ft.



COMMERCIAL REAL ESTATE OPPORTUNITY TRENDS





REAL ESTATE DATABASE SUMMARY 6/30/17

Primary Employer (PE) Occupancy

PE Occupancy as of Q4 - 2016 7,589,979

PE Activity through Q2 - 2017

Absorption by PE Activity through Q2 - 2017 30,478

New Construction by PE through Q2- 2017 0

Adjustments to PE Occupancy (800)

PE Occupancy as of Q2 - 2017 **7,619,657**

Non-PE Activity through Q2- 2017

Absorption of PE Space by Non-PE Companies (73,428)

Non-PE Space Adjustments (15,940)

Total Occupied PE Space as of Q2 - 2017 **7,530,289**

Vacant PE Space

Vacant Space as of 12/31/2016 (924,045)

Total Net Absorption This YTD 59,690

Current Primary Space Vacancy **(864,355)**

Total Primary Space in Longmont area as of Q2 2017 **8,424,656**

Vacancy Rate 6/30/17 **9.6%**

Vacancy Rate 6/30/16 21.4%

Note:

There is no clear distinction between office and industrial space. Flex space is predominant in the Longmont area. We do not have a pure office market.

Lease/Purchase Cost Ranges

Office/Flex Space	Median = \$12.50/sq. ft.	Range = \$7.00-\$18.50/sq. ft.
Industrial/Warehouse Space	Median = \$8.50/sq. ft.	Range = \$4.95-\$15.00/sq. ft.
Industrial Land	Median = \$5.00/sq. ft.	Range = \$1.30-\$20.00/sq. ft.



Balance Sheet
As of June 30, 2017

ASSETS

Current Assets

Cash	91,900
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Total Current Assets	91,900
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Fixed Assets

Property and Equipment	83,346
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Leasehold Improvements	1,513
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Less Accumulated Depreciation	(51,879)
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Total Fixed Assets	32,980
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Other Assets

Security Deposit	1,000
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Notes Receivable	80,000
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Total Other Assets	81,000
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TOTAL ASSETS	205,879
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LIABILITIES AND OWNERS' EQUITY

Current Liabilities

Accrued Vacation	5,185
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Total Current Assets	5,185
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Owner's Equity

Prior Year's Retained Earnings	218,958
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Net Income / (Loss)	(18,264)
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Total Owner's Equity	200,694
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TOTAL LIABILITIES AND OWNER'S EQUITY	205,879
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