

ANNUAL REPORT 2022

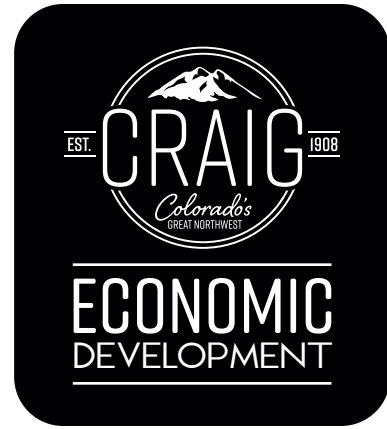
City of Craig Economic Development



**ECONOMIC
DEVELOPMENT**

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)


The Economic Development Advisory Committee was formally reorganized in the Spring of 2022. The Committee is comprised of seven local community members and two City Council liaisons, who represent large cross sections of the community and who have the passion, energy, and time to devote to all things related to Economic Development. The goal of this committee is to act in an advisory capacity to the City Council and the Economic Development Manager, including assisting in planning and implementing the five focus areas, goals and priorities set forth in the Moffat County Vision 2025 Transition Plan.




EDAC MEMBERS

- Chris Jones • Chairman
- Tony St. John • Vice Chairman
- Christian Dufresne • Member at Large
- P.J. Howe • Member at Large
- John McMurry • Member at Large
- Jon Miller • Member at Large
- Sasha Nelson • Member at Large
- Derek Duran • City Council Liaison
- Tom Kleinschnitz • City Council Liaison

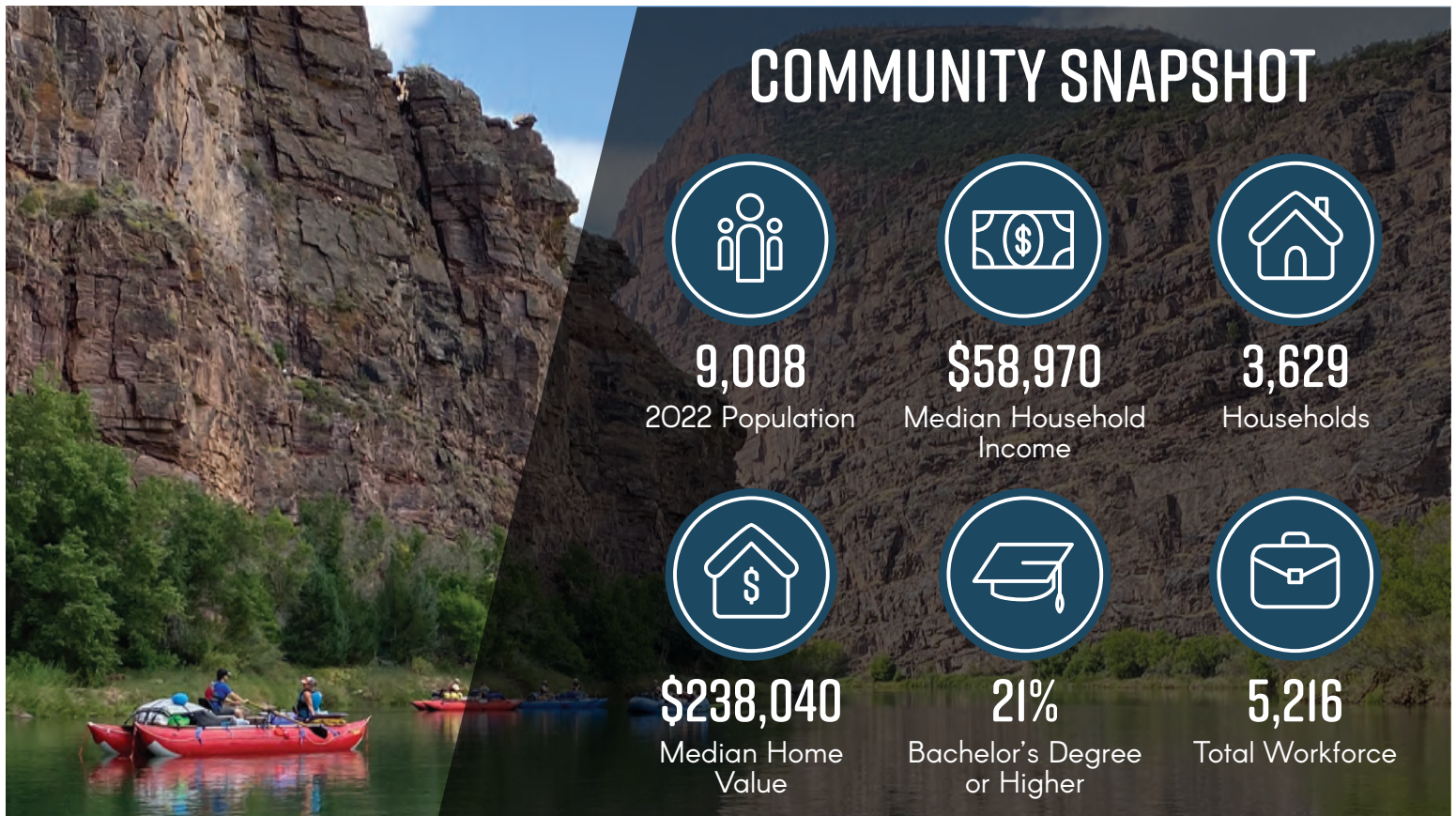
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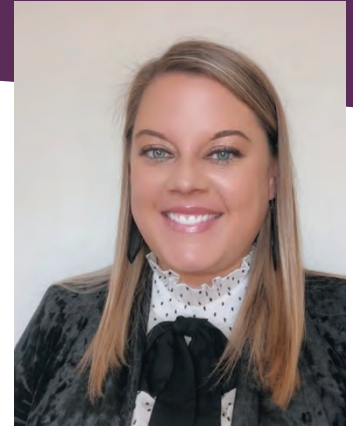
 970.826.2020

 sscott@cityofcraig.org

 www.DiscoverCraig.com



A message from **ECONOMIC DEVELOPMENT MANAGER SHANNON SCOTT**



2022 started off with the re-formation of the Economic Development Advisory Committee (EDAC). Seven local community members and two City Council liaisons expressed interest in joining the committee, each bringing their own unique expertise, knowledge and most importantly the determination to see Craig and Moffat County prepare for and succeed through the economic shift that will be occurring over the next several years. With the formal adoption of the new Economic Development Advisory Committee by-laws, and the Moffat County Vision 2025 Transition Plan guiding the way, the Committee immediately got to work.

The EDAC oversaw the Small Business Grant program in its fourth and final year and approved the award of 7 grant applications that generated a total economic investment of \$158,000. The EDAC also began strategizing to formulate an attractive marketing campaign that will target industry, businesses, site selectors and entrepreneurs that may be interested in re-locating or expanding their business operations in Craig. These marketing efforts, which will include the creation and design of a new Economic Development website, targeted ads in site selector magazines, and articles in specific business and industry focused magazines, will highlight all of the positive attributes that Craig has to offer as a great place to live and work.

The Craig Urban Renewal Authority also saw its first project approval in 2022 for the Bad Alibi Distillery, which will provide distilled spirits in the form of whiskey, gin and vodka while focusing on the rich history and heritage of Northwest Colorado. This project, (which will be located in the Urban Renewal Authority area #2) will see \$1.7M in total overall investment through the purchase and renovation of an existing property on a major thoroughfare where it will be located. Through Tax Increment Financing, (TIF), The 5 taxing entities that comprise the URA, (The City of Craig, Moffat County, Moffat County School District, The Craig Rural Fire Protection District, and the Moffat County Affiliated Junior College District), agreed to share \$660,000 of their respective sales and property taxes once the \$1.7M investment threshold has been met.

2022 also saw the continuation of the Brownfield's assessment grant, which was initially awarded in 2021. The City of Craig, in partnership with Ayres and Associates, conducted twelve Phase I and four Phase II environmental assessments on certain targeted sites throughout the City and Moffat County. The City intends to apply for the second round of Brownfield's grant funding in the fall of 2023, which will help with remediation efforts of the sites that were determined to contain contaminants.

As part of the continuation of the Housing Needs Assessment that was completed in December of 2021, the Action Plan portion commenced and was completed in the Spring of 2022. The City will continue to work through the identified strategies which include leveraging City owned land, coordinating a supply focused employer approach, aligning infrastructure investment with housing goals, zoning for affordability and crafting annexation policies that will result in public benefit in order to ensure that we can provide current and future housing options for our citizens for years to come.

As we look forward to 2023, continued efforts will be placed upon our working relationships with local and regional partners to ensure that our community's future will be brighter and more robust than ever as we endure the economic challenges ahead.

Respectfully,

A handwritten signature in black ink that reads "Shannon Scott".

SHANNON SCOTT, MBA
ECONOMIC DEVELOPMENT MANAGER, CITY OF CRAIG

CRAIG URBAN RENEWAL AUTHORITY

The Craig Urban Renewal Authority Areas #1 and #2 were both officially adopted in the Summer of 2021 to help encourage redevelopment and revitalization in pre-determined blighted areas throughout the City of Craig and Moffat County.



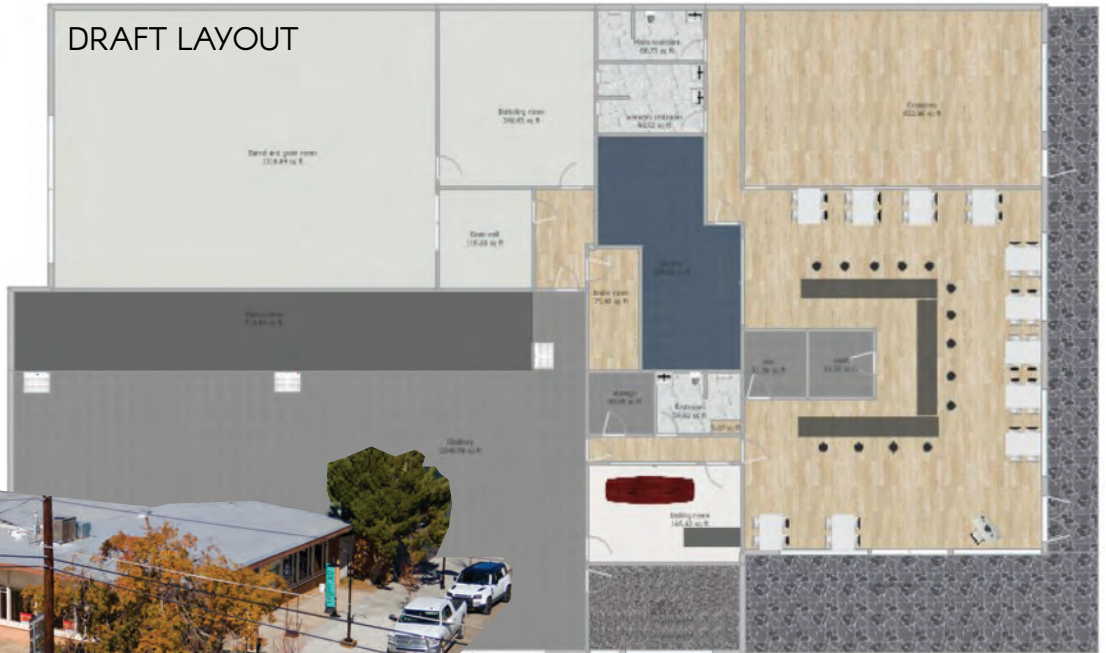
In August of 2022, the CURA Board approved their first project in URA Area #2 for the Bad Alibi Distillery. The Distillery will focus on the production of distilled spirits, with an emphasis on whiskey, that will bring together the culture of Western Colorado through story-telling within the products themselves. The business aims to market Northwest Colorado, while making an exceptional product that the community can call its own. The founding partners of Bad Alibi Distillery purchased the property located at 406 Yampa Avenue, in which they intend to remodel the interior by transitioning the 3 bay garage and back storage areas into the production facility and opening the remaining portion of the building for the tasting room, kitchen, restaurant and creamery. The exterior will be revitalized to include new paint, windows, doors and seating on the south and east sides of the buildings. Once the \$1.7 million dollar investment has been made on behalf of the Bad Alibi Distillery, the CURA entities agreed to share \$660,000 in sales and property tax revenues that will be generated as a result of the project over the next 25 years.

 www.CraigURA.com

BAD ALIBI DISTILLERY



PREDEVELOPMENT BAY AREA



406 YAMPA AVENUE



@badalibidistillery

BROWNFIELDS ASSESSMENT GRANT PROGRAM

The City of Craig was awarded a \$300,000 Brownfields grant in 2021 from the EPA to help identify and assess targeted sites to determine the presence or absence of environmental contamination, for the purpose of redevelopment throughout Craig and Moffat County. With an aggressive timeline to have the grant funding expended within 2 years, City staff began working diligently with their consulting firm, Ayres and Associates to complete Phase I and Phase II environmental assessments on properties deemed as a priority from the Brownfields Steering Committee. To date, twelve Phase I assessments and four Phase II assessments have been performed, with approximately 80% of the grant funding being expended in Year 1. The City of Craig intends to apply for the next phase of Brownfields Remediation grant funding in the fall of 2023.

COMPLETED ASSESSMENTS 2022

PHASE I ASSESSMENTS

- ▶ 221 W. Victory Way • Moffat County Courthouse
- ▶ 288 Ranney St. • Former MJK Building
- ▶ 403 Taylor St.
- ▶ 406 Yampa Ave. • Former APH Building
- ▶ 520 and 524 Yampa Ave. • Former Spicy Basil
- ▶ 538 Yampa Ave. • Former Golden Cavy
- ▶ 785 Russell St. • Old Hospital Site
- ▶ Frontier Vacant Lot
- ▶ 1111 W. Victory Way • Centennial Mall
- ▶ Proposed Whitewater Park Site
- ▶ Proposed Loudy-Simpson Boat Ramp Site
- ▶ Woodbury Dr. and 1st St.

PHASE II ASSESSMENTS

- ▶ 221 W. Victory Way • Moffat County Courthouse
- ▶ 403 Taylor St.
- ▶ 406 Yampa Ave. • Former APH Building
- ▶ 520 and 524 Yampa Ave. • Former Spicy Basil



RETOOLING CRAIG

BROWNFIELDS PROJECT

ABOUT THE PROJECT

EPA has awarded the City of Craig a \$300,000 brownfields assessment grant. Grant funds will be used to conduct due diligence activities, as well as identify broad hurdles to revitalization. Grant funding will also be used for cleanup planning and community outreach activities.

ELIGIBLE GRANT ACTIVITIES

- Inventorying, characterizing, and assessing sites to determine the presence or absence of environmental contamination
- Identification of redevelopment sites
- Redevelopment planning to identify feasible land uses
- 3D visualizations to generate understanding about opportunities
- Cleanup redevelopment planning
- Community engagement

SMALL BUSINESS GRANT PROGRAM

In May of 2022, The City of Craig's Small Business Grant Program completed its fourth and final year. This 50/50 matching fund program provides grants to businesses via a competitive application review process in support of both facade improvements and capital investments that facilitate job creation/diversification.

In 2022, there were 7 grant applications awarded totaling \$56,855, with total investments stimulated of approximately \$158,000.



7

Grant Applications
Awarded



\$56,855

Total Funds
Awarded



\$158,000

Total Investments
Stimulated



JUNGLE PET SHOP BEFORE & AFTER

2022 SMALL BUSINESS GRANT AWARD DETAILS

Business Site	Request Type	Award Amount	Total Investments
Craig Steel	Site Improvement	\$ 10,000.00	\$ 40,378.81
Chapman's Automotive	Site Improvement	\$ 10,000.00	\$ 21,210.00
Good Vibes River Gear	Economic Development	\$ 7,500.00	\$ 15,031.66
The Jungle Pet Shop	Site Improvement	\$ 1,820.00	\$ 3,640.00
Luttrell Barn Cultural Center	Site Improvement	\$ 9,000.00	\$ 18,500.00
Community Budget Center	Site Improvement	\$ 8,535.00	\$ 16,666.00
Loadout Liquors	Site Improvement	\$ 10,000.00	\$ 42,133.00
		\$ 56,855.00	\$ 157,559.47



CRAIG STEEL BEFORE & AFTER

HOUSING

HOUSING ACTION PLAN

The City of Craig continued to prioritize Housing as a main area of focus leading into 2022. As a follow up to the Housing Needs Assessment that was finalized in December of 2021, the Housing Action Plan was completed in the Spring of 2022 with the help of consulting firm Williford, LLC. The Action plan was developed by leveraging the insight and feedback of a Steering Committee that was comprised of elected officials, local business leaders, non-profit service providers, developers and City Staff.



NOTABLE ACTION PLAN TAKEAWAYS

90% of the identified need/shortage to be developed by 2027 to include 32-45 for sale units and 23-36 rental units.

- Will focus on 1-2 bedroom units, rental housing <\$735/month, new quality construction, and smaller starter homes.

Priority strategies include:

- Leveraging City owned land,
- Coordinate supply focused employer approach,
- Align infrastructure investments with housing goals,
- Zone for affordability and
- Craft annexation policies that result in public benefit.

View the completed Housing Action Plan at:



www.ci.craig.co.us/residents/economic_development.php

YAMPA RIVER CORRIDOR PROJECT

The vision for the Yampa River Corridor Project is to create a cohesive park system along the Yampa River just south of Craig. Beyond contributing new recreation opportunities, improved public access, enhanced aquatic/riparian habitat and fish passage, the project largely supports economic stimulus, resilience and diversification. The project has extensive local, regional, state and nationwide support and as of August 9, 2022 celebrated an official Economic Development Administration (EDA) grant award announcement investing \$3,315,342 in the project! Completion of the Yampa River Corridor Project equals a massive win for Craig and Moffat County.

Construction is expected to begin September 2023.



GRANT SUBMISSIONS / AWARDS

INNOVATIVE HOUSING STRATEGIES PLANNING GRANT (IHOP)

A \$106,125 grant award was made to the City of Craig by the Department of Local Affairs (DOLA) in 2022 to support planning efforts surrounding the future of housing in Craig. Through this newly established grant program the City of Craig aims to develop affordable housing strategies that include 1.) appropriate codification adjustments to building and zoning codes that support affordable housing strategies like accessory dwelling units and small square footage residential unit sizes, 2.) program investigations to include land banking, infrastructure assistance, expedited review processes, incentives, and 3.) technical assessments to include use of publicly owned properties for lease of rent, repurposing commercial properties with the potential for affordable housing units.

The work being completed through IHOP puts the City of Craig in an excellent position to further apply for housing implementation grant funding in 2023.

FOURTH ROUND FUNDING - Awarded Mar. 31, 2022

AWARD AMOUNT

East Grand County Regional Housing Authority Housing Needs Assessment	\$48,750
Fremont County Housing Strategies Grant	\$150,000
Delta Affordable Housing & Land Use Code Updates	\$120,000
Montezuma County Attainable Housing Strategy	\$100,350
The Future Housing of Craig	\$106,125
Regional Affordable Housing Needs Assessments (Rural Plains Communities)	\$105,500
Severance Innovative Housing Planning Grant	\$50,250
Lakewood Affordable Housing Study & Analysis	\$78,375
TOTAL	\$759,350

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION (EDA) – ASSISTANCE TO COAL COMMUNITIES GRANT

The City of Craig in collaboration with co-applicant Moffat County received an EDA grant award on August 9, 2022 investing \$3.3 million in the Yampa River Corridor Project. In addition to the EDA funds awarded, the project has also successfully secured 2022 funding from the Yampa River Fund, the Moffat County Local Marketing District, the Hillsdale Fund, the Office of Just Transition, the Colorado Housing and Finance Authority, and Resources Legacy Fund/Open Rivers Program. The project will seek to round out implementation funding with grant requests to Great Outdoors Colorado, the Yampa White Green Basin Roundtable and the Colorado State Water Supply Reserve Fund/Colorado Water Conservation Board.



EDA U.S. Economic Development Administration
A bureau of the U.S. Department of Commerce

PRESS RELEASE

August 9, 2022

U.S. Department of Commerce Invests \$8.5 Million to Support Economic Diversification Efforts in Northwest Colorado Coal Country

Awards Include Funding from U.S. Economic Development Administration's American Rescue Plan Coal Communities Commitment and Assistance to Coal Communities Initiative



DESTINATIONS | FEATURED | PADDLING LIFE EXCLUSIVES | STAND UP PADDLE BOARDING | WHITEWATER KAYAKING

From Coal to Surfing: Craig, CO, Gets \$3.3 Million EDA Grant for River Park Project

By EUGENE BUCHANAN - SEPTEMBER 11, 2022

COLORADO DEPARTMENT OF TRANSPORTATION (CDOT) – RURAL PLANNING GRANT

The City of Craig partnered with the City of Steamboat Springs and Routt County to collaboratively apply for grant funding in support of the Yampa Valley Regional Transit Authority (RTA) Needs Assessment Project. Each entity applied for, and was subsequently awarded, \$40,000 in support of the regional project. The project will conduct critical research and planning for a Regional Transportation Authority in the Yampa Valley. The scope of work will include contracting with a qualified consultant to research existing conditions of transportation in Routt and Moffat Counties and associated towns and municipalities, conduct a needs assessment, and look at transportation mode options for our Northwest Colorado region. The \$10,000 in match funding for the City of Craig's portion of this grant opportunity was graciously provided by Steamboat Ski & Resort Corp.



2022 CITY OF CRAIG GRANT AWARD DETAILS



16

Total Awarded
Grant Requests



\$5,871,273

Total Secured
Grant Dollars



MARKETING / PROMOTION


ECONOMIC DEVELOPMENT WEBSITE

In the Fall of 2022, the Economic Development Advisory Committee began the process of hiring an experienced firm to create a new Economic Development website to effectively promote and market Craig and Moffat County to developers, site selectors/consultants, business owners, entrepreneurs, real estate professionals and bankers as a great place to live and conduct business. Working through the RFP process, the EDAC and City Council selected Marketing Alliance, LLC as the vendor in which to conduct this process based on their relevant experience, qualifications and success in creating Economic Development websites, with the official launch expected in the Spring of 2023.

 www.DiscoverCraig.com

FOCUS MEDIA GROUP – BUSINESS IN FOCUS MAGAZINE ARTICLE

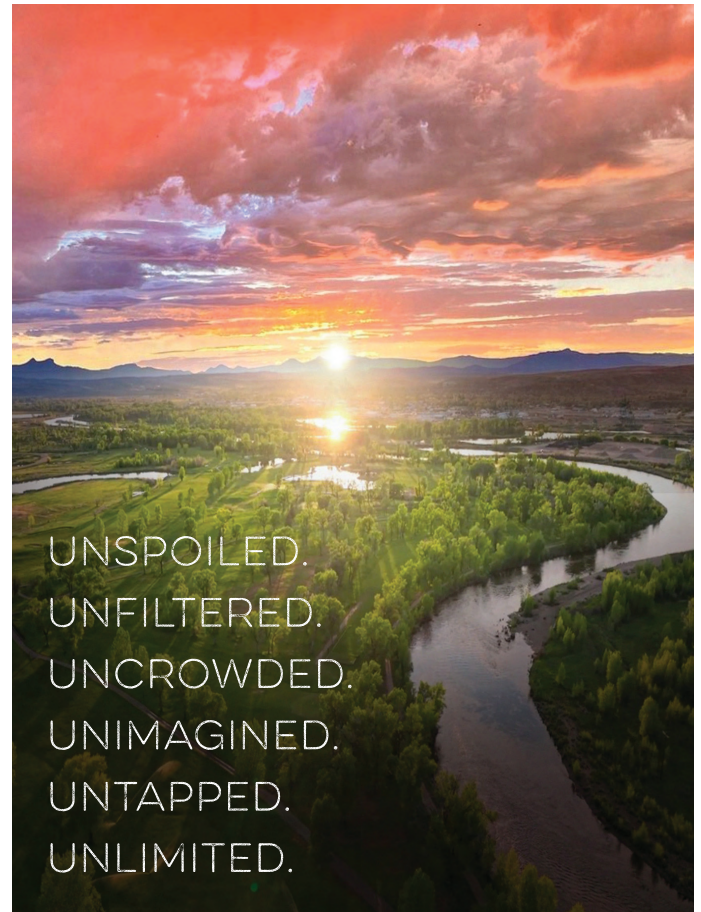
In order to reach a broader, national audience, the City of Craig also elected to be the subject of an article written and published by Focus Media Group Publishing Inc. The article will focus on the Moffat County Vision 2025 Transition Plan, and the focus areas identified within the plan that will help ensure a successful transition from a coal-centered economy. The article will appear in their business publication titled “Business in Focus” which is distributed to over 363,100 subscribers. Focus Media Group will also be driving more attention to the story and advertising partners with a brochure designed from this content for extended marketing purposes and promotional use. The EDAC would like to thank Great Divide Cleaning Service and Memorial Regional Health, who through their gracious sponsorships, allowed for this publication to happen. The article is slated to publish in February of 2023.

 https://mags.businessinfocusmagazine.com/e_mag/BIFNAFeb2023

OFFICE OF ECONOMIC DEVELOPMENT & INTERNATIONAL TRADE (OEDIT) – BUSINESS COMES TO LIFE AD

As part of the overall Economic Development marketing campaign, and in conjunction with the new Economic Development website and Business in Focus magazine article, The EDAC agreed to place an ad in the OEDIT–Business Comes to Life Publication. The cost of this ad was paid for with the help of a marketing grant from the Associated Governments of Northwest Colorado. This particular ad will be available in both print and digital formats and promotes the City of Craig’s business climate to key domestic and international markets. This multimedia publication reaches thousands of prominent site selection consultants and C suite decision makers across the United States and will be published in February of 2023.

 <https://siteselection.com/cc/colorado/2023/digital.html>



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UNFILTERED.
UNCROWDED.
UNIMAGINED.
UNTAPPED.
UNLIMITED.

Imagine a place with room to roam and nobody in your way. Where your Colorado dream is still attainable. Build your business in a working community that cares about their neighbors, with year-round adventure in every direction, and wide open spaces to explore. Stake your claim on Colorado’s Great Northwest!

PRO-BUSINESS.
COMPETITIVE INCENTIVES.
WORKFORCE. PRIME LOCATION.
LOW COST OF LIVING.

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BUILD YOUR FUTURE.**

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LOOKING AHEAD

FUTURE EDAC GOALS & OBJECTIVES

As we look ahead to 2023, the Economic Development Advisory Committee would like to focus on accomplishing the goals and priorities listed below:

Create, develop and enhance the entrepreneurial atmosphere at MCHS and CNCC

Effectively market and promote the CURA through educational collateral and informative public engagement sessions in order to increase awareness and generate projects to each of the designated CURA areas

Work in collaboration with the Craig Chamber of Commerce with business retention and recruitment efforts for local businesses

Establish a Business Plan Competition for Start-Ups and Entrepreneurs

Highlight and organize the following potential Commercial properties and work to put Investors and Startups together with these properties:

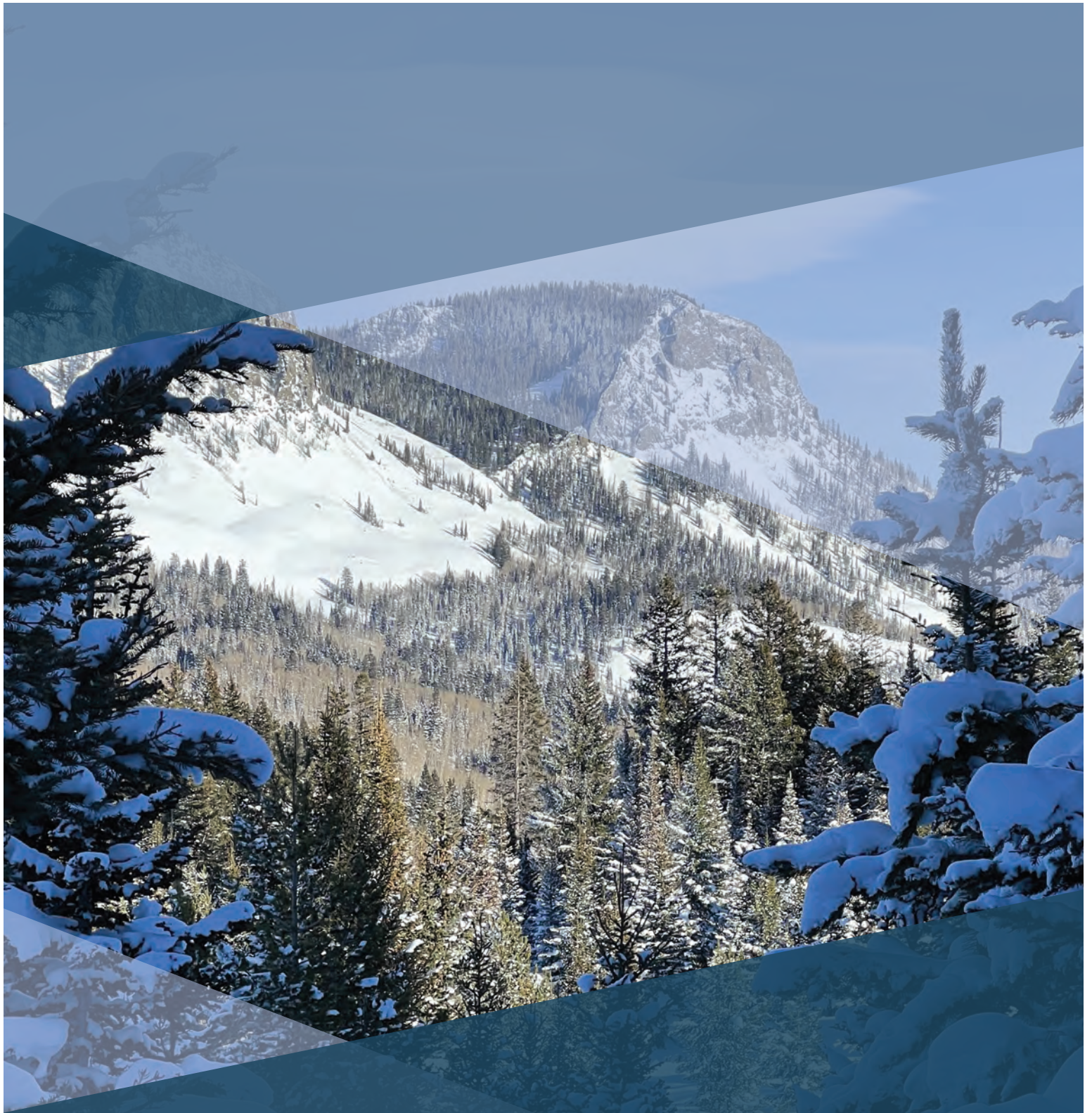
- Former Walgreens
- Former Pizza Hut
- Centennial Mall
- Former Spicy Basil
- Former Golden Cavy
- Old Courthouse Site

Continue to work in securing funding for the construction of a Business and Industrial Park

Work in partnership with Steamboat Springs and Routt County to establish a feasibility study for a Regional Transit Authority

"AS NEW OPPORTUNITIES AND CHALLENGES ARISE, WE WILL CONTINUE TO EVALUATE AND FORMULATE ADDITIONAL GOALS AND PRIORITIES IN ORDER TO ENSURE THAT OUR ECONOMIC CLIMATE IS AS ROBUST AND RESILIENT AS EVER."





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