

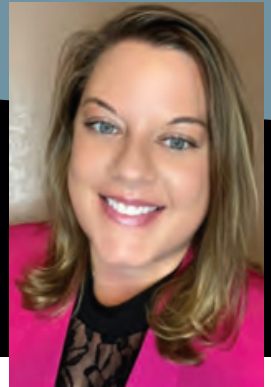
ANNUAL REPORT 2023

City of Craig Economic Development



**ECONOMIC
DEVELOPMENT**

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



In 2023, the Economic Development Advisory Committee (EDAC) set forth its new vision and mission statement which will focus on strengthening and diversifying the community by supporting growth with existing industries, attracting new industries, supporting quality of life activities and marketing Craig's pro-business climate and entrepreneurial culture. The EDAC also approved and participated in the City's first ever Business Plan Competition in conjunction with the Northwest Colorado Small Business Development Center and the Moffat County Local Marketing District. Two winners were announced in the Competition's "Start-Up" category that received \$15,000 and \$5,000 in prize monies, respectively, to carry out their new business ventures.

The EDAC also ramped up its marketing efforts by working with Marketing Alliance to create its first ever Economic Development website which was launched in April of 2023 (www.DiscoverCraig.com). The EDAC also opted to advertise a feature article in GMI Post's U.S. Mountain States edition on behalf of the Japan Times to promote Craig's successful economic efforts during the energy transition. This also allowed Craig to be seen on a larger, global scale and advertise its high caliber workforce, assets, quality of life, and cost-effectiveness to potential Japanese businesses.

The Craig Urban Renewal Authority saw its second project approval in 2023 for Ann's Authentic Thai and Unit 301 Colorado Sports Bar and Grill, which will be located at the former Village Inn Restaurant. Ann's Thai (formerly Aroi Thai located in the Warehouse Food Hall) will be expanding to occupy one half of the restaurant space, with Unit 301 Sports Bar and Grill occupying the other half. Unit 301 will serve game meats native to Colorado and "Made in Colorado" beverages. The building itself will undergo façade improvements to include new painting, signage, landscaping, as well as paving and striping of the parking lot. The total investment to be made is \$3,030,839 and the CURA Commissioners agreed to share \$1,515,421 in property and sales tax dollars once the initial investment threshold is met.

2023 also saw the completion of the Brownfield's assessment grant, which was initially awarded in 2021 in the amount of \$300,000. In total, the City of Craig, in partnership with Ayres and Associates, conducted thirteen Phase I and four Phase II environmental investigations, as well as crafting six site redevelopment plans that helped secure over \$4M in grant funding to redevelop identified Brownfields sites. In November of 2023, the City of Craig applied for another round of Brownfield's assessment and remediation grant funding in the amount of \$500,000. The City will be notified in the Summer of 2024 if they have been awarded.

As part of the Housing Needs Assessment that was completed in December of 2021, the Housing Action Plan that was completed in the Spring of 2022 and the Brownfields site assessment that was completed in the Fall of 2022, the City of Craig, in partnership with Memorial Regional Health broke ground on a 20-unit townhome complex in the Fall of 2023. These will be 2- and 3-bedroom, deed restricted units targeted at households earning up to 120% AMI to include, but not limited to Craig and Moffat County's teachers, nurses, police officers and critical service workers.

In January of 2023, The City of Craig, in Conjunction with Steamboat Springs and Routt County also kicked off its Regional Transportation Authority (RTA), feasibility study discovery work with the help of a \$150,000 grant from CDOT. The grant funding allowed the three entities to hire Fehr & Peers, a transportation consulting firm, to help assist with the feasibility study anticipated to be completed in March of 2024.

As we plan ahead for 2024, we will continue to focus our efforts on building out Craig's housing inventory, diversifying our transportation portfolio, attracting new and diverse industry to the region, and strengthening our local and regional partnerships for the benefit of Craig, Moffat County and Northwest Colorado in order to successfully endure this economic transition.

Respectfully,

A handwritten signature in black ink that reads "Shannon Scott". The signature is written in a cursive, flowing style.

SHANNON SCOTT, MBA
ECONOMIC DEVELOPMENT MANAGER, CITY OF CRAIG






ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)

In 2023, the Economic Development Advisory Committee saw its first full year acting in an advisory capacity to the Economic Development Manager and City Council. With the guidance of the Moffat County Vision 2025 Transition Plan, the EDAC also set 7 goals and priorities for the year, all of which were completed, or are in the process of being completed going into 2024:

CONTACT INFORMATION

Shannon Scott, MBA
Economic Development Manager

-  970.826.2020
-  sscott@cityofcraig.org
-  www.DiscoverCraig.com

2023 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

- Support and enhance the entrepreneurial atmosphere at MCHS and CNCC.
- Effectively market and promote CURA through educational collateral and informative sessions to the public in order to increase awareness and generate projects to each of the CURA areas.
- Distinguish actions and results to secure funds and support the Economic Development Department.
- Work in collaboration with the Chamber of Commerce on local business retention and recruitment efforts.
- Adding a Market Update to the EDAC agenda where each board member can discuss trends and updates they are seeing within their respective industry.
- Establish a Business Plan Competition for Start-Ups and Entrepreneurs.
- Highlight and organize potential commercial properties including the former Walgreens, Pizza Hut, Centennial Mall, Spicy Basil, Golden Cavy and Old Courthouse, (slated to begin demolition in the Spring of 2024) and work to put Investors and Startups together with these properties.



COMMUNITY SNAPSHOT

		
9,008	5,216	3,679
2023 Population	Total Workforce	Households
		
\$238,040	\$58,970	21%
Median Home Value	Median Household Income	Bachelor's Degree or Higher

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 2023, the CURA Board approved their first project in URA area #1 (second project for both URA areas), for Ann's Authentic Thai and Unit 301 Colorado Sports Bar and Grill. The owners of Ann's Authentic Thai (previously Aroi Thai located in the Warehouse Food Hall) purchased the former Village Inn restaurant located at 1103 W. Victory Way in order to expand their restaurant operations. Ann's Thai will occupy one half of the restaurant space, with Unit 301 Sports Bar and Grill occupying the other half. The facility will undergo renovations to include 2 new ADA restaurants, 2 outdoor seating areas, a 14-seat private dining/meeting room and a 15-seat bar on Ann's side. For Unit 301, which will serve game meats native to Colorado and "Made in Colorado" beverages, there will be a mixture of low top and high-top tables, booths, a communal table, 17 new televisions, and a full service to-go station. The building itself will undergo façade improvements to include new painting, signage, landscaping, as well as paving and striping of the parking lot. The total investment to be made is \$3,030,839 and the CURA Commissioners agreed to share \$1,515,421 in property and sales tax dollars once the initial investment threshold is met.



ANN'S AUTHENTIC THAI & UNIT 301 SPORTS BAR + GRILL



BROWNFIELDS ASSESSMENT GRANT PROGRAM

The Craig Brownfield Assessment Grant (awarded in 2021 in the amount of \$300,000 from the EPA) was executed based on the Retooling Craig initiative, which focused on rejuvenating the downtown at the crossroads of Victory Way and Yampa Avenue. The impetus of the initiative was to explore opportunities for revitalizing brownfields into opportunities for a sustainable future. Once Craig was awarded the grant, their consulting team Ayres and Associates, in conjunction with a local Steering Committee, quickly implemented an innovative and effective approach to utilize the grant funds in less than two years.

Retooling Craig was immensely successful, conducting 13 Phase I investigations, 4 Phase II investigations, engaging over 100 individuals, crafting six site redevelopment plans, and cascading into nearly \$4 million dollars of additional funding to redevelop identified Brownfields sites. Due to the success of this grant, the City of Craig submitted a second Brownfields grant application in fall of 2023 requesting \$500,000 for additional assessment and remediation funds.

PROGRAM OUTCOMES



\$4 MILLION +

Additional Funding Accessed



100 +

Community Members Engaged



13

Brownfield Sites Assessed



6

Completed Site Development Plans



20

Housing Units in Development

BROWNFIELDS STEERING COMMITTEE MEMBERS

Stacey Eriksen • EPA Brownfield Project Officer,
Land Revitalization Program and Green Coordinator

Peter Brixius • City of Craig

Melanie Kilpatrick • City of Craig

Shannon Scott • City of Craig

Ray Beck • Former Moffat County Commissioner and Mayor/City Council

Jonathan Flint • Steamboat Transit

Dr. Lisa Jones • CNCC

Jennifer Holloway • Craig Chamber of Commerce

Susan Hope • Moffat County Housing Authority

Kirstie McPherson • Downtown Business Owner – The Find/518 Wine Bar

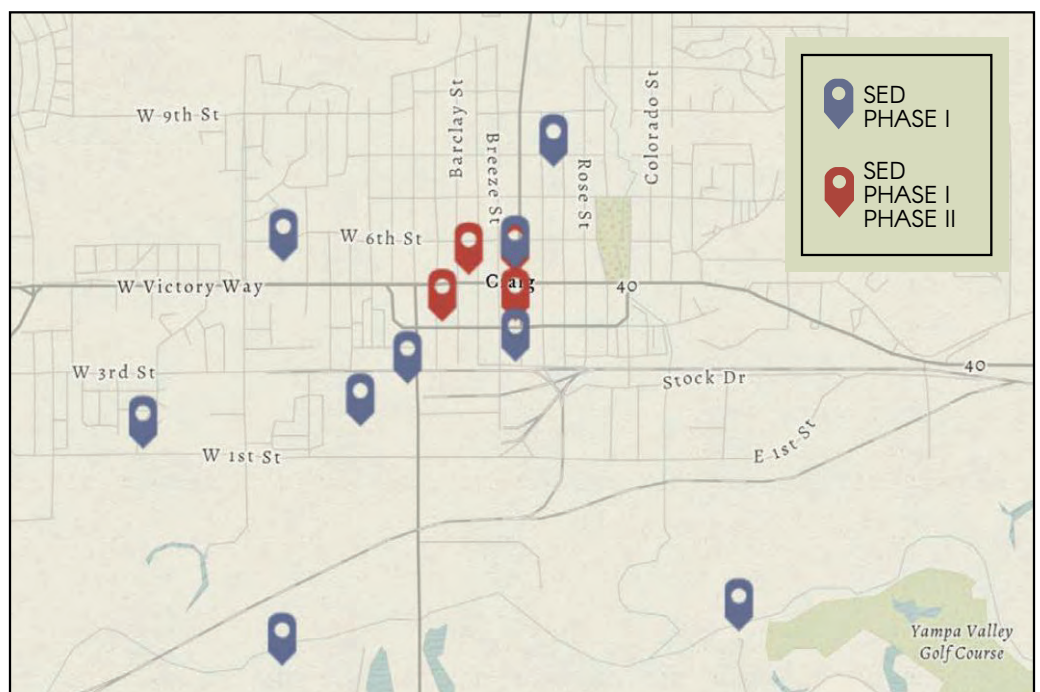
Scott Pankow • Moffat County School District

Jennifer Riley • Memorial Regional Health

Kristen Vigil/Olson • United Way of Moffat County

Melody Villard • Moffat County Commissioner/Ag Producer

Tammy Villard • Downtown Business Owner – Moffat Mercantile



2023 CRAIG BUSINESS PLAN COMPETITION

In the Summer of 2023, the City of Craig launched its first ever Business Plan Competition. This was an opportunity for entrepreneurs to develop viable business plans that aimed to expand their business operations in Craig and Moffat County by competing for cash that was provided by the Moffat County Local Marketing District in the amount of \$20,000. The competition coordinators were comprised of the City of Craig's Economic Development Advisory Committee (EDAC) and the Northwest Colorado Small Business Development Center (SBDC). A judging panel was also assembled from a pool of successful entrepreneurs, business leaders, financial professionals, and other economic development supporters in Craig and Moffat County that reviewed, provided feedback and selected the winners of the Competition.

This was a 3-phase competition for start-up businesses and existing businesses. Contestants were required to submit a Business Overview, Draft Business Plan, and Final Business Plan, and were also required to give an in-person final presentation to the judging panel.

The First Place Winner, earning \$15,000 in the Start-Up Category was Grant Mader with Mountain West Drone Services. The Second Place Winner, earning \$5,000 in the Start-Up Category was Jeana Womble with Yampitheater Playhouse.

Mountain West Drone Services will be offering drone services to industries such as real estate, construction, energy, special events, surveying inspections and agriculture. For more information, visit their website: www.MountainWestDroneServices.biz

Yampitheater Playhouse will be a multi-use space featuring performing arts, community theater, and music that will be dedicated to kids and indoor play year-round. The facility will be located in the east wing of the Centennial Mall at 1111 W. Victory Way.



A SPECIAL THANK YOU
TO OUR PROGRAM PARTNERS:



2023 WINNERS

HOUSING

In August of 2023, as part of a collaborative effort with Memorial Regional Health, the City of Craig held a groundbreaking ceremony that will provide 20 new units of attainable workforce housing for the Moffat County community at the former MRH site. The project will encompass four, five-plexes. Each of the five-plexes include two (2), three-bedroom units at 1,368 sq./ft. at each end, bookending three (3) two-bedroom units at 1,152 sq./ft. in between. All the units will be sold as deed restricted and affordable to households earning between 80-120 percent of the AML.

In total, the project will feature 12 two-bedroom units and 8 three-bedroom units. Each of the units will include a small backyard space and parking access through an alley. The front facades will include a step-up front porch with new sidewalks connecting the project to the surrounding neighborhood and amenities. The project is anticipated to be completed in late summer of 2024.

8TH STREET RENDERINGS



TRAPPER INDUSTRIAL PARK

In August of 2023, the City of Craig, Moffat County, Tri-State Generation and Transmission, Trapper Mining, and the Associated Governments of Northwest Colorado jointly hosted the Colorado Space, Business Roundtable (CSBR) tour. The CSBR was an opportunity for interested aerospace and aviation related industries to tour and learn more about the Craig Station, Trapper Mine and the Yampa Valley Regional Airport to see if these sites and assets could be a good fit for their business re-location or expansion. Presentations were also made by CNCC and YVPS3.

A “Trapper Industrial Park” marketing piece was created to showcase the benefits of converting the Trapper Mine Site to an Industrial Park and to showcase the industrial and administrative workspaces, utilities, transportation accessibility, location advantages, and available incentives.

More information, including a link to the brochure can be found here:

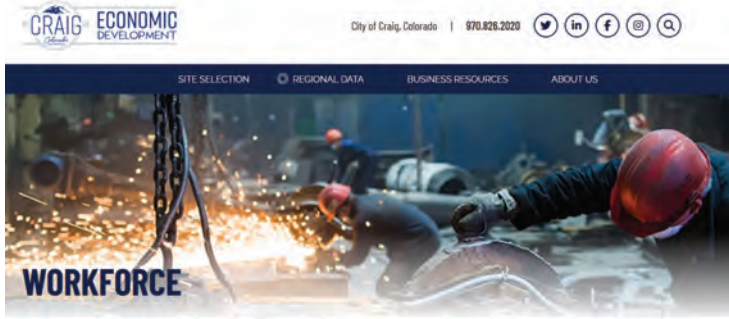
TRAPPER INDUSTRIAL PARK
Independence. Innovation.

The New Frontier for Energy & Industry

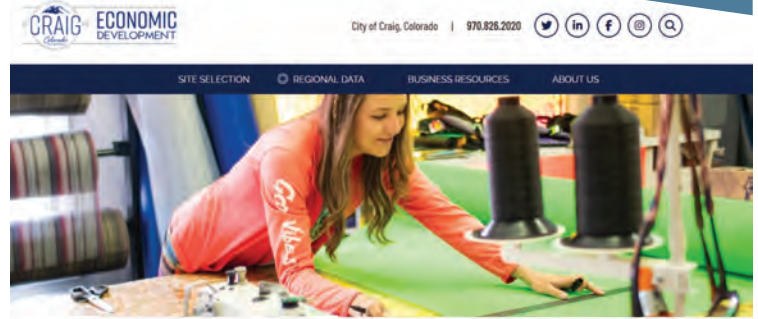
“ The crazy thing is, the opportunity in heavy industry is tremendous. ”
ELON MUSK

The graphic features a large aerial view of the Trapper Industrial Park site, showing various industrial buildings, parking lots, and infrastructure. The text is overlaid on the image. A quote from Elon Musk is included, along with a smaller aerial view of a specific industrial building.

MARKETING / PROMOTION



DEEPER EXPERIENCE. DEEPER DEDICATION.



POPULATION & DEMOGRAPHICS

ECONOMIC DEVELOPMENT WEBSITE

Working with Marketing Alliance, LLC, the EDAC launched its first Economic Development website in the Spring of 2023. The goal of the new website is to effectively promote Craig and Moffat County's assets, incentives, quality of life and featured properties to developers, site selectors/consultants, business owners and entrepreneurs as a great place to start or expand a business. The new website also incorporates an advanced analytics tracking tool which tracks visitors to the website for lead generation purposes. The EDAC will continue to focus on targeted marketing and awareness campaigns into 2024.



 www.DiscoverCraig.com

GMI POST

In the summer of 2023, the EDAC was approached by Global Media Post Limited (GMI Post) to consider a feature article as part of a special coverage on Colorado, which was part of a larger report on the Mountain West USA. The article appeared in its digital newsletter for December of 2023, which was distributed to executives across the United States and over 40 countries. The special coverage will promote Colorado by highlighting its most dynamic industries, places, and executives.

The report's main narrative will communicate, via The Japan Times, the synergies that exist, as well as opportunities for more collaboration, partnerships, and investment. The report will also put a spotlight on success stories of Japanese organizations in Colorado, while also showcasing local organizations keen on establishing or strengthening relationships with their Japanese counterparts.

The links to the articles can be found below:



 <https://bit.ly/GMIPOST>



 <https://bit.ly/JAPANTIMES>



BUSINESSES AREN'T THE ONLY THING WE SCALE.

ARIZONA
azcommerce.com

YAMPA VALLEY REGIONAL TRANSPORTATION AUTHORITY

With a \$150,000 grant award from CDOT, the City of Craig, in conjunction with the City of Steamboat Springs and Routt County selected transportation consulting firm, Fehr & Peers, to help assist them with the feasibility study of a Regional Transportation Authority (RTA). In January of 2023, a Steering Committee and Project Management Team were formed from each of the representing entities to work alongside Fehr & Peers through the discovery process. This process includes researching existing conditions and transportation, public outreach meetings, conducting a needs assessment, looking at transportation mode options and exploring feasible funding sources for the Yampa Valley RTA.

The final feasibility report is anticipated to be completed in March of 2024. Learn more about the Yampa Valley Regional Transportation Authority via the links below:



<https://bit.ly/YVVRTA>



YAMPA RIVER CORRIDOR PROJECT

Upon issuance of the last construction permit from U.S. Army Corp of Engineers in August of 2023, the City was able to publish the project bid packet the following month. The project was bid as four separate components in an effort to potentially expedite implementation, as well as better attract local bidders. The major instream work at the diversion site (future home of the Craig Whitewater Park) was awarded to Diggin' It River Works out of Basalt, Colorado. Local contractor, Anson Excavating, was awarded both upland amenity components adjacent to the Whitewater Park, as well as the new downriver boat ramp improvements at Loudy Simpson Park.

The Yampa River Corridor Project officially broke ground at both project site locations just before the end of 2023. The Loudy Simpson boat ramp, parking, and access improvements should be substantially completed by Summer of 2024, with the Craig Whitewater Park and upland amenities looking to be completed by Spring of 2025.

THIS PROJECT IS MADE POSSIBLE BY THE GENEROSITY OF OUR PROJECT FUNDING PARTNERS:



\$3,315,342



\$600,000



\$10,000



\$150,000



\$68,000



\$50,000



\$30,000



\$397,916



\$150,000



\$200,000



RESOURCES LEGACY FUND®
CREATIVE SOLUTIONS. LASTING RESULTS.

\$110,000



\$65,000



Yampa-White-Green
Basin Roundtable

\$265,000

GRANT SUBMISSIONS / AWARDS

HOUSING GRANTS AWARDED IN 2023



EL POMAR
NORTHWEST REGIONAL
COUNCIL GRANT

\$45,000



INNOVATIVE AFFORDABLE
HOUSING STRATEGIES /
INCENTIVES GRANT
PROGRAM (IHO)

\$1,500,000



TRANSFORMATIONAL
AFFORDABLE HOUSING,
HOMEOWNERSHIP, &
WORKFORCE HOUSING GRANT

\$2,750,000

SUBMITTED/PENDING GRANTS AWARDS

WOODBURY HOUSING CONCEPT



\$2,500,000
CONGRESSIONALLY DIRECT SPENDING (CDS)
Craig Business & Industrial Park



\$1,931,283
DEPARTMENT OF LOCAL AFFAIRS (DOLA)
More Housing Now
Woodbury Workforce Housing



\$500,000
ENVIRONMENTAL PROTECTION AGENCY (EPA)
Brownfield Assessment & Remediation

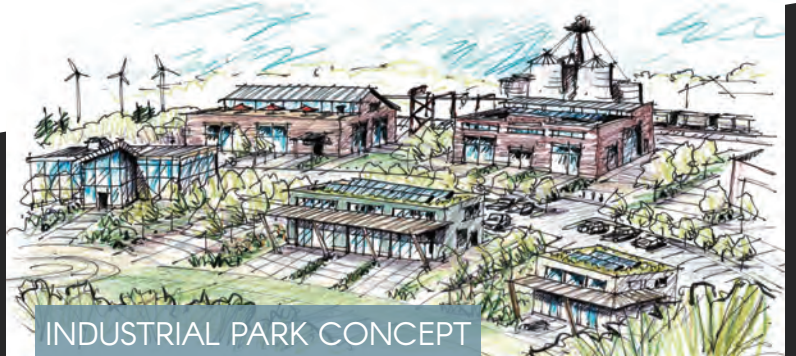


\$720,000
OFFICE OF JUST TRANSITION (OJT)
Craig Business & Industrial Park

WOODBURY HOUSING SITE PLAN



INDUSTRIAL PARK CONCEPT



INDUSTRIAL PARK CONCEPT

LOOKING AHEAD



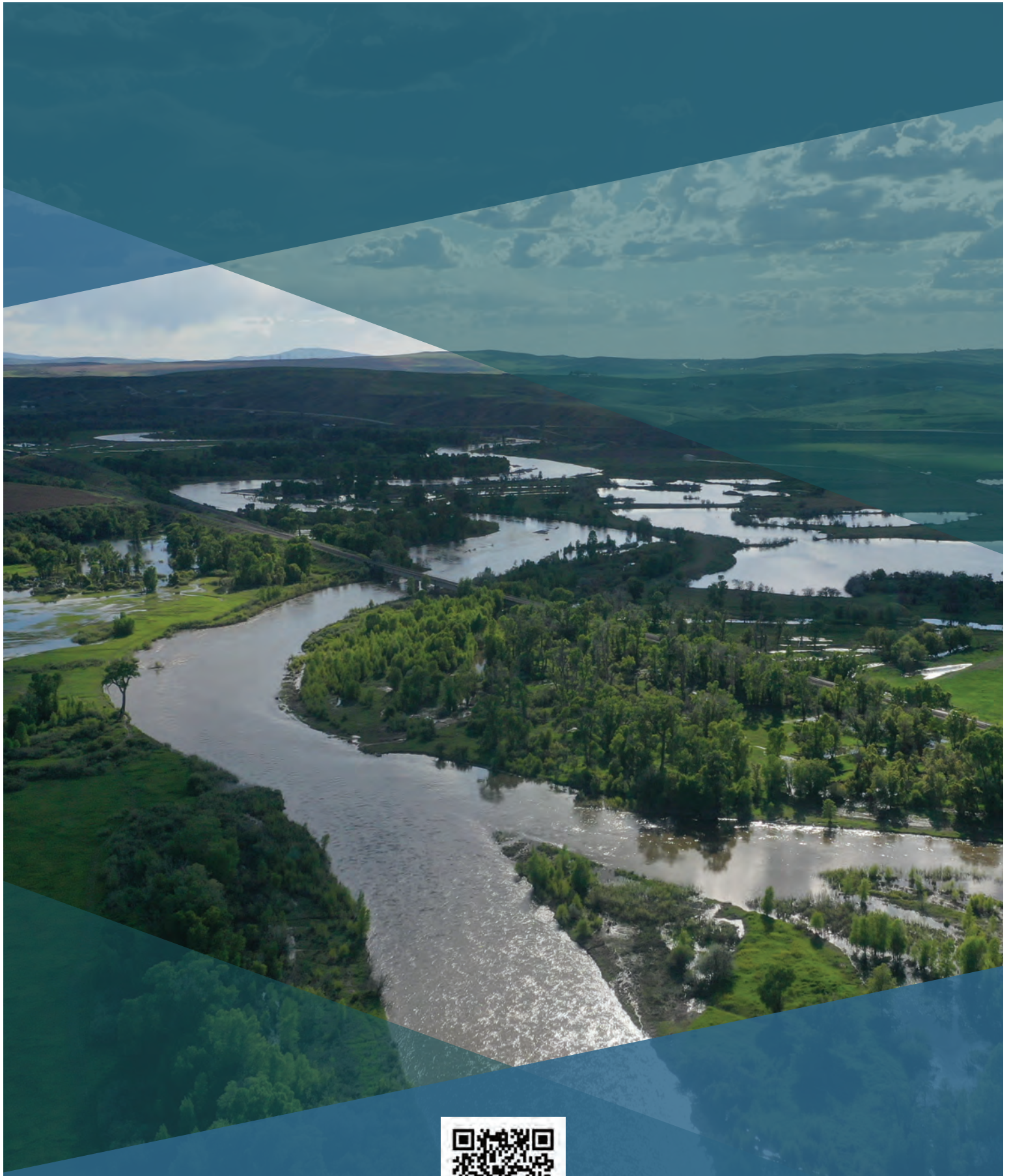
EDAC MISSION/VISION STATEMENT

The Economic Development Advisory Committee will focus on strengthening and diversifying the community by supporting growth with existing industries, attracting new industries, supporting quality of life activities and marketing Craig's pro-business climate and entrepreneurial culture.

2024 EDAC GOALS PRIORITIZED

- 1 Build and leverage connections at the State level to try and get our community "front of mind" with state economic development efforts and lead generation for business recruitment.
- 2 Highlight and organize potential commercial properties available for sale or rent and work to put Investors and Startups together with these properties.
- 3 Take advantage of the shift in "outsourcing" to "near sourcing" and how we could attract manufacturing operations to Craig to satisfy the regional market distribution.
- 4 Continue the Business Plan Competition for Start-Ups and Entrepreneurs.
- 5 Create, develop and enhance the entrepreneurial atmosphere in Craig and Moffat County.
- 6 Outline an omnichannel marketing strategy, including outreach/ambassadorship strategies to attract relevant business development to our region which Craig (and its people) is uniquely positioned for growth and success. SWAT of other marketing assets recommended to attract new businesses.





www.DiscoverCraig.com