

ANNUAL REPORT

CITY OF CRAIG ECONOMIC DEVELOPMENT



20
24



ECONOMIC
DEVELOPMENT

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



The Economic Development Advisory Committee, (EDAC), with the guidance of its new vision and mission statement: “to 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,” got right to work tackling their 2024 goals.

The EDAC participated in the City of Craig’s second Business Plan Competition in conjunction with the Northwest Colorado Small Business Development Center and the Moffat County Local Marketing District (MCLMD). With more than triple the entries from its inaugural year, Harmonie House earned 1st place in the Competition’s “Start-Up” category and Moffat County Customs earned 1st place in the “Existing” category, both receiving \$15,000 in prize monies granted by the MCLMD to help support their business ventures.

Marketing efforts continued to be a focal point in 2024 and along with Marketing Alliance, the EDAC ramped up its efforts in strategy planning, targeted digital marketing campaigns, creative production, newsletter outreach, and lead generation. The EDAC also opted to provide a feature article in Business View Magazine highlighting successes with local housing, outdoor recreation projects and new business ventures, and was also featured in Trends Magazine, discussing the completion of the 8th St. Townhomes.

The Craig Urban Renewal Authority continued to monitor the progress of its two approved projects. The Bad Alibi Distillery, which is located in URA #2 is nearing completion, as well as Ann’s Authentic Thai/Unit 301 Sports Bar and Grill, located in URA #1 is currently beginning construction. Together, both URA’s amassed almost \$150,000 in sales and property tax revenues in 2024.

The Craig Business and Industrial Park garnered additional funding support in 2024, as a \$1,051,000 grant from the Office of Just Transition was secured to purchase property in which to construct the Park, as well as an award for a \$2.5M Congressionally Directed Spending grant to begin horizontal infrastructure construction. The City of Craig is currently working on next steps to purchase the property and secure a master developer for the Park, which is anticipated to commence in early 2025.

2024 also marked the first year that two new local businesses were awarded Rural Jump Start funding incentives from the State’s Office of Economic Development and International Trade. With the Craig Economic Development Department as the sponsoring entity, High Altitude Geothermal, led by Matt and Kristine Cooper, was the first business to be awarded RJS funding in September, with Harmonie House, led by Jennifer and Paul Pieroni, as the second business being awarded in October.

With a little over a year of active construction, the 8th St. Townhomes saw final completion of the units in October of 2024. The townhomes, located on 8th St. between Tucker and Russell Streets, consist of 12-2 bedroom and 8-3 bedroom units, and are currently listed for sale. Final touches to include carports and landscaping are expected to be completed in the Spring of 2025. The Craig Housing Authority also began a public/private partnership with the Woodbury Housing Authority, (aka Colorado Outdoors), to construct a 96 unit, for rent, workforce apartment complex consisting of studio, 1, 2, and 3 bedroom units to be located on 2nd St. and Mack Lane. The project is expected to break ground in the Summer of 2025.

The Yampa Valley Regional Transportation Authority (RTA), which was organized in January of 2023, between The City of Craig, Steamboat Springs and Routt County released its final feasibility study in March of 2024. This study identifies what types of transportation projects are most needed for the Yampa Valley and how they can be funded. A ballot initiative to vote on the formalization of the RTA is expected to be brought to voters in November of 2025.

CONTINUED...

In the Summer of 2024 , the Energy Transition Settlement with Tri-State Generation and Transmission was announced to enhance economic development by supporting projects that create jobs and help diversify the property tax base. The City of Craig and Moffat County were awarded \$22 million in direct benefit payments for a community economic development trust fund between 2026 and 2029, minimum payments of Property Tax Revenues up to \$48 million between 2028 and 2038 with specified reduction offsets and water rights for the lower Yampa River Augmentation Plan from Tri-State. Tri-State also committed to only solicit bids in Moffat County for a natural gas power plant. The City of Craig and Moffat County will work to establish the parameters of how the trust funds can be spent and elect the Board of Directors who will oversee the expenditure of the funds.

LOOKING AHEAD

Looking ahead into 2025, the EDAC will be tasked with providing updated priorities and goals for the Moffat County Vision 2025 Transition Plan, which has been the Committee’s guiding document since inception, but is set to expire in 2025. The Economic Development Advisory Committee will also focus heavily on marketing potential development sites, as well as its completed projects to include the former Moffat County Courthouse site, the future Craig Business & Industrial Park, the 8th St. Townhomes, and the Yampa River Corridor Project. Effective local, regional and state partnerships will also be a focal point in anticipating future needs, securing grant dollars, and garnering support for critical economic development projects.

Respectfully,



SHANNON SCOTT, MBA
ECONOMIC DEVELOPMENT MANAGER, CITY OF CRAIG

CONTACT INFORMATION

Shannon Scott, MBA
Economic Development Manager

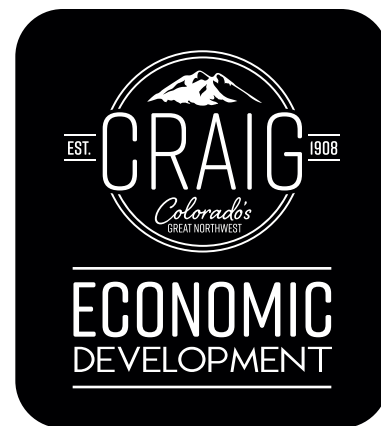
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- www.DiscoverCraig.com



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)

2024 ECONOMIC ADVISORY COMMITTEE GOALS (IN ORDER OF PRIORITY)

- 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.
- Highlight and organize potential Commercial properties available for sale or rent and work to put Investors and Startups together with these properties.
- 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.
- Continue the Business Plan Competition for Start-Ups and Entrepreneurs.
- Create, develop, and enhance the entrepreneurial atmosphere in Craig and Moffat County.
- 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.



2024 EDAC MEMBERS

Chris Jones	• Chairman
Tony St. John	• Vice Chairman
Ashley Dishman	• Member at Large
P.J. Howe	• Member at Large
Tom Kleinschnitz	• Member at Large
John McMurry	• Member at Large
Jon Miller	• Member at Large
Sasha Nelson	• Member at Large
Amy Smith	• Member at Large
Derek Duran	• City Council Liaison
Randy Looper	• City Council Liaison

HOUSING

8TH ST. TOWNHOMES

The 8th St. Townhomes broke ground in the late summer of 2023 and were completed in the fall of 2024. This is the first multi-family housing project to be constructed in Craig in over 40 years and includes public/private partnerships between the City of Craig, the Craig Housing Authority, the Yampa Valley Community Foundation and Memorial Regional Health. The city was able to secure over \$5 million in grant funding to complete the project which includes twelve 3-bedroom and eight 2-bedroom, for sale units. Each unit contains a backyard, energy efficient appliances, carports for two dedicated parking spaces, and fiber optic cable.



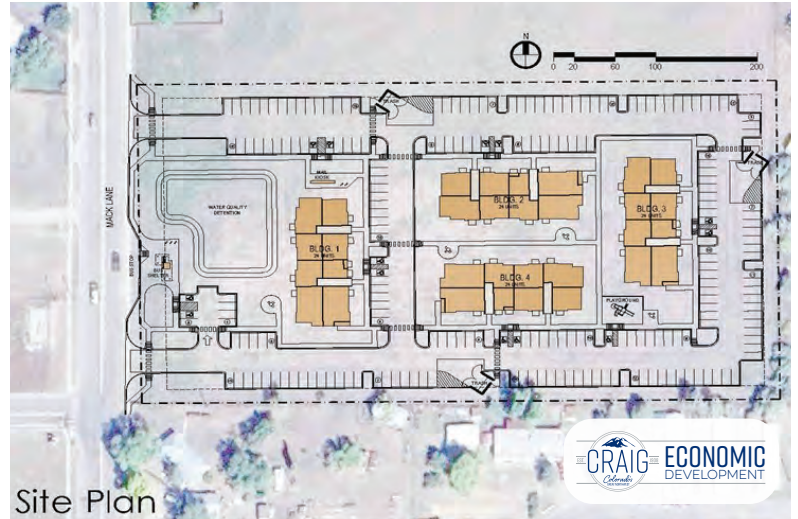
8th Street
TOWNHOMES
FOR SALE



HOUSING CONT'D

MEADOW WOOD APARTMENTS

The Craig Housing Authority, The City of Craig, and The Woodbury Housing Authority, LLC, (aka Colorado Outdoors), formed a public/private partnership to begin constructing a 96-unit, for rent, workforce housing development to be located at 2nd St. and Mack Lane. The units will be a mix of studio, 1-, 2-, and 3-bedroom units targeting between 60% and 100% AMI, and will also include a multimodal transit center serviced by Steamboat Springs Transit. The City of Craig and the private developer were able to utilize over \$5 million in grant funding to help bring the project to fruition. Construction is expected to begin in the Summer of 2025.



2024 CRAIG BUSINESS PLAN COMPETITION

Year 2 of the Craig Business Plan Competition was a two-phase competition for start-up businesses and existing businesses located in Moffat County. 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, which consisted of local entrepreneurs, business leaders, financial professionals and other economic development supporters. The Competition coordinators were the City of Craig's Economic Development Advisory Committee and the Northwest Colorado Small Business Development Center. The prize monies totaling \$30,000 were made possible through a grant from the Moffat County Local Marketing District.

The 2024 Competition saw triple the entries from its inaugural year resulting in two 1st place awardees for each category.

The 1st place winner in the start-up category, earning \$15,000 in prize monies, was Harmonie House. Harmonie House, which is a 501c3 nonprofit, led by Jennifer and Paul Pieroni is currently undergoing licensing to become a home health care agency and a Program Approved Service Agency (PASA) by the State of Colorado Department of Public Health and Environment (CHPHE) to provide direct community-based services to individuals with intellectual or developmental disabilities, approved for Medicaid waiver services.

The 1st place winner in the existing category, also earning \$15,000 in prize monies, was Moffat County Customs. Moffat County Customs (MCC) is a car audio shop owned by Dan and Katie Johnston located in Craig, CO serving the greater Yampa Valley. The company specializes in 12-volt work consisting not only of car audio, subwoofer, and amplifiers but also remote start, security systems, and custom work. The custom 12 volt work that Moffat County Customs provides extends to all vehicles including side by sides, campers, off-road vehicles, and even boats.



RURAL JUMP START PROGRAM

HIGH ALTITUDE GEOTHERMAL

The Rural Jump-Start Program is a collaborative effort by the state, local governments, Institutes of Higher Education (IHE), and economic development organizations (EDO's) to incentivize new businesses to start in or move to rural, economically distressed counties in Colorado, which are referred to as Rural Jump-Start zones, and hire new employees.

In the early fall of 2024, High Altitude Geothermal, led by Matt and Kristine Cooper and their two sons, was the first recipient ever of the Rural Jump Start Program in Moffat County. High Altitude Geothermal is a driller, designer, and installer of geothermal ground source exchange systems and heat pumps to provide heating and air conditioning to residential, governmental, and commercial buildings. The company provides a series of value chain functions related to geothermal energy including as a drilling subcontractor to other potential installers in the Rocky Mountain region, which requires specialized knowledge and equipment. Over the next four years, the company plans to hire five new employees.



SCAN TO VIEW
PRESS RELEASE



HARMONIE HOUSE

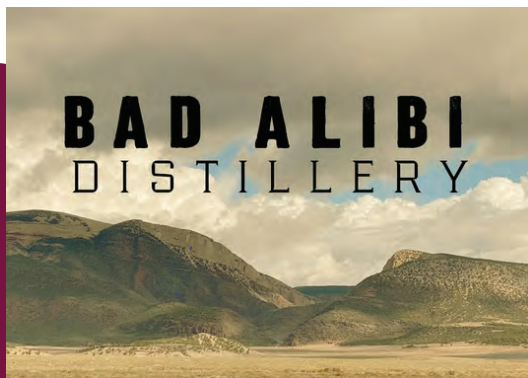


In late fall of 2024, Harmonie House, led by Jennifer and Paul Pieroni, and also the 1st place winner in the start-up category for the 2024 Craig Business Plan Competition, was the second ever Rural Jump Start recipient in Moffat County. Based in Craig, Colorado, Harmonie House will fill an unmet need for virtual therapies, parent CNA support, in-home support services, waiver services, including respite, homemaker, personal care, mentorship, and community connector, mental health support, massage therapy, acupuncture, adaptive swimming lesson, and CFC services in the nine counties of Moffat, Routt, Rio Blanco, Grand, Jackson, Lake, Eagle, Pitkin and Garfield. Harmonie House will empower individuals with intellectual and developmental disabilities to achieve independence and fulfillment through community-based services that uphold their inherent dignity and promote inclusivity.

CRAIG URBAN RENEWAL AUTHORITY

The Bad Alibi Distillery is nearing completion and Ann's Authentic Thai/Unit 301 Sports Bar & Grill is under construction. Total Revenues generated in 2024 for URA #1 and URA #2 total \$150,000.

 www.CraigURA.com



CRAIG BUSINESS & INDUSTRIAL PARK

The Craig Business & Industrial Park will offer a shovel ready site that includes built in utilities and roads that attract new industry to the area, support existing industry that is looking to grow or expand, and foster entrepreneurship for transitioning workers, which will create more jobs and a more diversified economic base.

In the fall of 2024, the City of Craig was awarded a \$1,051,000 grant from the Office of Just Transition to purchase a 25-acre parcel across from the Moffat County Public Safety Center for the future development of the Craig Business & Industrial Park. This site is prime for industrial development as it is easily accessible by truck transportation, has access to the Union Pacific rail line, is centrally located, and already has broadband, water, sewer and gas sewer connections. The city was also awarded a \$2.5 million Congressionally Directed Spending grant in the Spring of 2024 for horizontal infrastructure buildout at the site. The City is currently working on a public/private partnership to help master plan, construct, and attract industries to the Business & Industrial Park.



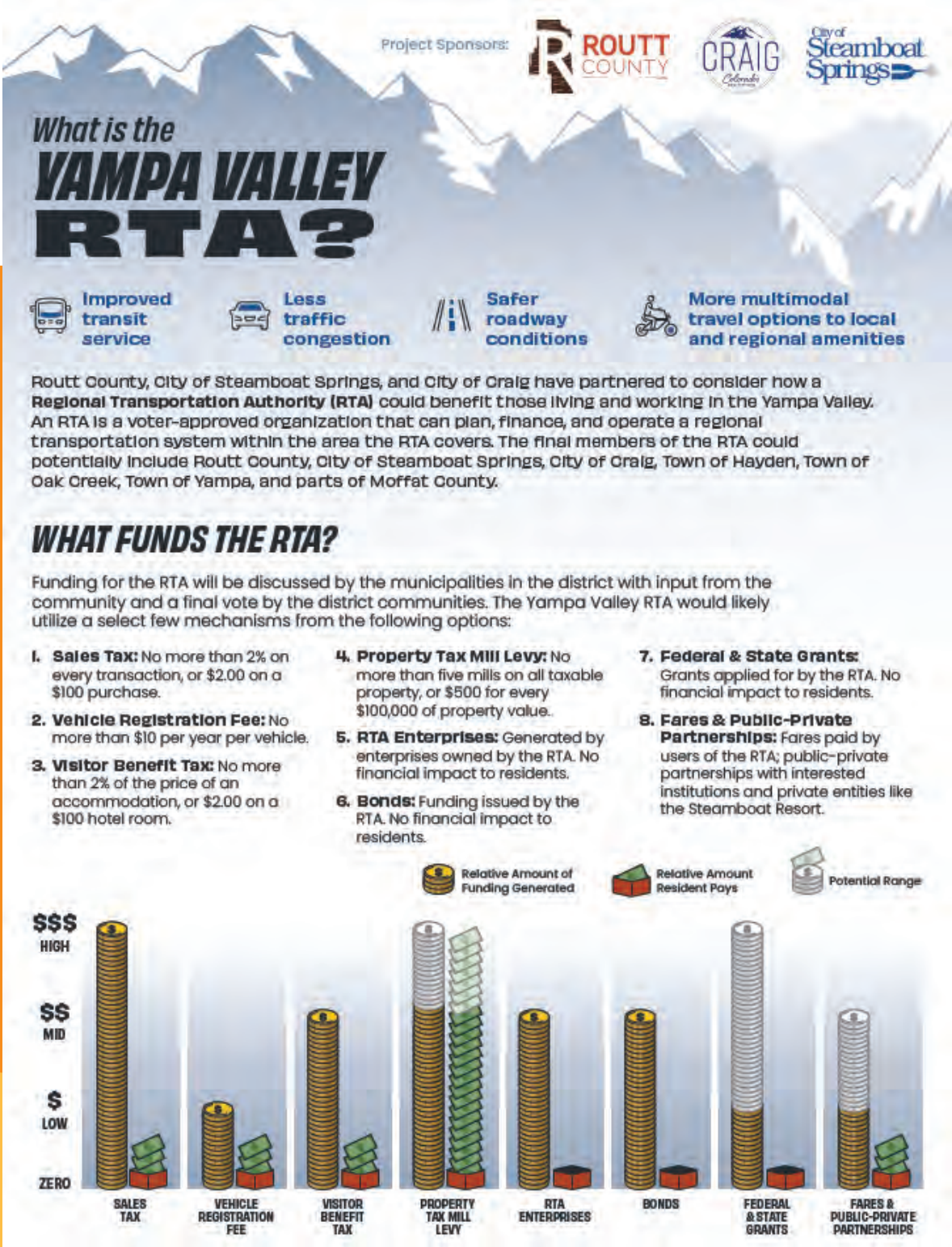
YAMPA RIVER CORRIDOR PROJECT

2024 brought the completion of the Loudy Simpson Boat Ramp and ongoing progress of the instream improvements at the City diversion site in preparation for the Craig River Park. 2025 will bring the completion of the integrated river park with upland amenities, a massive win for Craig and Moffat County!








YAMPA VALLEY REGIONAL TRANSPORTATION AUTHORITY

The Regional Transportation Authority (RTA), was formed by representatives from the City of Craig, Steamboat Springs, and Routt County to develop a feasibility study with recommendations for expanded transportation solutions throughout the Yampa Valley. The RTA's main focus is to explore the possibilities for roadway expansion, bicycle, pedestrian, micro transit, vanpool, shared rides, bus, bus rapid transit, elevated guideway, and rail options throughout the region. The process was guided by the transportation consulting firm, Fehr & Peers, as well as a project management team and advisory committee members representing each of the entities. The feasibility study was completed in the spring of 2024.



YAMPA VALLEY RTA CONT'D







POTENTIAL OPERATIONAL PROJECTS

	High Frequency Craig- Steamboat Springs Route Bus	Increasing the existing regional bus on US 40 to 30-to-60-minute frequency all day.	\$ 2.60 – 3.40
	Local Craig Circulator Bus Route	Local circulator bus route within Craig to provide connectivity within the City and connections to the regional route.	\$ 0.54 – 0.76
	South Routt Transit Services	Fixed bus route from South Routt to Steamboat Springs and a weekend activity bus during peak seasons.	\$ 0.55 – 0.65
	Steamboat II Fixed Route Bus	Local route around Steamboat II connecting to Steamboat Springs.	\$ 0.70 – 1.20
	HDN Airport Ground Transportation	Bus route connecting the Yampa Valley Regional Airport (HDN) with Steamboat Springs and a separate service connecting the airport with Craig.	\$ 1.50 – 1.70

Annual Project Cost Range (Millions)

*Project costs displayed here do not include vehicle costs or the cost for a maintenance facility

POTENTIAL INFRASTRUCTURE/PARTNERSHIP PROJECTS

	Fare-Free Regional Transit	Subsidy to make existing Craig-Steamboat Springs regional route free.	\$ 0.45 – 0.60
	Safety Fund for Roadway Improvements	Fund for roadway safety projects, including wildlife crossings, pedestrian crossings, and other traffic calming and awareness measures, within the RTA boundary.	\$ 0.25 – 0.50
	Rail Fund for Supporting Rail Development	Fund for projects related to rail development. The projects may include but are not limited to rail station development, rail line upgrades, and operating and capital costs.	\$ 0.25 – 0.50
	Improvements to Existing Bus Stop and New Bus Stops	Improvements to existing bus stops, including shelters, passenger amenities, crosswalks, sidewalk connectivity, etc. Also includes new bus stops.	\$ 0.09 – 0.28
	Park-and-Ride Lots	Park-and-ride lots to support regional fixed route service(s).	\$ 0.30 – 0.40
	Develop Yampa River Core Trail	Extending the existing bicycle/pedestrian path for recreation and commuting for the extent of the RTA boundary.	\$ 1.60 – 4.20

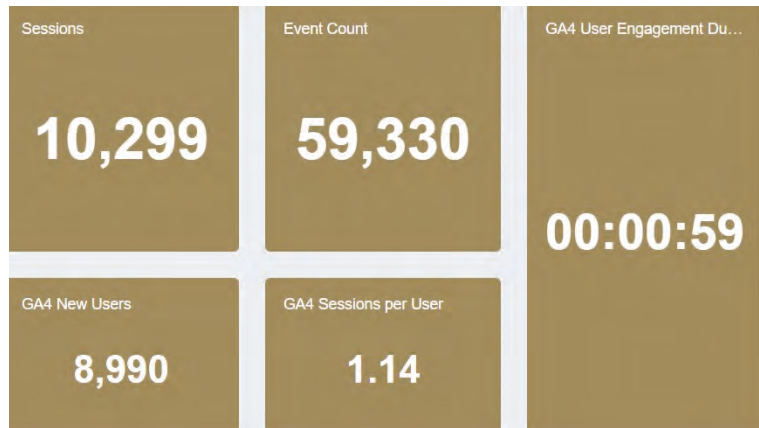
Annual Project Cost Range (Millions)

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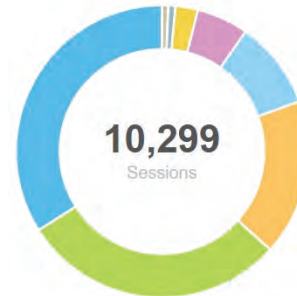
MARKETING / PROMOTION

ECONOMIC DEVELOPMENT WEBSITE

2024 Year-End Analytics for www.DiscoverCraig.com



Sessions

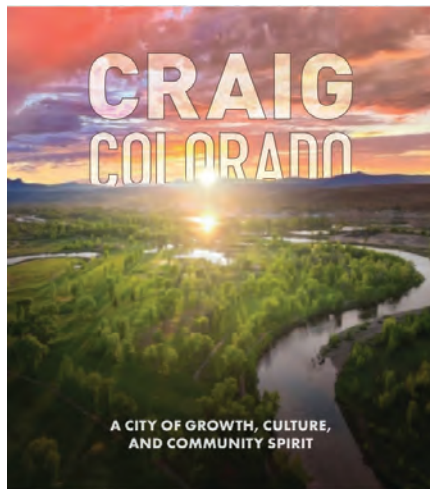


Direct	3,455
Organic Social	2,977
Organic Search	1,757
Referral	987
Cross-network	583
Paid Social	253
Unassigned	78
Paid Search	73



www.DiscoverCraig.com

BUSINESS VIEW MAGAZINE



WWW.DISCOVERCRAIG.COM

The City of Craig did a feature article that was published in the January 2024 edition of Business View Magazine, which is a business-to-business publication that is distributed electronically to over 877,000 executive readers across North America. Their readership is made up of mostly C-Level and VP-Level executives, as well as finance and procurement managers within a few key industry groups including but not limited to the following industries: Construction, Franchising, Food & Beverage, Energy, Supply Chain & Logistics, Healthcare, Manufacturing, Public Sector and Green Business. The article includes highlights regarding Craig's great quality of life, local events and key partners, as well as updates on the 8th St. Townhomes, Yampa River Corridor Project, Craig Urban Renewal Authority, and Craig Housing Authority. The City of Craig will also be featured in another Business View Magazine article that will be published in their February 2025 edition.



<https://businessviewmagazine.com/craig-colorado-moffat-county/>

TRENDS MAGAZINE



Ayres Associates, a trusted partner and consulting firm for the City of Craig, published an article in their Trends Magazine, Winter 2024 edition, featuring the 8th St. Townhomes and the importance of public/private partnerships.



<https://viewer.joomag.com/trends-winter-2024/0571680001733841832>



BUSINESS VIEW
MAGAZINE



TRENDS
MAGAZINE

GRANT SUBMISSIONS / AWARDS

AWARDED 2024 GRANTS



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



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



\$1,051,000
OFFICE OF JUST TRANSITION (OJT)
Craig Business & Industrial Park



\$30,000
MOFFAT COUNTY LOCAL MARKETING DISTRICT
Craig Business Plan Competition

SUBMITTED/PENDING GRANTS AWARDS



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



www.DiscoverCraig.com