

Commerce City Economic Development Strategic Plan

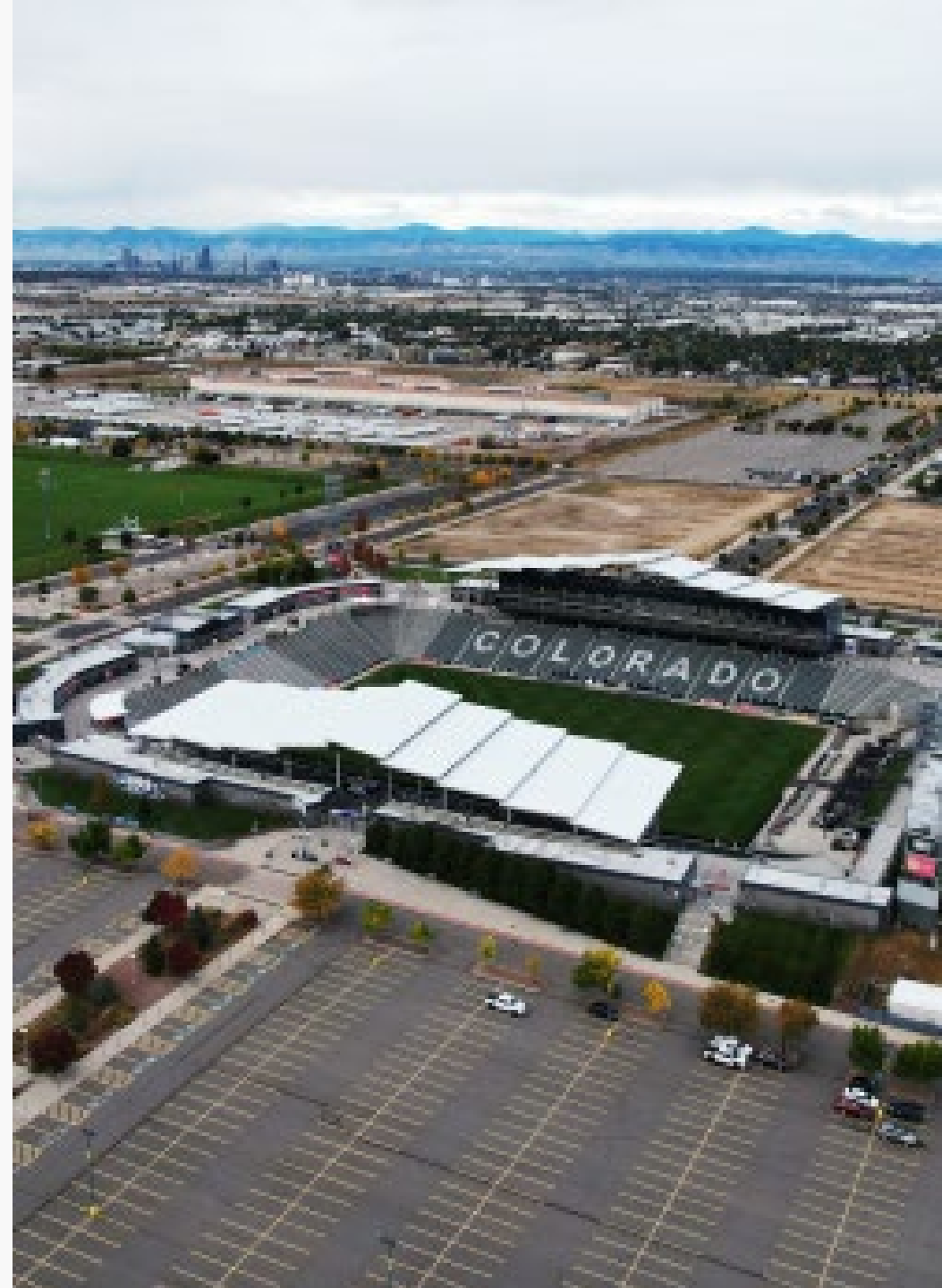
Planning Commission Focus Group



March 6, 2024

Agenda

- **Brief Project Update**
- **Focus Group Discussion**
- **Next Steps**



Brief Project Update

- **2023:** Outreach and Engagement Plan; Landscape Assessment Preliminary Findings; City Council Listening Sessions; Public Survey
- **Draft Vision Statement and Goals** – *February, 2024*
- **Landscape Assessment and SWOT Analysis Fact Sheet** – *March, 2024*
- **Interim Draft of Strategies and Actions** – *April, 2024*
- **Final Draft of Economic Vitality Strategy** – *TENT. May, 2024*
- **Council Presentation** – *TENT. April or May, 2024*

Brief Project Update

- **Resident and Business Surveys** – *complete*

- **Survey distribution through:**

- City of Commerce City
- Chamber of Commerce
- Adelante Community Development
- Cultivando
- Dave Polley
- JR Ridings (BREDAC)
- Adams County

- Adams County Regional Economic Partnership (AC-REP)
- Denver International Airport (DEN)
- NAIOP
- Urban Land Institute (ULI)
- North Metro SBDC
- HOA Outreach
- Commerce City Planning Commission

- **Listening Sessions** – *complete*

- **Advisory Group Meetings** – *1 complete and additional ongoing*

- **In-person Studio Sessions** – *3 complete & 3 forthcoming*

- **Focus Groups** – *in progress*

At a high level, what should Commerce
City's economy look like in a decade?
In two decades?

From your perspective, which of the following goals are most important, and which are least important?

- A high-functioning economic development ecosystem
- A strong community identity
- Leveraging key development sites
- Retail, amenities, and family-oriented spaces
- An economic identity and target clusters
- Housing affordability and cost of living
- Workforce training and living wage jobs
- Infrastructure investments (e.g., transportation, parks)
- Environmental sustainability
- Any others?

What specific industry sectors should Commerce City target? Are there any specific businesses that you think are missing in Commerce City?

Is there anything else we should be aware of in relation to Commerce City's economy?



Next Steps

- March Advisory Committee Mtg.
- Additional Public Listening Sessions
- Draft Vision and Goals
- Strategies, Actions, and Implementation

Photo sources:

- [15 Best Things to Do in Commerce City \(CO\) - The Crazy Tourist](#)
- [How will land in Commerce City develop around Dick's Sporting Goods Park? \(denverpost.com\)](#)
- [Commerce City, CO - Capital Projects | Home Capital \(c3gov.com\)](#)