



Aerotropolis  
Regional  
Committee

# **UPDATE** FOR CITY OF COMMERCE CITY COUNCIL

**August 12, 2019**





## PURPOSE

- ARC formation and purpose
- Funding request for city's share of project costs
- Committee and project updates
- Benefits to Commerce City



## **DEN** DEVELOPMENT AGREEMENT

City and County of Denver and Adams County reached an agreement to amend the 1988 IGA. Voters approve Measure 1A in 2015.

- DEN will develop up to 1,500 acres
- DEN will provide a \$10 million up front payment to Adams County communities
- DEN will share revenue 50/50 based on the 1,500 acre development area



# Welcome.

We are the Aerotropolis Regional Committee (ARC).





# **BUILD** A MARKETING, BRANDING AND PUBLIC RELATIONS STRATEGY

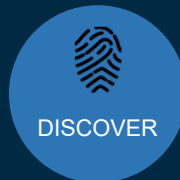
## PHASE I

Competitive analysis, target market and  
roadmap development



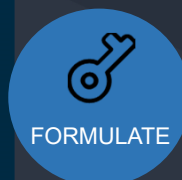
BUILD

+



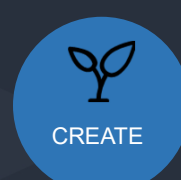
DISCOVER

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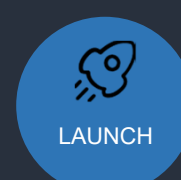
FORMULATE

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CREATE

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LAUNCH

+



MEASURE

## PHASE II

Branding, marketing  
and PR strategy

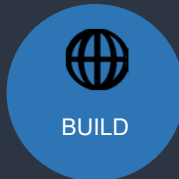
## PHASE III

Platform development and  
promotional execution

## > PROJECT PHASES

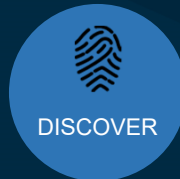
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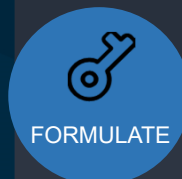
BUILD

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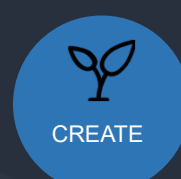
DISCOVER

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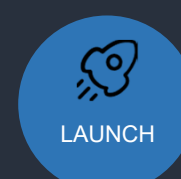
FORMULATE

+



CREATE

+



LAUNCH

+



MEASURE

Total Cost: \$1 million  
City Cost: \$0  
Timeframe: Completed

### PHASE II

Branding, marketing  
and PR strategy

Total Cost: \$939,000  
City Cost To-date: \$137,500  
Timeframe: In Process

### PHASE III

Platform development and  
promotional execution

Total Cost: TBD  
City Cost: TBD/  
Requested \$175,000

## PHASE 1 - complete

### BUILD

- Team formation – Ogilvy hired as project lead. Subs: PURE Brand Communications and MXD Strategies
- Onboarding and briefing of all team members

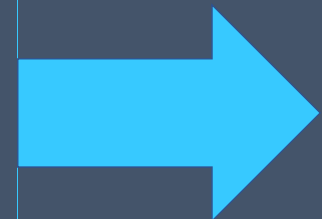
### DISCOVER

- Internal brand audit
- Industry cluster and trade association research
- Competitive analysis
- Market analysis
- Stakeholder identification/input
- Media audits

### FORMULATE

- Business ambition
- Customer personas, journey and content stages
- Communications blueprint
- Strategic roadmap

### INDUSTRY DIVERSITY



## PHASE 2

## PHASE 2

- **Creating a branding, marketing and public relations strategy based on input and research identified in Phase I.**



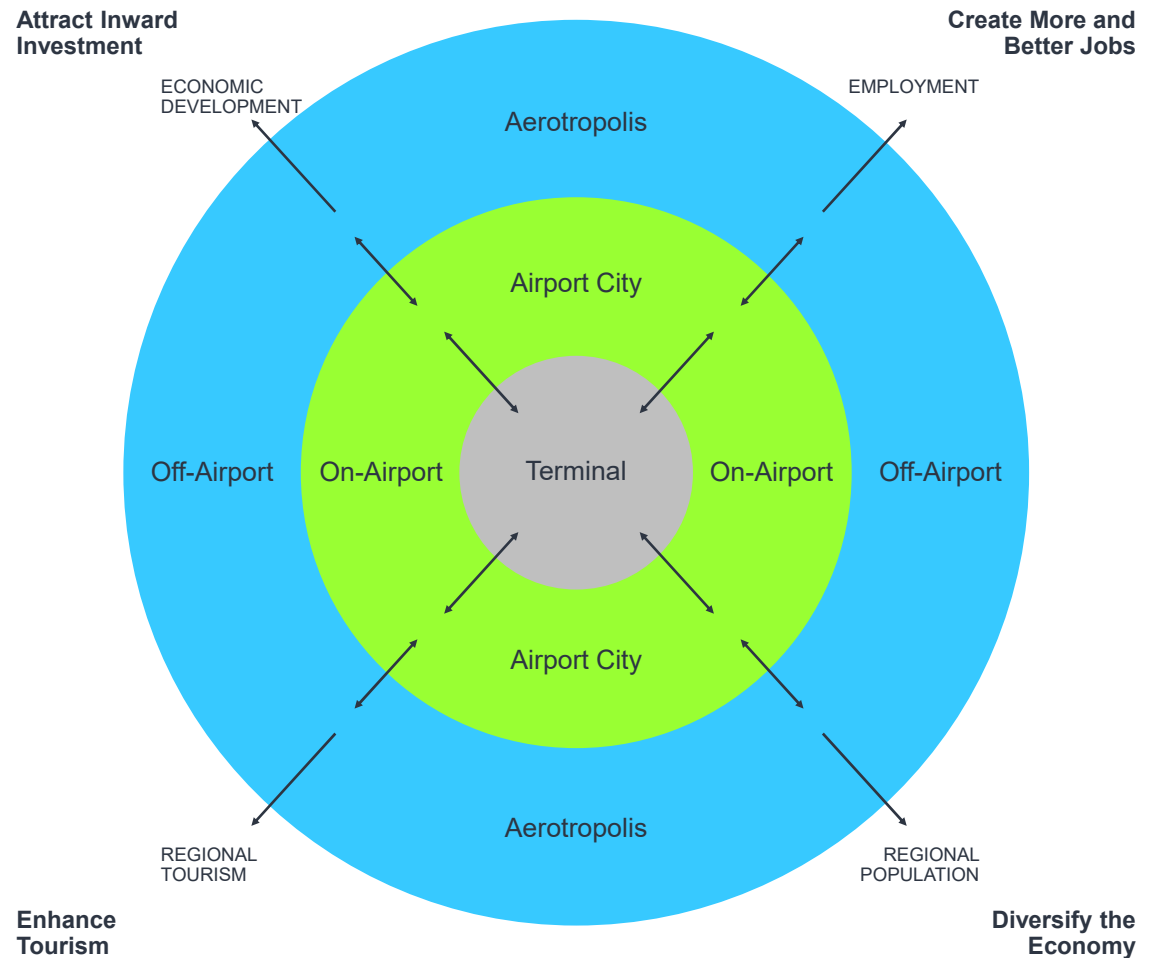
## WHAT IS AN AEROTROPOLIS

A dynamic urban plan in which the layout, infrastructure, and economy are centered around an airport.

## An aerotropolis is not:

- > An airport
- > An airport city
- > A single development

### Aerotropolis Model





# There are a **wide variety** of aerotropolis-style developments around the world



Source : [www.aerotropolis.com](http://www.aerotropolis.com), 2013



**OUR**

AEROTROPOLIS IS AN  
ECONOMIC CATALYST  
DRIVING INDUSTRY  
DIVERSITY AND INNOVATION

## Our strengths will propel us to success

**ROBUST AIR  
CONNECTIVITY**



**ROOM TO  
GROW**



**STAKEHOLDER  
SUPPORT**



**INDUSTRY  
DIVERSITY**





## Air Connectivity

CURRENT FLIGHTS  
PER WEEK

**35**

DENVER INTERNATIONAL  
AIRPORT

**DEN**

HAS ONE OF THE  
LARGEST DOMESTIC  
NETWORKS

**26**

INTERNATIONAL  
DESTINATIONS

MORE THAN

**200**

NONSTOP  
DESTINATIONS

EUROPE: **38**  
JAPAN: **7**  
CANADA: **128**  
MEXICO: **10**  
CENTRAL AMERICA: **6**  
CARIBBEAN: **2**

Air route connections  
drive business and  
give us more target  
market options



TO  
**12**

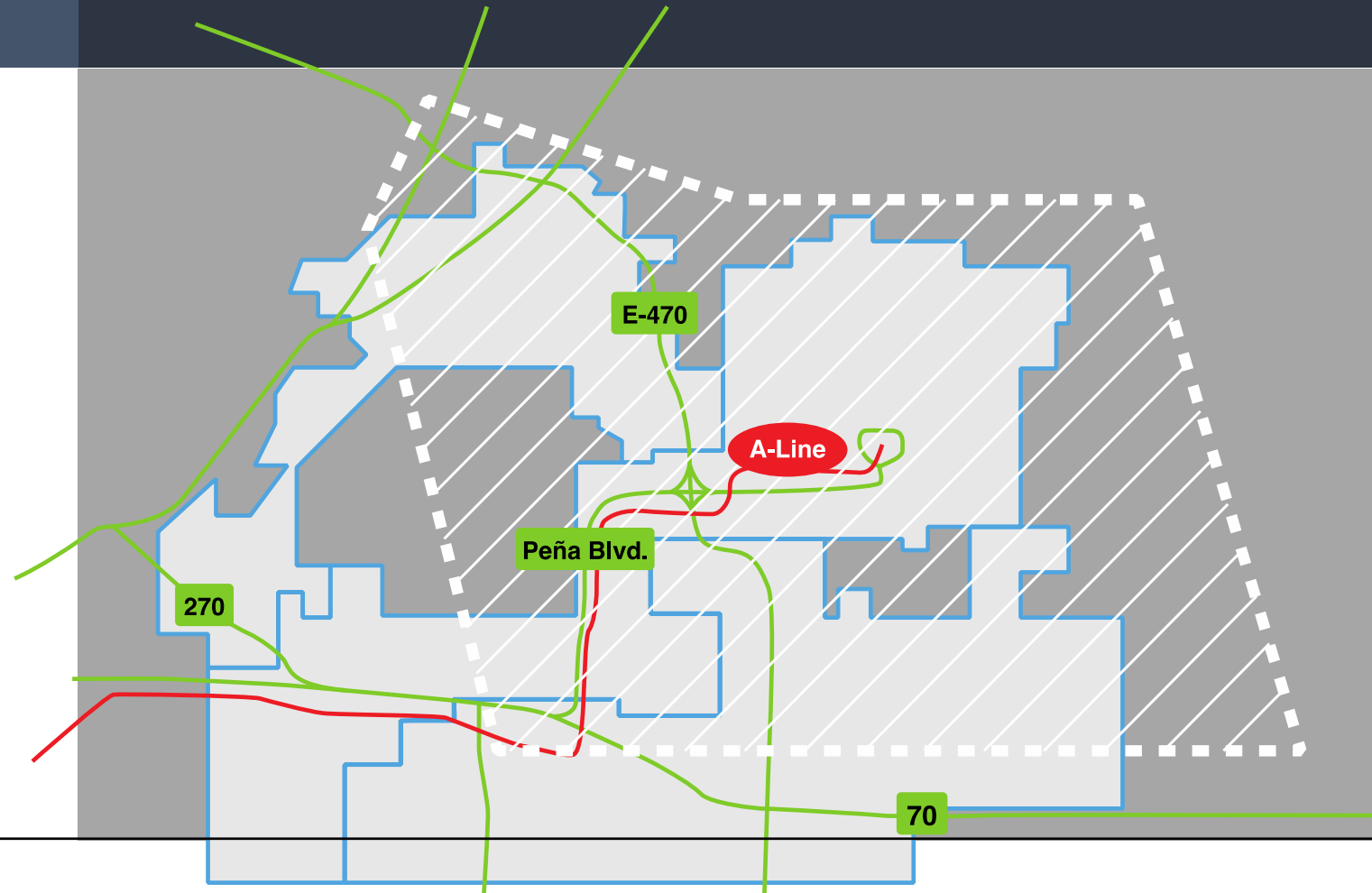
COUNTRIES

A strong correlation between  
our existing industries and our  
air connectivity destinations



## Room to Grow

More available  
land than any  
other airport in  
North America.

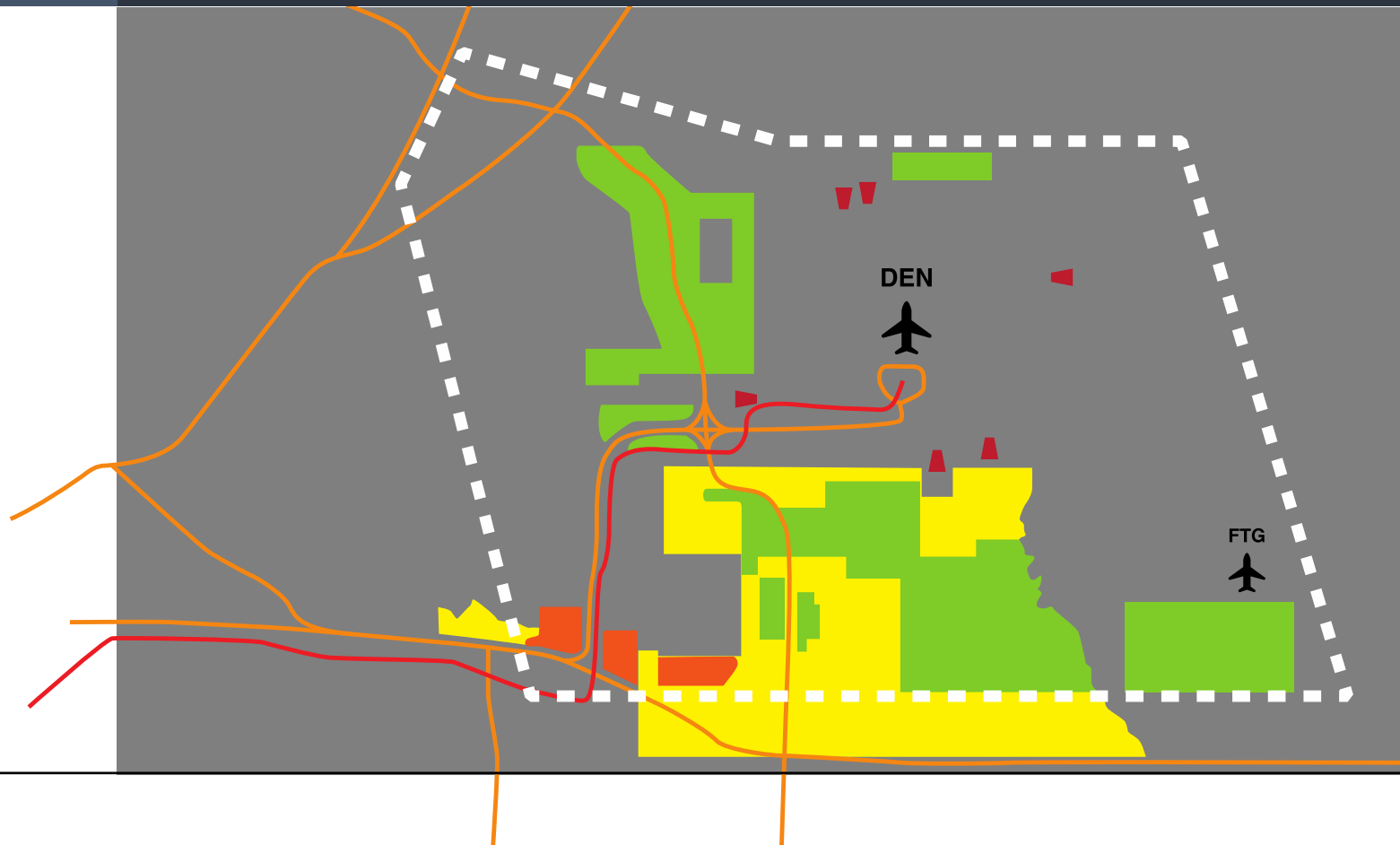




## A mix of opportunities

### LEGEND

-  Greenfield Development
-  Infill Development
-  Runway Protection Zone
-  Opportunity Zone





## Real Estate Demand



OFFICE



INDUSTRIAL



RETAIL



HOTEL

At least **1,400 acres** required to meet demand for the next 20 years



## Stakeholder Support

We've talked to more than **450 local stakeholders** as part of this process—and we've found a passionate interest in working together.





## Industry Diversity

A wide range of  
industries =  
a wide audience  
to attract

AEROSPACE

BIOSCIENCES

AVIATION



ENERGY

AGRIBUSINESS

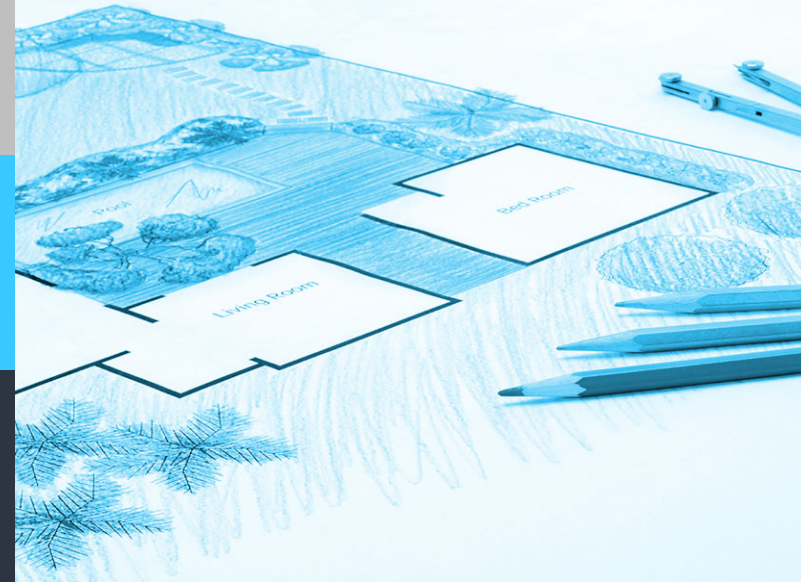
IT AND  
SOFTWARE

FINANCIAL  
SERVICES

HEALTHCARE AND  
WELLNESS

BROADCASTING AND  
TELECOMMUNI-  
CATIONS

SPECIALIZED AND  
ADVANCED  
MANUFACTURING



Not just diversity—  
cross pollination

- 
- **Opportunity for collaboration across both related and unrelated industries is an attractive prospect**



## High Expectations

Contributing more to our region than  
just a job or a building:

- > Community development
- > Collaboration and ideation
- > Building an authentic identity:  
*"This is the place to be."*
- > Helping build and share our  
story



## Measuring impact

- > Primary jobs
- > Target industry growth
- > Capital investment
- > Tax revenue growth
- > Collaborative infrastructure investment
- > Venture capital injected into community

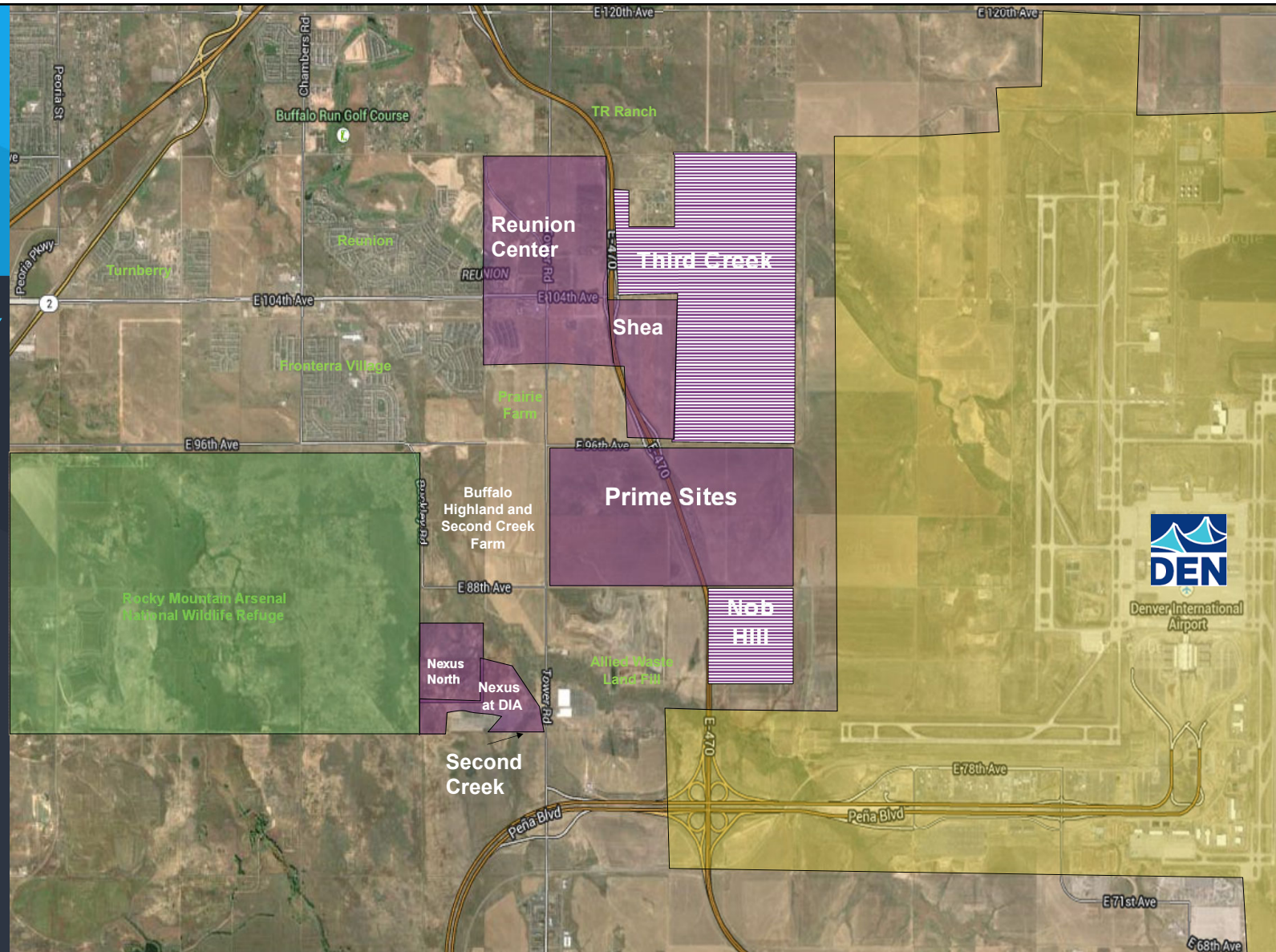


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## COMMERCE CITY

Some of the major development opportunities in the aerotropolis influence area

- NEXUS@DIA/  
NEXUS NORTH
- Reunion Center
- Third Creek
- Prime Sites





## KEY TAKEAWAYS

- Aerotropolis marketing, branding and public relations effort is a regional effort aimed at attracting high quality investment and jobs in the aerotropolis influence area.
- Total costs for Phase III of this effort is undetermined at this time. Staff is requesting an estimated \$175,000 in the 2020 budget.
- Commerce City receives a greater value through its participation in the ARC projects versus trying to attract investment and jobs on its own.
- Commerce City's success with this effort is also dependent on the availability of shovel-ready sites in the aerotropolis influence area.



# Thank You

For more information visit:  
[aerotropolisregionalcommittee.com](http://aerotropolisregionalcommittee.com)

