

Economic Opportunity and Cultural Affairs 2026 Budget Presentation

August 4th, 2025



Quality Community for a Lifetime





Department Overview

Mission

The **Economic Development Division's** mission is to attract, retain, and expand quality businesses in the City of Commerce City for the long-term economic vitality and sustainability of the City.

The **Community Relations Division** works to inform, involve, engage, and educate the public in order to strengthen ties between the city and community, build trust, and enrich quality of life in Commerce City.

Divisions

- Economic Development
- Community Relations

Key Responsibilities

Economic Development

- Become a complete and inclusive community where all residents have access to places to shop, dine, and play.
- Improve access to economic opportunity for residents and businesses.

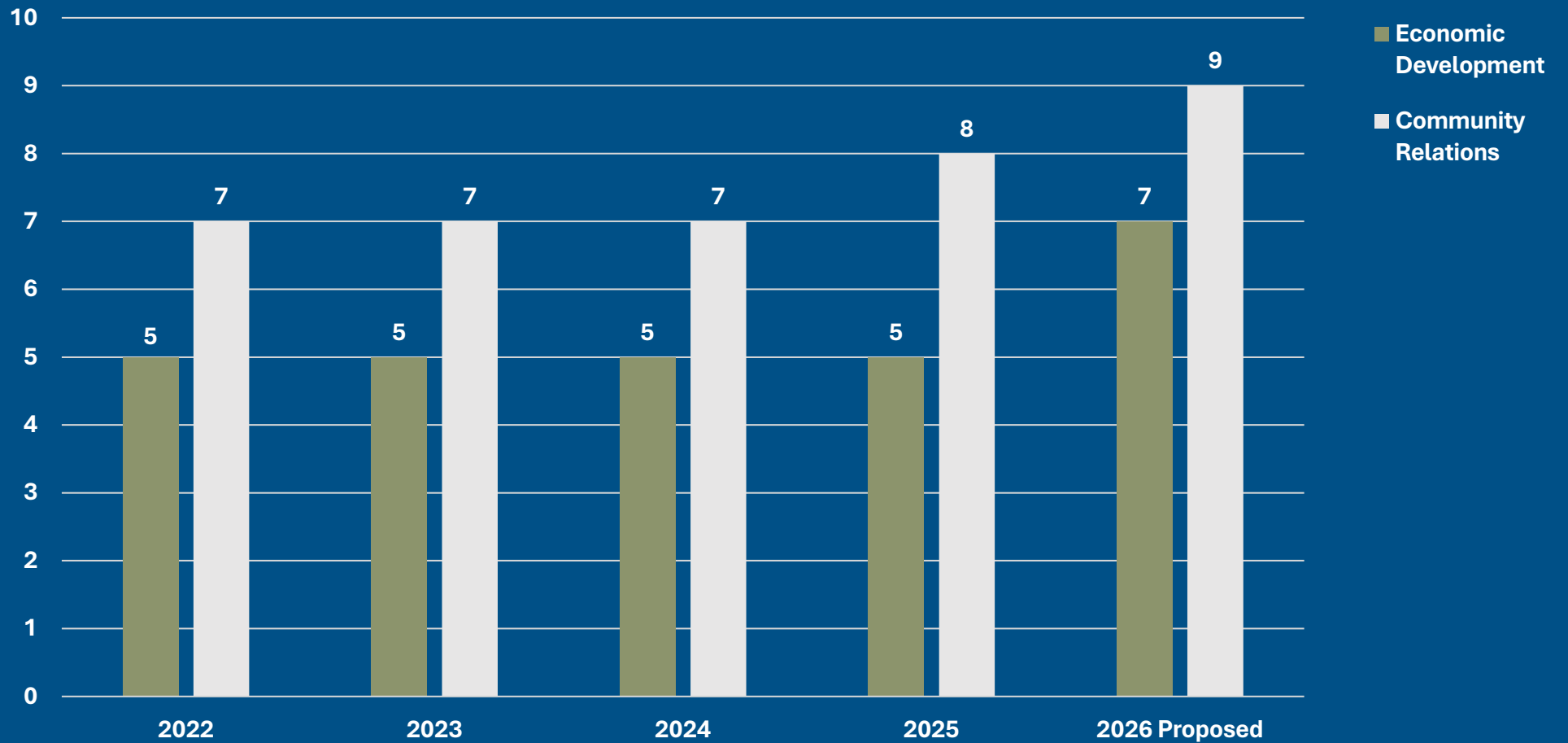
Community Relations

- Provide accurate, timely, and relevant public information, strategic communications, and marketing services to various audiences
- Plan and organize community events and cultural enrichment opportunities for residents and community members



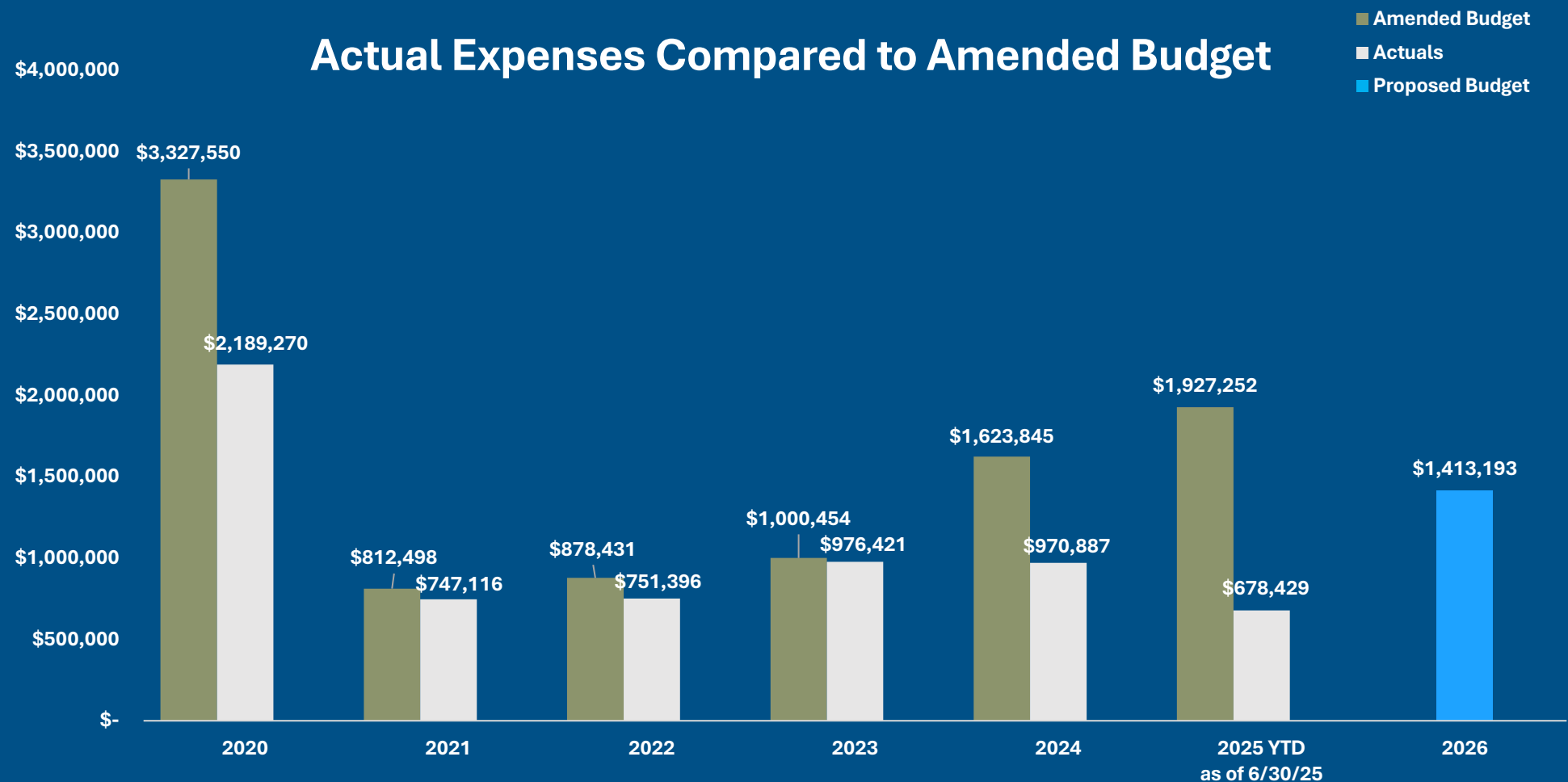


FTE History





Financial Summary – Economic Development

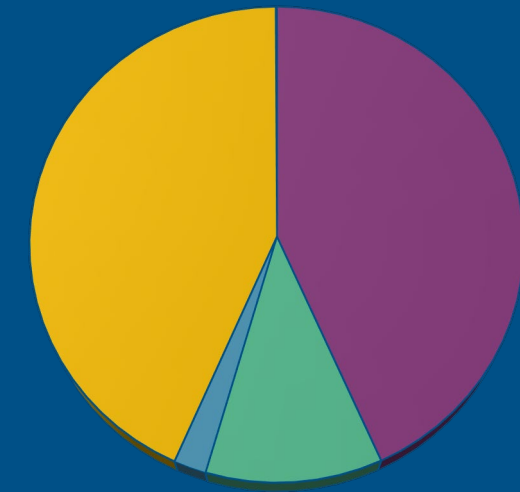




2026 Proposed Budget – Economic Development

2026 Proposed Budget by Category

Revenues and Expenditures	Budget
Total Revenues	\$ 0
Expenditures	
Salaries	\$ 611,989
Benefits	158,304
Contract Services	29,200
Services & Charges	612,500
Materials & Supplies	1,200
Total Expenditures	\$ 1,413,193



- Salaries
- Benefits
- Contract Services
- Services & Charges
- Materials & Supplies



Moving Forward – Economic Development

2025 Accomplishments

- Greatly expanded local business outreach with new newsletter, increased social media postings, Small Business Task Force, and bilingual staff members.
- More robust project tracking and management with current non-residential building activity exceeding \$800 million and project pipeline exceeding \$1.5 billion.
- Outbound marketing visits to 7 retail trade shows, conventions and site selector conferences.
- Launched Commerce City Promise local education program in partnership with Community College of Aurora, Metro State Denver and other education partners.

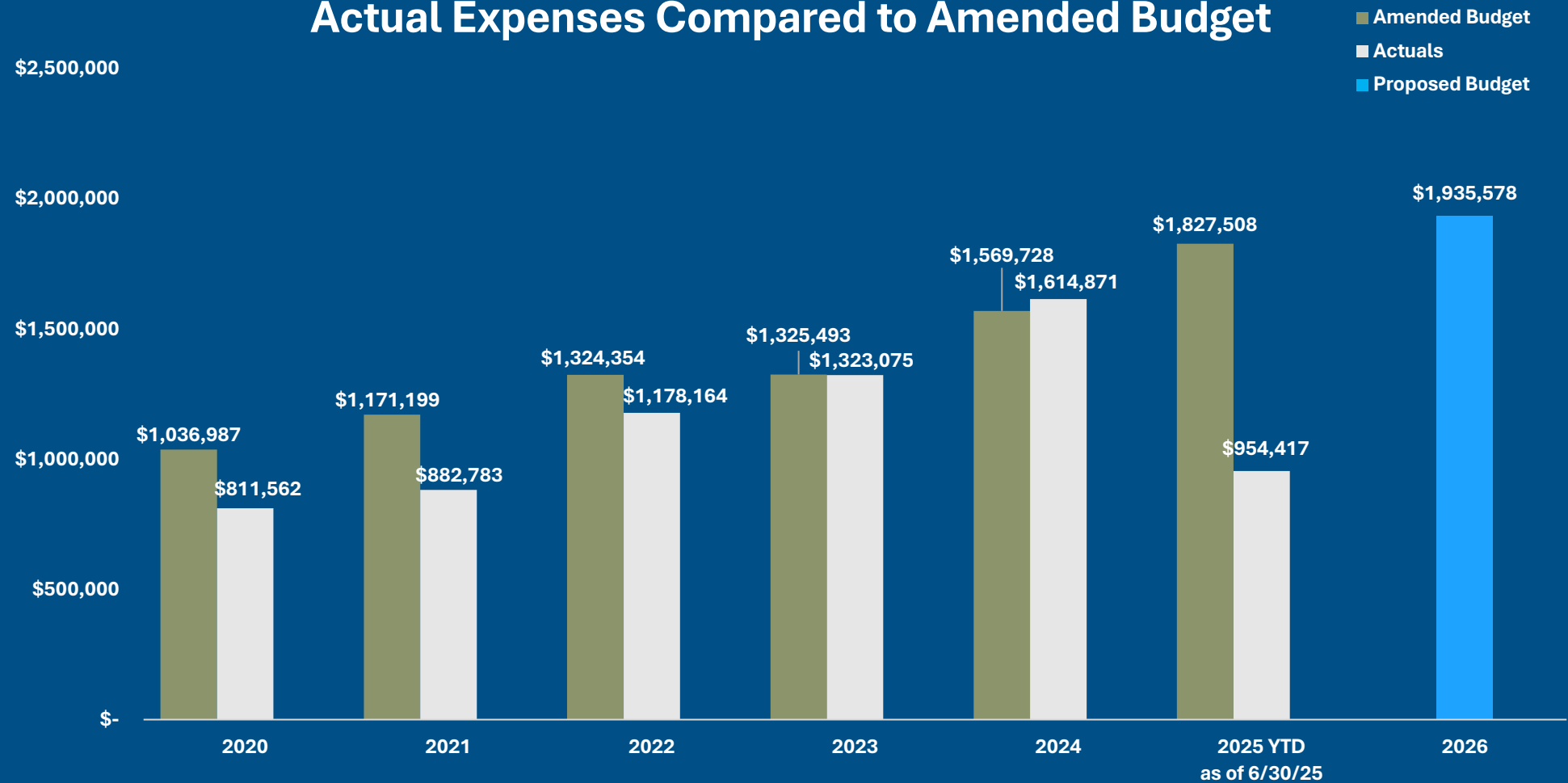
2026 Key Initiatives

- More robust use of digital tools including social media, foot traffic software, CoStar and new website.
- Implementation of new Economic Development marketing contract, beginning Fall 2025.
- Additional small business support, including recommendations of the Small Business Task Force, new business guide on Elevate Commerce, and updated incentives policy.



Financial Summary – Community Relations

Actual Expenses Compared to Amended Budget

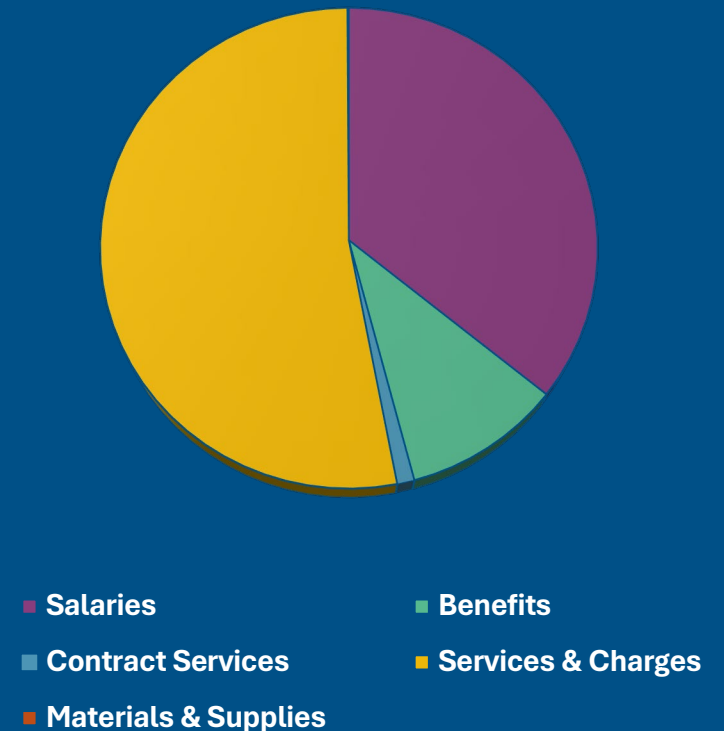




2026 Proposed Budget – Community Relations

Revenues and Expenditures	Budget
Total Revenues	\$ 0
Expenditures	
Salaries	\$ 693,369
Benefits	194,903
Contract Services	21,100
Services & Charges	1,024,306
Materials & Supplies	1,900
Total Expenditures	\$ 1,935,578

2026 Proposed Budget by Category





Moving Forward – Community Relations

2025 Accomplishments

- Launched a newly redesigned, modernized, and accessible city website.
- Created new storytelling opportunities such as the C3 in Focus video series
- Created new events such as the Back to School Food Truck Rodeo and SpeakUp Commerce City engagement/outreach

2026 Key Initiatives

- Fully utilize and implement new ZenCity engagement platform (launching 2025 – optimized 2026)
- Increase and expand the city's marketing and storytelling efforts to continue work on improving community image, celebrate the community, and highlight achievements
- Work with the Cultural Council to implement a revamped public art program

Thank you!

