



## WESTMINSTER

### Staff Report

TO: The Mayor and Members of the City Council

DATE: May 7, 2014

SUBJECT: Briefing and Post-City Council Briefing Agenda for May 12, 2014

PREPARED BY: J. Brent McFall, City Manager

Please Note: Study Sessions and Post City Council briefings are open to the public, and individuals are welcome to attend and observe. However, these briefings are not intended to be interactive with the audience, as this time is set aside for City Council to receive information, make inquiries, and provide Staff with policy direction.

Looking ahead to Monday night's Briefing and Post-City Council meeting briefing, the following schedule has been prepared:

Dinner 6:00 P.M.

Council Briefing (*The public is welcome to attend.*) 6:30 P.M.

POST BRIEFING (*The public is welcome to attend.*)

#### PRESENTATIONS

1. Standley Shores Ace Hardware Business Update
2. WURP Brand Discovery and Proposed Interim Public Relations Program

#### CITY COUNCIL REPORTS

None at this time.

#### EXECUTIVE SESSION

1. Obtain Direction from City Council re proposed Economic Development Incentive Agreement with Ace Hardware, pursuant to WMC 1-11-3(C)(4), WMC 1-11-3(C)(7) and CRS 24-6-402(4)(e)

#### INFORMATION ONLY

None at this time.

Items may come up between now and Monday night. City Council will be apprised of any changes to the post-briefing schedule.

Respectfully submitted,

J. Brent McFall  
City Manager

**NOTE:** Persons needing an accommodation must notify the City Manager's Office no later than noon the Thursday prior to the scheduled Study Session to allow adequate time to make arrangements. You can call [303-658-2161](tel:303-658-2161) /TTY 711 or State Relay) or write to [mbarajas@cityofwestminster.us](mailto:mbarajas@cityofwestminster.us) to make a reasonable accommodation request.



WESTMINSTER

## Staff Report

Post City Council Meeting  
May 12, 2014



SUBJECT: Standley Shores Ace Hardware Business Update  
PREPARED BY: Ryan Johnson, Economic Development Specialist

### Recommended City Council Action

This report is for City Council information only and requires no action by City Council.

Listen to the owner of the Standley Shores Ace Hardware present an overview of the company along with any updates the company has.

### Summary Statement

- Ace Hardware will be a new business in Westminster when they complete their tenant finish improvements in the Standley Shores Shopping Center.
- The owner of this locally owned Ace Hardware will deliver a brief presentation about the company and address any questions the City Council may have.
- The applicant will be dismissed after all questions have been addressed during the open session.

### Background Information

Ace Hardware is a nationally known hardware store, with many of their stores being individually or locally owned. Ace Hardware is often considered a neighborhood hardware store.

The owner of this locally owned Ace Hardware, will be present Monday night to deliver a brief overview and presentation of the company. Part of this presentation will include recent updates and activity regarding Ace Hardware. After the presentation, the owner will be available to answer any questions the City Council may have.

Working with new businesses is based upon the City's goal of a "Strong, Balanced Local Economy." Working to fill vacant retail and provide new retail options in the community is based upon the City's goal of a "Financially Sustainability City."

Respectfully submitted,

J. Brent McFall  
City Manager



WESTMINSTER

## Staff Report

Post City Council Meeting  
May 12, 2014



**SUBJECT:** WURP Brand Discovery and Proposed Interim Public Relations Program

**PREPARED BY:** Katie Harberg, Communication Coordinator for Economic Development

### Recommended City Council Action

Authorize staff to work with Cohn Marketing to develop an interim public relations program that involves a series of special events, increased media coverage, and other mechanisms to increase the spread of information about the project in order to build momentum and community excitement for the Westminster Center Urban Reinvestment Project (WURP) kickoff in fall of 2014.

### Summary Statements

- In an effort to communicate the City's vision for the WURP with potential developers, WEDA has been working with the marketing brand and strategy firm Cohn Marketing, which has a specialty in real estate and development.
- Cohn has concluded their work in brand discovery and will be present Monday evening to provide an overview of their brand discovery research, describe the recommended brand platforms, identify the project's target audiences, explain the next steps in brand development and provide detail about a proposed interim public relations campaign to take place this summer and fall.
- Westminster City Council was one of the focus groups incorporated into the brand discovery process, which included an additional 33 separate group or individual conversations.

**Expenditure Required:** TBD

**Source of Funds:** WURP City Participation CIP

## **Policy Issue**

Should the City of Westminster implement an interim public relations program for the WURP?

## **Alternatives**

1. Do not implement a public relations program. This is not recommended because activity on the site will help generate greater market interests.
2. Modify the public relations program. The program provided achieves marketing goals and is modest.

## **Background Information**

The City of Westminster has pursued a vision for the redevelopment of the site of the former Westminster Mall that calls for a development that is urban in nature with high densities, verticality, and land uses that would be typical of a downtown area. The project Master Plan is in the process of being developed and potential developers that would comply with the City's vision for the site are actively being pursued. At this time, over lot grading is anticipated to begin this summer and road construction is planned for fall 2014. Though discussions are ongoing with a potential developer, there is a need to begin generating enthusiasm for the new downtown. Such enthusiasm makes marketing the project, particularly to potential end users, much easier.

Cohn Marketing has concluded an extensive market research endeavor that involved a review of market competitors in both existing and planned mixed use developments and the execution of a research project in the form of focus groups and in-depth one-on-one interviews with key community constituents and target markets. The Westminster City Council comprised one of the focus group discussions; another 33 separate group or individual conversations were also held. The interviews were conducted among the following cohort groups:

- Denver and Boulder households
- Westminster Stakeholders
- Baby Boomers
- Millennials
- Realtors
- Businesses - large and small

In addition, the research included a survey of societal trends that should be considered when defining a market niche for the building of a downtown that is starting now.

The result of the research is a recommendation on brand platform concepts that could be developed under a sales and marketing program. The summary of Cohn's findings, along with the resulting brand platforms, are ready to be shared with City Council. The next steps in the marketing program would be to develop the brand with strategy, brand promise, and graphic expression. Due to a possible relationship with a developer who is interested in playing a major role in the project, brand development and naming for the project is recommended to be placed on hold for the next few months.

### **Interim Public Relations Program**

In anticipation of a fall 2014 project kick off, including the start of infrastructure construction, it is recommended that a concerted public relations plan be implemented starting in July of this year. The goal of this interim program is to:

1. Begin the process of communicating about the new development,
2. get people back to the site,
3. build excitement for the start of the project; and,
4. transition the project from vision to reality.

Cohn Marketing will present a concept for a public relations program that includes a series of proposed summer and early fall community events that are designed to achieve these public relations goals. The public relations plan also includes:

- a. updating and bolstering content on all city websites, including [www.WestminsterCenter.us](http://www.WestminsterCenter.us),
- b. developing an easy-to-communicate information campaign about the project, with City Council and city employees serving as spokespersons; and
- c. a media campaign that would result in coverage in the Denver media market about the emerging project.

The public relations plan is, in short, designed to set the stage for project kickoff this fall. It includes special events to be held this summer and early fall at the WURP site.

This public relations endeavor for the WURP meets City Council goals of building a “Strong, Balanced Local Economy”; and of preparing the way for “Vibrant Neighborhoods in One Livable Community.”

Staff will be returning to City Council in the coming months for forward approval of expenditures with Cohn as the project budget is expected to exceed \$75,000.

Respectfully submitted,

J. Brent McFall  
City Manager