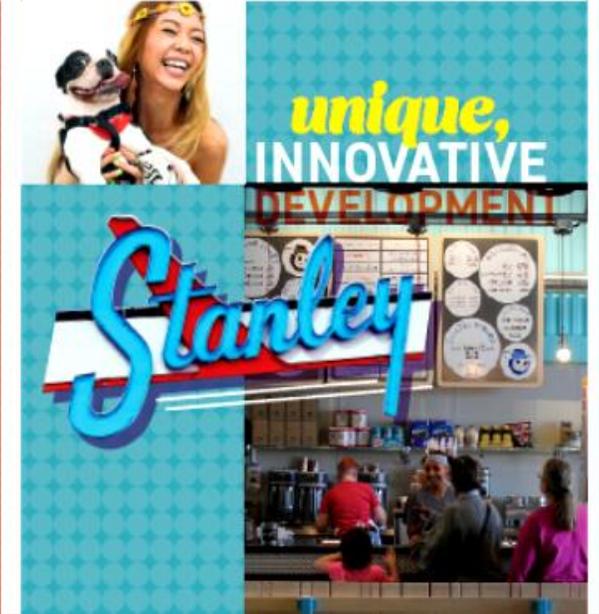
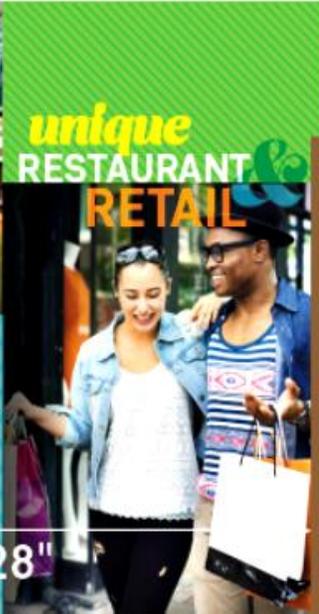


AURORA

RIGHT *here.*
RIGHT *now.*

AURORA,
colorado.



Growing Retail Development- One City's Story

The first step-

Move to a **Retail Strategic Vision**



A realistic approach on who we are, how we fit into the marketplace , & determine in what direction the City's retail should head.

How can we create deep success in the retail community?

Identify opportunities to grow sales tax revenues and attract new retail concepts to the City.

2013

Challenges to our Future retail growth:

2013

1. We need to know who we are and where we are going.
2. We need to “own” our own story and not let others define what that might be.
3. We need more income diversity.
4. We sport a significant amount of “tired” retail venues.
5. We (as a city) lack a retail identify.
6. We have to get to know and “love” Millennials.





Retail Strategies:

Be proactive.

Position Aurora as a viable option for any retailer planning a metro wide strategy.

Identify and approach uses, restaurants, and retailers which would be successful and appealing for the City.

Own and tell our own story. Create a buzz.

Create long term relationships with key retailers and developers.

Our Story...



Learn & translate our most current statistical data into useful information for retailers & developers

The City must be able to talk the language of the retailer. Understand and respond to their needs in a positive and proactive manner

We must take ownership of what our Story says to retailers and tell it consistently.

OVERALL DRIVING RETAIL **TACTICS**: *(What drives the retail program)*

- **Be active and visible** within the real estate community. Create relationships that matter.
- **Be unexpected**, especially when it comes to perceptions about Aurora.
- Know who Aurora is, but **push the envelope of what we could be**.
- **Cast vision** when the people you talk to about the City who have none (whether inside or outside)
- **Stand out from expectations and other municipalities.**



OVERALL DRIVING RETAIL STRATEGIES: *(What drives the retail program)*

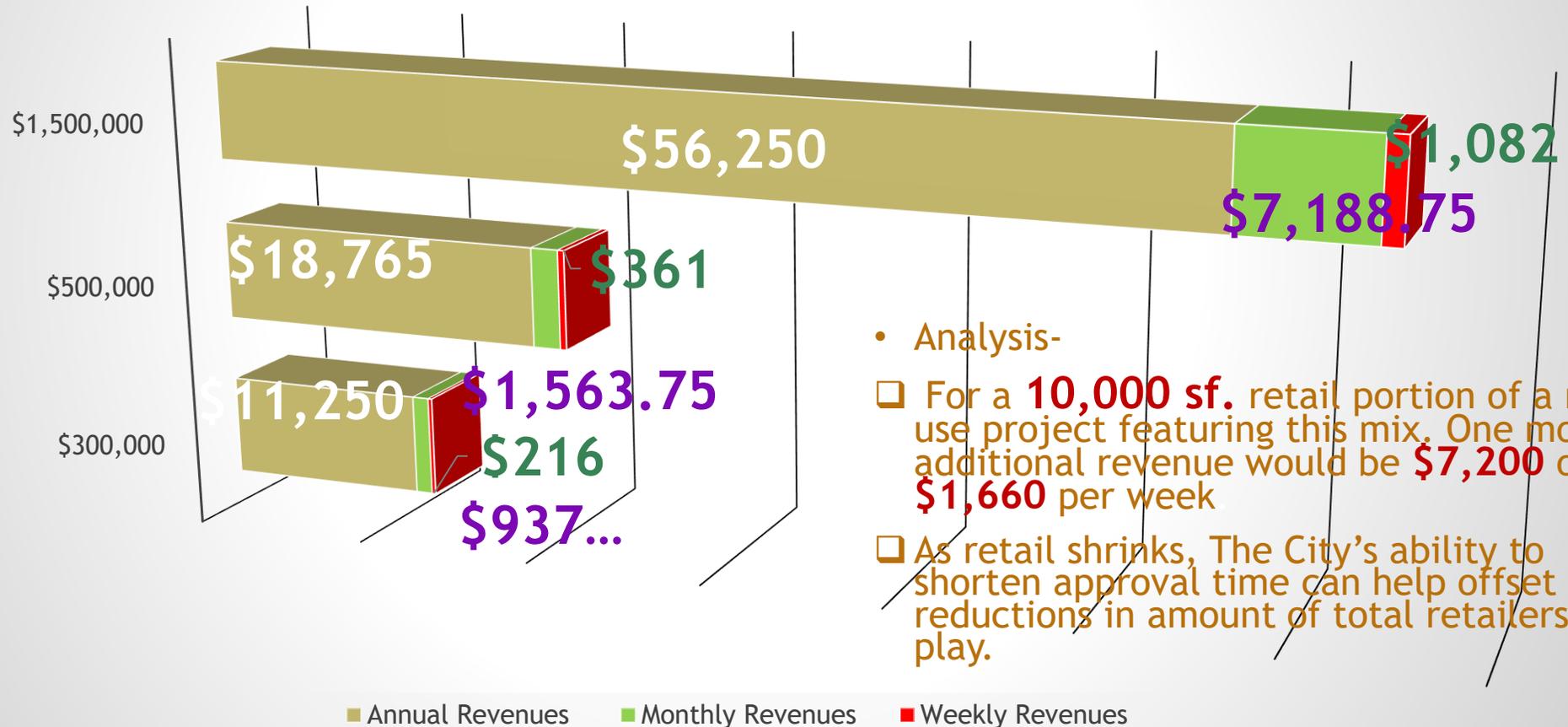
- Be proactive, especially in areas of interest to us.
- Put Aurora in the conversation of what is happening in real estate in the metro area.
- Focus on creating projects of interest for young professionals. Grow income diversity throughout the City.
- Serve as a practical resource both within and outside of the City about retail, trends, and opportunities.
- Create and direct developers and retailers to opportunities and locations that will offer the best chance for success.
- Look for new opportunities and tactics which will assure the long term health of sales tax as a revenue source for the City.
- Build on our strengths.



City of Aurora Retail/Planner Math- sales:



Planner/ Development Effect on Retail Sales Revenues



The importance of what you do:



174 new retailers and restaurants are coming to the City through our retail development efforts. Assuming average annual sales of **\$750,000** that would equate to **\$4,893,750** in sales tax revenue.

For each week saved, these new retailers would account for additional **\$94,110 per week** of additional revenue to the City simply by opening earlier than normal.

The opposite would be true for each week a development/retailer is delayed.

Making Development Happen...



33,000 attendees

Over 200 cities attended

More serious inquiries and attendance by people wanting to find deals.





RECON AURORA

2 ½ days, 2 City dinners, & a Colorado party. A City team of eight.

Approximately 250 meetings: including scheduled, walk-up, and impromptu meetings at events outside the booth

36% Developers

27% Commercial Brokers

21% Retailers

16% Others

(municipalities, architecture/engineering, development-related services)



An increase of +8% from meetings at last year's conference





2018 Major Retail
Developments

PROJECTS:

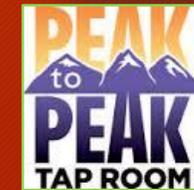


MAJOR DEVELOPMENTS NEW-
Gaylord
Aurora Crossing
Stanley Marketplace (1st full year)
Central Space

PIPELINE-
Parkside at City Center
The Point at Nine Mile
The Citadel
NORA Station
Stanley Residences

RESTAURANT PROGRAM-
Carm & Gia's
Mason's Dumplings
Peak to Peak Taproom
San Marcos/Baba & Pops

PIPELINE-
Thai Street Food relocation



Snapshot:



Editors' Choice Stanley Marketplace

Aurora's Stanley Marketplace has earned its reputation as a foodie destination thanks to Annette, Rosenberg's Bagels & Delicatessen, the Infinite Monkey Theorem, and others. But we love it equally as a hip mall. In one afternoon, grab the perfect baby shower gift at Little Wolf, a children's boutique; stylish shoes for men, women, and children at Goose & the Goat; gizmos your budding engineers craft themselves at MindCraft Makerspace; and just-because chocolates for your co-workers at Miette et Chocolat. Every shop is independent, meaning you'll always find something unique. And if you need a break during the middle of your spree, consider a pedicure at Base Coat Nail Salon, a 30-minute facial from Clementine's Salon & Skincare, a kickboxing class at Fly Kickbox, or...you get the point. *2501 N. Dallas St., Aurora, 720-990-6743*

Best Place To Go Shopping

5280
[THE DENVER MAGAZINE]

Readers' Choice Stanley Marketplace



Snapshot 2017:

bon appétit

annette
SCRATCH TO TABLE



BEST
NEW
RESTAURANTS
IN
AMERICA
2017

• **COMING SOON**

To Northwest Aurora

MONTVIEW PLAZA

TOWYARD

NORA STATION

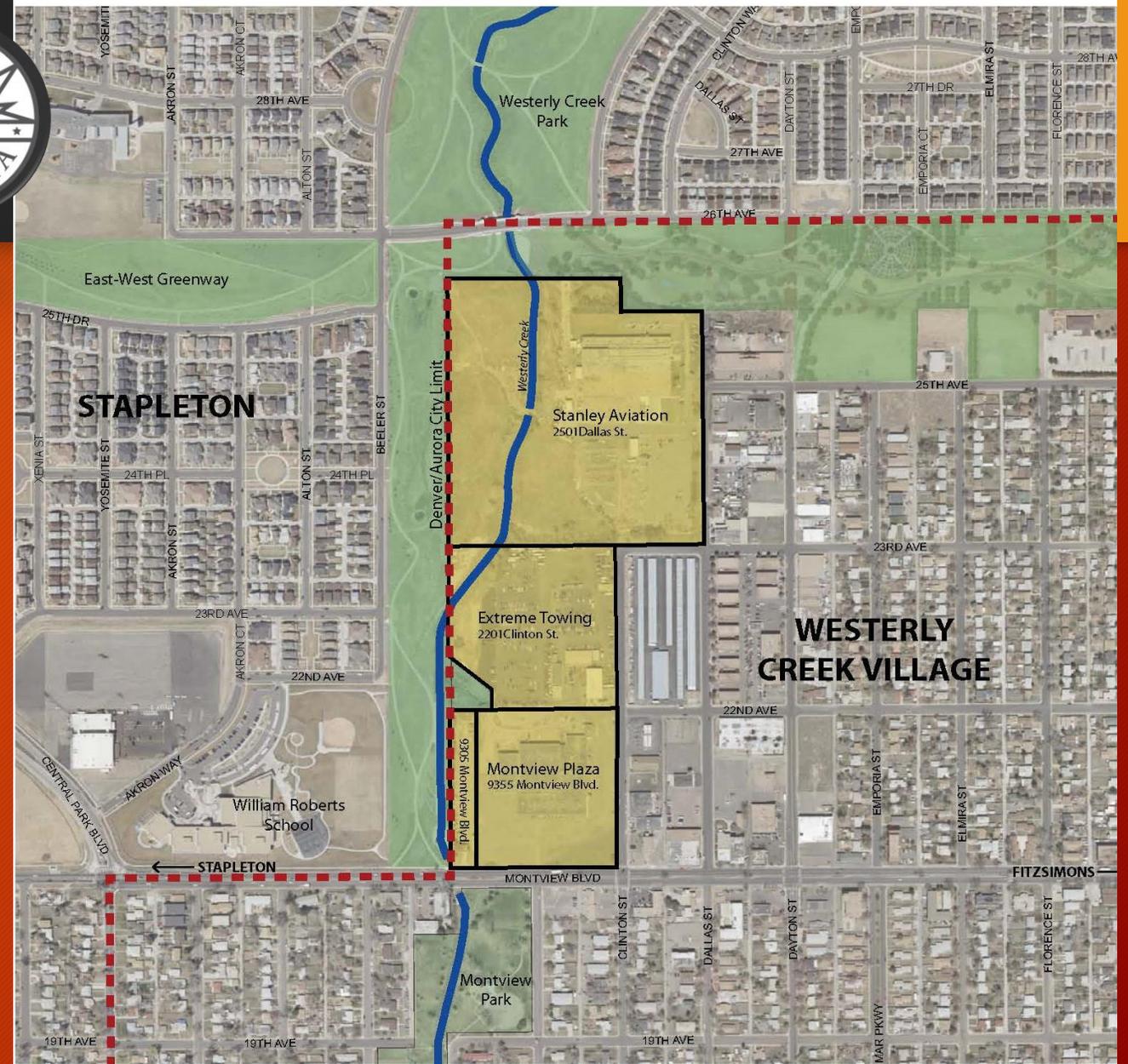
THE FORUM

17TH & PARIS

FITZSIMMONS CAMPUS PHASE 2



CATALYST SITE AREA WIDE MAP



Montview Plaza

- Montview Plaza is expected to anchor the southern part of the Westerly Creek Urban Renewal Plan
- While retail is to be its focus (70,000 sf.) at ground level, the plan calls for over 300 multi story, multi family units & possibly a hotel.
- A specialty grocer and a movie house could be part of the mix.



The Tow Yard



The Tow Yard



- Over 600 multi story residences.
- No Commercial, but a livable buffer between commercial entities.
- Neighborhood and pedestrian connections to the Creek.
- Great views



The Point at Nine Mile



Includes multi family, retail, and office and a relocation & expansion of a new King Soopers

A key TOD location and station connections.



Iliff Station



- A new community right at the Light rail
- A key TOD location and halfway to go downtown in either direction.
- 12,000 sf. of retail and should encourage redevelopment for this up and coming H.I.P. Neighborhood





Parkside at City Center



- Located at one of the City's busiest intersection.
- Includes 217 market rate multi family residences & 36,000 sf. of retail.
- A key TOD location and station connections.
- Part of a larger redevelopment of three of the four corners.
- First step towards a true City Center



The Gaylord Hotel & North and East Aurora



If you are in new development, Aurora will be where you are working for the next 10-15 years.

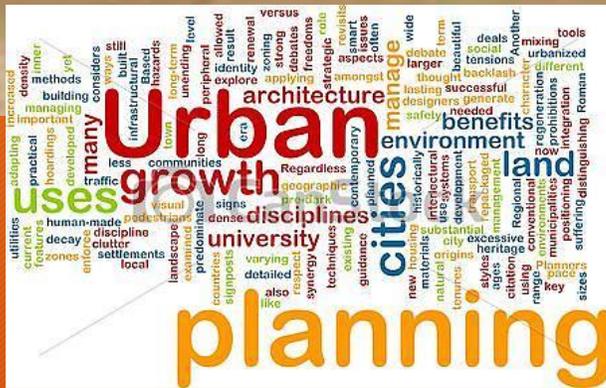
Multi family, retail, and office are all on the agenda for future growth to the north and east.

Last thoughts...



Retailers & Developers-

- Learn their business
- Speak their language.
- Be a problem solver
- Understand that you make a difference, especially in \$\$.
- Cast vision- don't always sit in judgment
 - Stick to your deal
- Stay on top of the trends- fit them to your situation.



Trends

Amazon “Fear” is not all that!

- * *WalMart who?*
- * *Needing Brick & Mortar*
- * *Creating “interesting” partnerships*

E Commerce will be where the new retail brick & mortar store comes.

Failure of brick & mortar Commerce could be a self fulfilling prophecy-

- * *No new retailers*
- * *No financial backing for new ideas .*
- * *There will be no other shopping options than online.*



RETAIL IS
NOT DEAD:
IT'S EVOLVING.

LESSONS IN CUSTOMER EXPERIENCE

Everything in real estate will be mixed use.

The definition of “retail” is changing-

- ❖ *Say goodbye to tax revenues!*

On line Sales Tax-

The biggest retail impact of the year!

- ✓ *Don't dawdle, do it soon & do it well.*

Questions?

**IT'S
SHOPPING
TIME!**

