



*Town of*  
**Superior**<sup>SM</sup>

ECONOMIC DEVELOPMENT

# 2021 ANNUAL REPORT

# ACCOMPLISHMENTS

- Conducted a retail analysis to guide recruitment efforts
- Created an incentive policy to provide support to attract and retain businesses
- Wrote a grant application for the creation of an affordable housing plan
- Compiled a comprehensive business contact list for use in outreach to local businesses
- Provided guidance to local businesses regarding Small Business Saturday
- Facilitated the opening of 6 new businesses in Superior in 2021
- Recommended several prospects for community center café operations



**Montmere**  
AT AUTREY SHORES

# MARKETING

A major priority in 2021 was creating best in class marketing, website, and social media posts.

- An economic development focused website was launched to provide information, resources, and news for existing and prospective businesses.
- An economic development ad was placed in the Chamber guide, and a community profile was created to provide key data prospective businesses.
- Multiple social media campaigns were executed.

**Superior Colorado**

ABOUT DATA PROPERTIES RESOURCES NEWS CONTACT

**DOWN TOWN Superior**  
Superior Destination  
Come for the exceptional dining, shopping, and entertainment. Stay because you love it.  
LEARN MORE

Calling all entrepreneurs! Did you know that Jill, as the Economic Development Manager of Superior, can help connect you with resources? If you are launching or growing your business, please reach out and let us know how you are doing! We want to see local startups thrive.  
Jill can be reached at jillm@superiorcolorado.gov or 303.509.3476. #EDW2021

**Superior Chamber of Commerce Awards 2021**  
Start Up Business of the Year  
Goldfish Swim School  
Tom & Binny Tercek

**Superior Stats**  
Established Anchors Attract Regional Customers  
Easy access to Highway 36  
average daily traffic counts of 80,000  
High Income Community with \$126,600 Median Household Income  
Superior has unique space for retail, office, and restaurants.  
Jill Mendoza  
Economic Development Manager  
jillm@superiorcolorado.gov  
303.509.3476 ext. 131

**Superior, CO #EDW2021**  
Downtown Superior is a 127-acre master-planned community. Current Partners will develop Main Street, a pedestrian-oriented mixed-use development with residential, commercial, retail, and restaurants. Vertical construction to be completed by end of 2023. For more information about office, commercial or retail space, please contact Jill Mendoza or jillm@superiorcolorado.gov  
downtownsuperior.com

**WELCOME!**  
TO NEW SUPERIOR BUSINESSES  
Boss Lady Pizza & Tequila Y Mezcal  
#EDW2021

**SUPERIOR COMMUNITY CENTER**  
The Town of Superior is developing a Community Center to house a gaming, place & drive community engagement.  
It will have an open lobby, library area, cafe, gathering areas, activity/meeting rooms, teen area, sports, and town staff offices. Exterior elements will be completed this spring.  
#EDW2021

**ROUND OF APPLAUSE!**  
Give a shout out to a local business owner, manager, or entrepreneur!

**Sweet on Superior**  
PRIZES FOR MULTI-MEDIA CHALLENGE!  
• \$100 for 3rd place  
• \$250 for 2nd place  
• \$500 for 1st place  
• \$100 wildcard winner  
TBD based on quality of posts  
The Town of Superior will award gift cards to Sweet on Superior participants with the highest points on the Goose Chase app once the challenge closes on June 15th.

**A Superior Location**  
Superior is a town with a high quality of life and a logistically advantageous location in a vibrant region. Our strong commercial centers, along with a newly developed mixed-use downtown, provide unique opportunities for businesses to locate in Superior.

**Superior Facts**  
Superior's location along the US 36 corridor between Denver and Boulder provides high visibility to more than 90,000 vehicles daily. A convenient and walkable community in close proximity to RTD transit, Superior offers an ideal location for businesses of all types.

Superior Location	Superior Market
8 miles to Boulder	10 mile radius to 185,501 households
20 miles to Downtown Denver	10 mile radius \$99,179 median household income
Adjacent to Highway 36 (Denver Boulder Turnpike)	80,000 average daily traffic (Highway 36)

Superior Transit	Superior Environment
Bus rapid transit to Boulder and Denver	Ranked #3 Best Suburbs to Live (Niche, 2021)
35 miles to Denver International Airport	30 miles of trails
Bus rapid transit to Denver International Airport	600 acres of parks and open space

Superior Opportunities	Superior Workforce
Large & small retail locations available	98% of residents have a High School Diploma
Existing & planned office space	76% of residents have a Bachelor's Degree
Developable land	36% of residents have a Post-Graduate Degree

Visit our website for more info [superior-business.org](http://superior-business.org)

**Superior Town Hall**  
124 E. Coal Creek Drive  
Superior, CO 80027  
Hours of Operation  
Monday – Friday  
8:00 am – 4:00 pm

**Contact**  
Jill Mendoza, Economic Development Manager  
(303) 499-3675 ext. 141  
jillm@superiorcolorado.gov



## AWARDS

The Town of Superior was awarded the title of "Best Place to Move/Open a Business" by ColoradoBiz magazine in 2021. The winners were selected by ColoradoBiz's readers, with nearly 22,000 votes.



The Town of Superior was ranked as #3 (of 278) in the categories of "Best Places to Live in Colorado" and "Best Places to Raise a Family in Colorado." The Town was also ranked #9 (of 71) as "Best Suburbs for Young Professionals in Colorado."



Superior Chamber of Commerce 2021 Awards honorees from the Town of Superior include:

- Small Business of the Year:
  - Asian Cuisine & Vietnamese Noodle House
- Heather Cracraft Superior Achiever:
  - Former Trustee, Sandy Pennington
- Startup Business of the Year:
  - Goldfish Swim School, Tom & Binny Tercek
- Creative Business of the Year:
  - Love, Dani; Dani Bondurant



# 2022 KEY OBJECTIVES

Superior's primary focus for economic development efforts in 2022 are the retention and recruitment of businesses for the Town's commercial centers.

### Business Retention

- Discuss local business climate with business owners to determine how best to meet their needs.
- Provide programming and resources to support the growth and expansion of local businesses.
- Spotlight local businesses as appropriate.

### Business Recruitment

- Create marketing campaigns and conduct outreach to attract new businesses.
- Provide data and information to prospective businesses, facilitate the recruitment process, and structure and administer incentives as needed.