

2024 Economic Development Annual Report

Superior provides support to ensure
our business community thrives



HIGHLIGHTS



13 NEW BUSINESSES

A record year, the influx of new businesses resulted in fully leased commercial centers at Rock Creek Village, Coalton Crossing, and Superior Plaza; and a boom in leasing activity in the Superior Marketplace and Downtown Superior.



3.5% RETAIL VACANCY

A record low retail vacancy of 3.5%, despite the delivery of more than 46K square feet of new retail space in Downtown Superior in 2024.



PROMOTIONAL SUPPORT

Promoted businesses through spotlight articles and posts, shop local prompts, and facilitated business engagement and networking opportunities.



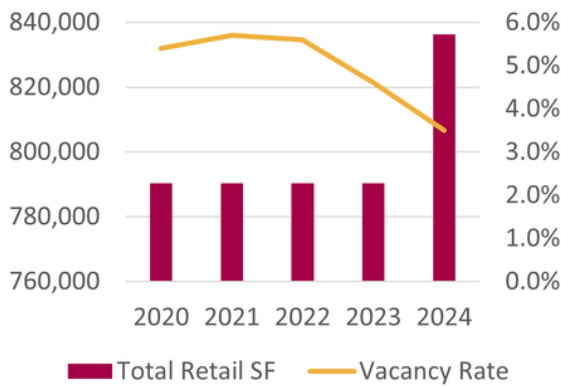
TOWN MARKETING

Town featured in local media and marketing campaigns with BizWest, 9News, and the Colorado Hub for Health Impact.

Superior's influx of new businesses in 2024 resulted in lower retail vacancy rates

RETAIL LEASING PERFORMANCE

The retail vacancy rate in Superior* has decreased from 4.6% in 2023 to 3.5% in 2024, despite the addition of 46,033 square feet of new retail space in Downtown Superior.

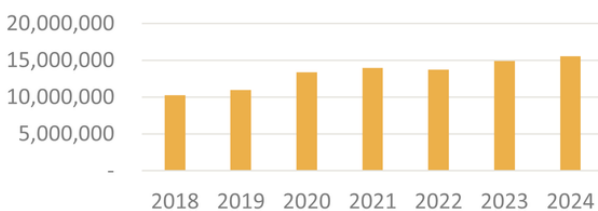


3.5% Vacancy Superior's retail real estate is performing well, with the lowest vacancy rate in 5 years

*Superior Plaza was excluded from the analysis due to the office square footage in their building

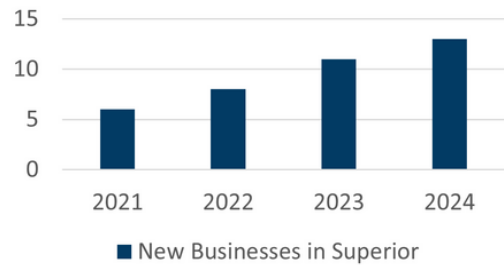
SALES TAX

Retail plays a major role in Superior's economy, helping to generate consistent sales tax revenues that supports essential public services and infrastructure.



NEW BUSINESSES

Superior is a desirable location for businesses, evidenced by the opening of 13 new businesses, a record number, in 2024.



In addition to new business openings, Sunshine Animal Hospital expanded their operations. Synapse Physical Therapy relocated from within the Blue Sport Stable to a retail storefront.

We only saw two business closures this year, Vetka Flowers and IHOP.

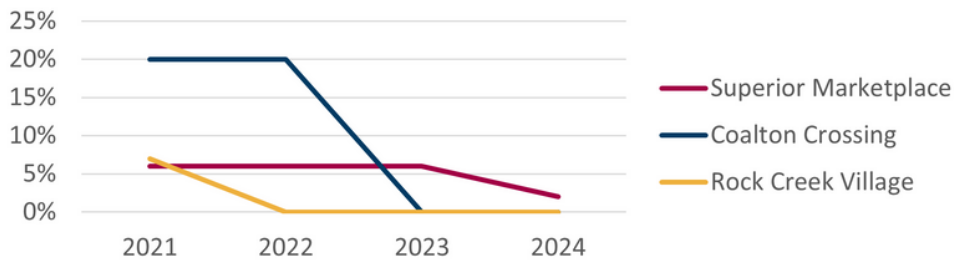
Businesses Opened

- Boulder Baked
- Casa Agave
- CBArt Studio
- Colorado Carbon Bicycles
- Halcyon Mind+Body
- Healios
- IMAGE Studios
- Krak Boba
- Kwooson
- Lewis Sweet Shop
- Mobility Plus
- Superior Baby Care
- Superior Improv

OPEN

- 13 businesses opened
- 1 business expanded
- 1 business relocated
- 2 businesses closed

Superior's retail centers are performing well, with vacancy rates decreasing



Downtown Superior

Downtown Superior is beginning to take shape as an exciting new hub for business and entertainment.

The businesses in Downtown Superior thus far are all locally owned and family operated concepts, creating a unique appeal for prospective businesses.



Superior Marketplace

The Superior Marketplace is booming with activity, welcoming a wave of new businesses in 2024, and more in the coming year.



Other Centers

Both Rock Creek Village, Coalton Crossing and Superior Plaza retail units are all 100% leased

- Sunshine Animal Hospital expanded into a long-vacant unit in Coalton Crossing, creating new jobs with a significant build-out investment.
- Synapse PT moved from the Blue Sports Stable to a retail storefront.
- Curated by Paull Interiors launched in Superior Plaza.

In 2024, Superior provided numerous spotlights and resources to support local businesses

PROMOTION OF BUSINESSES

- New Business announcement posts
- Small Business Week posts
- Chamber Awards posts
- Superior Sentinel Content
- Hello Superior Content

PARTNERSHIP WITH CHAMBER

- Welcome to Superior Guide
- Ribbon cuttings
- SuperiHER Conference
- Business Meetings

RESOURCES & PROGRAMS

- Survey of Local Businesses
- \$40,000 in grants to local businesses
- \$90,000 in incentives for business attraction to Downtown Superior
- Recycling Audit & Article about energy savings programs
- Downtown Parking Map
- Downtown Public Space Event Hosting Program
- Example outdoor seating policies
- Chamber resource toolkit
- Comp Plan business outreach
- Checklist to Open a Business in Superior
- Ballot Notice for Superior Businesses
- Updated Local Business Grant Informational Packet



SUPERIOR BUSINESS

UPDATES AND NEWS FROM THE SUPERIOR BUSINESS COMMUNITY

DOWNTOWN SUPERIOR ON THE RISE: NEW BUSINESSES AND RESIDENCES BRING LIFE TO THE COMMUNITY

With new businesses opening doors and construction continuing, Downtown Superior is emerging as a vibrant and thriving community hub. Each step forward brings diverse businesses and cultural offerings that are enriching the lives of our residents and visitors to Downtown Superior.

In addition to the thoughtfully integrated ground floor retail, restaurant and commercial spaces, the new brick apartments along Main Street in Downtown Superior are currently available for lease! These flexible spaces feature a great view that opens directly onto Main Street, enabling artists and entrepreneurs to showcase and sell their work and services from the comfort of their homes.

Planned areas include:

- **Weekend Market/Pop-Up:** Space to create, show, share, work, meet with others, offer classes and sell your goods, food, art, books, jewelry, clothing, plants, garden, outdoor furniture, and more.
- **Outdoor Store:** Curate, display and sell local or imported items. Ideal for clothing, books, jewelry, collectibles, specialty foods and more.
- **Services:** Teach classes or provide professional services to clients, host for page instructors, makers, craft, repair and grocery, hair, business consults, accounts and more.

Interested in leasing, contacting us in Downtown Superior? Contact: info@superiorchamber.com or call: (303) 499-3625 ext. 101.

ATTENTION LOCAL BUSINESS OWNERS. WE WANT TO HEAR FROM YOU!

JOIN US IN CELEBRATING SUPERIOR'S LOCAL SMALL BUSINESSES

Regional Small Business Week, from April 29 to May 4, is a chance for our community to honor the local small businesses that are essential to our Town. The Town of Superior will celebrate the week by offering social media content, encouraging residents to actively support our small businesses.

Monday Member: Show your support for your favorite Superior small business in a social media post.

Tuesday Tuesday: Get local items, take out, deliver or order to go from a Superior resident.

Wednesday Wednesday: Visit one of Superior's new businesses. You know you want to go sometime, right?

Thursday Thursday: Post your gratitude online to a Superior business owner for all they do.

Friday Friday: Come to the Superior's Small Business Conference & Expo on May 3. Find the details at superiorchamber.com/sbbw.

Saturday Saturday: Focus on USG with a trip to the salon or hair salon; get a workout or get your favorite treat in Superior!

The Superior Chamber will feature local businesses on social media during Small Business Week. Scan the QR code or visit superiorchamber.com/sbbw to register your favorite businesses to be featured. Notifications must be submitted by April 25.

Procedural Checklist for Opening a Business in the Town of Superior

We are excited that you are starting a business in the Town of Superior! The Town is dedicated to helping businesses have a positive experience as they get established. Before opening a business in the Town of Superior, you must complete the following tasks:

Town Requirements

- Interested in opening your business in Superior? Email the Town's Economic Development Manager. This enables the Town to connect you with resources that may be helpful to your business launch.
- Research your business name, type, and location (if known), business hours of operation, and website.
- Apply for a Business License and any additional permits required by your business.
 - Business License/Activation Form
 - Exempt businesses: Nonprofits, businesses without a physical presence, or only an incidental physical presence in the Town.
 - Verify if you need any other permits.
 - Sign Permits: Questions to the Planning & Building Department, Downtown Fee Schedule, and other information that differ from the Town website.
 - Liquor License: Contact the Town Clerk.
- Obtain permits for any alterations to your building.
 - Permits must be pulled electronically through the Town's permit portal: CentralGov.net.
 - Contact Building Department to determine if you require any building permits.
 - Contact utility billing to set up an account and let them know the date you're starting services.
 - Superior's address for commercial customers may include mail boxes and phone drop services.
- Interested in sustainability resources?
 - Learn more about the Town of Superior's sustainability resources and incentives for businesses on the SBBW website.

Town Contacts

Economic Development
 Jill Hendrickson
 (303) 499-3625 ext. 141
jhendrickson@superiorchamber.com

Town Clerk
 Lynn Hoover
 (303) 499-3625 ext. 105
lhoover@superiorchamber.com

Planning & Building
 Planning
 (303) 499-3625 ext. 116
planning@superiorchamber.com
 Building
 (303) 499-3625 ext. 109
building@superiorchamber.com

Utility Billing
 (303) 499-3625 ext. 115
utility@superiorchamber.com

Superior Chamber of Commerce
 (303) 499-3625 ext. 100
info@superiorchamber.com

Proposed Sales Tax Increase Information for Superior Businesses

The upcoming ballot will include a proposal to increase the Town of Superior's ability to fund the building, renovating, and upgrading town-owned amenities such as, wastewater pools, playgrounds, recreation facilities, streets, and sidewalks.

To repay this debt, there would be a 0.515% increase in sales and use tax starting on January 1, 2025. The tax would continue until the debt is fully paid off, but no longer than December 31, 2030.

The funds raised from this sales tax increase would be used to pay off the debt, as well as to support the construction, operation, and maintenance of capital improvements in the Town. Any revenue from the tax and any interest earned on it would be used as allowed under Colorado Law.

To see the full ballot proposal and more FAQs, visit www.superiorchamber.com/sbbw or call (303) 499-3625 ext. 100. Questions or concerns? Email: jillm@superiorchamber.com

THIS BALLOT MEASURE WILL BE DECIDED BY VOTERS IN THE 2024 ELECTION

Select FAQs

Who pays Superior sales tax?
 Anyone who shops and dines in Town.

How much will Superior households pay?
 The average household in will pay an additional \$65 per year in sales tax.

Will this new tax be shared with Loveland?
 No, 100% of the proposed sales tax increase goes to the Town of Superior.

How does the Town's sales tax rate compare to other cities?

Lafayette	0.4%
Boulder	0.4%
Superior	0.4%
Longmont	0.4%
Golden	0.4%
Fort Collins	0.4%
Windsor	0.4%
Arden-Cove	0.4%
Windsor	0.4%
Windsor	0.4%
Windsor	0.4%

Superior Business Roundtable

Thursday, April 18 9:00 - 11:00 a.m.
 Superior Community Center - Longs Peak Room

Come discuss needs, goals, and strategies for the success of Superior's business community.

Breakfast and coffee provided
 Register at www.SuperiorChamber.com by Monday, April 15

Unlock Sustainable Savings

Free Programs for Superior Businesses!

SUPERIOR-BUSINESS.ORG/NEWS

The Town of Superior was featured in wide-reaching promotional campaigns in 2024

PROMOTING THE TOWN

Organizations we work with to enhance the awareness of Superior

- Colorado Hub for Health Impact
- U.S. 36 Collaborative
- Downtown Colorado Inc.
- Economic Development Council of Colorado
- ICSC

Hosted Events to showcase Downtown

- U.S. 36 Collaborative Site Tour
- Biz West state of the 36th Corridor

Promotional Campaigns

- Hub for Health Impact
- BizWest
- SuperiHER
- 9News



DOWNTOWN Superior

PRIME MIXED-USE SPACES DOWNTOWN

Initial construction is completed on Town of Superior's new 2.2-acre Main Street Downtown, which seamlessly blends stylish apartment homes with thoughtfully integrated retail, restaurant, and life-science office space.

Retail & Restaurants
Nestled along the scenic and bustling Main Street, Downtown Superior features 25,000 square feet of first-floor retail spaces designed to become an integral part of daily life, with over 1,000 parking spaces ensuring convenient customer access. As a neighborhood-serving town center, it emphasizes local brands, offering a unique and authentic experience in a vibrant community hub. This dynamic area is especially welcoming to businesses looking to expand to a new location, providing an ideal platform for growth and visibility. The integration of retail, dining, and office spaces within a walkable Main Street environment makes Downtown Superior the perfect setting for local enterprises to thrive.

Live-Work Units
For entrepreneurs, artists, makers, innovators, and makers, the development offers over 20 live-work units. These unique spaces feature a showroom or office area that opens directly onto Main Street, providing a storefront within the comfort of their home.

COAL CREEK INNOVATION PARK

Coal Creek Innovation Park at Downtown Superior is the first purpose-built life sciences campus available in Boulder County. Featuring two state-of-the-art buildings that can be leased together or separately. Boasting built-in-class facilities, the campus is designed to meet the unique needs of life science enterprises.

270,000 SF Total Campus - Flexible Floor Plans

2 Buildings
100K + 170K SF - Available Together or Separately

2.3,000 Dedicated Parking
528 Staff Parking Structure
93 Surface Parking Spaces (Additional Public Parking)

Special Spaces
Available Fully Built-Out

New Construction
Delivering Q4 2026

Accessible
10 Minutes to Boulder
20 Minutes to Denver

Call Abubakar at 303.524.4900 or visit coalcreekinnovationpark.com

MARKETING MATERIALS

High-quality marketing materials were developed to support efforts to market the Town of Superior.

Projects like Downtown Superior and the Coal Creek Innovation Campus will require broad marketing efforts to attract new businesses to our community.

TRANSFORMING LIVES HERE

Innovation-Friendly Elevation

U.S. 36 CORRIDOR 21.4%
The U.S. 36 Corridor is a premier location for innovation and growth, offering a mix of residential, commercial, and industrial spaces. It is a key driver of economic development in the region.

METRO DENVER 22.3%
Metro Denver is a hub for innovation and growth, offering a mix of residential, commercial, and industrial spaces. It is a key driver of economic development in the region.

NORTHERN COLORADO 14.8%
Northern Colorado is a hub for innovation and growth, offering a mix of residential, commercial, and industrial spaces. It is a key driver of economic development in the region.

SOUTH METRO DENVER 10.4%
South Metro Denver is a hub for innovation and growth, offering a mix of residential, commercial, and industrial spaces. It is a key driver of economic development in the region.

AURORA 10.1%
Aurora is a hub for innovation and growth, offering a mix of residential, commercial, and industrial spaces. It is a key driver of economic development in the region.

COLORADO SPRINGS 5.8%
Colorado Springs is a hub for innovation and growth, offering a mix of residential, commercial, and industrial spaces. It is a key driver of economic development in the region.

WESTERN SLOPE 2.0%
Western Slope is a hub for innovation and growth, offering a mix of residential, commercial, and industrial spaces. It is a key driver of economic development in the region.

Colorado: Right-Sized for Collaboration

HUB FOR HEALTH IMPACT

MEET U.S. 36 COLLABORATIVE

Partner News and Insights

PMB: Redefining the Life Sciences Workplace in Downtown Superior

PMB, a leading healthcare real estate developer, and Montgomery Street Partners, are developing Coal Creek Innovation Park—the first speculative purpose-built life sciences campus in Boulder County. This project provides 270,000 square feet of flexible, modern workspace.

THE FUTURE OF THE 36 CORRIDOR

Thursday, June 13, 2024
8-11:30 a.m.
2250 Main Street, Suite 200, Superior, CO 80027

LIVE / WORK UNITS

Featuring a living room that opens directly onto Downtown Superior's vibrant Main Street, these units enable artists, artisans, and entrepreneurs to showcase and sell their work from the comfort of home.

Property Amenities

- Clubhouse kitchen, bar, TV lounge
- Rooftop pool, fire pit, & grill
- Billiards & gaming area
- Bike storage & bike wash
- EV-capable parking
- Co-working lounge
- Fitness studio
- Full-service pet spa

Schedule a Tour with Danielle LaFerrier
originsuperior.com | OriginMy@Crestar.com | 720.953.7008

BAMBIE BREWING

Presented by Town of Superior
Think Superior For Your Business
SuperiorColorado.gov | 303.509.2478

Local businesses report that they are doing well and are optimistic about the future

BUSINESS SURVEY

The 2024 Superior Business Survey, from February 1 to May 1, 2024, found that local businesses are resilient and optimistic.

COMP PLAN BUSINESS OUTREACH

As part of the update to Superior's Comprehensive Plan, staff visited and surveyed more than 45 local businesses in the fall of 2024 to gather feedback and insights.

- Most businesses rated their success as 'good' or 'excellent' (27% & 33%, respectively), citing factors like good customer service, strong community ties, and strategic location near other businesses.
- Challenges businesses face include staffing issues (specialized skills and high cost of housing) and a lack of visibility and marketing.
- Respondents highlighted operational challenges from zoning laws, signage restrictions, and lengthy permit processes.
- Many businesses are optimistic about growth due to a growing population, economic development, and expansion opportunities.





Business Survey

Business retention initiatives help local businesses thrive, fostering stability and economic growth.

Survey conducted February 1 to May 1, 2024 to better understand Superior's business climate and needs of local businesses.
The survey had 39 responses.



64% of respondents have 5 or Less Employees

62% of respondents were Chamber Members



10 Businesses Rated Their Success

Excellent	3
Very Good	4
Good	2
Fair	1
Poor	0

6 are considering Expanding



30 pay above Minimum Wage



19 have Starting Wages from \$14.42 to \$28

24 have a process for Recycling



34 requested a Social Media Spotlight



28 Need Support especially in marketing

Marketing	28
Networking Opportunities	15
Building Improvements/Signage	10
Hiring Workers	8
Business Development Strategy	5
Professional Business Services	3
Other	2
Upskilling/Training Workers	1
Supply Chain/Operations	1

17 Want A Visit from Economic Development Staff



QUESTIONS

Contact Jill Mendoza
303.499.3675 ext. 141
jillm@superiorcolorado.gov
www.superior-business.org