

BRIGHTON URBAN RENEWAL AUTHORITY 2012 ANNUAL REPORT



BURA

Brighton Urban Renewal Authority

BRIGHTON

A MESSAGE FROM THE CHAIRMAN AND EXECUTIVE DIRECTOR

As the Great Recession slowly thaws, there are signs of spring throughout Brighton.

- Wheels are turning at Treads Bicycle Outfitters in the historic Depot
- Tunes are playing at More Music for Brighton
- Accessories are sparkling at Pink Door Boutiques and Nail Salon

These creative businesses, and more, have quietly set up shop in Downtown Brighton. They're here because of our investments over the past decade in infrastructure, façade improvements, housing and cultural amenities. That, and more, is why we've been recognized as one of America's 100 Best Communities for Young People.

This is a far cry from the empty storefronts and blighted areas that once characterized our historic downtown.

In addition to slowly cultivating a downtown renaissance, we are planting seeds to spark additional investment in other unused areas. A new urban renewal area was created in the southeast corner of the city last year to attract new retail development. Other areas will help attract new commercial office, sustainable industrial and advanced manufacturing firms. All areas generate jobs and tax revenues.

These tax revenues created through urban renewal are also benefiting our schools and public services. Since 2001, our efforts have helped grow Base Revenue of \$1.7 million for the City of Brighton, Adams County, Greater Brighton Fire Department and School District 27J. We've contributed another \$3 million in revenue sharing to these entities along with Weld County and School District Weld RE8.

For everything, there is a season. Spring is underway in Brighton.

Rich Gonzales

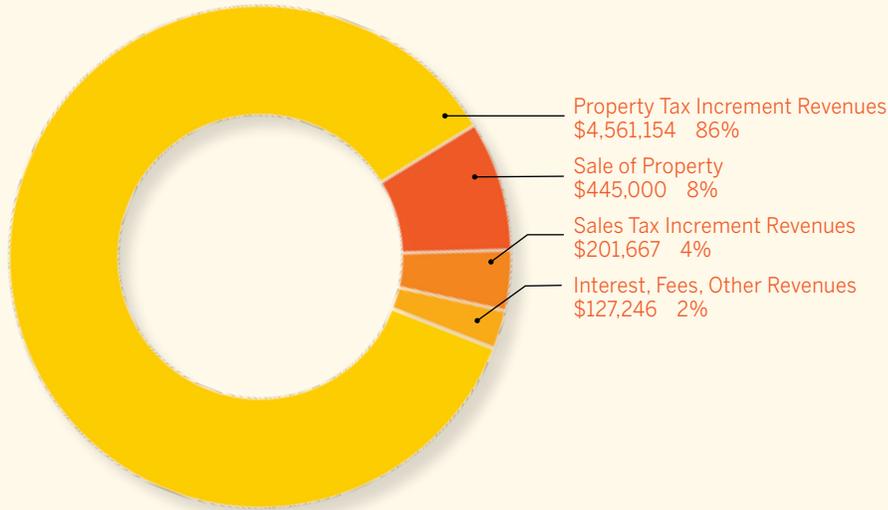
Rich Gonzales, Chairman



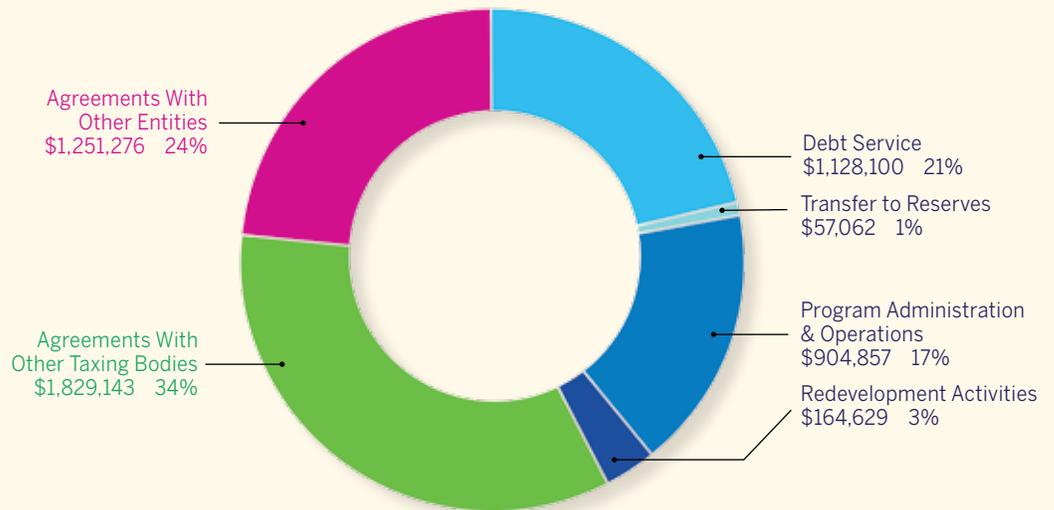
Manuel Esquibel, Executive Director

Since 2002, the Brighton Urban Renewal Authority (BURA) has invested more than \$20 million in redevelopment projects in urban renewal areas, sparking private investment of more than \$420 million.

2012 BURA Revenues & Other Financing Sources: \$5,335,067



2012 BURA Expenditures & Other Financing Uses: \$5,335,067



BURA BOARD OF COMMISSIONERS



Rich Gonzales
Chairman
District Representative
United Power



Dave Rose
Past Chairman
Principal
Northeast
Elementary School



Mark Cordova
Vice Chairman
MCC Enterprises



Candace Werth
Treasurer
Deputy
District Attorney
Jefferson County



Troy Hageman
Commissioner
CEO/CFO
RE/MAX Momentum



Janet Hepp-Struck
Commissioner
Realtor
Managing Broker
Hepp Realty, LLC -
Metro Brokers

The Brighton Urban Renewal Authority (BURA) Board of Commissioners and staff are experienced professionals in business, economic development, education and local government. Our Mayor and City Council have also provided sustained leadership and a “get it done” attitude.

BURA STAFF



Manuel Esquibel
City Manager
BURA
Executive Director



Linda Gonzales
Assistant to the
Executive Director



Marv Falconburg
Assistant City Manager
for Development





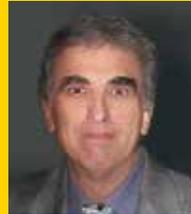
Elias Huerta
Commissioner
E H Landscaping



Kevin Kildow
Commissioner
Business Relationship
Manager
Wells Fargo Bank



Joni Fields
Alternate
Owner
Joonbugz Kid's
Boutique



Mark Humbert
Alternate
Editor – Publisher
Banner Press/
Local Color



Wayne Scott
Mayor Pro Tem/
City Council
Representative
Executive Director
Colorado Classified
School Employees
Association



Magdalena del Villar
Emeritus Member
Assistant Principal
North Elementary
School



Jac Cuney
Director,
Redevelopment and
Development Projects



Gary Montoya
Downtown
Initiative



Erica Blake
Administrative
Assistant



Susie Ramirez
Special Events
Coordinator



David Gallegos
Special Events
Leader



Paul Benedetti
Legal Advisor

“We are very pleased with our decision to invest in Downtown Brighton. The Downtown Partnership Committee has become a progressive group with the commitment to making Downtown a destination.”

Joni Fields, Owner, Joonbugz Kids Boutique

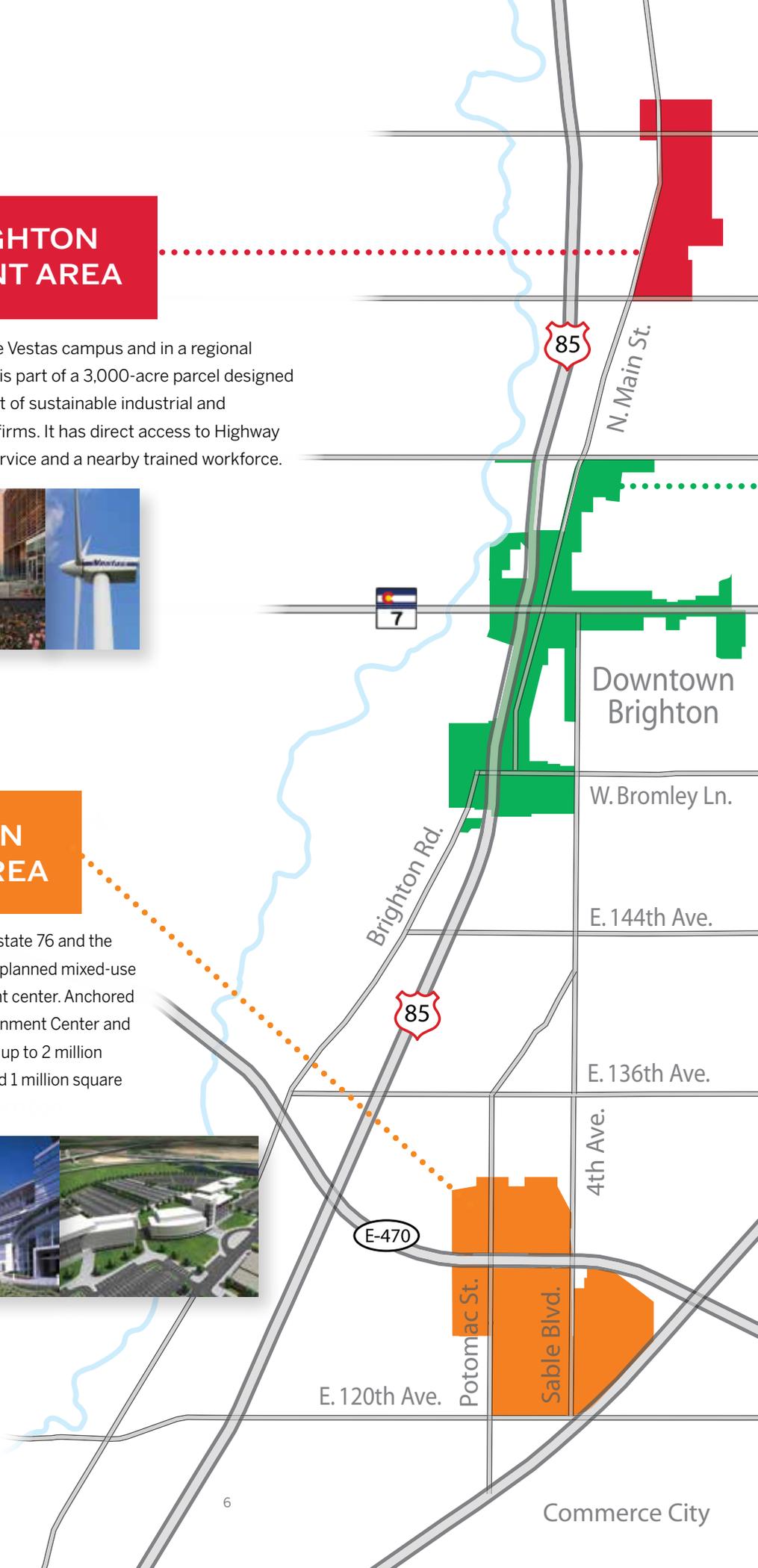
NORTH BRIGHTON EMPLOYMENT AREA

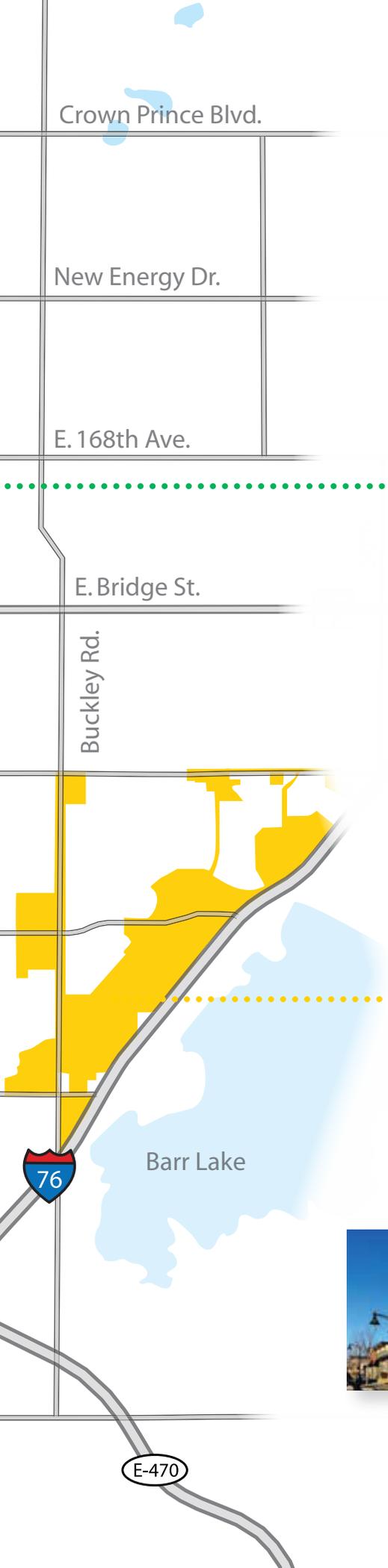
Just south of the 300-acre Vestas campus and in a regional Energy Corridor, this area is part of a 3,000-acre parcel designed for expedited development of sustainable industrial and advanced manufacturing firms. It has direct access to Highway 85, industrial rail, utility service and a nearby trained workforce.



SOUTH BRIGHTON EMPLOYMENT AREA

Located at the convergence of Interstate 76 and the E-470 beltway, Adams Crossing is a planned mixed-use development and major employment center. Anchored by the 91-acre Adams County Government Center and its 1,200+ employees, plans call for up to 2 million square feet of commercial space and 1 million square feet of retail space.





“The efforts of the Downtown merchants and the Downtown Initiative have championed several positive changes in the area. The Brighton Urban Renewal Authority has been a significant partner in facilitating the change.”

Gary Plock, Owner, Pinocchio’s Italian Eatery

DOWNTOWN URBAN RENEWAL AREA

Downtown Brighton is undergoing a renaissance, with new retail, residential, educational and cultural investments. The South Main Realignment project is opening up prime downtown properties for mixed-use, restaurant, lodging and hotel/conference center development. This will be a bustling retail gateway at the confluence of Bromley Lane, Highway 85 and a realigned South Main Street.



SOUTHEAST BRIGHTON REGIONAL RETAIL CENTER

Located just 22 minutes northeast of downtown Denver near the intersection of I-76 and E-470, Prairie Center is a 2,000-acre mixed-use development with residential, office and retail uses. Current anchors include Platte Valley Medical Center, Dick’s Sporting Goods, Home Depot, JC Penny, Kohl’s, Loews, and Super Target.





WHAT WE DO

Most cities have rundown areas with deteriorating infrastructure, vacant storefronts, declining property values and other factors that reduce the quality of life and economic vitality of the community.

BURA's mission is to encourage investment and reinvestment within targeted areas of the community while strengthening the tax base of the whole city and growing the area's job base. BURA leverages resources and partnerships to deliver high quality community improvements.

The Brighton City Council has approved several urban renewal plans that encompass much of downtown Brighton and targeted areas to the north and south. These areas are characterized by a variety of blight factors. BURA is an economic catalyst for those areas, using its authority to leverage funds and forge creative partnerships with private developers, businesses and other investors. BURA may assist in property acquisition, development financing, public improvements or development approval.

Since its inception, BURA has attracted more than \$420 million in private investment and created or retained approximately 900 jobs in the urban renewal areas.

“As a long time Brighton stakeholder, I have seen Downtown at its best and at its worst. The Brighton Urban Renewal Authority has been committed to increasing the vitality of the historic district and creating a place for the entire family.”

Barbara Lambert, Owner Lambert Realty

“The Brighton Urban Renewal Authority has been a pleasure to work with; they have been responsive to my needs as a business owner and assisted when possible. Downtown Brighton has truly benefited from the efforts of the Authority.”

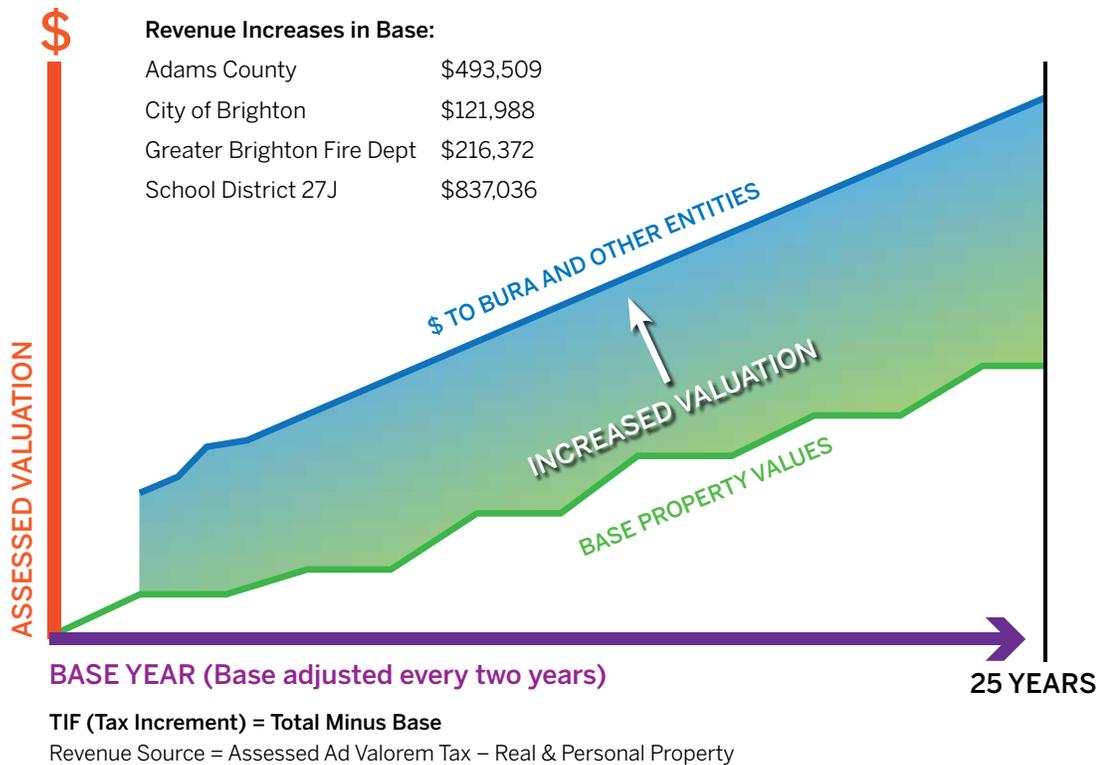
**Dedee Harris, Owner,
The Pink Door Boutique and Nail Salon**

URBAN RENEWAL BENEFITS EVERYONE

In Brighton, we have made sure that our activities also benefit our schools and public services.

Urban renewal authorities do not levy taxes. Redevelopment of these areas can be very complex and costly, and there is usually a funding gap. Urban renewal authorities may utilize a financial tool called Tax Increment Financing (TIF) to close that gap and fund eligible improvements within the designated area. When an urban renewal plan area is created, a base assessed value is determined by the County Assessor. Only the tax increment created by new development in the plan area goes to an urban renewal authority for a period not to exceed 25 years.

Tax entities who received tax revenue before urban renewal continue to receive the tax revenue they were receiving. In fact, urban renewal helps increase the tax base over time. Since 2001, our efforts have helped grow Base Revenue of \$1.7 million for the City of Brighton, Adams County, Greater Brighton Fire Department and School District 27J. We've contributed another \$3 million in revenue sharing to these entities along with Weld County and School District Weld RE8.





DOWNTOWN REINVESTMENT

Is there such a thing as a community makeover?

In Downtown Brighton, there is. Over the past 10 years, BURA has made targeted investments to enhance the quality of life in its historic core. Buildings got new paint, windows and awnings. Blank walls got murals. The historic Armory became the Brighton Cultural Center. Flower baskets came out in the spring and new holiday lights turned on in the winter. This thoughtful attention to detail helped create a strong sense of place for local consumers and visitors.

Downtown reinvestment would not happen without support from the Downtown Partnership Committee (DPC), a membership organization that advocates for Downtown through business recruitment and support, economic development, marketing and special events. The DPC meets on a monthly basis to discuss and make recommendations for current happenings, upcoming projects and other important downtown news.

BUSINESSES WANT TO BE WHERE PEOPLE WANT TO BE. THAT'S WHY 30 NEW BUSINESSES HAVE MOVED INTO DOWNTOWN BRIGHTON IN THE LAST FOUR YEARS.

DOWNTOWN PARTNERSHIP COMMITTEE

Co-chair - Blake Bischoff

Blake Bischoff
State Farm Insurance, Owner

Barbara Lambert

Lambert Realty, Owner

Brian Lewis

New York Life Insurance, Owner

Allison Lockwood

Local Color/The Banner Press, Owner

Kathy Wardle

Brighton Cultural Arts Commission

Jac Cuney

Brighton Urban Renewal Authority

Mark Humbert

Local Color/The Banner Press, Owner

Mark Heidt

City of Brighton, Parks and Recreation

John Montoya – La Estrellita

Mexican Restaurant/
La Estrellita Salsa, Owner

Missy Levario

Valley Bank and Trust

Dr. James Campbell

Beyond Basic Health, Owner

Judee Dickinson

Main Street Creatives, Artist

Felix Vasquez

Stakeholder

Sandi Jenkins

Milagros Soap, Owner

Joni Fields

Joonbugz Kids Boutique, Owner

Deedee Harris

The Pink Door/Deedee's Nails, Owner

Joyce Reynolds

Candy Bouquet, Owner

Betty Coan

A Touch of Class, Owner

Peter Phibbs

Treads Bicycle Shop, Manager

Wayne Scott

Mayor Pro-Tem, Brighton City Council

Wilma Rose

Brighton City Council

SENSE OF PLACE

New entry signs, street pole banners, flower baskets and holiday lights strengthen a sense of place in Downtown Brighton.

COMMUNITY GATHERINGS

New seasonal events and promotions bring Brighton citizens and visitors downtown.

BUSINESS RENAISSANCE

New specialty stores are synergizing into a creative downtown boutique district.

HISTORIC PRESERVATION

Downtown heritage is preserved through redevelopment of the historic Armory and careful renovation of the original Train Depot and other buildings.

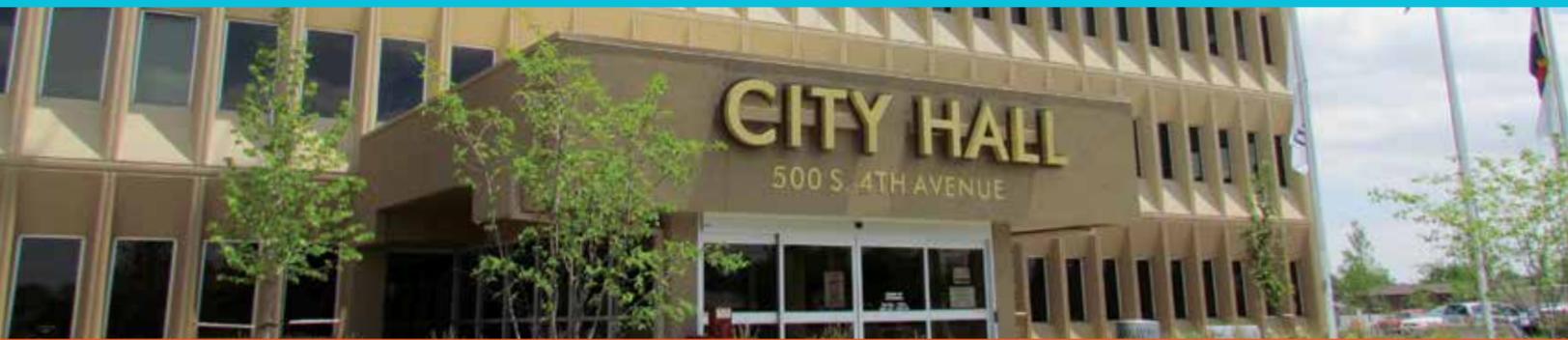
BUSINESS SUPPORT

The Brighton Small Business Assistance Center offers free and low-cost workshops and counseling for downtown businesses, in topics such as business plan writing, accounting and social media marketing.

FAÇADE IMPROVEMENTS

BURA has helped fund 40 downtown façade projects, helping fill empty storefronts with new boutiques, restaurants and specialty stores. Best of all are several office condominiums, once an eyesore but now a strong welcoming presence at the main Highway 85 gateway.





The Brighton Urban Renewal Authority's mission is to encourage investment and reinvestment within targeted areas of the community while strengthening the tax base of the whole city and growing the area's job base. BURA leverages resources and partnerships to deliver high quality community improvements.

If you or your business would like to know more about what's happening in the Brighton Urban Renewal area or in Downtown Brighton, call 303.655.2066, email lgonzales@brightonco.gov, or visit www.brightonura.org