



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

ECONOMIC DEVELOPMENT

2021

ANNUAL REPORT

# ACHIEVED

- Conducted a retail analysis to guide recruitment efforts
- Created an incentive policy to create a structured program for providing support to local 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
- Generated prospects for community center cafe operations



# 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 brochure was created to provide to prospective businesses
- Multiple social media campaigns were launched to encourage residents to shop local

**Superior**  
FORGERS

ABOUT DATA PROPERTIES RESOURCES NEWS CONTACT

**DOWNTOWN Superior Destination**  
Come for the exceptional dining, shopping, and entertainment. Stay because you love it.

**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 90,000  
High Income Community with \$127,292 Median Household Income

**Superior Community Center**  
The Town of Superior is developing a Community Center to create a gathering place & driver community engagement.

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

**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.

<b>Superior Location</b>	<b>Superior Market</b>
8 miles to Boulder	10 mile radius to 188,561 households
20 miles to Downtown Denver	10 mile radius \$98,179 median household income
Adjacent to Highway 36 (Dinner Boulder Temple)	80,000 average daily traffic (Highway 36)
<b>Superior Transit</b>	<b>Superior Environment</b>
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
<b>Superior Opportunities</b>	<b>Superior Workforce</b>
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**  
234 E. Coal Creek Drive  
Superior, CO 80027  
Hours of Operation  
Monday - Friday  
8:00 am - 4:00 pm

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

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."



## AWARDS

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

## 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 of local businesses.
- Spotlight local businesses as appropriate and run shop-local campaigns.

## Business Recruitment

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