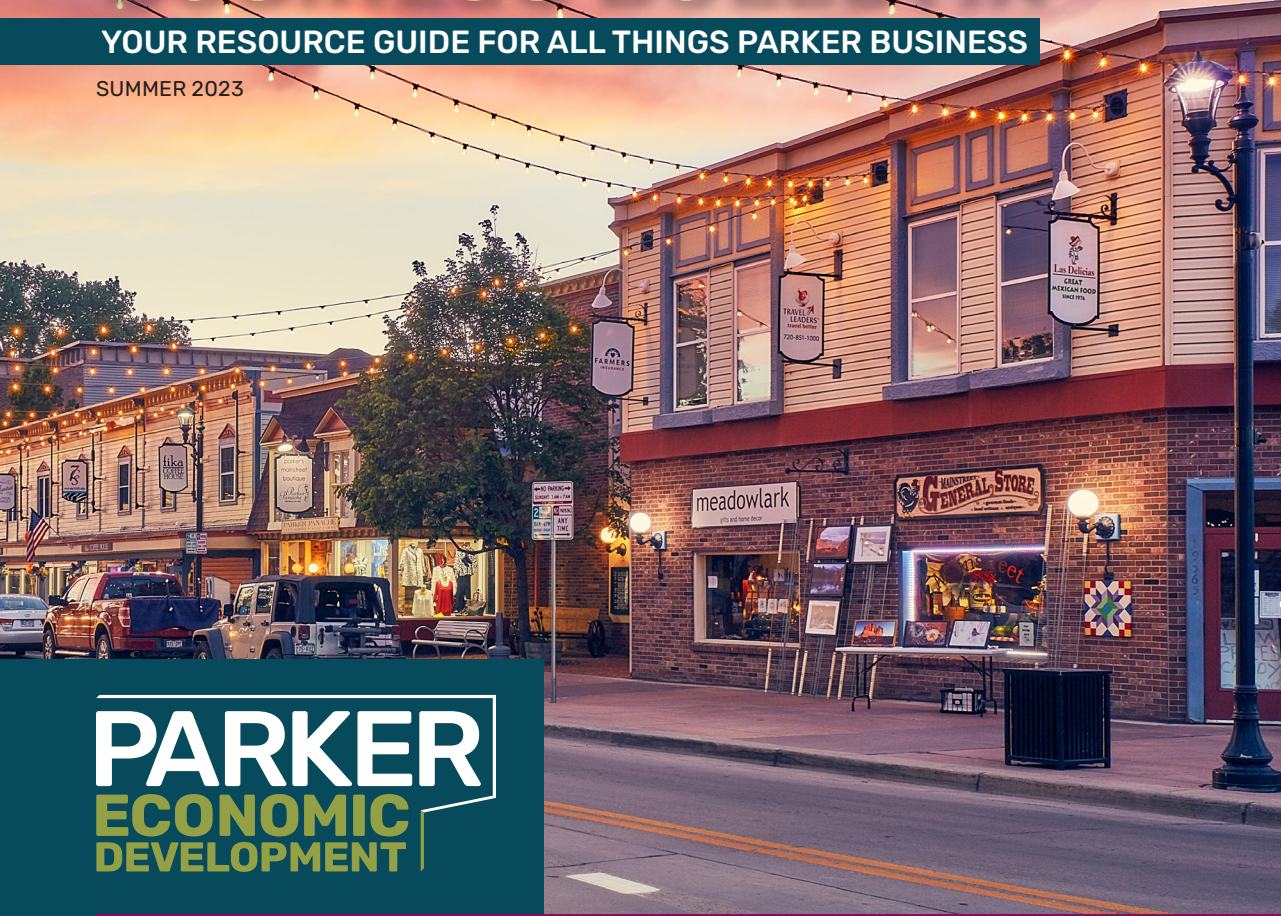


PARKER BUSINESS BULLETIN

YOUR RESOURCE GUIDE FOR ALL THINGS PARKER BUSINESS

SUMMER 2023



PARKER ECONOMIC DEVELOPMENT

WE'RE PARKER ECONOMIC DEVELOPMENT

Here at Parker Economic Development, we're focused on generating economic vitality for the town of Parker by assisting our current businesses with resources and the tools to help them grow and expand, helping new business owners get started, and actively recruiting the right businesses to the area.

Our mission is to support the local economy here in Parker by fostering an environment where businesses can thrive. Some of our goals include:

Create a forward-thinking strategy to guide economic development in Parker.

Promote economic resiliency, diversification, fortify Town's revenue base and create local job opportunities.

Engage elected officials, town staff, business and civic leaders, and other community stakeholders in a participatory process to inform the plan.

Refresh the mission and structure of Parker's economic development structures.

The bi-annual Parker Business Bulletin is meant to share resources for our local businesses, highlight members of our business community, and talk about some of the projects we're working on to help Parker thrive. Read on to learn more, we're happy you're here!

LOCAL RESOURCES TO HELP YOUR BUSINESS!



Fantastic new Facades: FLIP Reimbursement

The P3 Facade and Landscape Improvement Program (FLIP) is a bi-annual reimbursement program where businesses located in one of Parker's three Urban Renewal Areas can apply for reimbursement for a project that would improve the exterior of their businesses. Summer FLIP applications open June 1-30, 2023. Winter applications are open from January 1-31 each year. Learn more at [P3Parker.com/FLIP](https://www.p3parker.com/FLIP).

Fire Sprinkler Installation

Did you know, it's Colorado State Law that historic buildings being refurbished that do not have a fire sprinkler system must install sprinklers as part of the construction process? Luckily, there is a new federal program that provides an incentive that allows small businesses to deduct the expense of installing a fire sprinkler system on their federal taxes. Contact Parker Economic Development to learn more!

Parker Business Revolving Loan Fund

Those looking to start a business in Parker can benefit from the Parker Business Revolving Loan Fund. The partnership between Colorado Enterprise Fund (CEF) and the Town of Parker provides access to capital and business coaching for start-ups and existing small businesses that are unable to secure traditional bank financing. Visit the [ParkerED.com](https://www.parkered.com) website to learn more.

WHAT WE'RE WORKING ON

Parker Economic Playbook (PEP)

The Town of Parker is working on a new Economic Development Strategy and Plan to help shape Parker's future! The plan called *Parker Economic Playbook: Moving Parker Towards a Thriving Economic Future*, will use business data, projections, community survey responses and input, and economic goals to help inform what strategies Parker will use to create a thriving economy. Elements of the PEP will include types of businesses Parker will pursue recruiting, types of developments that make sense for our available properties, and how Parker will combat and strategize around elements like workforce, affordability, and quality of life. The plan is projected to be completed in June of 2023.

Douglas County Collaborative

The Douglas County Collaborative is a joint effort between the towns of Parker, Castle Rock, South Denver, Castle Pine, Lone Tree, Aurora, Larkspur, Douglas County, Douglas County School Districts, and Douglas County Libraries to coordinate economic development efforts. By working together, communities in Douglas County can more effectively recruit new businesses to the area and strategize on both the types of businesses that would make the most sense to locate in Douglas County, and what would benefit the towns and communities the most. The collaborative also gives efficiency to sharing resources like data, business resources, and available incentives.

ECONOMIC DEVELOPMENT SURVEY RESULTS

We received 660 responses to our Economic Development survey!

Here are some of the results:

77% Said more **accessible parks and open spaces** were important for achieving their vision for Parker

70% Said **investing in sustainability and environment quality** was important to achieving their vision for Parker.

18% Said the most important type of new employment opportunities should be in **scientific and technical services**.

13% Said the most important type of new employment opportunities should be in **healthcare and social services**.

BUSINESS SPOTLIGHTS

THE HOLISTIC APPROACH AT ADVENTIST HOSPITAL

9395 Crown Crest Blvd, Parker, CO 80138



As one of the largest employers in Parker, the Adventist Hospital is an engrained and salient entity in the Parker community. Most residents and community members could tell a story about the hospital, be it in the care they have received there, a connection to someone who is employed at the hospital, or through the multiple ways and avenues that they reach out to the Parker community.

The Adventist Hospital believes in patient-centered holistic care, treating and recognizing each patient as an individual human being, rather than a list of symptoms.

"Our industry is always trying to figure out how to take care of people."

CEO, Michael Goebel describes this level of service, "Our industry is always trying to figure out how to take care of people, not just when they're inpatients, but trying to help people be healthy. We try to help them with all different types of

hobbies and try to make sure that people understand the risks."

Residents and community members can find multiple classes both online and in-person on wellness, safety, and more. Parker is lucky to have a great medical resource in our community, not just for when we need it, but as an important member of our community.

NEW BUSINESS SPOTLIGHT

LAS POTRANCAS MEXICAN RESTAURANT

19600 Solar Cir, Parker, CO 80134
Mon-Thu: 11am-9pm, Fri-Sat: 9am-9:30pm, Sun: 9am-9pm

Opening at the end of 2022, Las Potrancas Mexican Restaurant has already become a hit with locals! This family-owned restaurant offers a wide variety of Mexican dishes, appetizers, and desserts. Make sure to check them out for brunch, lunch, or dinner.



COMMUNITY IS IN THEIR SOLES: RNK RUNNING & WALKING

13019 S Parker Rd, Parker, CO 80134 • Sun-Fri 11am-7pm, Sat 10am-6pm

At RNK Running & Walking, the owners Trent Briney and Jim Browning put community at the forefront of everything they do. Whether it's recognizing that no two people are the same and delivering customized service and solutions, or building and supporting Parker with events and sponsorships, there is a spirit of connection prevalent throughout the store. As Trent puts it, "we don't want to assess every human as though you're the same as the last person. We want to assume you're you."

Walking into the store, you'll be met with photos along every wall, showing the community that RNK has created and supports. Jim describes this commitment, "Our goal isn't to have the fastest runners out there. Our goal is to have the happiest, healthiest, people being active in the Parker community. And because the community is so impassioned about being outside, it's easy to do."

"Our goal is to have the happiest, healthiest, people being active in the Parker community."



▲ Jim Browning, Owner RNK Running & Walking
▼ Trent Briney, Owner and Manager, RNK Running and Walking



PARKER ECONOMIC DEVELOPMENT

Parker Economic Development
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- Facade and Landscape Improvement Program (FLIP)
- Fire Sprinkler Installation Incentive
- Parker Business Revolving Loan Fund

Current Projects including:

- Parker Economic Playbook
- Douglas County Consortium

Business Spotlights

- Adventist Hospital
- RNK Running & Walking
- Las Potrancas Mexican Restaurant