

P3

**ANNUAL
REPORT**

2019



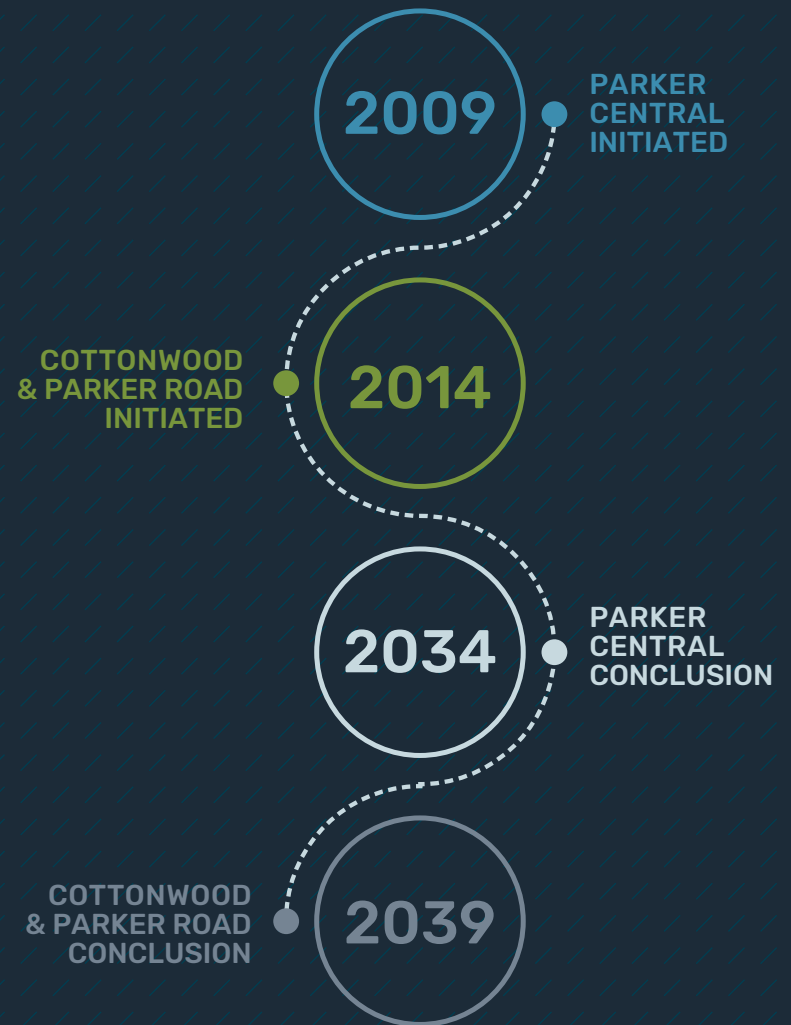
P3 brings together developers, residents and local government to encourage projects that improve the community.



Economic investment takes place in three urban renewal areas:

- 1 Cottonwood
- 2 Parker Road
- 3 Parker Central

URAs TIMELINE

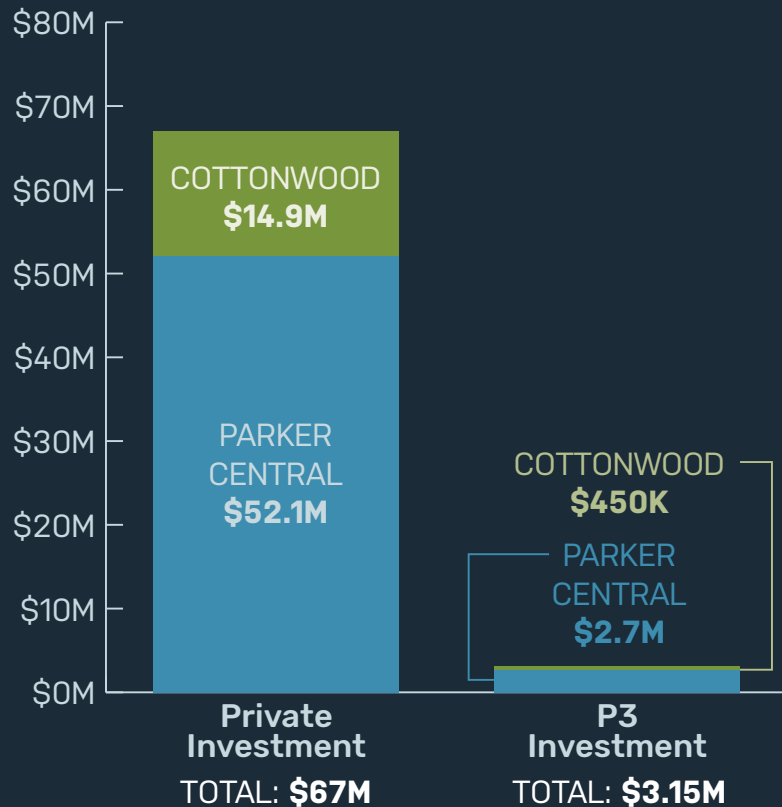


*Maximum TIF collection is 25 years.

THE ECONOMIC IMPACTS OF P3

Economic impacts are the measurable direct and indirect benefits from businesses and residents located in the Urban Renewal Areas. By partnering with developers, P3 has invested in two of the three URAs, supporting new economic activity that results in increased business operations and household spending. In turn, dollars are circulated back into the community; new jobs are created and property values increase.

PRIVATE INVESTMENT VS. P3 INVESTMENT



FOR EVERY \$1 INVESTED BY P3, THE PRIVATE SECTOR INVESTED:



Parker Road: n/a

In keeping with P3's strategic plan, we have achieved a public-to-private leverage of

3:1

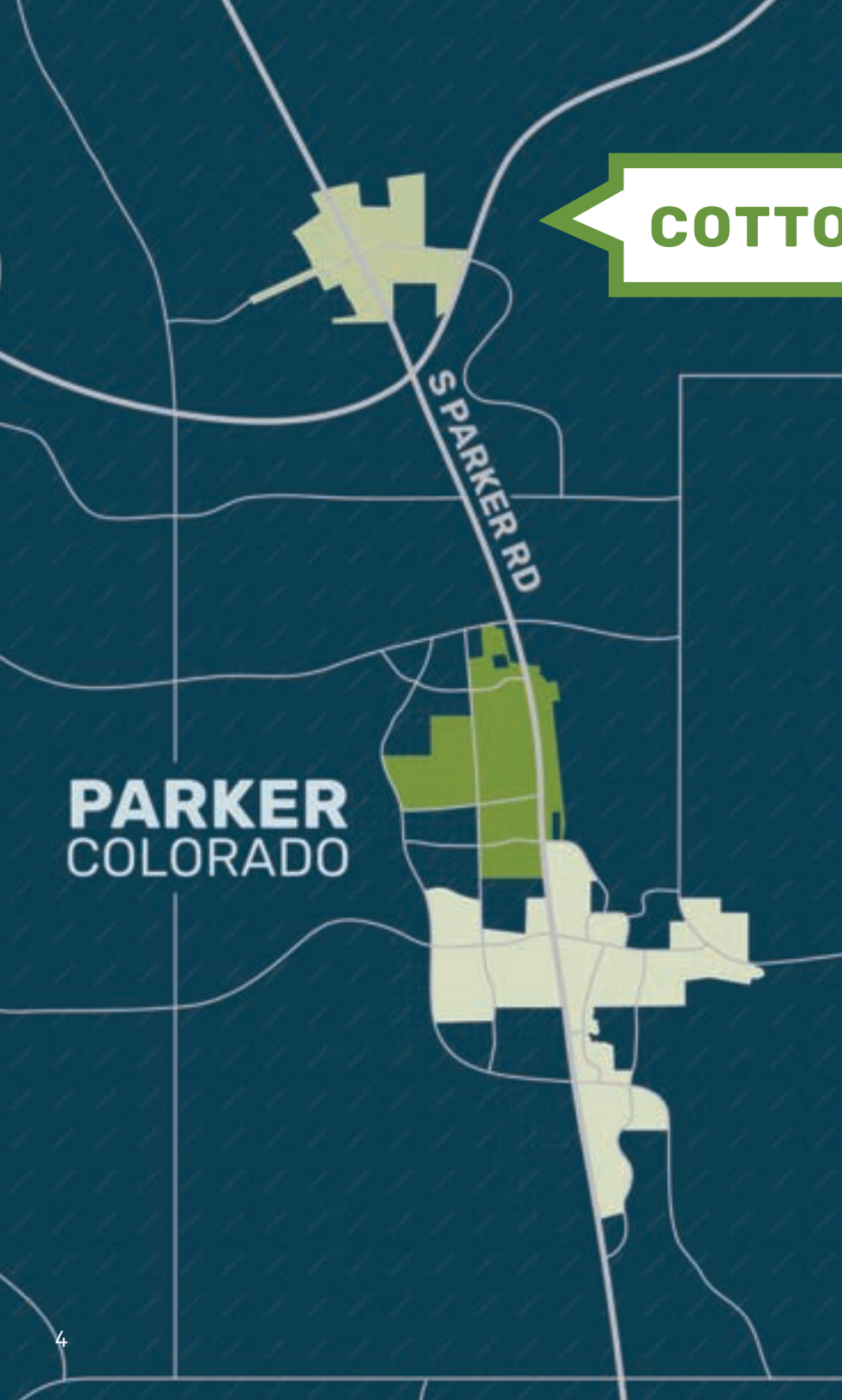
RATE OF RETURN ON P3 INVESTMENT

Cottonwood:
3,304%

Parker Central:
1,912%

Parker Road:
n/a

Total URA Project Areas:
2,109%



COTTONWOOD

WHAT'S HAPPENING IN COTTONWOOD

Improving
First Impressions
of Parker



IMPACT – COTTONWOOD

	2017	2018	2019
Sales Tax:	\$2.4M	\$2.6M	\$2.9M
Assessed Value:	\$10.7M	\$19.8M	\$22.1M
Total Building Permits:	16	16	26
Building Valuations:	\$2.1M	\$4.1M	\$4.8M

WHAT'S HAPPENING ON PARKER ROAD

PARKER
COLORADO

S PARKER RD

PARKER ROAD

Setting the Stage
for Parker's Future



IMPACT – PARKER ROAD

	2017	2018	2019
Sales Tax:	\$2.1M	\$2.3M	\$2.3M
Assessed Value:	\$35M	\$44.1M	\$46M
Total Building Permits:	35	22	16
Building Valuations:	\$18M	\$10.6M	\$18.6M



WHAT'S HAPPENING IN PARKER CENTRAL

Creating
a Vibrant
Downtown

PARKER CENTRAL



IMPACT – PARKER CENTRAL

	2017	2018	2019
Sales Tax:	\$4.0M	\$4.1M	\$4.1M
Assessed Value:	\$49.5M	\$59.4M	\$62M
Total Building Permits:	62	23	39
Building Valuations:	\$4.5M	\$13M	\$5.3M

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**COMMUNITY
ENGAGEMENT
AND OUTREACH**



COMMUNITY ENGAGEMENT AND OUTREACH

P3 is an organization that is working to enhance Parker through investment and collaboration. Part of this collaboration is with the residents who live in the town and ensuring their voices are heard.

Beginning in 2018, P3 embarked on the My Mainstreet Project, which defined the way the organization plans to move forward with large redevelopment projects in the downtown core.

Building on the success of the My Mainstreet public engagement project, in 2019 we moved on to the next phase of the project: Implementation. The My Mainstreet Implementation project built on the foundations established during 2018 and works to inform residents about the next steps each site will go through to help create a Vibrant, Vital and Resilient downtown.

The focus on this project was to educate the Parker public about the different factors that create a good downtown while also letting them know the implementation process of each site downtown.





FACEBOOK

3,808
people reached

632

people reached
on average
per post

597

engagements
from the
audience

128

engagements
per month



P3PARKER.COM

547

276

visits per
month

278

unique
visitors

547

page views
per month



NEWSLETTER **P3** POST

2,617 newsletter
subscribers

SUBSCRIBE



LET'S TALK PARKER: MY MAINSTREET

13,700 total visits

13,262 aware visitors

5,305 informed visitors

1,815 engaged visitors

632 registrations

418 max visitors per day



LET'S TALK PARKER: MY MAINSTREET IMPLEMENTATION

3,500 total visits

2,600 aware visitors

802 informed visitors

333 engaged visitors

291 max visitors per day

170 registrations



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**BY THE
NUMBERS**



2020 BUDGET HIGHLIGHTS

	COTTONWOOD	PARKER ROAD	PARKER CENTRAL
2020 Project Costs	Tax Reimbursement Agreement Payment: \$113K Property Owner Grant Programs: \$25K	Property Owner Grant Programs: \$30K	Tax Reimbursement Agreements: \$266K Property Owner Grant Programs: \$30K Public Art Program: \$50K
2020 Tax Increment Collection	\$1.7M	\$570K	\$1.7M
Administrative Fees distributed across the three URAs	\$262K	\$232K	\$308K
Outstanding loan obligations to the Town of Parker	\$25K	\$25K	\$900K

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**P3 INITIATIVES
AND
UNDERTAKINGS**



2020 STRATEGIC PLAN INITIATIVES

The **Façade and Landscape Improvement Program (FLIP)** will begin in January 2020. The two cycle per year program is designed to encourage investment and revitalization to commercial buildings located in the three Urban Renewal Areas.

The **Unplatted Parcels Program** is scheduled for implementation in the 2nd quarter of 2020. The platting of these parcels will allow landowners to redevelop, make site plan amendments and provide the Town and County with a recorded lot layout.

My Mainstreet Implementation:

- P3 will continue to work with Town staff on the development of the My Mainstreet parcels
- P3 will work towards attaining a contract for 19801 E. Mainstreet
- P3 will provide information to the public to engage them and help keep them informed

Collaborate with the Town on capital improvement projects including safety and mobility improvements along Mainstreet, improvements to the Cottonwood Bridge, as well as partnering with the Creative Arts District to add art in the urban renewal areas.



2020 COMMUNITY ENGAGEMENT

- Develop and implement a 5-week urban renewal academy for local businesses and residents
- P3 and the Town's Communications Department are teaming up to create the Love Parker Campaign
- Property Outreach Open House to talk about how we can help businesses and property owners

