

6. Action Plan

The Action Plan shown below is intended to inform the City's and Partner's work programs over the next few years. The Action Plan is divided into three sections:

- **Short Range** – Actions suggested to be completed over the next two years. These are generally low cost but high priority items requiring mostly staff time and no other significant costs.
- **Medium Range** – Also important, these actions require more lead time and coordination than Short Range actions. They may also require some contractor or consultant expenses. Medium Range actions are proposed over the three to five year time period.
- **Long Range** – These are more complex and costly items, including major capital improvement projects. These actions are suggested over a 5 to 10 year or longer period but could be done sooner if the opportunity exists and funding is available.

No specific order of priority is given within the time ranges of actions to give the City and its partners the flexibility to address them based on resources and specific opportunities.

Short Range (0-2 Years)

Action	Notes	Strategy Area	Lead Organization	Resources
Optimize the City Economic Development Website.	<ul style="list-style-type: none"> Update format to reflect current best practices. Create unique address and home page. 	<ul style="list-style-type: none"> Business Support 	Lead: City of Englewood	Staff or contractor time
Designate a City stakeholder representative in the South Broadway Corridor Study.	<ul style="list-style-type: none"> A transportation corridor study is starting from approximately Mississippi Ave. to Highlands Ranch on South Broadway. Project will recommend transportation, safety, and placemaking improvements. 	<ul style="list-style-type: none"> Placemaking 	Lead: City of Englewood	Staff time
Amend grant programs to allow more eligible costs.	<ul style="list-style-type: none"> Get input from businesses on where funding would be most helpful. Add fire protection, energy efficiency, grease traps, and others TBD as eligible costs. 	<ul style="list-style-type: none"> Business Support 	Lead: City of Englewood Support: Greater Englewood Chamber	Staff time
Amend event and food truck permitting.	<ul style="list-style-type: none"> Address feedback from businesses that events and food trucks are difficult to permit. 	<ul style="list-style-type: none"> Business Support 	Lead: City of Englewood Support: Greater Englewood Chamber	Staff time
Host an annual lender forum on small business and microlending.	<ul style="list-style-type: none"> Increase local lender awareness of programs and requirements. Expand use of microlending to help new entrepreneurs build credit; programs would target historically underrepresented people. 	<ul style="list-style-type: none"> Business Support 	Lead: City of Englewood Support: Aurora-South Metro SBDC	Staff time
Develop an outreach strategy to increase representation in Economic Development Organizations (EDOs) and participation in economic development programs from historically underrepresented people.	<ul style="list-style-type: none"> Identify new partners to engage who represent more diverse and underrepresented people and businesses including BIPOC, LGBTQ, women, veterans, and people with disabilities. Promote grant and loan programs across these groups to build awareness and access. 	<ul style="list-style-type: none"> Diversity, Equity, and Inclusion 	Lead: City of Englewood Support: Aurora-South Metro SBDC, Greater Englewood Chamber, EDDA, Mi Casa, and new partners to be identified	Staff and partner time
Develop a strategy to address safety perceptions in commercial districts.	<ul style="list-style-type: none"> Newly formed EDDA is developing "clean and safe" programs. Use existing partners to help people experiencing homelessness access resources. 	<ul style="list-style-type: none"> Placemaking Business Support 	Lead: EDDA (downtown) and City of Englewood (downtown and other areas of the community)	Staff and partner time
Select a new development partner for CityCenter.	<ul style="list-style-type: none"> Reengage stakeholders for input on project objectives. Begin developer selection process. 	<ul style="list-style-type: none"> Placemaking 	Lead: City of Englewood Redevelopment and EDDA	Staff and possibly consultant/legal time
Define a process for the City and Greater Englewood Chamber to provide input on EDDA projects funded with TIF.	<ul style="list-style-type: none"> Major investments should have input from stakeholders. Area of continued collaboration between the three core partners. 	<ul style="list-style-type: none"> Placemaking Organization 	Lead: EDDA Support: City and Greater Englewood Chamber	Staff time
Create a process or communication chain to respond to site selection inquiries and other economic development leads.	<ul style="list-style-type: none"> Ensure that leads have a person assigned for follow up. Continued collaboration. 	<ul style="list-style-type: none"> Business Support 	Lead: City of Englewood Support: EDDA, Greater Englewood Chamber; real estate brokerages	Staff time

Medium Range (3-5 Years)

Action	Notes	Strategy Area	Lead Organization	Resources
Work with Craig and Swedish Hospitals on local procurement.	<ul style="list-style-type: none"> • Increase economic impact of hospitals by sourcing more services or supplies locally. • Target businesses owned by historically underrepresented people through hospital procurement and DEI offices. 	<ul style="list-style-type: none"> • Business Support • DEI 	Lead: City of Englewood Support: Greater Englewood Chamber	Staff time
Evaluate feasibility and demand for a business incubator and/or skills development center.	<ul style="list-style-type: none"> • Different models and industries can be explored. • A food & beverage (e.g., Comal in Globeville) or professional/technical incubator/collective like Industry could be explored. 	<ul style="list-style-type: none"> • Business Support • DEI 	Lead: City of Englewood Support: EDDA	Staff time, consultant or contractor to further evaluate
Develop a policy on balancing redevelopment and preservation of industrial land uses.	<ul style="list-style-type: none"> • Create a more specific policy on what types of industrial land uses should be preserved. • Address in future Comprehensive Plan update. • Focus on job density and tax revenue generation. 	<ul style="list-style-type: none"> • Economic Diversity 	Lead: City of Englewood	Staff time
Create an improvement plan for Broadway south of Hampden Ave.	<ul style="list-style-type: none"> • Improve safety and aesthetics. • Use the upcoming S. Broadway Corridor Study as a starting point. 	<ul style="list-style-type: none"> • Placemaking 	Lead: City of Englewood and EDDA	May identify major infrastructure/placemaking and safety projects.
Identify and implement a manageable number of tactical urbanism projects.	<ul style="list-style-type: none"> • Expand food trucks and pop-up retail. • Look for aesthetic and activity/event projects to activate underutilized areas. • Use tactical urbanism to mitigate impacts of infrastructure and redevelopment projects. • Get input from EDDA board on interest in funding projects . 	<ul style="list-style-type: none"> • Placemaking 	Lead: City of Englewood Support: EDDA and Greater Englewood Chamber	Staff time and some minor capital expenditures
Create a retail/commercial tenanting and retention strategy.	<ul style="list-style-type: none"> • Support tenanting of CityCenter mixed use space. • A customized strategy is needed that focuses on local/regional businesses rather than a formulaic retail gap analysis. • Evaluate regulatory approaches to disincentivize vacant commercial space. 	<ul style="list-style-type: none"> • Placemaking 	Lead: City of Englewood Support: EDDA, Chamber, CityCenter Developer	Staff, partner, and consultant time

Long Range (6-10 Years +)

Action	Notes	Strategy Area	Lead Organization	Resources
Evaluate the need for an additional economic development staff person.	<ul style="list-style-type: none"> • More resources to support business retention and expansion programs, and other functions as needed. • If funding is available, determine if there is enough business activity to justify another position. 	<ul style="list-style-type: none"> • Business Support 	Lead: City of Englewood	Budget for additional staff position
Monitor list of partners and prioritize City's involvement.	<ul style="list-style-type: none"> • City engages with at least 11 economic partners. • Review list of partners and roles periodically to determine most effective allocation of time/ resources. • Broaden partners to include representation from historically underrepresented people. 	<ul style="list-style-type: none"> • Organization 	Lead: City of Englewood	Staff time
Shift focus from CityCenter to other catalytic redevelopment sites.	<ul style="list-style-type: none"> • Assuming CityCenter is on a sustainable path to completion. • Leverage catalytic impact of CityCenter to advance other redevelopment projects. 	<ul style="list-style-type: none"> • Placemaking • Economic Diversity 	Lead: City of Englewood Support: EDDA	TBD based on projects
Continually look for opportunities to implement placemaking projects as funding allows.	<ul style="list-style-type: none"> • Major capital project needs include: Old Hampden reconstruction; S. Broadway/US-285 Bridge; Englewood Parkway safety/multimodal improvements; and Oxford Station Bridge. 	<ul style="list-style-type: none"> • Placemaking 	Lead: City of Englewood Support: EDDA (Downtown placemaking)	Capital projects funding