

Economic Development

2025 Alameda Connects

4/2/2025

Marcus Johnson



Lakewood
Economic Development

Four Economic Development Areas



Katie Faltys



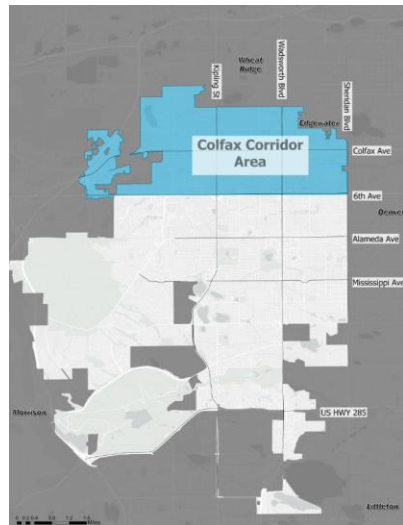
Marcus Johnson



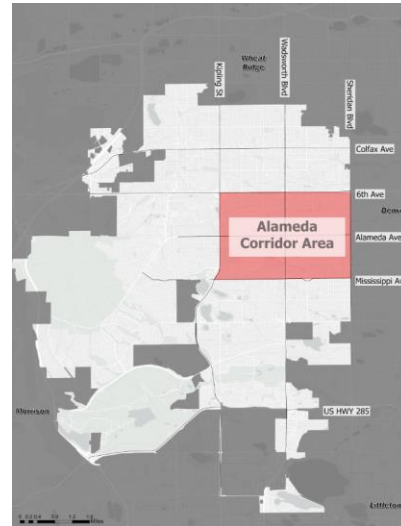
Karolina Brzozka



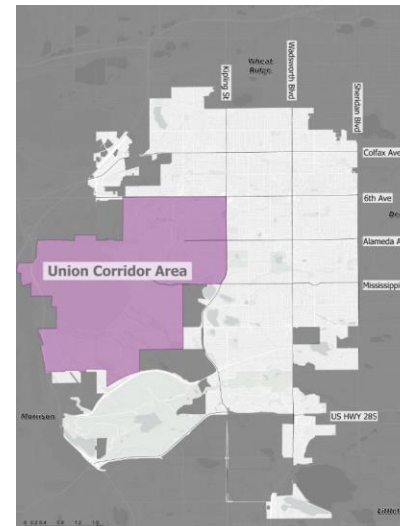
Maggie Briggs



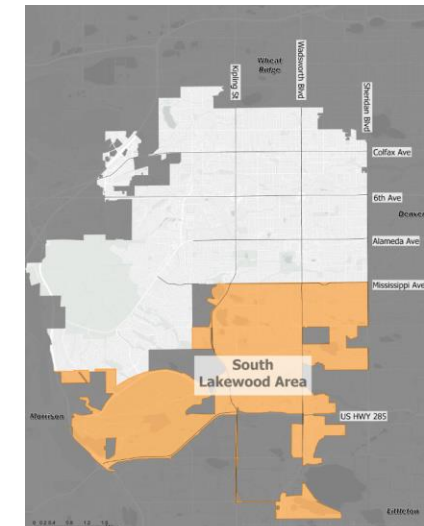
Colorado Mills
LSP – Casa Bonita



Belmar
City Center



Fed Center
St. Anthony



Grant Ranch
Wads & Hampden



Lakewood
Economic Development

Commercial Corridors Areas

Focus



- Business Attraction
- Marketing and Communications
- Business Retention and Expansion
- Workforce Development and Entrepreneurialism



Business Assistance and Development Navigation

Business Assistance

Comprehensive support for businesses at every stage of growth:

- **Business Attraction:** Site selection assistance, market data, and incentives to help new businesses establish a strong foundation
- **Retention & Expansion:** Ongoing support through workforce development programs, operational guidance, and connections to funding opportunities
- **Growth Resources:** Access to grant opportunities, networking events, and collaboration with local and regional partners

Development Navigation

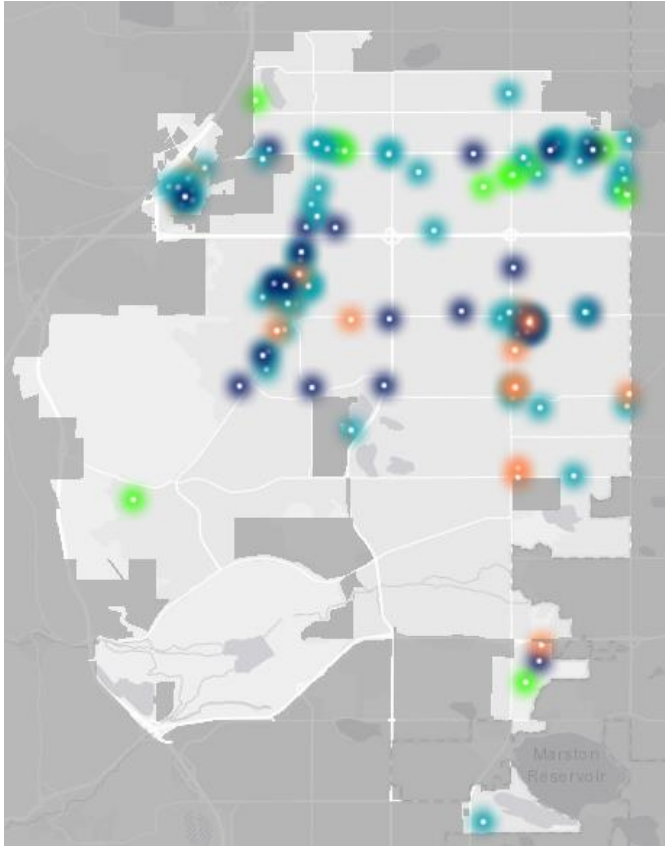
Support to streamline the development process:

- **Site Selection Assistance:** Access to market data, property listings, and insights to identify prime locations
- **Permitting Guidance:** Navigation through local regulations, permitting processes, and zoning requirements
- **Incentive Programs:** Connection to grants, tax incentives, and public-private partnership opportunities
- **Community Insights:** Local market intelligence to align development with community needs and priorities



Development Highlights Map

Up-to-date information on all development projects in the City of Lakewood



Total Projects

118

Completed 2024

16

Completed 2023

67

Residential Projects



11

Under Construction

Commercial Projects



24

Under Construction



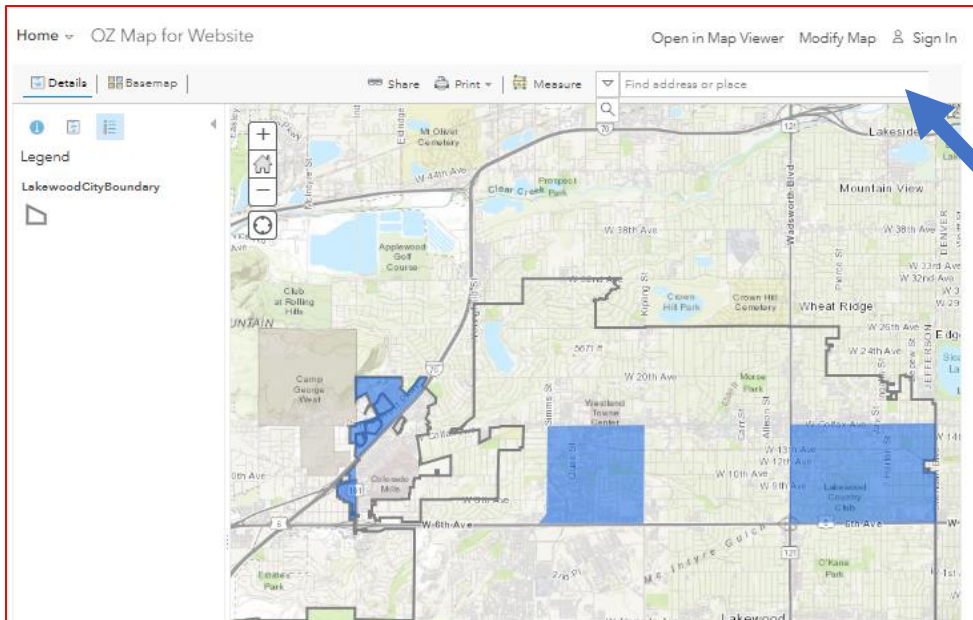
Lakewood

Economic Development



Enterprise & Opportunity Zones

- **The Colorado Enterprise Zone (EZ) program** is a program that encourages job creation and capital investment in targeted areas
- Inclusion in the zone allows businesses and (in some instances) property owners to claim annual state income tax credits for such things as **capital investments, hiring employees, research and development expenditures, and more**
- Enter Property Address Here to determine if you are in the Enterprise Zone





Incentives & Tax Rates

Lakewood offers competitive incentives evaluated on a case-by-case basis, focusing on:

- **Job Creation:** Encouraging employment opportunities within the community.
- **Capital Investment:** Promoting investments in infrastructure and business development.
- **Public Benefit:** Ensuring projects provide clear advantages to the public.
- **Removal of Blight:** Supporting efforts to eliminate urban decay.
- **Community Investment:** Fostering initiatives that benefit the local community.

County Level

- **Personal Property Tax Rebate:** Jefferson County may rebate up to 50% of corporate personal property taxes for four years for qualifying companies.
- **Various other State and Local Credits** - Visit our website





Talent & Workforce

- Lakewood, boasts a highly educated workforce that is very mobile
- Local businesses benefit from a robust labor force participation rate and attracts talent from along the front range



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DEMOGRAPHICS, EMPLOYMENT & EDUCATION

\$114,765 **69.3%** **97.1%**

Average
household income

of population above
age 16 in the labor force

Employment rate in
Jefferson County

Top Employers

Company	Industry
City of Lakewood	Municipal government
Colorado Christian University	Education
Encore Electric	Electrical contractor
Federal Government	Government
FirstBank	Financial services
Jefferson County Public Schools	Education
Red Rocks Community College	Education
St. Anthony Medical Campus	Health care
State of Colorado	State government
Terumo BCT	Medical devices



Population

156K



Median Age

38.1



Land Area

44 SQ MI



Median Household Income

\$83,987



Average House Price

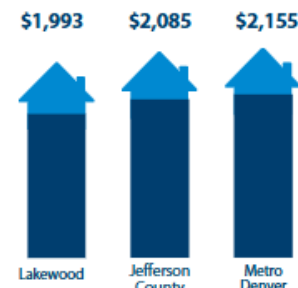
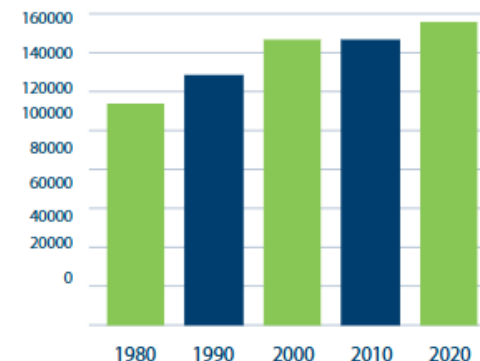
\$601,582



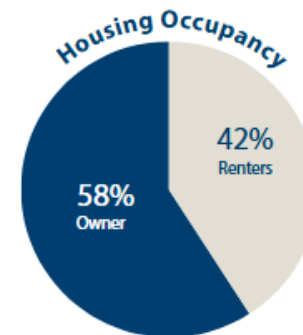
Average Commute

27 minutes

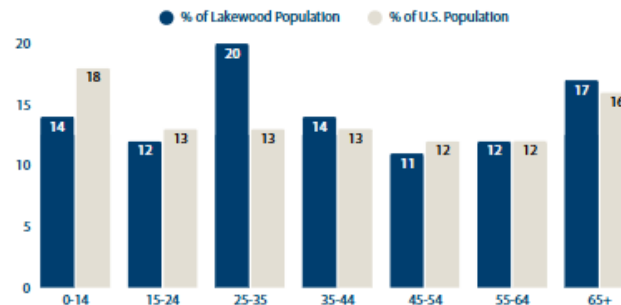
Population Growth



Average Monthly Housing Rent



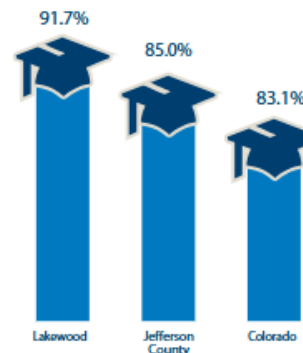
Population Age



Higher Education

45.6 percent of Lakewood residents have a bachelor's degree or higher.

- Higher Education in Lakewood
- Colorado Christian University
 - Rocky Mountain College of Art and Design
 - Red Rocks Community College
- +28 higher education entities in the Denver metro area



High School Graduation Rates 2023-24



Lakewood...Open for

Business Services

- Your business is a critical part of Lakewood's economy.
- Lakewood offers resources to support small businesses, help them grow, hire employees, or partner with the City.

Business Services

Overview

How to Start a Business

Access to Capital

Find and Train Employees

Networking and Community Involvement

Home Based Businesses



Lakewood

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Economic Development Grant Programs

- Three grant programs, with 50/50 matching grants up to \$10,000.
- These grants can help business and property owners further invest in their properties, overcome barriers to the redevelopment of vacant buildings and create or update safety features.

ADAPTIVE REUSE
PROGRAM



COMMERCIAL
REINVESTMENT
PROGRAM



BUSINESS SAFETY &
SECURITY PROGRAM



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Economic Development

Supporting Businesses

Marketing Assistance

Tailored resources and guidance to increase visibility, foster growth, and spotlight businesses

- **Newsletter:** Monthly publication that provides valuable updates regarding our local business community
- **Partnership:** Collaboration with local and regional business associations for promotional opportunities
- **Grand Openings:** Coordination of free grand openings
- **Social Media Campaigns:**
 - **Business Feature Friday:** Monthly feature of a business on our social media platforms
 - **#ShopLakewood:** Celebrating Lakewood small businesses



Business Retention and Expansion

Lunch and Chats

Industry-specific sessions that feature an educational component and offer a chance for the City to gather feedback from business owners about the challenges they face in Lakewood.

Schedule (Lunch from 12-1:30pm):

- March 4, 2025 - Minority-Owned Business
- April 10, 2025 - Beverage Industry
- May 6, 2025 - Small Business
- September 3, 2025 - Woman-Owned Business
- October 1, 2025 - Commercial Real Estate
- November 5, 2025 - Nonprofit



Business Feature Friday

Monthly video feature of a local business on our social media platforms

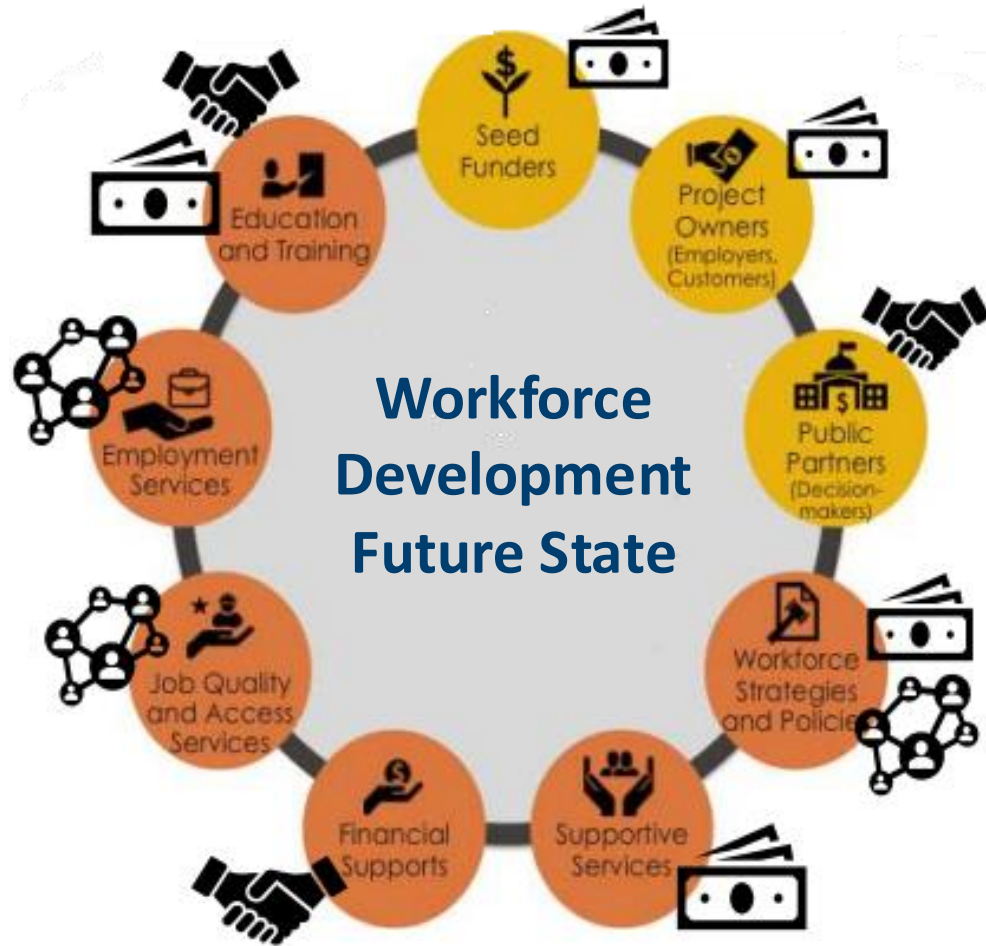


#ShopLakewood

Help the City of Lakewood celebrate different occasions by inviting our residents to shop locally at your Lakewood small business! In an effort to support our local businesses, the City of Lakewood invites family-friendly Lakewood businesses to participate in our #ShopLakewood campaign, designed to inspire families to get out of their homes and explore local businesses, where people of all ages can enjoy fun experiences and make lasting memories.



Workforce Development and Entrepreneurialism



- Identify Institutional and Community Partners
- Lead, Champion and Fund core partner organizations that align with objectives
- Position Lakewood Economic Development for rapid customer engagement and sustainable services



Fiscal



Relationship
Broker



Delivery



Lakewood
Economic Development

Workforce Development \ Apprenticeships \ Internships

Lakewood Reinvestment Authority

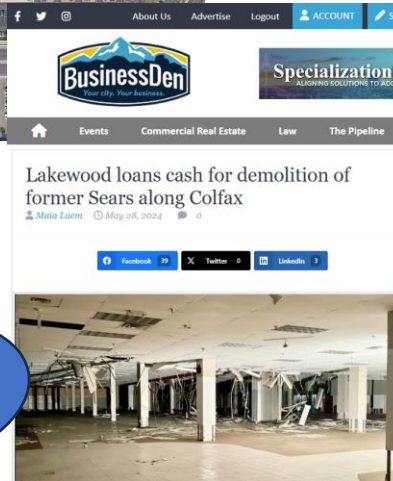


LRA Projects

Former Chalet Motel
6051 W. Alameda Ave.

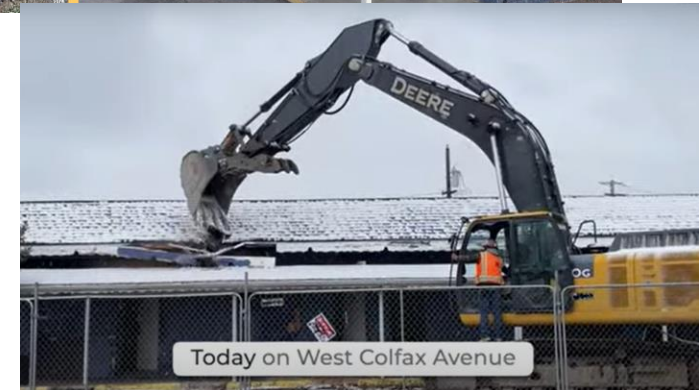


Sears Project/Westland
10705 W Colfax Ave.



Coming
Down
Soon!

Former Blue Sky Motel
6203-05 W. Colfax Ave.



Wrap-Up and Questions

- Business Attraction
- Marketing and Communications
- Business Retention and Expansion
- Workforce Development and Entrepreneurialism

