



Objective: Establish a shared economic vision for the future of Eagle.

Goals:

- i. Identify the businesses we want to attract.
- ii. Identify the opportunities and barriers to attracting them.
- iii. Identify any opportunities / barriers for supporting growth of current businesses.
- iv. Agree up on a shared vision for the economic future of the Town - what can we all agree to row toward.
- v. Finally, if time, what roles can we play today in achieving that vision... what roles can we grow into?

Discussion:

1.) What does open for business mean to you?

- Easy to get into /start a business in Eagle. How else can we address the Town's fees?
- Time is money; mentality of 'nickel & diming' amongst developers.
- Positive attitude – find a way to start with 'yes' from Council & staff.
 - Overcoming past mistakes.
- Pace of Town's process limits how quickly a small business can be 'open for business'.
 - There is a notion that an expedited process is 'disincentivized'.
 - Improved decision making is likely to increase the success of a business getting started.
 - Recognize the flow of sales tax into the town as businesses open.
- Effects of business vibrancy attracting other entrepreneurs to Eagle.
- What are the marketing effects of "open for business" when this has been a stale sentiment amongst long-time business owners in Eagle?
 - What is the value in using a fresher spin rather than "open for business"?
 - Highlight positive, success stories.
 - Locals' discount
- Broadway continues to experience vacancies. How do we motivate, incentivize existing business/property owners to make improvements or rent their space?
- Leverage the *Challenge Community Project (546 Grand Ave.)* as a redevelopment test case.
 - First Step – feasibility assessments; what can work on this (largely) greenfield site?
 - Presentation / community pitch
 - (Re)development guide
- Annexations for the DDA!
- Sales tax is high in Eagle (compared regionally)



2.) What is Eagle known for?

- We're an authentic town, family-friendly community.
 - Sleepy, quiet bedroom community
 - Friendly locals!!
- Up-valley professionals can afford to live here
- Mountain biking!
- Western heritage – ranching community
- Formally, Block Party and ARTwalk
- Temperate environment
- Community is physically set up well
- Less focused on tourism, more on community
- What do people outside of Eagle think of us?
 - "Where restaurants go to die..."
 - Eagle doesn't know its own identity...
 - Local rivalries
- Eagle is for people who live here
- For businesses, how do they attract residents and professionals who **are** in Eagle?
- Open for community connectedness and vibrancy

3.) What are the opportunities to support growth for current businesses? What are the barriers?

- Attracting new businesses; diversify retail & entertainment
- Improved signage and wayfinding, particularly along the highways, trails, in-town path (e.g. Arts District, Colorado Main Street, historic buildings)
- How do we tap into the existing visitation trends? Why should people stop in Eagle?
- Capacity building
 - Provide businesses the tools they need and make tools easy to access.
- Hispanic community are actively seeking employment; business community is disconnected from this talent group
 - *Elevate* – Eagle Valley Community Foundation
- We are not capturing mountain bike visitors and their spending capacity
- Improve commercial and retail activity along Capitol St. (people aren't as familiar with Broadway)
 - Broadway and Capitol should become one-way streets
- Improved business & events coordination.
- We have multiple business districts.



4) Is what we are known for today different from what we want to be known for in the future? What are we good at and can build on?

- Leverage friendly, local, authentic customer service
- We're good at what we're passionate about! That's how we contribute to building the community.

5.) What industries do we want to attract? And how?

- What does the community want to see in East Eagle?
 - Pharmacy, grocery store (Natural Grocer, Trader Joe's), shoe or kids store, corporate retail, destination businesses (e.g. When you visit Glenwood Springs, you make it a full-day trip with shopping and dining).
- Businesses that are interactive experiences
 - Building for the younger population inherently builds for families as a whole
- Eagle can be a hub for other activities and entertainment venues (consider seasonal impacts; diverse options from what's offered in the resort areas).
- Big events without burdening local businesses. Events are regional attractors.

6.) What are we primed for / what fits well with our current opportunities?

- Primed to be a hockey community; this would be a significant attractor.
 - Need the right amenities, interactive experiences, infrastructure, and willing partners.

7.) Are there barriers to bringing in these industries? What do we need to stop doing?

What do we need to start doing?

- Stop complaining about parking.
- Encourage / incentivize businesses to get more involved in local, annual events.
 - Combatting lack of personal availability to participate. Why is it different in Gypsum?
- Stop beating ourselves up!! We have unmatched quality of life, safety, access to the outdoors ... How do we enhance this? Start building on what's working.
 - Ex. Telluride's investment into their community parks.
 - Model communities we aspire to be: Salida, Buena Vista

Next Steps: Future meetings? Roles in achieving this vision?

- Future Meetings – Suggested 90 days; need to continue with EDP implementation.
- Exploring and designating roles will be an integral, future step.