



**TOWN OF MILLIKEN  
TOWN BOARD OF TRUSTEES  
AGENDA MEMORANDUM**

To: Mayor Tokunaga and Town Board of Trustees	Meeting Date:
From: Kent Brown, Town Administrator	Wednesday, February 25, 2015

Agenda Item #	Action: X	Discussion:	Information:
Agenda Title: Consideration of Proposal by Walt Elish to provide assistance in business retention and marketing services to the Town of Milliken.			
Attachments: Proposal from Walt Elish			

**PURPOSE**

To approve an agreement in principle with Walt Elish to provide services in Economic Development at an hourly rate on a limited basis.

**BACKGROUND**

Walt Elish presented an overview of his services and his current and previous experiences in economic development at a Board of Trustees work session earlier in the year. Walt Elish currently is the Business Development Manager for the Town of Berthoud. He stated at the work session and in other meetings with Town Staff, Mayor Tokunaga or Mayor Pro Tem Measner that he has approximately 10 hours per week available to provide services to the Town of Milliken. Walt Elish was the President and CEO of the Northern Colorado Economic Development Corporation in Loveland, Colorado from 2011 to 2014. Walt was also the President & CEO of the Aroostook Partnership for Progress in Caribou, Maine from 2005 to 2011.

**BUDGET IMPLICATIONS**

Depending on Board recommendation on length of contract.

**RECOMMENDATION**

Staff recommends the Board of Trustees approve an Agreement in principle with Walt Elish to provide Economic Development services in the areas of business friendly environment, business retention and expansion and business attraction.

**SUGGESTED MOTION**

"I move to approve an Agreement in principle with Walt Elish for services in Economic Development for 2015."

Kent,

In response to your request, I would like to present this proposal for your consideration that outlines my focus and the initiatives I would carry out on behalf of the Town of Milliken. As I indicated previously, I would initially devote ten (10) hours per week to provide primarily business retention and marketing services. My cost-per-hour rate for providing such services is \$50 per hour. This rate reflects only my time; any additional expenses would be first approved by you and then billed to the Town. Monthly reports would be provided to you to ensure that my activity is meeting your expectations. Prior to my engagement, specific details regarding my work and payment schedule, traveling outside the Town specifically on Town business along with office space requirements would be discussed and agreed upon.

As I understand it, Milliken has ample available land that is suitable for commercial and industrial development. Along with the available land, Milliken is strategically positioned between two major transportation corridors, has potential rail access, and is located in one of the fastest growing areas of the state. At the same time however, Milliken faces competition from surrounding communities. These neighboring municipalities have been very active in economic development and successful in attracting all types of development that have fueled their economies. As a result, they are equipped with the financial resources to invest in their infrastructure, including their downtowns.

With that being said, however, I believe Milliken, with a supportive Town Board, is in a position to take advantage of their economic development assets and aggressively market the community for business development. With these considerations in mind, I would propose to focus on the following three general goals that are in line with the Town's current Comprehensive Plan. These goals are as follows:

#### **Goals**

1. Develop and promote a business-friendly environment
2. Support the retention and expansion of existing businesses and primary employers
3. Attract new primary employers to complement and diversify Milliken's employment base

#### **Strategies**

The strategies utilized to implement the goals are as follows

1. Business Friendly Environment
  - a. Review policies and procedures that impact a business's ability to locate in the Town
  - b. Review and develop, if necessary, a communications strategy that informs the Town's residents and the outside community of the Town's economic development activities.
  - c. Pursue opportunities to promote Milliken's business development assets through media outlets
2. Business Retention and Expansion
  - a. Utilize software to record, monitor and report on business development activity that can also be easily accessed by Town employees
  - b. Initiate Executive Briefing meetings with existing business owners/operators
  - c. Coordinate BRE activity with Upstate Colorado and the Weld County Workforce Development Center
3. Business Attraction
  - a. Partner, where possible, with existing land owners and developers to promote sites and available building opportunities
  - b. Promote opportunities to Denver Area Commercial Brokers
  - c. Coordinate business attraction activity with Upstate Colorado, Metro Denver EDC and the State of Colorado's OEDIT
  - d. Regularly communicate with national site consultants through email and personal visits
  - e. Meet with Milliken's business executives and other community contacts to generate business prospects