



URA Updates for CM Rogers Report Out to City Council

Monday, August 10, 2026

Derby Blight Study

- Staff are coordinating an internal meeting to clarify how the Derby PUD Amendment process may affect the study's timing, scope, and boundary considerations.
- To maintain schedule alignment, staff will submit the SOW to Procurement to ensure no deadlines are missed.

Derby PUD Amendment

- Staff has scheduled a meeting with Community Development, Economic & Community Vitality, and the City Manager's Office on August 20th to review potential updates to the land use table, design guidelines, parking requirements, bulk design standards, and related components.
- Following that discussion, staff will work with Community Development to confirm direction and establish a timeline for drafting the amendment and preparing the necessary materials for review and approval.

Mile High Greyhound Park (MHGP)

- Staff met with CBRE to discuss the potential of having them assist with developing the RFP scope for Parcels A and B.
- CBRE indicated they have supported similar work for other municipalities and are familiar with complying with city procurement requirements.
- Staff is coordinating next steps internally to ensure alignment on scope and timing.
- To maintain the procurement timeline, staff will still submit the SOW to Procurement so that no deadlines are missed.

Bridge House (as of 08/01/2026)

- Staff has completed six total workdays to date, divided evenly between Derby and Mile High Greyhound Park.
- These workdays represent 24 total work hours; with five crew members per shift—except one instance with a four-person crew—this equates to 696 labor hours.
- Each work shift is four hours in duration.
- A combined total of 42 extra-large trash bags has been collected across both sites. Using a conservative estimate of 5 lbs. per bag, staff has removed approximately 210 lbs. of waste.
- Items collected include noxious weeds, broken glass, metal debris, cigarette butts, animal carcasses, animal waste, sand, construction debris, alcohol containers, snack packaging, and other litter.
- Staff recorded five community interactions during cleanup activities, all positive and all occurring within the Derby area.
- Most recently, staff conducted a Saturday cleanup ahead of the Mercado de Derby event, which included street cleaning, servicing Joe Reilly Park, and wiping down all trash receptacles to support a high-quality visitor experience.

CBRE

- Staff held a kickoff meeting with the CBRE team on July 28th providing an overview of all URA areas as well as the status of projects and initiatives within each.
- CBRE and staff discussed expectations, workflow, and coordination needs for upcoming support related to Parcels A and B.
- Going forward, staff will participate in a standing bi-weekly coordination call with CBRE and the Economic Development team to ensure alignment and consistent progress.

Derby Sponsorship Kit

- Staff has completed the first draft of the Derby sponsorship kit, which is currently under review with the Legal team.
- Once the legal review is finalized, staff will begin design and layout development.
- The sponsorship kit is scheduled for completion by September 1.

Joe Reilly Park

- Economic & Community Vitality staff are collaborating closely with Parks, Recreation & Golf to prepare and submit an Adams County grant application for planned renovations at Joe Reilly Park.
- Staff has secured multiple letters of support from Derby businesses to strengthen the application and demonstrate community alignment.
- Staff is also coordinating with the Legal team to explore naming rights opportunities that could help offset project costs and provide additional funding flexibility.

Career Development Hub (CCA Partnership)

- Staff have been informed that the Colorado Community College System is pausing further action until funders determine their next steps.
- Currently, no additional information is being requested, and the intermediary (Education Design Lab) is not accepting further materials or commitments.
- Staff understands that the proposal continues to remain in a strong and competitive position.
- Regardless of the funder's ultimate decision, CCA has indicated its commitment to advancing this work. The college is currently evaluating available internal resources to sustain progress into the fall.
- The Vice President of Operations and Chief Financial Officer and additional team members are working to identify the financial resources needed to establish the operational foundation for the initiative.
- Staff is coordinating a meeting with Dr. Angela Marquez, Vice President of External Strategy and Chief of Staff to explore ways to advance the program if funding is not approved.

Derby Diamond Reconstruction Project

- Staff was informed that the luminaires and festoon lighting equipment are delayed in transit, and the manufacturer is currently unable to provide a confirmed delivery date.
- Staff has been actively engaging with the manufacturer to understand the underlying supply chain issues, establish the most reliable delivery timeline possible, and explore opportunities to expedite shipping or identify alternative options; however, these efforts have not yielded a workable solution.

- The festoon lighting is an added design component for this project, and the luminaires are the full light units required to safely illuminate the intersection. The intersection cannot reopen until structural testing of the poles is completed with both the festoon lighting and luminaires installed.
- The light poles that will support these fixtures are scheduled for delivery on August 18, and staff will proceed with installation upon arrival.
- Staff understands the impact of this delay on nearby businesses and is coordinating communications and engagement efforts to help mitigate disruptions as much as possible.
- Once staff receives additional information from continued communication with the supplier, an updated completion date will be provided to City Council which is anticipated within the next couple of weeks.

Derby Lighting Study

- Study identified 12 areas of lighting deficiencies, totaling approximately 53 lights and poles.
- Most of the deficient fixtures appear to be owned by Xcel Energy (approximately 44).
- Seven fixtures are located on private property.
- Two light poles appear to be situated outside the Derby Business District Urban Renewal Plan area.
- The total estimated cost for recommended improvements is \$983,000.
- Staff is preparing recommendations, which are planned for presentation to the URA Board on October 12.

Hispanic Heritage Celebration - Colorado Rapids Partnership

- Staff is exploring a potential partnership with the Colorado Rapids to relocate the City's Hispanic Heritage celebration to the Rapids' Latina Noche match on September 19.
- Initial discussions are focused on aligning event programming, cultural activities, and promotional opportunities with the Rapids' existing framework.
- Staff will continue coordinating internally and with the Rapids organization to assess feasibility, resource needs, and next steps.

Sand Creek Urban Renewal Area

- Staff is conducting active outreach to multiple developers to assess interest and explore new development possibilities.
- This outreach includes re-engaging the market, evaluating interest across various asset classes, and identifying alternative concepts that reflect current economic conditions and community priorities.
- Staff is also seeking feedback from CBRE and Downtown Colorado, Inc. regarding potential opportunities at the Sand Creek site.

Mercado de Derby – Metrics (August 2 Event)

- Estimated attendance: 280–300 patrons
- Business activation: 13 Derby District businesses participated with in-store promotions.
- Tented vendors: 16 total, including:
 - 10 Commerce City vendors
 - 12 women-owned businesses

- 13 Spanish-speaking vendors
- 2 veteran-owned businesses
- 2 cottage food vendors
- 7 artisan vendors
- 1 produce vendor
- Community organizations/nonprofits: 7 participating groups.
- Entertainment: Two live bands and one DJ.
- Food service: No external food vendors; coordinated with three Derby restaurants.

Marketing & Engagement (July 8 – August 2)

Facebook

- +372 new followers; 2,016 engagements.

Instagram

- Total profile/content views: 9,169
- Total interactions: 299
- Vendor interest: 3 businesses contacted via direct message.

Direct Mail

- 2,000 full-color postcards mailed July 29 to households within a two-mile radius.

Website Performance

- 752 visits; 696 unique visitors; 1,200 page views; 83.7% bounce rate.
- Traffic by device: 67% mobile; 32% desktop; 1% tablet.
- Traffic sources: 50% direct; 43% social; 3% search; 3% referral.
- City website: Mercado page received 489 views since July 17.

Citywide Marketing & Promotion

- Six large promotional banners placed at key parks and trailheads.
- Four feather banners installed in Derby on market day.
- Twenty A-frame signs deployed throughout the district.

Community Outreach

- Staff participated in the Adams 14 Resource Fair, engaging ~150 families.
- Five community organizations expressed interest in future partnerships.

Summary

The inaugural Mercado de Derby successfully activated the Derby District, supported local businesses, and delivered meaningful cultural and family programming. Attendance was modest but consistent with expectations for a first-year event. Strong vendor participation, business engagement, and digital reach indicate solid momentum for the remaining four markets.