



Broomfield City Council Training and Travel Report

Elected Official Name: Randy Ahrens

Date of Travel or Training: May 21-24, 2017

Description of Travel or Training: RECon Global Retail Estate Convention Las Vegas,
Nevada

Total Amount Expended: \$1,350.74
(Including airfare, hotel, registration, and **all** other reimbursements)

How this Travel or Training Benefited the Citizens of Broomfield:

Attended RECon 2017, where 37,000 colleagues from all aspects of the retail industry come to make deals, network, and learn from proven experts and thought leaders. RECon is the only place to meet future business partners while being immersed in the innovations that will lead a dynamic retail industry.

Interesting shuttle ride from airport to hotel, I met Brian Grass, Senior Director of Development of Cedarwood. They build affordable housing units and currently have a location in Colorado Springs, but interested in the metro north area. They will investigate Broomfield as the next possible location in Colorado. They are headquartered in Ohio.

Attended Crosbie's Real Estate Group annual Colorado event attended by metro area elected officials, city managers, economic developers, developers and other real estate industry representatives. On a special note, ran into the Herb Atchison, Mayor of Westminster, who acknowledged that Broomfield did not originate the talks with the Butterfly Pavilion and they were fine with its relocation to Broomfield. Also attended Brownstein Hyatt Farber and Schreck ICSC kick-off event that included similar industry representatives. I had a long discussion with Mayor Hancock about workforce housing and construction defects.

Met with one of the largest retail developers on the planet who creates and operates flagship assets in leading markets that deliver great experiences for retailers and consumers. The two biggest takes from the meeting with the Senior Executive VP of US Development was: 1) no longer can projects be based solely on fashion anchors, and 2) they may have an interest in exploring a project in Broomfield. This may be in part because Simon is doing an outlet mall in Thornton and IKEA has turned many heads in looking at the Hwy 7 and I-25 intersection.

Macerich: Met with Scott Nelson and Randy Brandt to discuss the evolution of Flatirons Crossing mall. Not sure how they were not aware of Kroenke's involvement in the redevelopment of the Marketplace, but look forward to the development to be a catalyst in helping them bring new projects forward, especially in the dining and entertainment aspect. Reflect back to item one mentioned at a previous meeting that it is no longer about simply fashion. Asked about Nordstrom's rumor at Recon that they may close 40 of the current 140 locations over the next couple of years, thus far, FlatIron Crossing location is doing fine. Lifetime Fitness is eyeing a location there and Zoe's has been a huge success.

Oliver McMillan: Met with Zach Adams, Development Director, Paul Buss, President, and Dene Oliver, CEO. They were the group that exited from the Westminster Mall project after becoming frustrated working with their staff and council. Not sure the best fit for them yet in Broomfield, but they are very familiar with the area and could be aptly suited to team up with someone to move a project forward quickly.

Met with Otto Maly and Karen Blumenstein to discuss the redevelopment of Flatirons Marketplace project, timetable and see where they might be headed for the west side of their property (Fashion District) as well. They asked about the status of Project Campfire, we heard same project name numerous times come up the days we were there. Broomfield is on the short list, but final site location has not been determined.

We met with other commercial property owners and developers regarding existing and future development.