



**TOWN COUNCIL STUDY SESSION AGENDA**  
**August 10, 2026**  
**5:00 PM**

**I. Study Session Items**

1. Small Business Development Center Update - Ashvina Patel/Feazell - 30 minutes
2. Community Partner-DBA - Shelli Mango - 30 minutes
3. Land Development Ordinance Regarding Sign Enforcement and Temporary Signs - Matthews - 30 minutes
4. Long-Range Plan - Fiandaca/Bever - 1.5 hours

**II. Staff Updates**

**III. Town Council Updates/Items**



## MEMORANDUM

**TO:** Honorable Mayor and Town Council Members  
**FROM:** Weldy Feazell, PAR & Economic Development Director  
**DATE:** August 10, 2026  
**SUBJECT:** Small Business Development Center Update

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### **ITEM OVERVIEW:**

The Aurora–South Metro SBDC has provided its 2025 Annual Report summarizing support for Parker’s small business community. Ashvina Petel, Executive Director, will provide a full presentation during the Study Session. The report reflects strong year-over-year engagement, advising, training, and funding outcomes for Parker businesses. SBDC services reinforce Parker’s strategic priorities around economic vitality, business growth, and entrepreneur support.

### **BACKGROUND AND ANALYSIS:**

The Colorado SBDC continues to serve as a statewide, accredited resource for small businesses, supporting up to 20,000 entrepreneurs annually.

In 2025, Parker benefited from:

- \$4.29M in funding secured for local businesses.
- 56 clients advised and 61.5 advising hours delivered.
- 22 new business starts supported.

Core programs supporting Parker included:

- Business readiness workshops (“Fired-Up” courses).
- Confidential, no-cost advising for startups and established businesses.
- Access to statewide specialized programs such as TechSource, child-care business support, succession/exit planning, and LivePlan curriculum.

Key benefit: SBDC programming continues to strengthen Parker’s entrepreneurial ecosystem and long-term business resilience.

### **FINANCIAL AND POLICY IMPACTS:**

No immediate fiscal action required — \$5,000 in the 2026 approved budget. The continued partnership with SBDC aligns with Parker’s adopted economic development priorities and supports business retention and expansion.

**COUNCIL DISCUSSION:**

General discussion or observations related to the SBDC's annual report and ongoing support for Parker's small-business community. No specific direction or action is requested.

**STRATEGIC GOALS:**



ENHANCE ECONOMIC  
VITALITY



INNOVATE WITH  
COLLABORATIVE  
GOVERNANCE

**ATTACHMENT:**

1. 2025 SBDC Annual Report - Parker



Prepared for:  
Town of Parker, Colorado



# 2025

## SBDC ANNUAL REPORT



# About Us

The Colorado Small Business Development Center (SBDC) is Colorado's most trusted business resource. We empower businesses to start, grow, and thrive, ultimately fueling innovation, strengthening local economies, and driving economic vitality across the state. Since 1987, the Colorado SBDC has been the state's only nationally accredited, go-to resource for entrepreneurs and business owners at every stage.

## OPERATIONAL STRUCTURE

- 39 Years serving Colorado entrepreneurs and small businesses
- 14 Service centers located across Colorado providing local support
- 25+ Satellite centers expanding our reach across Colorado
- 64 Counties serviced and supported across Colorado
- 240 Business advisors providing one-on-one confidential guidance

## STATEWIDE REACH

Every year, the Colorado SBDC supports up to 20,000 entrepreneurs and small businesses. We are the state's premier catalyst for small business innovation, sustainable growth, and economic resilience.

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# Supporting Small Business Success

## Colorado SBDC: Serving Parker and the South Metro Region

In 2025, the Small Business Development Center serving Aurora-South Metro continued its mission of empowering businesses to thrive across Arapahoe and Douglas counties, including the Parker community. The SBDC delivered a broad range of accessible services to meet entrepreneurs where they are—offering in-person, virtual, hybrid, and on-demand support to ensure that small business owners could find guidance in the format that worked best for them.

Training remained a core component of the SBDC's work. Through a mix of workshops and webinars, business owners gained practical knowledge across topics essential to launching, operating, and growing a business. Complementing these educational offerings, the SBDC provided confidential, one-on-one consulting at no cost to clients. This individualized support helped entrepreneurs navigate complex decisions, refine business strategies, and address operational challenges with guidance from experienced advisors.

In addition to direct advising and training, the SBDC played a critical role in connecting Parker business owners to valuable local resources. Clients were linked with partner organizations and networking opportunities that strengthened their community ties and expanded their capacity for growth. Through this combination of services, expertise, and resource connections, the SBDC continued to provide Parker's small businesses with a robust ecosystem of support designed to foster resilience, innovation, and long-term success.

# 2025 IMPACT | PARKER

The Colorado SBDC empowers businesses to successfully navigate their full business lifecycle—from launch through optimization to exit—by delivering impactful advising, actionable training, and essential connections to community resources.

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## Annual Sales

Provided strategic guidance to secure funding through loan preparation, investor access, and financial planning.

**\$4,285,000.00**

## Sales Growth

Combined strategic advice with expert marketing support to refine brand positioning and drive sales growth.

**\$50,000**

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## Jobs Created and Retained

Facilitated job creation by providing the guidance and tools businesses need to scale successfully and expand their teams.

**22**

## Business Starts

Guided aspiring entrepreneurs through the essentials of launching and growing a successful business.

**1**

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## Clients Advised

Provided one-on-one advising to help owners navigate business challenges and capitalize on growth opportunities.

**56**

## Advising Hours

Provided 1:1 guidance to improve operations, strengthen strategy, and guide key business decisions.

**61.5**

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# Fired Up!

## Meeting business owners where they are

The Aurora-South Metro SBDC continues to deliver two essential foundational programs in Parker that prepare new and prospective business owners to stay compliant and ready for effective advising. These workshops address the most common early-stage needs—legal structure, taxes, permitting, readiness, and risk reduction—and are required before one-on-one advising. This ensures every entrepreneur enters the advising process with the core knowledge and documentation needed to make informed decisions.

Our **“Fired-up: I Want to Start a Business”** workshop serves entrepreneurs with new ideas or a businesses under two years old. This free class covers business readiness, business registration, required licensing and permits, market research, and how to build a strong business plan. It gives new business owners the clarity and compliance basics necessary to launch successfully and transition smoothly into individualized consulting.

Our *new* **“Fired-up: I Want to Buy a Business”** workshop supports individuals exploring the purchase of an existing business—an increasingly important path in a growing market like Parker. Participants learn where to find businesses for sale, how the acquisition process works, what due diligence involves, and available financing options. This early guidance helps clients avoid costly mistakes and prepare for deeper advising on deal evaluation and long-term planning.

We work closely with Douglas Counties Libraries to offer both programs online, in person, and in hybrid formats, ensuring accessibility for Parker’s busy and growing population. The SBDC has delivered these workshops locally for several years and will continue to do so, reinforcing our commitment to supporting a compliant, resilient, and well-prepared small-business community in Parker.

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# Statewide Resources Strengthening Parker's Economic Future

## Colorado SBDC TechSource: Strengthening Innovation and Opportunity for Parker Businesses

Colorado's innovation economy is growing, and the Colorado SBDC's statewide TechSource program helps drive that momentum. TechSource delivers specialized advising, commercialization support, and access to nondilutive capital—direct benefits for Parker's expanding community of science and technology businesses.

A core strength of TechSource is its focus on nondilutive funding. Parker firms can pursue SBIR/STTR grants and other federal research dollars without giving up equity, helping startups and manufacturers scale more quickly. The program also improves proposal quality, sharpens market strategies, and connects companies with statewide innovation networks—shortening the path from concept to market.

Continued Town of Parker investment ensures local businesses benefit from both SBDC's core services and one of Colorado's most impactful tech-focused programs. TechSource supports high-quality jobs, new business development, and strengthens Parker's position in Colorado's innovation economy.





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## Supporting Colorado's Child Care Businesses

State investment in the Colorado SBDC Network helps strengthen one of the most critical sectors of our local economy—child care. Through a partnership with the Colorado Department of Early Childhood, child care providers receive specialized business consulting and training to improve financial management, operations, staffing, and long-term sustainability.

For **Parker and Douglas County**, a strong child care sector is essential to supporting workforce participation and attracting employers. As the community continues to grow, state-supported business advising helps local child care providers remain financially sustainable, ensuring families have reliable care and businesses have access to the workforce they need. This investment demonstrates how state funding delivered through local SBDC centers creates measurable economic benefits for both businesses and the communities they serve.

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- 300+ business experts available statewide through the Colorado SBDC Network.
  - No-cost, confidential advising tailored specifically for licensed child care providers.
  - Support for start-up, expansion, succession planning, and business resiliency.
  - Helps providers build stronger businesses while increasing access to quality child care for Colorado families.



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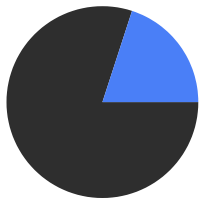
## Preparing Businesses for the Silver Tsunami

Roughly 50,000 small business owners will retire per month in the U.S. over the next decade. Thousands of Colorado business owners are approaching retirement, creating a once-in-a-generation opportunity—and challenge—for local economies. Through the Colorado SBDC Network's Exit Planning program, business owners receive expert guidance to maximize business value, develop succession plans, and prepare for successful ownership transitions. Thereby preserving, and in some cases renewing, economic vitality in our municipalities.

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**48%** of Colorado small business owners are age 55 or older

**6 in 10** U.S. business owners expect to retire or sell within the next decade



Only 20-30% of businesses listed for sale actually sell, underscoring the importance of planning years before an exit.

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The Colorado SBDC Network provides confidential advising and training on valuation, succession, employee ownership, and business transition strategies. For **Parker and Douglas County**, successful business transitions preserve locally owned companies, retain jobs, and keep decades of experience and investment within the community. By helping owners prepare before retirement, state-supported SBDC services ensure thriving businesses continue serving future generations rather than closing their doors.

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# New & Emerging Programs and Initiatives for Parker (2025-2026)

## LivePlan: “Plan for success effortlessly”

LivePlan is a statewide business development curriculum designed by the Colorado Small Business Development Center Statewide Network to help entrepreneurs strengthen operations, refine strategy, and plan for sustainable growth. Each SBDC center has the flexibility to tailor the curriculum to regional needs, ensuring the content is relevant to local industries, economic conditions, and community priorities.

**Start-ups** use LivePlan to quickly turn early ideas into structured, funder-ready plans—especially helpful in fast-growing areas like Parker.

- Defines the market
- Analyzes competition
- Builds financial forecasts
- Organizes operational plans

**Existing businesses** use LivePlan to refine their strategy, strengthen operations, and plan for growth—supported by statewide expertise and long-term resources.

- Clarifies financial insights
- Applies market research to strategy
- Aligns operations with clear plans
- Provides strategy sessions

**LivePlan empowers Parker’s entrepreneurs to launch stronger, grow smarter, and contribute to Colorado’s resilient small-business economy.**

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## Small Business Scorecard

The Aurora-South Metro SBDC has developed a new resource to support Parker's growing small-business community: the **Financial Fitness Checkup**. As conditions evolve for local businesses, staying in touch, identifying their needs, and strengthening their understanding of their financial position is essential. This initiative aims to do just that.

Our Scorecard info sessions are designed to help business owners understand the true health of their company before challenges arise. Much like a medical evaluation reviews your overall wellness, this checkup provides a clear, holistic snapshot of your **financial stability and long-term readiness**.

During these sessions, entrepreneurs will learn how our **Small Business Scorecard** examines key indicators of business health, including:

- Cash-flow performance and reliability
- Credit strength and financing needs
- Growth potential and expansion readiness
- Stability of your foundational business systems

Launching this program in Parker reflects our commitment to equipping local businesses with practical, data-driven tools that support long-term success in a rapidly growing market. The Financial Fitness Checkup will be available online, in person, and in hybrid formats to ensure accessibility for busy entrepreneurs. We look forward to offering this new resource and helping Parker businesses build stronger, more resilient financial foundations.



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## Connecting entrepreneurs with lending expertise: Funding Fridays

Funding Fridays brings together lenders from banks, CDFIs, and credit unions to give small business owners clear, direct insight into the lending process. Entrepreneurs can ask questions, explore financing options, and learn how to strengthen loan applications. The program builds stronger relationships between local businesses and financial institutions, improving community access to capital.

- Direct access to lending experts
- Clear guidance on loan requirements and financing options
- Support for building competitive applications

As we update Funding Fridays, we're aligning financing with each business stage—early-stage entrepreneurs often need microloans, growing companies use lines of credit and SBA products, and established firms require specialized or multi-lender financing. The refreshed program will offer industry-specific sessions and stage-based guidance so owners can quickly find the right lending partners. With lenders actively competing for strong borrowers, Funding Fridays remains a neutral space to compare options and make confident decisions.

The SBDC supports creative approaches to capital, including layered funding and alternative financing. By modernizing Funding Fridays, we aim to help every small business—across all industries and stages—access the capital, expertise, and innovative solutions needed to grow.

**82%** Small business owners say understanding loan requirements is a primary barrier to securing financing.

**35%** More likely to be approved for financing when businesses receive pre-application advising.

**1 in 3** Small businesses report being unsure which lender type fits their stage of growth.

**20-30%** Entrepreneurs who engage with multiple lenders receive more competitive offers on average.



We extend our deepest gratitude to our sponsors, whose support strengthens our local economy and empowers our community.





## CONTACT

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Colorado Small Business Development Center Serving Aurora-South Metro

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## MEMORANDUM

**TO:** Honorable Mayor and Members of Town Council  
**FROM:** Bryce Matthews, Assistant Director - Planning  
**DATE:** August 10, 2026  
**SUBJECT:** Land Development Ordinance Regarding Sign Enforcement and Temporary Signs

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### **ITEM OVERVIEW:**

Staff have identified minor amendments necessary to improve clarity of the Land Development Ordinance in the following sections:

- 13.01.080 Enforcement and penalties,
- 13.09.040 Temporary signs on developed parcels,
- 13.09.050 Permanent signs on developed parcels, and
- 13.08.110 Exterior lighting regarding light pole heights.

### **BACKGROUND AND ANALYSIS:**

Staff have identified the following sections that would benefit from clarification and minor revision:

- **Section 13.01.080(b)(3) – Enforcement and Penalties:** The current code does not clearly define what constitutes a violation or explain how violations and associated fines escalate over time. While the code establishes first through fourth offenses within a 12-month period, it does not clearly identify when the escalation period resets. The proposed amendment will define what constitutes a violation, clarify the process for escalating violations and fines, and define the "rolling 12-month period" used to track repeat violations.
- **13.09.040(d)(3) Temporary signs on developed parcels:** The current code regarding temporary freestanding signs is unclear. The proposed language will clarify the language of Temporary Freestanding. The current code allows for what is called the 32/64 sign, which does not require a permit or registration. This has created confusion between permitting, enforcement, and the business community. The proposed changes would require registration.
- **13.09.050 Permanent signs of developed parcels:** Proposal is to clean up language regarding window signs to make it more clear and understandable.
- **13.08.110 Exterior lighting regarding light pole height:** The current code requires light poles to be set back from property lines by a distance at least equal to the height of the light pole. This standard has proven difficult to apply in commercial

developments with shared parking lots or private drives where property lines often bisect functional parking areas. The proposed amendment exempts light poles adjacent to shared private drives and shared parking areas from this setback requirement while maintaining the standard along external property boundaries.

**FINANCIAL AND POLICY IMPACTS:**

There are no financial impacts.

The code amendments are primarily cleanup and are limited to the specific changes proposed.

**COUNCIL DISCUSSION:**

Staff requests that Town Council provide input and direction for the proposed amendments.

**STRATEGIC GOALS:**



DEVELOP A VISIONARY  
COMMUNITY THROUGH  
BALANCED GROWTH



ENHANCE ECONOMIC  
VITALITY

**ATTACHMENT:**

None





## MEMORANDUM

**TO:** Honorable Mayor and Town Council Members

**FROM:** Chris Fiandaca, Finance Director  
Chris Bever, Budget Manager

**DATE:** August 10, 2026

**SUBJECT:** Long-Range Plan 2027-2036

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### **ITEM OVERVIEW:**

The ten-year long-range plan provides a view into the impact of the Town's strategic direction on the stability of its finances. Priorities and potential decisions that may be necessary during the plan timeframe of 2027-2036 will be highlighted.

### **BACKGROUND AND ANALYSIS:**

This is the sixth year that a ten-year long-range plan has been prepared and presented to Council. Potential challenges and opportunities will be discussed. Town funds that will be discussed include:

- General Fund
- Parks and Recreation Fund
- Recreation Fund
- Cultural Fund
- Public Improvements Fund
- Capital Renewal and Replacement Reserve Fund
- Excise Tax Fund

### **FINANCIAL AND POLICY IMPACTS:**

No financial impact, information only.

### **COUNCIL DISCUSSION:**

This presentation is for informational and discussion purposes only; no action is required at this time. Town Council may wish to provide staff guidance on future priorities included or not included in the presented ten-year long-range plans.

### **STRATEGIC GOALS:**



SUPPORT AN  
ACTIVE COMMUNITY



FOSTER COMMUNITY  
CREATIVITY AND  
ENGAGEMENT



INNOVATE WITH  
COLLABORATIVE  
GOVERNANCE



ENHANCE ECONOMIC  
VITALITY



PROMOTE A SAFE AND  
HEALTHY COMMUNITY



DEVELOP A VISIONARY  
COMMUNITY THROUGH  
BALANCED GROWTH

**ATTACHMENT:**

None