

Economic Vitality Committee

**Wednesday, May 6, 2020
2:30 PM**

Electronic Meeting

This meeting will be held electronically. Residents interested in listening to the meeting should visit the City's website here to access to the meeting:

<https://www.louisvilleco.gov/government/city-council/city-council-meeting-agendas-packets-minutes#EV>.

The Committee will accommodate public comments as much as possible during the meeting. Anyone may also email comments to the Committee prior to the meeting at MPierce@LouisvilleCO.gov.

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Meeting Minutes:
 - a. April 13, 2020
 - b. April 15, 2020
- V. Public Comments on Items Not on the Agenda (Limit to 3 Minutes)
- VI. Discussion/Direction- Emergency Solutions Grant Program Update
- VII. Discussion/Direction- Economic Vitality Strategic Plan, Next Steps
- VIII. Staff Updates: None.
- IX. Current Articles: None.
- X. Next Meeting: Date, time, and topics to be determined
- XI. Adjourn

City of Louisville

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Economic Vitality Committee

Minutes

Monday, April 13, 2020

2:00 pm

Electronic Meeting

Call to Order – Chair Caleb Dickinson called the meeting to order at 2:00 pm

Roll Call: the following members of the City Council were present: Mayor Ashley Stolzmann, Mayor Pro Tem Maloney, Council member Dickinson. Also present were City Manager Heather Balser, Economic Vitality Director Megan Pierce, City Clerk Meredyth Muth, and Executive Administrator Dawn Burgess, and members of public

Approval of Agenda

Mayor Pro Tem Maloney made a motion to approve the agenda, Mayor Stolzmann seconded. Approved

Approval of March 6, 2020 Minutes:

Approved

Public Comments on Items Not on the Agenda

None

Discussion /Direction/Action

- **Small Business Emergency Solutions Grant Program**

Economic Vitality Director Megan Pierce said the Council referred further discussion of the Small Business Emergency Solution grant program to the Economic Vitality Committee (EVC) for evaluation and asked the committee to make a recommendation to Council.

There is a Special Council meeting scheduled for Friday, April 17, 2020 and Council could consider this item at that meeting. The EVC can discuss outstanding issues by reviewing the draft application.

Chair Dickinson began working through the bullet points from the agenda packet.

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- *Initial program funding of \$250,000 from the General Fund*
Chair Dickinson said Council seemed unanimous that the \$250k is a reasonable amount for the program
- *Applicants must be licensed brick-and-mortar businesses within Louisville*
Chair Dickinson said Council instructed that brick and mortar businesses outside of one's home would be considered
- *Applicants must be current on all City accounts at time of application (such as remittance of Sales Tax)*
Applicants must be current on sales tax. Mayor Stolzmann said this is an important item as businesses hold sales tax in public trust. Director Pierce said to clarify, businesses should be current on all City accounts as of the day they apply; this also will be an incentive to get current
- *Information provided should be as of or beginning on March 10, 2020, the date of Colorado's State of Emergency Declaration*
The business had to be in existence as of March 10th
- *Business must have fewer than 50 employees (total headcount), or 25 FTEs*
There was discussion as to whether this was an "either or" – fewer than 50 or 25 FTEs? Since the program targets small businesses, the Committee recommended eligibility is for 25 FTEs or fewer. The application asks for employee count as of March 10th

Conditions of the grant program must be laid out to allow staff to perform this efficiently without having too many subjective conditions. Director Pierce said we will have narrative to the business community explaining the program rationale.

Rick Kron, President of Downtown Business Association commented that requiring tax documentation and tax returns are a bad idea. This would be a problem for businesses from a competitive standpoint. And makes the documents a public record.

Brian Topping said to make sure members of public are seeing that grants are going to right businesses. As a resident, I feel if you are on your last legs, you won't worry about tax records being public record.

There was a discussion of the program timeline. Should it be a rolling timeline of defined period? It was agreed there should be a window with a short timeframe, 3 or 5 days.

Director Pierce said bond counsel has been consulted about use of Urban Renewal Authority (URA) funds working in conjunction with the Revitalization Commission (LRC). Bond counsel advises we can legally use those funds. The LRC will discuss this at their meeting on Wednesday, April 15, 2020.

Individual grant amounts were discussed. Mayor Pro Maloney likes some of the ideas from other municipalities that Director Pierce provided in the packet. He likes the idea of businesses using the money for assistance with rent. We would like to provide as many businesses with assistance as we can – \$5k – \$10k sounds good but needs to see what needs are uncovered during application process. Mayor Stolzmann said, given funding amount, the way to provide the most funding is to provide \$5k. Mayor Pro Tem Maloney agrees. He thinks we will get more requests than we have funds for even if LRC contributes. Director Pierce said there will be people who are not approved. We will need to provide context as to why they were not approved.

Regarding use of LRC funds, Director Pierce said the LRC can elect to enter into agreement with City as to amount to be used in URA. It is up to the LRC to define the amount of contribution to the program

Amount determined in advance will help with efficiency of process. Mayor Stolzmann noted that the scope of the program, the Colorado constitution prohibits giving money to corporations but there seems to be an exception for public purpose. Should we limit the scope to entities that provide sales tax, contributing to city well-being? And can we make an argument to assist businesses that had to close completely due to government mandate? City Attorney Kathleen Kelly said there are a number of cases where the court has found public purpose finding and that case law can support a collection of businesses to which the City Council wants to make the funding available.

The Mayor would like to use sales tax revenue categories. Sales Tax Manager Penney Bolte reviewed various industry categories of businesses that generate sales and use tax for the City. Director Pierce said other communities have prioritized by type of business. We would have to help businesses know what bucket they are in.

Rick Kron – agrees with City attorney – we can have broad program that has huge impact. Article 10 section 2 of the Constitution was aimed at supporting railroad. This is not the same situation. This is EV, not just sales tax vitality.

Shelley Angell, Executive Director of the Chamber of Commerce said “the fabric of the City” is important for more than just looking at sales tax.

Mayor Stolzmann agrees with Ms. Angell, however we are trying to narrow the list and that is never a good conversation to have. We need specific criteria. We need to focus on the people where \$5k will be meaningful. Mayor Pro Tem Maloney said we want to help as many as we can however finances are finite. This is an imperfect process, however want to have the greatest impact that we can. The Mayor said going down the path of sales tax categories should be explored. Businesses that have high startup costs – perhaps get higher weight? Food and Beverage and retail merchandise should be first then, who is next would be decided. Chair Dickinson agrees and perhaps more funds can be discovered and open up to more businesses.

Mayor Pro Tem Maloney said the general fund will have to prop up golf course and rec center. He would caution against saying we will have more money.

The Committee then discussed a variety of other criteria that could be included in the grant application, including:

- Whether businesses that had violated the order to close should be eligible;
- Asking about rent deferral; and
- Eligibility of national/regional chains and franchises.

Finance Director Watson asked for clarification on “current on taxes as filed” vs “payment plan in place”. If on a payment plan, it must be in place. Director Pierce said her interpretation is the business not be on a payment plan. If you are on a payment plan, you are not current. “Filed and not remitted” is not current. After discussion, EVC agreed that businesses must be current and not on a payment plan.

Chair Dickinson does not like the idea that we are looking at revenue decline but not expense decline. He would like to see profit. Mayor Pro Tem Maloney thinks sustainability is the purpose of this. Chair Dickinson thinks the revenue

question should be centered around profit. It was agreed to remove business revenue section.

Mark Oberholzer – Chair of BRaD, Vice President of the DBA, local business owner commented he would be inclined to get more information rather than less because it may help in ranking application.

Brian Topping commented that he likes the idea of collecting more information, it could be useful in the event of a tie breaker.

Mayor Stolzmann said the criteria must be defined before we launch the program. She would like to look at industry codes. She wants a targeted pool. Tie breaker can be longevity, when business was registered/licensed. Director Pierce said she will refine and bring back to the EVC as decision factors. City Manager Balser said staff will provide information for EVC to respond to. In terms of reviewing applications, the process could be undertaken by a committee.

Director Pierce will try to provide a draft application, time permitting, prior to the EVC meeting on Wednesday. City Manager Balser noted that packet materials for Friday's special meeting will be provided as well.

Chair Dickinson said this is challenging time and we must continue to work on this. It won't solve everyone's issue but it will help some.

Mayor Stolzmann said there is community building around this issue and these times. She thanked Director Pierce for her work on the small business emergency solutions grant program.

The meeting was adjourned at 5:08 pm to be continued on Wednesday at 2:00 pm.

Economic Vitality Committee

Minutes

Wednesday, April 15, 2020

2:00 pm

Continued from Monday, April 13, 2020

Electronic Meeting

Call to Order – Chair Caleb Dickinson called the meeting to order at 2:00 pm

Roll Call: the following members of the City Council were present: Mayor Ashley Stolzmann, Mayor Pro Tem Maloney, Council member Dickinson. Also present were City Manager Heather Balsler, Economic Vitality Director Megan Pierce, Finance Director Kevin Watson, Sales Tax Manager Penney Bolte, City Clerk Meredyth Muth, and Executive Administrator Dawn Burgess, and members of public

Approval of Agenda

Mayor Stolzmann made a motion to approve the agenda, Mayor Pro Tem Maloney seconded. Approved

Public Comments on Items Not on the Agenda

None

Discussion /Direction/Action

- **Small Business Emergency Solutions Grant Program**

Economic Vitality Director Megan Pierce updated the EVC by saying the LRC voted to move forward with contributing to \$100,000 to the grant program for businesses within the Urban Renewal Area. That agreement will be considered Friday, April 17th by the full Council. The LRC will also look at other ways to contribute to support the business community.

Director Pierce reviewed changes to the application as a result of feedback from Monday's meeting. At first, the discussion focused on definition and inclusion of certain business types, as related to their industry categories from City licensing. Staff proposed 11 industry categories based on the Committee's Monday discussion—applying this to the City's pool of businesses, there would be approximately 418 eligible, including 176 in the URA and 242 elsewhere in

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the City. The Committee agreed to remove industry categories of “food stores” and “auto dealers/gas service stations” from eligibility.

The EVC began a review of the application checklist and the changes Director Pierce made based on the EVC discussion on Monday, April 13th; those changes will be summarized for the Council’s discussion.

The application will be updated to include the \$100,000 from the LRC. Chair Dickinson said he appreciated the contribution from the LRC, bringing the total funds available to \$350,000.

Pending adoption by City Council, Director Pierce would like two days to promote the program, then open the program to begin accepting applications Wednesday, April 22nd or Thursday, April 23rd. Chair Dickinson would like to start promoting as soon as Friday, then open for acceptance of applications Wednesday through Friday at midnight. Director Pierce thinks Wednesday – Friday is reasonable. Director Pierce has been encouraging people to go to the website for information and updates.

Program Eligibility

Mayor Pro Tem Maloney wants to clarify: current on all accounts means filed and fully remitted. All were in agreement with this definition.

Chair Dickinson said the Economic Vitality Committee (EVC) recognizes how difficult it is for businesses to not be current on City accounts to not be eligible for a grant.

Preference

Mayor Stolzmann appreciates Director Pierce’s clarity on this. Director Pierce will change wording to make it clearer that grants will be given to the listed types of business. She will craft definition language to help businesses know which category they are in.

Categories were discussed and whether or not they should be included. Mayor Stolzmann recognizes that every business is hurting. Council is trying to target small businesses. Mayor Pro Tem Maloney said the grant program is trying to target non-essential businesses that are not viable right now because they are not considered essential.

Rick Kron, President of DBA, supports the idea of definitions being included.
Sales Tax Manager Bolte clarified that a business can only be in one category.

Required Documentation

Director Pierce will note that the W9 is requested so the City can issue checks to businesses that are approved for grants without any delay.

Requirement for the Certificate of Good Standing from the Colorado Secretary of State will be removed as a documentation requirement, but staff will make this verification.

Urban Renewal Area

Director Pierce will add narrative as to the LRC's contribution.

Privacy Note

Rick Kron – suggests the “reasonable efforts” to maintain the confidentiality rather than “best efforts.”

The other application components were reviewed and discussed:

Date Business opened in Louisville- This should be date business license was obtained. We have business start date and license start date, but the business start date will be used.

Based on Governor's Executive Orders, was your business (select one)-
Director Pierce using this as a proxy to try to determine impact; to make it a decision factor as an amount of impact from the pandemic.

Mayor Pro Tem Maloney does not believe this is criteria he would use. We have already asked about business type. It was agreed this would be used for information only.

Shelley Angell asked for clarification if the only other deciding criteria will be length of time in business. Yes, that is correct.

Number of employees- There was discussion of tie breaker being length of business.

Mark Oberholzer said does not feel age of business is an appropriate upper tier measure. Chair Dickinson said, currently yes, that is a tie breaker.

What has been your percentage profit decline comparing this month with the same month last year- Director Pierce said these numbers are potential eligibility qualifiers or ranking factors.

Mayor Pro Tem Maloney asked that “this month” be defined.

At length, the Committee discussed the difference between asking about injury on the basis of revenue decline vs. profit loss. Chair Dickinson stated that reduction in expenses must be taken into consideration, not just loss of revenue. Mayor Pro Tem Maloney said if used for criteria for ranking, it will be hard to do objectively. Mayor Pro Tem Maloney said having narrative will be interesting but not useful. Director Pierce will review and provide as informational only. She is inclined to eliminate the calculation and ask for anticipated profit decline between March and April. It is not a decision factor question, but the informational questions will assist in determining other actions that may support businesses going forward.

Mark Oberholzer – March 16th is when we received the order from the governor to shut down. Prior to that, businesses were down voluntarily.

Sustainability- Mayor Stolzmann would like to change it to “Information” and add narrative describing that it will help to inform future programs. Director Pierce will change that and change “Business Information” to “Business Criteria” to differentiate what information the application will be weighed on versus demographic information.

Mayor Pro Tem Maloney wants to make clear what is being used for criteria and what is being used for information.

Acknowledgements/Signature- Mayor Stolzmann suggested striking the word “employment.”

It was also suggested to add that grant monies received will be used on business-related expense *in Louisville*.

Council member Chris Leh said the kinds of things being talked about how information will be disclosed may be a good subject for a privacy disclosure. He also said a suggestion was made during the LRC meeting that we have some sort of obligation stated that you spend money in Louisville.

Staff will move “information only” to after “acknowledgements” to be clear with applicants the information is not required for a complete application.

Mayor Stolzmann discussed how different pools of funds, using criteria, will be used, General Fund vs LRC. Director Pierce clarified that all applicants will be in one criteria pool and that LRC funding will be applied to businesses within the URA first, but that they are still eligible for General Fund money after LRC money is allocated. Both Council and LRC could be open to providing more money.

Chair Dickinson would like to use the LASER acronym: Louisville Aid for Stabilization and Economic Revitalization. He summarized:

- Louisville City Council has \$350,000 to give to grant to businesses affected by public health demands due to COVID-19
- Applications will be accepted Wednesday – Friday next week
- Grants will be in the amount of \$5,000
- Purpose is to help small businesses due to public health demands
- There is a limited amount
- Marketing must include criteria and what it takes to qualify for the grant
- Simplicity – must be simple
- Have we clearly determined the qualifications?
- Rank – are we able to rank by injury, are we able to rank by type, are we able to rank by year

There was again discussion about business type and if it should be used for ranking. Director Pierce said she would not recommend ranking types of businesses, could cause conflict in objectivity. She wants to be transparent to the applicant. Staff suggested they could go back to the mandate of the executive order and attempt to use critical vs. non-critical as a proxy for the amount of economic injury potentially experienced by a business. Staff felt this was something that could mostly be verified. Director Pierce noted that the City wants applications and we want to see how many applications we cannot respond to.

Chair Dickinson said everyone is trying to figure out a way to be helpful and how to make the process fair and be able to defend it. He suggests if we are taking calculations for injury and take out rank order of types of businesses, he thinks it would be appropriate to award grants to businesses that were entirely

shut down first, then to businesses that were able to shift, then “affected” businesses.

Mayor Pro Tem Maloney appreciates Chair Dickinson but disagrees. He believes biggest fiscal injury would be allocated first.

Mayor Stolzmann started thinking we have to have a discussion about business types. We want to include many business types. We don't want to create different class of businesses. She is comfortable where we ended up and feels we can rank order the businesses. We unfortunately cannot be perfect.

Director Pierce said we have our criteria and can rank on business start date, perhaps we can talk about sales tax and contributors to sales tax. There are different types of filers: monthly, quarterly, and yearly. All licensed businesses are assigned one of these filing periods, and it relates to the type of business. A monthly filer must produce a certain amount of Sales and/or Use Tax; many are retailers, food and beverage establishments, etc. It could be a proxy for injury that does not specify who closed but the general types most affected by the Stay at Home orders. The tie breaker criteria then would be the open date of the business in Louisville (oldest getting first preference).

Rick Kron said he likes the sales tax conversation. He likes the LASER acronym and likes the Mayor's method for allocating URA money.

Mayor Pro Tem Maloney likes that Director Pierce laid out sales tax, he is interested in that. Going to look at applications, see what category of tax filing they are doing, give preference to monthly, quarterly, yearly, then give preference opening date of business. He supports using sales tax filing information. Director Pierce would add this to the business criteria section. Mayor Pro Tem believes this would be more straightforward. Mayor Stolzmann also supports this.

Chair Dickinson said this should provide Director Pierce with enough information to move forward. He believes EVC has provided clarity, simplicity, criteria and ranking. We are trying to be fair and impartial.

Mayor Pro Tem Maloney thanked his colleagues and acknowledged the bulk of work done by Director Pierce. He is happy with what the EVC has accomplished.

Mayor Stolzmann said this will help inform future discussions.

Chair Dickinson said this is one piece, and that the City is doing other things and we will continue to work on partnerships.

Director Pierce asked about the review process: if staff feels there was too much subjectivity; we may need a review committee. What she believes she is hearing is that grant applications can be administratively reviewed. Mayor Pro Tem Maloney would like administrative review. Director Pierce feels data is verifiable.

Chair Dickinson thanked everyone.

Adjourned. 4:12 pm

SUBJECT: DISCUSSION/DIRECTION- EMERGENCY SOLUTIONS GRANT PROGRAM UPDATE

DATE: MAY 6, 2020

PRESENTED BY: MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR

SUMMARY:

On April 7, 2020, the City Council reviewed the significant impacts the Louisville business community was experiencing as a result of the COVID-19 pandemic and Stay-at-Home Order. Council directed the Economic Vitality Committee (EVC) to develop a grant program focused on small businesses most impacted by the pandemic. The structure, administration, and criteria of a grant program was then considered by the EVC on April 13 and April 15. On April 17, the City Council adopted Resolution No. 31, Series 2020, approving the Emergency Solutions Grant Program. The grant program is funded by \$250,000 of City General Fund monies as well as \$100,000 of funding from the Louisville Revitalization Commission (LRC), specifically for businesses within the Highway 42 Revitalization Area.

DISCUSSION/DIRECTION:

The City began promoting the Emergency Solutions Grant Program on Monday, April 20. Promotions for the program were also carried by the Louisville Chamber of Commerce and the Downtown Business Association. On Monday and Tuesday, as I prepared the website form and process for the program to launch, I also interacted with numerous business owners as they attempted to understand the program and what they should prepare in anticipation of the application. The online application launched at 8:00 AM on Wednesday, April 22. A copy of the web form is included as *Attachment #1*. The bulk of the applications were received within the first three hours of the application availability.

The application remained open through Friday, April 25 at 5:00 PM. Any business that submitted an incomplete application or was missing the required documentation was individually contacted and given the opportunity to correct their form. Through the application period, there was a great deal of phone call and email traffic, but I feel relatively little generated by technical difficulties; it was mostly applicants seeking additional context about how the program would be administered and the anticipated timing of funding. Between my office and Sales Tax staff, we also received and answered questions related to industry categories of certain business types. By the time the application window had closed, I had downloaded all applications and given them a cursory review to determine completeness.

After completeness, the next major review process was eligibility—including number of employees, licensed businesses, and types of businesses. After this determination, and sorting the applicants by the period of their Sales or Use Tax filing (monthly, quarterly,

SUBJECT: EMERGENCY SOLUTIONS GRANT PROGRAM**DATE: MAY 6, 2020****PAGE 2 OF 3**

or annually), I verified Certificates of Good Standing with the Secretary of State and that all W9s submitted were complete and signed. Finance staff assisted by verifying eligible businesses were current on Sales Tax, Use Tax, and all utility accounts. Below is a breakdown of the program data from the eligibility determination:

Total Applications Received	180
Eligible Applications within URA	
Monthly Filers	31
Quarterly Filers	8
Annual Filers	23
Eligible Applications outside URA	
Monthly Filers	25
Quarterly Filers	14
Annual Filers	22
Number of Ineligible Applications	
Not Licensed Business as of 3/10/20	20
Not Eligible Business Type	14
Home-Based Business	3
Incomplete Application (no response)	2
More than 25 FTE Employees	2
Not Current on All City Accounts	14
No Certificate of Good Standing	2

With the eligibility established, it was clear we would have funding available for all monthly filers. Therefore the monthly filers were not ranked by business opening date, instead, I simply noted the 20 applicants within the Urban Renewal Area that will receive LRC funding. However, there were 22 eligible quarterly filers, and funding only remained for 14 grants. Using the business start date listed on the applicant's license, all eligible quarterly filers were ranked from oldest to newest; the oldest 14 were then approved for funding. Below is a table summarizing the approvals as well as those applicants that were eligible but for which there is not sufficient funding.

Grant Program Recipients	70
Monthly Filers (36 GF, 20 URA)	56
Quarterly Filers (all GF)	14
Eligible But Insufficient Funds	
Quarterly Filers (5 City, 3 URA)	8
Annual Filers (22 City, 23 URA)	45

SUBJECT: EMERGENCY SOLUTIONS GRANT PROGRAM

DATE: MAY 6, 2020

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Check requests have been prepared and in coordination with Finance, staff will perform the necessary internal control verifications and do a manual check run. It is our goal to have the checks out the first week of May. In preparation, I have also already drafted three letter templates, so that every applicant will receive a response about their application. Those approved for a grant will receive a letter with their grant check. Those who were eligible, but for whom we do not have sufficient funding to support at this time, will receive a simple denial letter. For those applicants determined to be ineligible, I have drafted a letter that will include their specific reason for denial (as outlined above).

We are working on the communication strategy related to the grant program outcomes, which will include e-mail blast, e-notification/website news, and press release. We want to make sure this is appropriately timed with the notifications to the grant recipients themselves.

Due to prioritizing the program applications, I have not yet started to analyze the additional information gathered in the non-required portion of the application. I hope to analyze this in the next several weeks in order to determine whether we should re-survey our businesses about pandemic impact, but also potentially focusing on re-opening and recovery plans.

RECOMMENDATION:

Review the update on the Emergency Solutions Grant Program. Provide staff questions or direction on next steps.

ATTACHMENTS:

- Attachment #1: Emergency Solutions Grant Program Web Application

Grant Application

[Print](#)Feedback

[Share & Bookmark](#)Press Enter to show all options, press Tab go to next option

Font Size:+-

Form Builder Detail

City of Louisville Emergency Solutions Grant Program Application

Please note that only complete applications will be reviewed. Due to the pandemic and application window, all applications must be submitted through this electronic form.

Privacy Note: All applications will become property of the City of Louisville, and all applications are subject to the Colorado Open Records Act, C.R.S. § 24-6-200.1, et seq., provided that the City will use reasonable efforts to maintain the confidentiality of any confidential financial information submitted, as permitted by law.

Program Eligibility (you must be able to select "Yes" to all Eligibility questions in order to apply)

Business is a brick-and-mortar establishment within the City of Louisville.

- Yes
- No

Business was in operation as of March 10, 2020 (date of Governor's State of Emergency Declaration).

- Yes
- No

Business is "current" (filed and paid) on ALL City accounts as of date of this application. (if applicable, Sales Tax, Use Tax, Lodging Tax, and all Utility accounts)

- Yes
- No

Business employed 25 or fewer full-time equivalents (FTEs) as of March 10, 2020. The calculation of FTE is employee's scheduled hours divided by employer's hours for a full-time work week for each person employed.

- Yes
- No

How many full-time employees did you have on 3/10/20?

How many part-time employees did you have on 3/10/20?

What was your total employee headcount on 3/10/20?

Business is one of the business types listed in the next question.

- Yes
- No

Due to limited program dollars, only the following business types are eligible for program funding at this time. Please select your business type below. If you are not sure about your business industry classification, please check your taxpayer license.

- General merchandise/other retail (#53)
- Apparel and accessory stores (#56)
- Home furniture/decor/home appliance (#57)
- Eating and drinking places (#58)
- Personal/business services (#71)
- Auto repair and services/other repair services (#72)
- Amusement/recreation services (#73)
- Health/medical services (#74)
- Educational services/social services (#76)

Applicant & Business Information

Applicant Name

<input type="text"/>	Title	<input type="text"/>	First Name	<input type="text"/>	M.I.	<input type="text"/>	Last Name	<input type="text"/>	Suffix
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Applicant Title

200 characters

Email Address

Phone Number

Phone

Business Name

 200 characters

Business Address

 Street Number and Name Unit Number City

Business Phone

Phone

As a portion of the available funding is being provided by the Louisville Revitalization Commission (LRC), please indicate whether your business is within the Highway 42 Revitalization Area (see map below). The LRC's funding will be applied to businesses within these boundaries, but this does not impact your program eligibility.



Is your business located within the Highway 42 Revitalization Area?

- Yes
- No

Evaluation Criteria (this section is specific information to rank your application)

The City of Louisville and the Louisville Revitalization Commission have allocated significant funding to this program. However, if the number of applications received exceeds the amount of allocated funding, the City will be required to limit the number of businesses that receive grants.

In the event that there is more demand than can be met, the City will first prioritize grants by the relative sales and use tax generation by each applicant. Monthly filers will receive first priority for funding; if remaining funding is available, quarterly filers will be reviewed next, and yearly filers will be considered last. The second criteria that will be used, if necessary, will be how long each business has been open and operating within the City of Louisville—giving preference to businesses operating in Louisville the longest.

How often does your business file Sales and/or Use Tax with the City of Louisville?

- Monthly
- Quarterly
- Annually

What date did your business open in the City of Louisville? (provide date/month/year)

200 characters

Acknowledgements & Signature (you must check all acknowledgements, submit documentation, and sign for this to be considered a complete application)

Please check each statement acknowledging that you have read and affirm the information you have submitted within this application is true and accurate to the best of your knowledge.

Acknowledgements

- Business meets program eligibility & requirements
- Business has experienced or is projecting to experience a significant decline in revenue as a result of the COVID-19 pandemic
- Business is in good standing with the City with respect to taxes and fees; and is in good standing with county, state, and federal governments
- Business is in Good Standing with the Colorado Secretary of State (City will verify)
- As of 3/10/20, business was not subject to an administrative order, civil lien, or civil judgment held by or on behalf of any federal, state, county, or municipal government; political subdivision; or special district; or criminal restitution order
- Any grant monies received will be used on business-related expenses in Louisville, such as rent, mortgage, payroll, or other essential payments to operate during the pandemic, continue operations, or restart the business

Required Documentation: W-9 (this allows the City to process a check if your grant application is approved)

Click button for uploading file

[CLEAR](#)

Maximum size allowed: 5 MB

Allowed types: .gif, .jpg, .jpeg, .png, .doc, .docx, .pdf, .txt

Digital Signature (by typing your name and today's date below, you are providing your digital signature to this application)

200 characters

Date and Time

Other Information (this section IS NOT required; the data is helpful to understand future strategies for business support but will not be used to evaluate your application)

Have you reduced your employee headcount since 3/10/20?

- Yes
 No

If you answered "yes" above, by how many people have you reduced headcount as of the date of this application?

Based on the Governor's Executive Orders, was your business: (select one)

- Defined as non-critical and forced to close for the Order duration
 Defined as non-critical and shifted to online only orders or offerings
 Defined as critical but must restrict operations (offer only take-out/delivery, etc.)
 Defined as critical and allowed to operate while implementing remote work or changes to work places for social distancing/sanitizing
 Other, please describe below

If you answered "other" above, please describe what your business was required to do based on the Governor's Executive Orders.

200 characters

Please tell us more about the specific impacts your business has experienced due to the COVID-19 pandemic. (check all that apply)

- Business closure
 Reduced hours of operation

- Employee layoffs/furloughs
- Revenue decline
- Increased operating costs (i.e. employee paid leave)
- Restricted access to capital to address increased costs
- Inability to serve customers
- Decreased customers
- Inability to respond to home-delivery requests
- Interrupted supply or delivery from vendors
- Employee absenteeism
- Lack of rent deferral or abatement
- Utilization of reserves

Please describe your plans to stabilize and continue your business during and after the Stay at Home Order.

500 characters

What was the percentage change in your revenue comparing March 2019 and March 2020?

200 characters

How would your business anticipate using grant funds? (check all that apply)

- Rent/mortgage payment
- Employee support
- Utilities
- Purchase of COVID-19 supplies for protection/cleaning
- Purchase of supplies or equipment to offer alternative services
- Expenses associated with increased material costs from suppliers or alternate suppliers
- Expenses associated with marketing

Have you applied for federal funding? (check all that apply)

- Economic Injury Disaster Loan (EIDL) through the US Small Business Administration
- Paycheck Protection Program (PPP) through the CARES Act
- Have not applied, but plan to apply
- Applied and have received funding

SUBJECT: DISCUSSION/DIRECTION- ECONOMIC VITALITY STRATEGIC PLAN, NEXT STEPS

DATE: MAY 6, 2020

PRESENTED BY: MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR

SUMMARY:

One of the priority items on the City Council's 2020 Work Plan is developing an Economic Vitality Strategic Plan, including goals and implementation action items. While the Council Economic Vitality Committee (EVC) has made progress on this Work Plan priority, we also recognize the significant changes in our economic environment due to the impacts of COVID-19 closures and mandates on local businesses. At the April 7 City Council meeting, the EVC briefly reviewed its work-to-date, however, the focus that evening was on the significant impacts the pandemic was having on our local business community.

A follow-up session has been tentatively put on the City Council calendar for May 26.

DISCUSSION:

At our last meeting in March, the Committee agreed to the Vision Statement and Strategic Goals of the Strategic Plan. A visual of the Committee's overall planning process is included as *Attachment #1*.

Vision Statement: *Louisville is dedicated to producing reliable revenue to support City services which enhance our quality of life by fostering an economic environment that generates high quality jobs, innovative companies, and a diversity of businesses, employees, and customers.*

Strategic Goals:

- *Develop differentiated tools and programs focused on increasing total retail sales and sources of revenue generating activities;*
- *Focus retention and attraction strategies on underutilized retail spaces, blighted properties, and long-term vacancies;*
- *Improve our business climate through collaborative relationships and effective processes;*
- *Facilitate a mix of diverse and quality job opportunities for Louisville residents; and*
- *Invest in green practices and programs that enhance environmental sustainability in our business community.*

Since the Committee is still waiting for City Council feedback on these components, staff suggests reviewing these items briefly for confirmation about the fit going forward.

Our local economy and small business community has been impacted in ways not easy to contemplate just a month or two ago, and so it is a good opportunity to make sure the Vision and Goals still feel long-term but feasible.

The development of plan Measures is on hold currently, as staff is kicking-off the Key Performance Indicator (KPI) review process in May. Staff will share the components of the EVC plan at that time so that we can ensure we have KPIs that align with our new Goals.

For the next stages of the planning process, we need to start to shift more into programs and actions that will support accomplishing the Goals over the next several years. Previously we discussed adding a level of “Objectives” between Goals and Supporting Actions.

The EVC may also wish to contemplate a specific area of the plan or short-term actions specifically related to COVID-19 pandemics and economic recovery. Below is a brief list of actions or ideas that have been circulated (either by staff, Council, or residents), which can be considered. A similar list is being shared with the Louisville Revitalization Commission, as they plan to discuss additional items for their 2020 Work Plan related to pandemic impacts.

- *Louisville gift card program*—originally contemplated by the Downtown Business Association for downtown only merchants, the City could undertake and administer a broader effort. The Downtown Boulder Partnership currently operates one such program.
- *Special event programming*—businesses and entities may need special assistance in reprogramming or reformatting past local events to comply with new public health protocol. These event transformations might not be able to occur or occur successfully, without financial or planning assistance. One recent idea has been “Dining on Main Street” or how to utilize our public spaces to accommodate restaurants that will need to operate under social distancing requirements.
- *Business coaching and consulting*—small businesses especially may need outside consulting or expertise in refocusing their business model or changing their operations (for the short- or long-term). Some consulting can be provided free-of-charge through entities like the Boulder Small Business Development Center (SBDC) or Boulder Chamber, but then Louisville businesses must compete for time and specificity with other county businesses.
- *Continued learning and development opportunities*—the City has been offering or partnering to offer free learning resources to businesses during this difficult time. For example, we just wrapped-up Series 3 of a four-part webinar on “Thriving in Business Uncertainty” and next week we are offering a “Website 101” webinar for small businesses. Both of these learning resources are free and open to all Louisville businesses. Related to coaching and consulting activities, the City may

be an ongoing resource to help businesses learn from each other and industry experts.

- *Façade improvement*—a program like this may be a way for the City to provide funding, but in a matching format, for businesses that wish to undertake exterior improvements to their building. The City would decide what types of improvements are eligible, such as awnings, signage, etc. This might assist businesses in keeping spaces maintained and appealing to the public when they might not have the financial capacity to do so on their own. Signage especially may be a significant need as businesses comply with public health orders and communicate new ways of operating to customers.
- *Other building projects*—some business types may need to undergo transformations that are more physical in nature. For example, if you were a food establishment that previously did not offer take-out or curbside pick-up, you may have been unprepared or unable to comply with the public health orders. Grant or partial funding opportunities could be focused specifically to facilitate building or physical improvements, like creating a window for take-out or purchasing kitchen equipment to facilitate more eat-away options.
- *Business Assistance Program (BAP)*—staff foresees that we are likely to not receive as many BAP requests in the near future. The current program criteria is only for new businesses moving to Louisville or those in Louisville that are significantly expanding their presence. The City may wish to evaluate temporary changes to this program that would orient monies toward existing businesses and their recovery plans. We would need to evaluate such a program with the City Council and also analyze eligibility and funding.

Staff will be prepared to continue facilitating the Strategic Plan discussion next week, as well as to gather input on short-term recovery programming and actions.

RECOMMENDATION:

Direct staff as to what materials should be prepared for the May 26 City Council meeting. Provide input or direction on the next phases of the strategic planning process.

ATTACHMENTS:

- Attachment #1: Planning Process Visual

Planning Process

