

# ***Economic Vitality Committee***

**Friday, June 19, 2020  
1:30 PM**

## **Electronic Meeting**

This meeting will be held electronically. Residents interested in listening to the meeting or making public comments can join in one of two ways:

- 1) You can call in to 888-788-0099, Webinar ID# 872 6517 7438
- 2) You can log in via your computer. Please visit the City's website to link 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](mailto:MPierce@LouisvilleCO.gov).

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Meeting Minutes: May 22, 2020
- V. Public Comments on Items Not on the Agenda (Limit to 3 Minutes)
- VI. Discussion/Direction- Louisville's Recovery & Improvement Program Proposal
- VII. Discussion/Direction- Economic Vitality Strategic Plan
- VIII. Staff Updates
- IX. Current Articles: None.
- X. Next Meeting: July 17, 2020 @ 1:30 PM
- XI. Adjourn

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### ***City of Louisville***

*City Manager's Office*    749 Main Street    Louisville, CO 80027  
303.335.4533 (phone)    303.335.4550 (fax)    [www.LouisvilleCO.gov](http://www.LouisvilleCO.gov)

## ***Economic Vitality Committee Meeting Minutes***

**Friday, March 22, 2020 (Electronic Meeting)**

- I. **Call to Order:** Councilmember Dickinson called the electronic meeting to order at 1:32 PM
- II. **Roll Call:** The following members of the City Council were present: Councilmember Dickinson, Mayor Stolzmann, and Mayor Pro Tem Maloney. Also present were City Manager Heather Balsler, Economic Vitality Director Megan Pierce, Planning & Building Safety Director Rob Zuccaro, City Clerk Meredyth Muth, and one member of the public.
- III. **Approval of Agenda:** Mayor Pro Tem Maloney made a motion to approve the agenda as presented; motion was seconded by Mayor Stolzmann. Motion passed.
- IV. **Approval of May 6, 2020 Meeting Minutes:** Mayor Pro Tem Maloney made a motion to approve the minutes; motion was seconded by Mayor Stolzmann. Motion passed.
- V. **Public Comments on Items Not on the Agenda:** None.
- VI. **Discussion/Direction- Emergency Solutions Grant Program Outcome Analysis:** Director Pierce reviewed analysis from the Additional Information section of the grant application, including each of the charts and graphs provided as Attachment #2. Mayor Stolzmann asked that Director Pierce keep the Committee informed of any permanent business closings as the local economy enters the re-opening phase of the pandemic. Mayor Pro Tem Maloney commented that the data was helpful in understanding how the investment from the City made a difference. Councilmember Dickinson agreed it was good to see how businesses were impacted, including those that received funding and those that did not.  
  
Mayor Pro Temp Maloney stated that for future discussions about business support, this provided several key learnings: keep the application simply and easy; make the criteria clear; and timing was right.
- VII. **Discussion/Direction- Sign Code and Direction to Businesses:** Director Pierce shared a memo summarizing several suggestions from Staff about how

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**City of Louisville**

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to communicate with local businesses about the Sign Code. Mayor Stolzmann thanked staff for the suggestions since she feels that once there is widespread non-compliance with the Sign Code, it will be harder to regain compliance. She also stated she liked the idea of providing a specific timeframe for flexibility. Mayor Stolzmann was supportive of suspending enforcement of the temporary Sign Code to provide businesses flexibility in their promotions, including waiver of the permit process, as long as staff also communicates the requirements normally in place. Both Mayor Pro Tem Maloney and Councilmember Dickinson concurred with this direction and agreed with setting a specific timeframe since there is still an investment businesses make in temporary signage.

With Staff the Committee discussed that education about the Code and encouraging businesses to work collaboratively so signage does not cause obstructions are priorities. The Committee felt flexibility on temporary signage was an opportunity to support businesses at no cost. Staff will draft the communication to businesses and share with the Committee prior to distribution.

- VIII. **Discussion/Direction- Business Assistance Program (BAP) Update and Program Alternatives:** Director Pierce reviewed the status of the Business Assistance agreements that had been approved by City Council in 2019 and to-date in 2020. As the Committee also wishes to consider alternative financial and non-financial means to supporting businesses through the COVID-19 pandemic re-opening and recovery, Director Pierce also presented suggestions for a Recovery Business Assistance Program. The program is intended to be separate and distinct from the existing BAP—meaning separate criteria and potentially different funding mechanisms.

Councilmember Dickison said that the funding may be an investment that does not necessarily come with new funds to the City. He felt the first two suggested criteria were too general. Mayor Pro Tem Maloney agreed businesses may need to be different to survive and that a program could be focused on helping them re-tool. Mayor Stolzmann said she was skeptical this type of assistance will be the reason that actually helps a business survive, but stated she was willing to further consider the ideas. She said she was more supportive of actions such as streamlining the regulatory framework.

The Committee asked staff to bring back a more focused recommendation in June, including additional thoughts on the specific funding mechanism. Director Pierce will also share the program idea with the Louisville Revitalization Commission. Mayor Pro Tem Maloney also suggested trying to further the understanding of how to support businesses in the new normal.

- IX. **Discussion/Direction- Economic Vitality Strategic Plan, Next Steps:** Director Pierce stated that the EVC's draft strategic plan Vision Statement and Strategic Goals had been shared with the Council on April 7, but that the

Council will have it for discussion on June 2. The Committee briefly discussed the strategic plan structure, including whether to add “Objectives” as a plan component, between Goals and Actions. The Committee determined not to add “Objectives” at this time and instead focus on what is truly actionable.

Councilmember Dickinson suggested that given pressing other priorities, the Committee should not spend too much time on designing the strategic plan. Director Pierce said she would include the plan as an ongoing discussion item on EVC meeting agendas, but that there would not be significant work to further it for June.

- X. **Staff Updates:** Director Pierce shared input that had been received from several businesses about other potential actions the City could take to financially support local businesses. The Committee members stated they were appreciative of receiving the feedback and to continue to sharing ideas as they are brought forward.
- XI. **Current Article- Economic Development Council of Colorado (EDCC)- COVID-19 Trends Impacting Colorado Retail:** Director Pierce shared slides from a recent webinar presented by the EDCC, with a focus on data from Colorado retailers.
- XII. **Next Meeting:** The next regular meeting will be June 19, 2020 @ 1:30 PM.
- XIII. **Adjourn:** The meeting adjourned at 3:06 PM.

**SUBJECT: DISCUSSION/DIRECTION- LOUISVILLE'S RECOVERY & IMPROVEMENT PROGRAM PROPOSAL**

**DATE: JUNE 19, 2020**

**PRESENTED BY: MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR**

**SUMMARY:**

At the May 6 and May 22 Economic Vitality Committee (EVC) meetings, the Committee discussed the City's current Business Assistance Program (BAP) and recent applicants, as well as asked staff to explore program alternatives focused on existing business retention and recovery from the COVID-19 pandemic. Below is a proposal for Louisville's Recovery & Improvement Program that would be run concurrently with the existing BAP, but with a different focus and funding. Staff will seek EVC input on this recommendation, which would then need to be advanced for City Council consideration.

The potential program was also reviewed with the Louisville Revitalization Commission (LRC) at their June 10 meeting. The LRC felt their might be synergy to collaborate with the City on such a program, similar to the Emergency Solutions Grant process. However, the LRC is interested in having input into the specific program criteria. Staff will provide LRC members with the details to participate in the EVC electronic meeting.

**DISCUSSION/DIRECTION:**

Our existing assistance program (please see *Attachment #1* for criteria and application) provides a structure to offer incentives to new businesses seeking to locate in Louisville or to our existing businesses that are undertaking significant expansions. While it can be a retention tool, it is more commonly an attraction tool. The BAP is rebate-based, and depending on the particular business, rebates are structured around building permit fees, construction use tax, sales tax, and consumer use tax.

Under the Recovery & Improvement Program, staff suggests developing a new set of criteria, outlining a new applicant process, and providing incentives on a matching rather than rebate basis. The focus and intent of the proposed program would be to help local businesses impacted by the COVID-19 pandemic and attempting to transition to re-opening or recovery.

*Recovery & Improvement Program Criteria*

Both EVC and LRC have expressed a desire to potentially assist businesses with a recovery focus. The focus could incorporate building projects and improvements necessary to transform the way they operate as a result of the pandemic and façade improvements to make sure commercial buildings stay well-maintained and vibrant during difficult economic circumstances. The EVC also discussed incentivizing businesses to work collaboratively, such as on a unique or reformatted special event or service to the community.

Consistent with the Emergency Solutions Grant program, the EVC should determine the target audience eligible for Louisville's Recovery & Improvement Program. Reasonably, the applicants should be actively licensed, brick-and-mortar businesses within the City of Louisville, but we may also wish to allow owners of commercial properties to apply if the project meets the determined criteria and is improving a Louisville commercial space. Staff recommends we require that business applicants must currently have their business open and again, be current on all City accounts at time of application. If there are other eligibility factors to consider (size of business, length of time in Louisville), those should be determined and listed clearly in the application.

As the EVC and City Council experienced with grants, the most difficult part is developing consistent and objective criteria. However, the time spent in development also makes the review and approval process much more efficient and shows the applicants the program is fair and transparent. Below are criteria for the Committee to review and consider:

- Project provides for restructuring, retooling, or implementing best practices in a business operation, consistent with public health guidance for physical distancing or sanitation
- Project enhances the exterior appearance of the building façade with improvements such as painting, awnings, and permanent signage
- Project allows business to purchase new interior or exterior furniture and fixtures to accommodate appropriate physical distancing
- Project improves the physical tenant or building space to accommodate operational or service changes, such as take-out windows or creation of outdoor patios
- Project creates or reformats a special event that is of general benefit to the Louisville community and meets current public health requirements for public gatherings
- Project supports a collaboration between two or more Louisville businesses seeking to offer a unique product or community service

#### *Recovery & Improvement Program Process*

The existing BAP has a streamlined structure. The applicant reviews program criteria and completes a one-page application. Staff reviews the application for completeness, often coordinating with the applicant for additional information. Based on data provided and type of project, staff then makes an estimate of potential rebate incentives. The recommended incentives are reviewed with the City Manager. Once there is consensus, staff drafts an agreement, which is reviewed and agreed-to by the applicant before proceeding. Staff presents the application for business assistance, including a proposed resolution and agreement to City Council. If approved, staff continues to work with the applicant on process steps, including calculating the rebates at the appropriate time and issuing payment.

Staff suggests that a similar process be employed for the Recovery & Improvement Program. A packet would be created to communicate the program criteria and would include a simplified application form. Applicants would be required to submit cost estimates for the project and explain how the project also aligns with program criteria. The application should be crafted to be clear that applicants must pledge the matching funding. Staff would review the form, communicate with the applicant, and prepare a recommendation for the City Manager, including project summary and funding. To facilitate responsiveness, staff proposes to administratively approve Recovery & Improvement Program applications, within the funding allocated and matching funding level (see discussion below).

Staff envisions an agreement would still be required between the applicant and City, to include an appropriate clawback if the project is not performed or is not completed within a certain timeframe. If a request is approved, staff would coordinate with the applicant and proceed to disburse funding. If a request is denied, such as for not meeting the program criteria or not pledging matching project funds, the denial would be communicated to the applicant by staff. Staff would provide a monthly update to the EVC on program applications, including approvals and denials.

#### *Funding*

Through the current BAP, the City offers a percentage of rebates on taxes and fees. These are generally paid after the business obtains a certificate of occupancy or meets other milestones for taxes. There is not an allocated budget for incentives, since it is assumed the City has generated and received new tax or fee revenue before rebates are paid. For the Recovery & Improvement Program, staff alternatively suggests setting aside a pre-approved amount of funding that is available. This method would also be a good fit if the LRC is a program/funding participant, because they could set their own threshold of funding available to businesses within the Urban Renewal Area (URA).

Staff and EVC also briefly discussed a "matching" funding structure. For example, the Recovery & Improvement Program could provide matching funds of up to 50%, not to exceed a certain dollar amount (such as \$10,000). The top threshold should consider the variety of projects for which businesses could seek this type of assistance and to make the process to apply and receive approval efficient. The EVC should give staff input about overall funding and individual project dollars. Staff suggests that a business entity only be permitted to receive one-time funding under this program to make sure a number of eligible businesses have sufficient opportunity. Due to the economic circumstances created by the pandemic, matching funds would be provided at the start of a project rather than as a rebate. Staff believes this will encourage businesses to take advantage of the program for projects they would otherwise not have sufficient cash flow to pursue.

If the EVC wishes to advance the Recovery & Improvement Program, staff can take input to refine the program criteria and process. The next steps would then include obtaining approvals (potentially from LRC and City Council) and creating the process tools and promotional information. With summer meeting schedules, the program could probably

**SUBJECT: LOUISVILLE'S RECOVERY & IMPROVEMENT PROGRAM PROPOSAL**

**DATE: JUNE 19, 2020**

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be launched in August. Although the program would likely accept applications on a rolling basis, it should be assigned an initial duration (such as six months or a year), which could be renewed by Council action should additional need and funding still exist.

**RECOMMENDATION:**

Review the Recovery & Improvement Program proposal and provide direction to staff on next steps.

**ATTACHMENTS:**

- Attachment #1: Current Business Assistance Program (BAP) Criteria and Application



# CITY OF LOUISVILLE

749 Main Street, Louisville, CO 80027 (303) 335-4533

## BUSINESS ASSISTANCE CRITERIA

The City of Louisville recognizes the value of providing business assistance to aid companies in locating to the City and to encourage substantial expansion of existing businesses, in keeping with the overall economic development objectives. Recognizing that each business may vary in the type of assistance needed and each situation may differ; staff customizes all business assistance to the needs of the company and/or situation. Listed below is the general criteria by which assistance may be determined for each prospect.

### Business Assistance Criteria

- Brings high quality development
- Retains basic jobs to the City
- Retains existing sales tax to the City
- Draws NEW customers, and is not expected to draw a large percentage of its business from existing business
- Creates new sales tax to the City
- Utilizes an existing building(s)
- Complements existing Louisville businesses (i.e. a buyer or supplier that serves an existing business in the City)
- Brings new basic jobs to the City, with average salaries above the County's average wage
- Represents job diversity in industry sectors and is part of a growing industry
- Brings a new retail outlet or expands a current retail outlet
- Represents retail diversity
- Brings a value added result to the City or a development within the City (i.e. moves the company's corporate headquarters to the City)
- The amount of the business assistance is a percentage of new revenue created by the relocation of this company to the City of Louisville, or the retention and/or expansion of a company within Louisville.
- Business assistance generally will not be available for a move from one Louisville location to another.

### Assistance Package Process

A company may request, or staff may offer, business assistance from the City of Louisville. Staff uses the criteria listed above to determine whether to offer assistance from the City to the project. The following procedure is generally used in the implementation of business assistance to a project:

- If the prospect does not meet the criteria above, any assistance discussion discontinues

- Discussions occur with the prospective business concerning any specific assistance needed in the early phases of the development
- A Business Assistance Request is completed and submitted by the company prior to a decision to locate in the City or to undertake substantial expansion (in the case of an existing business)
- The data from the business assistance form is analyzed by staff and a preliminary recommendation is made to the City Manager requesting assistance based upon income generation to the City, number of jobs, average salaries, job diversity, what direct and indirect benefits this company may bring to the City of Louisville, and consideration of the other criteria above. Staff will refer applicant to the preservation planner to determine actions related to the Historic Preservation Commission.
- Business Assistance may be in the form of building permit fee rebates, construction use tax rebates, and sales tax rebates (if applicable). All rebates will be based upon new dollars generated by the project at move-in and/or over the first 5 years of operation.
- Any sales tax business assistance is calculated on the City's 3.375% less the City's open space tax of .375%, unless the City considers a lesser amount to be appropriate.
- Following City Manager approval of an assistance offer, staff may follow either a one-step or two-step process.
  - One-Step: If the company agrees to use their name publicly, then staff prepares a business assistance agreement for formal Council consideration during a public meeting, or
  - Two-Step: If the company needs to remain confidential, then staff schedules a presentation before City Council to seek policy direction.
    - If Council's response is positive, staff prepares a letter to the project stating that the City is willing to offer a business assistance pending formal approval by City Council.
    - The company may go public with their announcement to relocate to the City or to substantially expand within the City.
    - Timed with the company's project nearing completion in the planning and/or building phase, staff recommends formal adoption of the business assistance. The timing of the formal adoption is used to ensure that the company has met the planning and development guidelines as outlined by the City.
    - At the time of formal adoption of the business assistance, Council authorizes the City Manager to fund and implement the Business Assistance Agreement. The agreement must be fully signed prior to any assistance.
- City staff monitors the completion of the agreement and makes sure all requirements of the agreement are met. Company provide assistance and information is needed to carry out the agreement.

**Conclusion**

The vast majority of businesses that locate to the City of Louisville do so without a formal business assistance offer. There are also other forms of assistance the prospect may take advantage of that are equally, if not more, beneficial to them. Most of these have to do with moving through the development process in a time sensitive manner. The City of Louisville believes assistance to be important in remaining competitive in attracting quality business and development to the City; and, it can be used as a tool in recruiting and retaining businesses to the City.

Using the criteria and procedures outlined in this memo, the City of Louisville will remain competitive, while safeguarding the funds used to assist prospects in their location decision.

**Contact Information**

For additional information on Louisville's Business Assistance Program, please contact Economic Vitality Director Megan E. Pierce at 303.335.4531 or [mpierce@louisvilleco.gov](mailto:mpierce@louisvilleco.gov).



# CITY OF LOUISVILLE

Office of Economic Vitality  
749 Main Street, Louisville, CO 80027 303.335.4531

## BUSINESS ASSISTANCE REQUEST

Please return the information requested and the answers to the questions below to Megan Pierce, Economic Vitality Director at [mpierce@louisvilleco.gov](mailto:mpierce@louisvilleco.gov).

### Project Information:

- What is the name of the project?
- What is the location of the project?
- What is the size of the project?
- If new construction, what is the estimated building valuation (core and shell only) of the project?
- If this is tenant finish, what is the estimated tenant finish (not including furniture, fixtures, and equipment)?
- Is the project an expansion or a relocation of the current business?
- Will the project occupy existing space or construct a new space?
- When is a decision anticipated on the project location?
- When is construction anticipated to begin?
- When is construction anticipated to be completed?
- What other areas are being considered for this project?

Please give location addresses and available financial information to compare to the identified Louisville location.

### Owner's Contact Information:

Name of Business  
Business Address  
Phone:  
Fax:  
Email:  
President or CEO of the Business:  
Name of the Applicant:

### Employee and Payroll Information:

- What is the number of employees at move-in?
- What is the projected number of employees within the first five (5) years of operation?
- What is the annual payroll (not including benefits) at move-in?
- What is the annual payroll (not including benefits) within the first years of operation?
- What is the average job salary per year?

### Company Profile:

- Describe what service or product your company provides
- Provide general background on the company
- Provide website information (if applicable)

### Sales Tax Projections:

*If this is a retail/commercial business, please complete the following:*

- What are the gross retail sales projections in the first full year of operation?
- What are the gross retail sales projections in the first five years of operation, per year?

**SUBJECT:** DISCUSSION/DIRECTION- ECONOMIC VITALITY STRATEGIC PLAN

**DATE:** JUNE 19, 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. Please reference *Attachment #1* for an updated visual of our overall strategic planning process.

**DISCUSSION:**

On June 2, 2020, the City Council approved the Economic Vitality Committee's (EVC) draft Vision Statement and Strategic Goals, which are the first components of the overall plan (see below).

***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.*

Based on other economic vitality and business support priorities related to re-opening and recovery from the COVID-19 pandemic, the EVC previously discussed that development of the next plan components will be deferred. However, staff will keep this as a standing item on our agenda until a new timeline forward is determined.

**RECOMMENDATION:**

Discuss any relevant updates or inputs related to the Economic Vitality Strategic Plan development and components.

**SUBJECT: ECONOMIC VITALITY STRATEGIC PLAN**

**DATE: JUNE 19, 2020**

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**ATTACHMENTS:**

- Attachment #1: Strategic Planning Process Visual

**Economic Vitality Committee**

PURPOSE



OBJECTIVES



**Economic Vitality Strategic Plan**

VISION STATEMENT  
**DRAFT**

**DRAFT**



STRATEGIC GOALS  
**DRAFT**

**DRAFT**

MEASURES

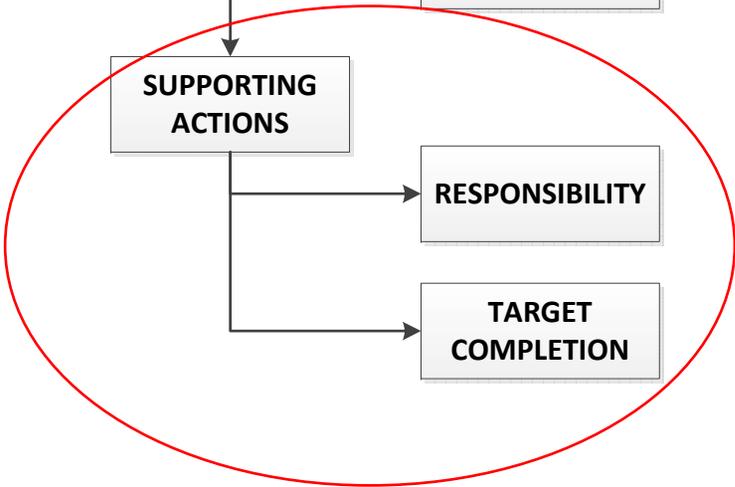
**Awaiting KPI Process**

PRIORITY

SUPPORTING ACTIONS

RESPONSIBILITY

TARGET COMPLETION



**SUBJECT: STAFF UPDATES**

**DATE: JUNE 19, 2020**

**PRESENTED BY: MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR**

**SUMMARY:**

In the following, staff provides updates on recent activity related to core economic vitality functions.

*Louisville's Outdoor Dining Program:*

On May 26, the City Council approved the closure of Main Street from Walnut Street to Elm Street—with eastbound/westbound streets remaining open to vehicular traffic—for expanded outdoor dining. The closure was granted from June to October 5 and allows 15 participating restaurants to deploy extra seating outdoors as part of their re-opening process. Included here as *Attachment #1* is a copy of the road closure notification that was sent to the 500-900 blocks of Jefferson Street, LaFarge Avenue, Main Street, and Front Street.

Staff started the closure on June 10, and on June 10 and June 11 staff set-up each block with barricades, signage, and individualized outdoor seating areas and also assisted restaurants in deploying tables and chairs. Restaurants were permitted to begin service on Friday, June 12. Given the tight timing to start the program, staff continues to work on signage and beautification for the area, but we expect the transformation to be complete soon. This program was done at no cost to participating restaurants; restaurants that needed to temporarily modify their premise for alcohol service were required to pay a fee to the State.

Louisville's Outdoor Dining also incorporates a streamlined process for our restaurants located outside of Main Street. Staff is assisting those businesses with site planning and the documentation needed for State approval. To-date, we have had four requests for these type of expanded dining options, which might extend onto sidewalks, parks, or parking areas. Staff continues to develop the promotional campaign that will assist in raising awareness of the Louisville businesses that are offering outdoor dining.

*Sign Code Communication:*

At the May 22 Economic Vitality Committee meeting, staff was directed to prepare a communication to all Louisville businesses that allowed flexibility on temporary signage for commercial buildings. The resulting letter (see *Attachment #2*) was mailed to all active licensed in-city, brick-and-mortar businesses (743 total). In addition, staff sent an e-blast summarizing the letter to our business database. The waiver on permitting and time requirements for temporary signage is in place until October 31, 2020.

**SUBJECT: STAFF UPDATES**

**DATE: JUNE 19, 2020**

**PAGE 2 OF 2**

*Submitted Ideas Related to COVID-19:*

As noted at our last Committee meeting, staff will bring forward ideas or requests that are received related to additional business support from the COVID-19 pandemic. Since our last meeting, we have received a request for sponsorship from “Louisville Rising;” this is included as *Attachment #3*.

**RECOMMENDATION:**

No action required; for information only.

**ATTACHMENTS:**

- Attachment #1: Resident Road Closure Notification Letter
- Attachment #2: Sign Code Communication
- Attachment #3: Louisville Rising Sponsorship Request



## RESIDENTIAL NOTICE: Louisville's Outdoor Dining

### Main St. Closures beginning Wednesday, June 10

We'd like make you aware that the City of Louisville will be closing three blocks of Main Street beginning 6am on Wednesday, June 10. The closure will continue through Monday, October 5. This closure was approved by Louisville's City Council at their meeting on May 26, 2020.



Closures include:

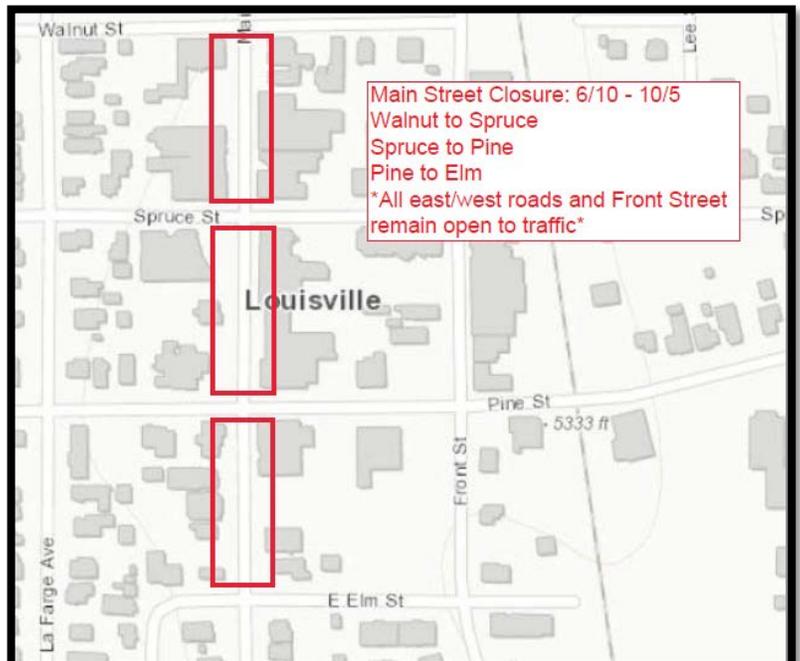
1. Main Street from Walnut to Spruce
2. Main Street from Spruce to Pine
3. Main Street from Pine to Elm

A map of the street closure is included below. Please note that Walnut, Pine, Spruce, and Elm will remain open to east/west traffic. RTD busses will operate on a detour during the street closure.

The purpose of this street closure is to allow for additional outdoor seating areas for local restaurants. Outdoor seating areas must follow current public health guidance from Boulder County Public Health and the Colorado Department of Public Health throughout their operation.

Restaurant staff and patrons are expected to observe all normal parking restrictions and courtesies. Per City of Louisville code, live music continues to be allowed in commercially zoned areas, including Main Street and Front Street in Downtown Louisville. Should you have concerns about excessive noise or illegal parking you may call the police non-emergency number at 303.441.4444.

If you have questions about this closure, please contact Megan Pierce, Director of Economic Vitality at [mpierce@louisvilleco.gov](mailto:mpierce@louisvilleco.gov) or 303.335.4531, Monday-Friday, 8am-5pm.





COLORADO • SINCE 1878

June XX, 2020

Dear Business Owner/Manager:

I know the last several months have been a time of tremendous uncertainty and instability, as well as a period that required constant adaptation. While many businesses are now able to transition to a re-opening, we realize there are still many unknowns and that the recovery timeline will likely be many months of adjustment.

Louisville businesses have recently been installing new or additional temporary signage, which we understand has been necessary to communicate with customers about changes in services, hours of operations, or public health requirements. In order to support our local business community in these efforts, the City Council has agreed to waive permitting requirements for all temporary commercial signage. Normally the City of Louisville Sign Code, most recently adopted in 2019, regulates permits and timing requirements for temporary signage, including fabric signs, sandwich board signs, site signs, and yard signs.

From now until October 31, 2020, the City will not enforce the normal temporary sign requirements, unless actions taken by businesses interfere with the public right-of-way or another commercial property. We realize that purchasing temporary signs is still an investment, especially in difficult economic circumstances, so temporary signage will not require a permit nor be limited to typical timeframes and sizes due to the COVID-19 pandemic. Please keep in mind that this flexibility is only for temporary signs, and those should still be limited to your commercial property—recognizing that your neighbors are likely coping with the same needs to advertise and promote.

If you plan to purchase signage of a more permanent nature (awning signs, canopy signs, display signs, window signs, kiosks, marquee signs, murals, projecting signs, freestanding signs, and wall signs), please know that the City's Sign Code is still in effect. For guidance on permanent sign requirements, including permits, please review the Code, which is available on the City's website at:

<https://www.louisvilleco.gov/home/showdocument?id=25073>.

If you have any questions about business resources or support, please reach out to me directly. If you have specific questions about the Sign Code, please call the Planning & Building Safety Department at 303-335-4592.

Sincerely,

A handwritten signature in cursive script that reads 'Megan E. Pierce'.

Megan E. Pierce  
 Economic Vitality Director  
 303-335-4531  
[mpierce@louisvilleco.gov](mailto:mpierce@louisvilleco.gov)

749 Main Street | Louisville CO 80027  
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[www.louisvilleco.gov](http://www.louisvilleco.gov)



Together we rise  
Together we thrive

### Community Sponsorship Opportunity

Louisville Rising is a not-for-profit organization formed to support local business in Louisville. Louisville Rising will organize a variety of fundraising projects and put dollars directly into the pockets of local businesses and individuals who have been adversely affected by the current crisis and beyond.

The mission of Louisville Rising is to create and support local events through effective communication, engaging outreach, and community involvement, and to use these events to raise funds that impact our community.

Our first project will be a Front Porch Music Series where we invite the community to reconnect with friends, neighbors, and business through music, food, and community while helping raise the tide for all of Louisville.

Each Friday night from June 12th to July 31st, a popular Colorado band will perform live at The Louisville Underground and be live streamed right to your home. We encourage folks to order cocktails and dinner from local restaurants, sit on their front porch, and celebrate the strength of our community together.

We are asking those that can to donate to Louisville Rising while they enjoy the show. The money raised will go directly into the pockets of small local businesses, who are in dire need of our help right now. They've served us ice cream, and cocktails and delicious food; they've given us massages, haircuts and flowers; they've brought us music, pinball and art. They are struggling right now. It's time to give back.

In order for this event to be possible, we need to raise funds from sponsorships to cover the costs for the bands, streaming costs, and marketing. In return for your support we are delighted to be able to provide a set of sponsorship rights.

**We invite the community to kick back on their front porch, turn up the volume and enjoy the show.  
We may be physically distanced, but it's summer in Louisville: nothing can keep our us apart.**

[www.LouisvilleRising.org](http://www.LouisvilleRising.org)

Sponsorship Contact  
Todd Stevenson 720.366.1544  
todd\_stevenson@comcast.net

## **SPONSORSHIP LEVELS**

### **Front Porch Concert Series Title Sponsor**

\$8,000

- Event Naming Rights: “The xxxxxx Front Porch Concert Series”
- Branded on all print and web material
- For the duration of the event series, the Louisville Rising Facebook cover image will reflect the title sponsor
- Weekly Facebook ads for title sponsor including sponsor created content if desired
- References to title sponsor during live shows by the host and bands
- Live interview with business owner during the live show
- Sponsor section on website with link and partner message
- Live stream advertising during the live event

### **Front Porch Concert Series Event Sponsor**

\$3,000

- Listed on all marketing print and web material as an event sponsor
- Focus/thank you/feature on Facebook during the week of the supported event
- Can include sponsor created content on Facebook
- Live stream advertising during the live event
- Feature during set break during the show – live interview or sponsor created content streamed
- Thank you from the host on the evening of the show, tonight’s show brought to you by...
- Event sponsor will be mentioned the week before the sponsored event, by the host towards the end of the show, as well as the week following the sponsored event
- Event sponsors will be listed on live stream throughout the series
- Sponsor section on website with link and partner message
- Sponsor name will be mentioned when funds from sponsored show are distributed to local business or community member

### **Front Porch Concert Series Supporting Sponsor**

\$250-1,000

- Listed on the website
- Weekly group thank you on FB post
- Scrolling list at the end of the live show

### **Cross Marketing Opportunities**

- Sponsor messaging on Louisville Chamber/DBA/CITY communications.
- Sponsor logo through participating restaurants and bars which will include flyers attached to all take-out orders throughout the series and in-house posters where they are allowed.
- Accessing restaurant customers through their marketing

### **Press Release**

Press release including sponsors will be distributed to all local media.