

Business Retention & Development Committee

Monday, August 3, 2020

8:00 AM

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# 883 1322 8502
- 2) You can log in via your computer. Please visit the City's website to link to the meeting:
<https://www.louisvilleco.gov/government/boards-commissions/business-retention-development-committee>

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 July 6, 2020 Meeting Minutes
- V. Public Comments on Items Not on the Agenda
- VI. Business Matters of Committee:
 - Discussion/Direction- Business Retention Visits
 - Discussion/Direction- 2020 Business Forum
 - Discussion- Louisville's Recovery & Improvement Program Update
- VII. Committee Updates:
 - 2020 Work Plan
- VIII. Reports from Committee Members
- IX. Items for Next Meeting (September 7, 2020): To be determined
- X. Adjourn

Citizen Information

Persons with disabilities planning to attend the meeting who need sign language interpretation, translation services, assisted listening systems, Braille, taped material, or special transportation, should contact Megan Pierce @ 303-335-4531. A forty-eight-hour notice is requested.

City of Louisville

City Manager's Office *749 Main Street* *Louisville CO 80027*
303.335.4533 (phone) *303.335.4550 (fax)* *www.LouisvilleCO.gov*

Business Retention and Development Committee

Meeting Minutes

July 6, 2020
Electronic Meeting

- I. **CALL TO ORDER** –The meeting was called to order by Committee President Oberholzer at 8:05 AM.
- II. **ROLL CALL** – Committee Members present: Barbara Butterworth, Steve Erickson, Mark Oberholzer, and Amy O’Neill. Warren Merlino, and Jim Bolt. Committee Members absent: Jim Bolt and Warren Merlino. Staff present: Economic Vitality Director Megan Pierce. There were no members of the public in attendance.
- III. **APPROVAL OF AGENDA** – Ms. Butterworth made a motion to approve the agenda as presented; Mr. Erickson seconded the motion. Motion passed.
- IV. **APPROVAL OF MARCH 2, 2020 MINUTES** – Mr. Oberholzer made a motion to approve the BRaD Committee meeting minutes of March 2, 2020; Ms. Butterworth seconded the motion. Motion passed.
- V. **PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA:** None.
- VI. **BUSINESS MATTERS OF THE COMMITTEE:**
 1. **Discussion- Economic Vitality Strategic Plan Update:** Director Pierce provided an update on the Vision Statement and Strategic Goal plan components recently adopted by City Council. She noted that the Council’s Economic Vitality Committee will continue to work on other plan components, including actions and prioritization.
 2. **Discussion- Business Outreach and Business Forum:** The Committee reviewed initiatives that had been anticipated for 2020, including in-person Business Retention Visits and a late spring Business Forum. Because the City of Louisville does not yet have a plan for the full re-opening of City Hall, and all board and commission meetings are being held virtually, the Committee agreed to conduct any Retention Visits for the short-term virtually. Members were asked to send suggestions for visits to Director Pierce for discussion at the August meeting. The Committee also asked if an email blast could be sent promoting businesses request a retention visit from BRaD.

The Committee also decided to delay a decision on conducting a Business Forum, which could either be held virtually later in 2020 or hope for an in-person opportunity in 2021.

3. Discussion- Ideas for Business Support During Re-opening and Recovery:

Director Pierce shared a proposal for a Recovery & Improvement Program that is under development to support businesses during re-opening and recovery. The Committee was supportive of the program, and it was suggested members could assist by coaching businesses on projects or applications. BRaD can also assist in making sure business owners are aware of the opportunity. It is anticipated the proposal will go to City Council in August.

VII. COMMITTEE UPDATES: BRaD's 2020 Work Plan was briefly reviewed, including notes about which projects and committee topics had been impacted by the pandemic and re-prioritization of work.

VIII. REPORTS FROM COMMITTEE MEMBERS: The Committee briefly discussed the Main Street closure and the Outdoor Dining program.

IX. ITEMS FOR NEXT MEETING: The next BRaD meeting is scheduled for August 3, 2020 at 8:00 AM; this will be a virtual meeting.

X. ADJOURNMENT: Mr. Oberholzer moved to adjourn the meeting; Ms. Butterworth seconded the motion. Motion passed and meeting adjourned at 9:37 AM.

SUBJECT: DISCUSSION/DIRECTION- BUSINESS RETENTION VISITS

DATE: AUGUST 3, 2020

PRESENTED BY: MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR

SUMMARY:

In July, the BRaD Committee reviewed some of its 2020 planned initiatives that have been disrupted by the COVID-19 pandemic, including regular business retention visits. This will be a follow-up to that discussion.

DISCUSSION:

The City of Louisville is still under a policy for all our board and commission meetings to be conducted virtually. Additionally, City Hall is not yet re-open for drop-in services. Based on BRaD's last conversation, as well as the public health guidance, City policy, and people's comfort level, it is likely we will start retention visits virtually and perhaps be able to evolve to in-person visits later this year. When City Hall establishes a re-opening plan, BRaD can use that as a marker for starting in-person retention visits.

In late 2019, BRaD visits were held with Fresca Foods and Solid Power. In 2020, BRaD has conducted retention visits with Crystal Springs Brewing Company and Moxie Bread Company. So far in 2020, Staff has conducted retention visits with Lucky Pie Pizza, Pitter Patter, Brock Media, Mother Tucker Brewery, JumpCloud Inc., Wildwood Guitars, and Louisville Cyclery. No official retention visits have been conducted since the pandemic shutdown. Staff plans to pursue mostly virtual visits, unless specifically otherwise requested by the business, in the near future.

Last month, the Committee suggested it may make sense to focus on some of the larger companies and primary employers located in Louisville, since they may have more capacity than the small businesses during the current circumstances. Committee members were asked to brainstorm and submit potential businesses to consider for scheduling upcoming retention visits. Staff received two suggestions from the Committee in July:

- Jules Gourmet Catering (CTC)
- Alem International (CTC)

Staff also compiled a list of potential businesses the Committee may wish to consider, including:

- Babolat VS North America (CTC)
- Bixbi Pet (CTC)
- Havana Manor (McCaslin Corridor)
- Izzio Artisan Bakery (CTC)
- Koru Chiropractic (McCaslin Corridor)

SUBJECT: BUSINESS RETENTION VISITS

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- Murphy's Tap House (McCaslin Corridor)
- My Chelle Dermaceuticals (Hwy 42/DeLo)
- Omni Promotional (CTC)
- Planet Fitness (South Boulder Road)
- Ziggi's Coffee (Hwy 42/DeLo)

The Committee should review the list of companies for potential retention visits and provide direction and priorities to staff. Per Committee direction in July, staff will also prepare an email blast to businesses, promoting the opportunity to request a retention visit with BRaD.

RECOMMENDATION:

Review the information and provide direction on future retention visits.

ATTACHMENTS:

- None.

SUBJECT: DISCUSSION/DIRECTION- 2020 BUSINESS FORUM

DATE: AUGUST 3, 2020

PRESENTED BY: MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR

SUMMARY:

In July, the BRaD Committee reviewed some of its 2020 planned initiatives that have been disrupted by the COVID-19 pandemic.

DISCUSSION:

Due to the limitations on in-person gatherings and the City's directive to continue to conduct public meetings virtually, it is not feasible to plan an in-person Business Forum for the remainder of 2020. The Committee reviewed that much of the Forum is an opportunity for networking and building relationships—not just hosting an interesting topic or speaker. In July, BRaD deferred a decision on whether to plan a virtual forum event for fall 2020. The Committee also has the option to defer an event, which can hopefully be conducted in-person, to spring of 2020.

With BRaD's input on desired topic or potential speakers, staff is prepared to follow-up on either a virtual event for 2020 or a future in-person event.

RECOMMENDATION:

Review the possibilities for a Business Forum and provide direction to staff.

ATTACHMENTS:

- None.

**SUBJECT: DISCUSSION- LOUISVILLE'S RECOVERY & IMPROVEMENT
PROGRAM UPDATE**

DATE: AUGUST 3, 2020

PRESENTED BY: MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR

SUMMARY:

In July, staff shared updates on business support during re-opening from the pandemic, including Louisville's Recovery & Improvement Program. This program is currently under consideration by the Economic Vitality Committee (EVC), and was most recently reviewed at the Committee's July 17 meeting.

DISCUSSION:

A copy of the EVC's meeting materials from July 17 are included as *Attachment #1*. Staff gathered additional feedback on the program, which will inform advancing this program for City Council consideration in either late July or early August.

In July, the EVC suggested editing or adding criteria so that businesses could incorporate public art and solar panel installation as potential projects. Staff will also draft a list of applicable projects to accompany the application. The EVC affirmed that the program would be open to all brick-and-mortar businesses in Louisville, regardless of size or type. Based on Committee direction, staff will propose the program receive \$150,000 in initial funding from the General Fund, those this amount may be eligible for CARES Act funding the City of Louisville has received. The program will be in place through at least December 31, 2020.

Staff is currently working on incorporating the above input for presentation to City Council, as well as coordinating with the City Attorney and Finance Director on the planned process and program administration envisioned. Based on the BRaD Committee's last discussion, members can be good advocates for this program as well as volunteer time to assist businesses with project ideas and application requirements.

RECOMMENDATION:

Review the proposed Recovery & Improvement Program and provide feedback to staff about BRaD's program support or involvement.

ATTACHMENTS:

- Attachment #1: EVC Memo, Louisville's Recovery & Improvement Program Proposal July 17, 2020

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

DATE: JULY 17, 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. A proposal for Louisville's Recovery & Improvement Program was presented at the June 19 EVC meeting. The Committee, along with members from Louisville's Revitalization Commission (LRC), provided feedback. The revised program was discussed with the LRC on July 8.

DISCUSSION/DIRECTION:

As currently proposed, Louisville's Recovery & Improvement Program focuses on retaining our existing businesses by matching funding for building projects and improvements necessary to transform business operations as a result of the pandemic and for façade improvements to make sure commercial buildings stay vibrant during difficult economic times. Based on feedback from the EVC in June, staff created a draft program application, included as *Attachment #1*. The key feedback that has been incorporated includes:

- Target and assist businesses that are most vulnerable;
- Create criteria that focus on investments, not one-time actions (eliminated criteria on special events);
- Include only business owners as potential applicants, not commercial property owners at this time;
- Design program eligibility for actively licensed, brick-and-mortar businesses within the City of Louisville and those that are current on all City accounts;
- Limit applicants to one approved project for funding;
- Only accept applications for projects that are envisioned for the future, not that have already been put in place or paid for; and
- Do not limit applicants by business type or size.

The LRC reviewed the EVC materials from June 19 as well as the feedback outlined above. While the LRC noted they are generally supportive of the Recovery & Improvement Program, they did not have consensus to allocate funding at this time. Staff will continue to share the program proposal with the LRC as it is refined. They plan to reconsider the item at their next regular meeting on September 9. If the LRC does wish to participate in funding for the Recovery & Improvement Program, it would require a formal agreement to be drafted and approved by both City Council and LRC.

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DATE: JULY 17, 2020

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If the EVC wishes to advance the Recovery & Improvement Program, staff will be ready to take additional input to refine the program eligibility, criteria, application information, and initial amount of proposed funding. Staff seeks direction on preparing this program for City Council review in August.

RECOMMENDATION:

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

ATTACHMENTS:

- Attachment #1: Draft Application, Recovery & Improvement Program

Recovery & Improvement Program Application

The COVID-19 pandemic has had significant adverse economic impacts on the Louisville business community. Louisville's Recovery & Improvement Program is focused on assisting businesses that have suffered economic injury to stabilize and improve operations during this forthcoming recovery phase.

The City Council has authorized **XXX of funding** to be directed to the Recovery & Improvement Program. Eligible businesses may apply for 50% matching funds for projects that meet the Program Criteria; the maximum City funding for an individual project is \$10,000. Each eligible business may only receive one funded project under this program. Only projects that have not been completed or previously paid-for will be considered. Program Eligibility and Program Criteria are outlined below.

Applications will be reviewed on a first-come, first-serve basis. Staff will review and approve applications until all funding has been allocated. To process applications efficiently, it is important for applicants to supply complete information. All applicants who are approved for funding will need to sign an agreement with the City—pledging to pay the remaining 50% of the project cost, and to submit documentation showing expenses at project completion.

Submitting an application is not a guarantee of a project award, and the City may terminate the Recovery & Improvement program at any time, for any reason. Prior to submitting an application, you should also ensure you have permission from your landlord if you propose to make any physical changes to your business space. A program application also does not substitute for permit approvals that may be required. You should consult with the Planning and Building Safety Department if you believe your project may require a permit: 303-335-4584 and building@louisvilleco.gov.

Please note that only complete applications will be reviewed.

Program Eligibility (you must meet all eligibility factors in order to apply)

- Brick-and-mortar business, currently licensed within the City of Louisville
- In operation as of March 10, 2020 (Governor's State of Emergency Declaration)
- Current on all City accounts as of date of application (Sales Tax, Use Tax, Lodging Tax, and all Utility accounts, if applicable)

Required Documentation

- Complete and signed application
- W-9 (this allows the City to process a check if your program application is approved)

Recovery & Improvement Program Application

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.

Applicant/Business Information

First Name:

Last Name:

Phone Number:

Email Address:

Business Name:

Business Address, Street:

Business Address, City, State, and Zip Code:

Business Phone Number:

Program Criteria

Please describe the specific type and amount of economic injury you have experienced as a result of the COVID-19 pandemic:

What was your Sales or Use Tax Remittance in April 2019 compared to April 2020?

A proposed project must meet at least one of the following criteria. Please select the box or boxes that most closely match the project for which you are applying for funding:

- 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

Recovery & Improvement Program Application

- Project supports a collaboration between two or more Louisville businesses seeking to offer a unique product or community service

Proposed Project

Please describe your proposed project, as well as how it aligns with the selected Program Criteria:

Please describe how this project will specifically contribute to your business recovering from the COVID-19 pandemic and being sustainable in the future:

What is the estimated project cost?

- If the proposed project is over \$2,500, please provide at least two quotes. City funding will match the lowest cost estimate.

Has any part of this project already been completed or paid for? If so, please describe.

Are you able to pledge 50% of the estimated project cost to match the City's contribution?

- Yes No

Acknowledgements/Signature

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.

- Business meets Program Eligibility and Criteria, as outlined above
- Business has experienced a significant decline in revenue as a result of the COVID-19 pandemic
- Business is in good standing with the City of Louisville with respect to taxes and fees; and is in good standing with the County, State, and Federal governments
- As of March 10, 2020, business is 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 program monies received will be used on the described project-related expenses in Louisville. If approved for funding, the applicant will be required to sign an agreement with the City of Louisville—pledging matching funds—and to submit proof of expenses at project completion

Recovery & Improvement Program Application

Business Signature:

Business Signature Title:

Date:

Questions/Contact

Megan E. Pierce, Economic Vitality Director- City of Louisville

mpierce@louisvilleco.gov or 303-335-4531

DRAFT