



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
 - TwoStep: 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 Aaron DeJong at 303.335.4531 or aarond@louisvilleco.gov