

LDDA Board Communication

Meeting Date: Wednesday, November 18, 2020

Current Incentive Fund Availability:

Retail Conversion: \$66,676	Signage: \$24,462	DIP: \$108,736	Alleyscape: \$11,089
Residential: \$34,749	Safe Re-opening: \$6,175	TIF: \$2,985,665 (net projected available)	

Agenda Item: Dry Land Distillers Façade Renovation (DIP) and Retail Conversion Grants

Executive Summary: Dry Land Distillers purchased the 519 Main St. property to expand their distillery and tasting room. Full Circle Yoga and Longmont Symphony used to be in this space and both have relocated to other locations in the Downtown District. Dry Land will move from their leased space at 471 Main St. to this new space. They are applying for the Façade/DIP and Retail Conversion Grants to renovate the façade with roll up windows for an indoor/outdoor bar and patio area and the interior space for a tasting room. Their total project cost is \$760,000. Their financials have been approved by the Finance Committee. They are requesting the full \$10,000 for the Façade/DIP grant and the \$15,000 for the Retail Conversion for a total of \$25,000.

Action Required: Motion to approve Dry Land Distillers Façade/DIP grant for \$10,000 and the Retail Conversion grant for \$15,000 for a total of \$25,000.

Agenda Item: Future TIF policies

Executive Summary: The Finance Committee met to discuss different TIF policies used by DDAs around Colorado. All the DDAs staff talked with reimburse TIF on an annual basis (no lump sum payments upon completion of the building). Staff talked with Colorado Springs, Greeley, Fort Collins and Grand Junction.

The committee felt Fort Collins had a solid program and will take time to further review its documents. Decisions are based on the funding guidelines below.

FUNDING GUIDELINES (Fort Collins):

The TIF Investment funding level is typically determined using three main factors:

- 10% of the total value of improvements (as determined by the Assessor’s valuation),
- supportable tax increment funds generated by the project (up to 25% contribution for residential and up to 50% for commercial)
- total amount of eligible features for façade improvements and public improvements in the right-of-way.

The DDA typically funds the lowest of the three factors above and reserves the right to fund at a higher or lower level in accordance with its current funding priorities.

Greeley has established an Economic Development Advisory Committee that reviews applications and makes recommendations to the Board. It is a strategic group that can also weigh in on others matters. The Board may consider doing this as we move forward.

The Board will need to make decisions regarding:

1. What are eligible expenses that DDA would fund
2. What are the priorities and caps for funding based on those priorities
3. How do we review/vet projects
4. Other program requirements

The Finance Committee recommends making this the topic of the LDDA Board Retreat and moving that Retreat to January. Working with the Finance Committee, the Board can adopt a new TIF policy and set priorities for funding.

Agenda Item: LDDA Board Chair & December Meeting

Executive Summary: At our last Board Meeting, Thaxter Williams announced that he must resign for the Board, as his office is no longer in the LDDA area. The Board should elect a new chair.

The December board meeting is scheduled as a luncheon. Staff wants to discuss options for this meeting. Several businesses do delivery and we can show our support by ordering lunch and either picking it up or having it delivered before the meeting.

Agenda Item: COVID 19 Update

Executive Summary: With increasing regulations and changing business climate, LDDA is working to assist businesses during this time. Staff wanted to update the Board on a number of things:

- **CARES ACT Reimbursement:** LDDA is eligible for \$195,000 reimbursement of costs. We are submitting documents to be reimbursed for Safe Reopening Grants; Strongmont Grants and some costs for Bigger Hearts Stronger Streets initiative
- **Parking Permits (defer to February):** In the spring, the Board deferred parking permit payments, giving permit holders two months free in July and August. Businesses paid invoices in September. It is now time to renew for the January - June term. Renewal invoices in August resulted in 34 cancelled permits (-\$7,248). With the new restrictions and the holidays, staff wanted to discuss options to give relief to permit holders by allowing January to be free and deferring parking permit payments until after the new year.
- **Closure/Restriction Assistance:** At its business owner meeting, staff discussed road closures or alley closures for Small Business Weekend. There was not enough support to do this. We discussed other options:
 - **Delivery Service:** The business owners discussed delivery options. Right now, some businesses are doing their own delivery. Not many restaurants use Grub Hub or Uber Eats, as there are not enough drivers in our area. Some use local service Easy Eats. Businesses (both retail and restaurants) said that assistance with delivery costs would be greatly appreciated.
 - **Would the Board be interesting in doing anything regarding delivery assistance?**
 - **Public Space:** We will still monitor and assist on a case-by-case basis for public space. The overarching sentiment was that it will be hard for people to dine outside when it gets cold.
 - **Other- Curbside Delivery Spaces:** The most overwhelming support was for curbside delivery spaces long Main St. LDDA will order curbside signs from Rabbit Hill Graphics and is working with the City of Longmont to provide enforcement strategies.
- **Future Incentives:** With no stimulus package in sight, the need for further financial incentives is important. Currently, the City of Longmont Boost Grants are being reviewed, but LDDA should be looking at options for the future to assist businesses through the first quarter of 2021.