



Retail Conversion Grant Program

The purpose of the Retail Conversion Grant Program is to reimburse retail storefront businesses for converting and upgrading previously non-retail properties in the Longmont Downtown Development Authority (LDDA) District to encourage additional retail development. Destination retail, craft, and culinary space businesses generating significant foot traffic that are consistent with the LDDA Master Plan of Development and the Advance Longmont Strategic Plan are required. The program will provide a grant up to 25% of eligible project costs (not to exceed \$22,500), from the LDDA and the Longmont Economic Development Partnership (LEDP) combined for qualifying improvements to qualified applicants. Grants are subject to LDDA and LEDP approval prior to project commencement. If the project work is completed prior to grant approval, the grant application is forfeited and ineligible for funding. This grant is a reimbursement with funds disbursed after the project has been completed, paid, inspected, and retail sales tax collection has begun.

Grant funds can only reimburse legitimate eligible expenses used to make permanent improvements related to converting an existing non-retail space to a retail storefront. All grant criteria must be satisfied prior to applicant requesting reimbursement.

Who May Apply

Applicants can be business owners, property owners, or a joint application with a business and property owner. The property must have a prospective signed lease by the business.

To be eligible for these funds:

1. The business is located within the City of Longmont at a physical location within the LDDA district. View boundary map at www.downtownlongmont.com/about.
2. The business generates more than 50% of sales taxable transactions within the City of Longmont and the LDDA.
3. The business is licensed in the City of Longmont.
4. The building must be in compliance with all City codes and regulations.
5. The business is located in a storefront on the ground floor of a building with an outside entrance accessible to the public.
6. The business has met with the LDDA and LEDP to discuss the grant and project.
7. The business has provided architectural drawings and two professional, licensed contractor bids for the conversion project.
8. The business owner has prepared an acceptable business plan.
9. The business is active and generating sales tax revenue at the time of reimbursement.
10. Funding is not transferable. Other restrictions may apply.

Longmont Downtown Development Authority
320 Main St., Longmont, CO 80501



Application Checklist Retail Conversion Grant

Below Items Are Required with the Grant Submittal

Only completed applications will be considered and accepted.

- FIRST STEP: Eligibility meeting with the LDDA and LEDP staff. To schedule a meeting contact the LDDA: Kimberlee McKee (303-651-8483) or Del Rae Heiser (303-651-8586).
- Pre-application meeting with City of Longmont DRC (Development Review Committee). Call (303) 651-8330.
- Completed Application (this form).
- Detailed description of conversion project (use this form or attach additional pages as needed).
- City of Longmont Sales & Use Tax License (include copy or provide number on application).
- Proof that Real and Personal Property taxes are paid and up to date.
- Business Plan with specified core elements (see Attachment A).
- Before color photos of the conversion project space.
- A minimum of two licensed contractor bids for the proposed conversion improvements with itemized costs. Bids must be identical in scope of work.
- Professional architectural design renderings (include color choices, swatches and/or materials to be used).
- Signed lease with the property owner (if the business owner and property owner are different).
- Completed and signed W-9 form.
- Description of how the proposal is compatible with the Downtown Longmont Master Plan of Development and/or the Advance Longmont Strategic Plan (use application). (documents on-line, <http://www.downtownlongmont.com/about/master-plan>, <http://www.longmont.org/Advance-Longmont.aspx> or on request).
- Written approval from the landlord to make the improvements if applicant is not property owner. Email correspondence accepted.
- Financial statements if asking for \$10,000 or more. Copies of past two years of business tax returns. If less than two years in business, then past two years of personal financials required. Other financial documents may be requested upon review.

Applicant must follow all City of Longmont Permit and Code Regulations when conducting their conversion.



Reimbursement Process

After the project is completed and all invoices paid in full to the contractor, AND the business is open and generating sales tax, applicant may request reimbursement.

- Applicant must submit after pictures of completed project.
- Applicant must submit copies of paid detailed invoices along with proof of payment (canceled check, credit card receipt, bank statements of electronic fund transfers, etc.)

Reimbursement requests must be submitted within 12 months (1 year) of application approval date.

Eligible Improvements

The following are examples of eligible improvements under the Retail Conversion Program

- Accessibility compliance
- Commercial kitchens (e.g. cook lines, non-combustible walls)
- Creation/expansion of outside seating areas (not including furniture)
- Environmental remediation (asbestos removal, lead-based paint removal, etc.)
- Expansion
- Fire suppression systems (e.g. sprinkler systems and monitored alarm systems)
- Flooring (e.g. hardwood, tile; not carpeting)
- Remodeling (interior and exterior)
- Restrooms
- Utility upgrades
- Other reasonable conversion improvements that meet the purposes of the program

The following types of improvements are not eligible under this program

- Appliances
- Carpet
- Fees, permits, licenses, insurance
- Furniture
- Paint
- Purchase of a business
- Signage
- Tenant finish of a vanilla shell (space must have received a certificate of occupancy)
- HVAC
- Roofing



Business Plan Core Elements Attachment A Retail Conversion Grant

Below is a guideline for your Business Plan that lists the core elements the LEDP looks for in reviewing your plan.

Section 1: The Business

- Description of Business
- Products/Services
- Market Analysis
- Marketing Plan (including Marketing Action Plan with budget)
- Location
- Competition
- Management and Operations
- Personnel
- Application and Effect of Loan or Investment

Section 2: Financial Data

- Projected Financial Statements (Income statements and cash flow statements) for 3 years (two years of monthly projections and the following year annually)
- Detailed Assumptions Page for Financial Projections
- Sources and Use of Funds

Section 3: Supporting Documents (May include historical financial statements, tax returns, resumes, reference letters, personal financial statements, facilities diagrams, letters of intent, purchase orders, contracts, etc.)

Please contact the Longmont Economic Development Partnership or the Boulder Small Business Development Center with specific questions:

Sergio Angeles, Economic Development Specialist - Small Business & Entrepreneurial Development
Longmont Economic Development Partnership
630 15th Ave., Suite 100A
Longmont, CO 80501
(303) 651-0128
sergio@longmont.org

Suzi Bahsen, Assistant Director
Small Business Development Center
320 Main St.
Longmont, CO 80501
(303) 442-1475, ext. 3
suzi.bahsen@bouldersbdc.com



APPLICATION
Retail Conversion Grant

Date application submitted: 11-4-2020

Date of pre-application meeting with LDDA/LEDP: 10-15-2020

City Sales & Use Tax License No: **1-12101-1107** Date issued: 9/27/2017

No. of existing employees (in Longmont, and globally if applicable): 5

No. of additional employees added as a result of this project (if applicable): 2

Business owner/operator: (Please include names of all owners/partners of the business)

Nels A Wroe, Marc Staats, Aaron Main

Business name (with dba if applicable): **Breaking Dads Distillers LLC DBA Dry Land Distillers**

Business address: **519 Main Street**

City/state/zip code: **Longmont, CO 80501**

Note: Only businesses located in the LDDA are eligible for this grant program.

Year business was established: **2017**

Business phone: **(720)600-4945** Alternate phone: **(720) -352-5685**

Email address: **nels@drylanddistillers.com**

Description of type of business and products or services provided: **We're the 2020 Colorado Craft Distiller of the Year! We are a local craft distiller that creates a portfolio of 6 award-winning spirits.**

Number of square footage to be occupied at conversion location: **3,000 Sq Ft**

Percent of products sold outside Boulder County, if applicable: **30%**

Description of eligible conversion improvements (attach additional sheets if needed): **We're completely revitalizing 519 Main. The building was originally a dairy, and has been a wide variety of different businesses over the past 40+ years. We are upgrading everything, from the electrical, plumbing, mechanical and restoring the original brick. Over 1/3 of the building will be a dedicated cocktail/tasting room for retail sales and cocktails. (The asbestos removal and environmental remediation alone practically exceeds the grant amounts).**

Description of how the project is compatible with the Downtown Longmont Master Plan of Development and/or the Advance Longmont Strategic Plan (documents on-line,

<http://www.downtownlongmont.com/about/master-plan>,

<http://www.longmont.org/Advance-Longmont.aspx> or on request).



This project fits beautifully with the Master Plan. We are creating a destination facility, both for craft manufacturing, but also for food and drink. We will be making excellent use of the work the City has already done with the alleyscapes and the breezeways, extending the public use into these outdoor spaces. Our design honors the history of Longmont and the building itself. We expect Dry Land Distillers will continue to drive more guests and patrons to Downtown Longmont.

Total Project Cost (approximately): \$ 750,000

(Include all eligible grants costs and ineligible costs for the entire conversion project.)

If applicable, how much of this project cost is for equipment (approximately)? \$ 100,000


Total Retail Conversion Grant Costs \$ 202,380

(Include only project costs eligible in the grant.)

Total Grant Request: \$ 22,500

(25% of eligible project costs, maximum \$22,500)

Business Owner Applicant Name (Print or Type): Nels A Wroe

Business Owner Signature: 

Date: 11-5-2020

If applicable: _____
 Property Owner Applicant Name (Print or Type): _____

Property Owner Signature: _____
 Date: _____

Submit completed application to the LDDA. Incomplete applications will not be accepted.
 Hard copy or electronic copy is allowed.

Del Rae Heiser, Downtown Specialist
 Longmont Downtown Development Authority
 320 Main St., Longmont, CO 80501
 Email: delrae.heiser@longmontcolorado.gov / Phone: (303) 651-8586