

City Council
Business Retention & Development Committee

A sub-committee of the Louisville City Council

Monday, August 3, 2015
8:00 AM – 10:00 AM
Library Meeting Room
951 Spruce Street
(entry on the north side of building)

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of June 1, 2015 Meeting Minutes
- V. Public Comments on Items Not on the Agenda
- VI. September Meeting Date reschedule – Labor Day conflict
- VII. May 2015 Sales Tax Report
- VIII. BAP Program Annual Review
- IX. ED Update
- X. Reports from committee members –
- XI. Discussion Items for Next Meeting: September 2015
- XII. Adjourn

***City Council
Business Retention &
Development Committee
Meeting Minutes***

**June 1, 2015
Library Meeting Room
951 Spruce Street**

CALL TO ORDER –The meeting was called to order by Chair Dalton at 8:00 AM in the 1st Floor Meeting room at the Louisville Library, 951 Spruce Street, Louisville, Colorado.

ROLL CALL – The following members were present:

Committee Members: Chair Hank Dalton
Shelley Angell, Chamber of Commerce
Jeff Lipton, City Council
Sue Loo, City Council
Michael Menaker, Alternate Revitalization Commission
Chris Pritchard, Planning Commission
Scott Reichenberg, CTC
Jim Tienken, Downtown Business Association

Staff Present: Malcolm Fleming, City Manager
Aaron DeJong, Economic Development Director
Troy Russ, Planning and Building Safety Director
Scott Robinson, Planner I
Lauren Trice, Planner I
Dawn Burgess, Executive Assistant to the City Manager

Others Present: Randy Caranci
Mike Kranzdorf

APPROVAL OF AGENDA – approved

APPROVAL OF MINUTES: The May 4, 2015 minutes were approved with Randy Caranci clarifying from page 5 of the minutes he is neither promoting or not promoting a church at the former Sam's Club site.

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA:

None

UNIVERSITY OF COLORADO BOULDER PRESENTATION OF CONCEPTS FOR RTD AREA ON US36:

Planning and Building Safety Director Troy Russ and the Planning Department partnered with the University Of Colorado College Of Environmental Design to generate alternative development scenarios for the McCaslin Corridor adjacent to the RTD park and ride facility. Staff created a hypothetical Request for Proposal (RFP) for a public/private partnership for the redevelopment and students responded to the hypothetical RFP.

Three student teams presented their findings. Students worked on projects with viability. Director Russ and Planner Scott Robinson met weekly with students and asked what sort of public investments did students believe would work for the area.

BRaD members agreed that the designs were all inviting and imaginative. Chair Dalton thanked the students.

ICSC TRIP REVIEW

Mayor Muckle, Deputy City Manager Balser and Economic Development Director DeJong went to ISCS. It was a good networking opportunity.

- King Soopers – Store is doing great. Would like even bigger presence in Louisville
- Home Depot – Sales trending up. Things going well.
- Tebo – Excited about DELO plaza – already have tenants lined up.
- Sullivan Hayes – Grant Mays – BAP, letters of intent on all spaces. A lot of activity in Louisville for good space.
- SRS Real Estate - Tony Peringelli is interested in what is going on with former Sam's Club. Asked about Superior Town Center: housing will be great. Still skeptical about retail piece.

DeJong would like to stay longer next year. Lowes was not at conference. Previously reported to Aaron that everything is fine.

DISCUSSION OF CANCELATION OF JULY MEETING

Members agreed to cancel the July meeting.

REPORT FROM COMMITTEE MEMBERS:

Scott Reichenberg will go before the Planning Commission for development of Old Santa Fe.

The first Street Faire is in two weeks.

Council member Loo was in Maryland and saw a lot of Boulder County made products in grocery stores.

ITEMS FOR THE NEXT AGENDA – AUGUST 3, 2015:

Urban Renewal bill was signed on Friday, May 29th. Governor signed with understanding the bill would be reworked. How will this affect Louisville and projects?

Review Sales Tax Finance Packet

Update on BAPs

Discussion of Alfalfa's tenant use.

ADJOURN – The meeting adjourned at 9:38 am.

SUBJECT: SALES TAX REPORTS FOR THE MONTH ENDED MAY 31, 2015

DATE: JULY 20, 2015

PRESENTED BY: PENNEY BOLTE, FINANCE DEPARTMENT

SUMMARY:

Attached are the monthly revenue reports for sales tax, lodging tax, auto use tax, consumer use tax, and building use tax for the month ending May 31, 2015. Also included are monthly reports on sales tax revenue by area and by industry.

The total revenue for the taxes contained in these reports through the period ending May 2015 is down 0.2% YTD over 2014.

Sales tax revenue for the month of May 2015 ended with revenue up 1.6% from May 2014.

Sales tax revenue for the top 50 vendors increased 3% for the month of May 2015. Gains YTD include General Merchandise (2.1%), Grocery (22.5%), Hotels (11.1%), and Restaurants (5%). The declining sectors include Telecom/Utilities (-10.7%), and Home Improvement (-4.7%).

Lodging tax revenue for the month of May 2015 increased 15.4% from May 2014.

Auto use tax revenue for May 2015 increased 8.6% from May 2014.

Building use tax revenue for May 2015 decreased 41.9% from May 2014.

Consumer use tax revenue for May 2015 increased 68.4% from May 2014.

CITY OF LOUISVILLE

**Revenue History
2011 through 2015**

YEAR	MONTH	SALES TAX	USE TAX	BLDG USE TAX	AUTO USE TAX	LODGING TAX	AUDIT REVENUE	TOTAL
2015	JANUARY	930,279	85,960	65,576	106,340	24,681	10,554	1,223,389
	FEBRUARY	751,446	89,441	35,569	113,225	23,429	64,859	1,077,969
	MARCH	966,850	124,548	136,921	111,521	30,900	52,296	1,423,036
	APRIL	926,082	94,037	93,561	89,588	34,080	72,649	1,309,996
	MAY	931,057	89,679	157,466	93,186	47,601	36,203	1,355,193
	JUNE	-	-	-	-	-	-	-
	JULY	-	-	-	-	-	-	-
	AUGUST	-	-	-	-	-	-	-
	SEPTEMBER	-	-	-	-	-	-	-
	OCTOBER	-	-	-	-	-	-	-
	NOVEMBER	-	-	-	-	-	-	-
	DECEMBER	-	-	-	-	-	-	-
	YTD TOTALS		4,505,715	483,665	489,093	513,859	160,691	236,561
YTD Variance % to Prior Year		4.4%	32.4%	-30.2%	-2.4%	11.7%	-31.8%	-0.2%
2014	JANUARY	798,792	56,727	40,650	141,060	22,487	137,276	1,196,991
	FEBRUARY	708,164	72,199	196,461	83,341	22,789	18,193	1,101,147
	MARCH	891,756	88,634	99,076	98,457	27,659	145,636	1,351,217
	APRIL	990,489	88,362	93,637	117,881	29,651	42,908	1,362,927
	MAY	928,421	59,387	270,829	85,769	41,240	2,776	1,388,422
	JUNE	1,013,900	111,632	102,883	88,813	47,149	29,230	1,393,608
	JULY	866,647	114,724	70,466	79,622	54,076	15,679	1,201,213
	AUGUST	983,356	87,629	46,088	105,531	51,658	156,497	1,430,760
	SEPTEMBER	974,352	99,986	58,752	116,646	41,146	7,841	1,298,723
	OCTOBER	876,022	79,004	57,992	109,404	40,328	51,399	1,214,149
	NOVEMBER	867,460	66,255	157,394	85,387	27,146	212,991	1,416,633
	DECEMBER	1,294,297	147,830	24,949	123,793	21,905	3,019	1,615,792
	YTD TOTALS		11,193,655	1,072,369	1,219,177	1,235,702	427,234	823,445
YTD Variance % to Prior Year		7.5%	13.3%	1.6%	8.9%	12.4%	-5.7%	6.8%
2013	JANUARY	777,242	(29,020)	184,731	86,731	20,848	75,241	1,115,772
	FEBRUARY	669,879	70,363	69,470	80,297	19,921	12,621	922,552
	MARCH	820,313	74,217	263,140	106,476	22,836	29,624	1,316,606
	APRIL	870,965	61,435	78,235	95,575	26,040	13,499	1,145,748
	MAY	918,954	69,690	54,267	83,905	35,636	121,805	1,284,257
	JUNE	895,906	116,514	120,854	68,997	40,725	64,668	1,307,664
	JULY	856,770	44,927	91,461	89,328	46,440	57,571	1,186,497
	AUGUST	821,538	38,974	87,374	124,484	41,990	7,939	1,122,299
	SEPTEMBER	1,017,791	114,209	19,729	90,523	37,157	11,137	1,290,547
	OCTOBER	827,461	53,102	130,501	117,513	42,825	207,939	1,379,340
	NOVEMBER	812,544	70,204	79,635	82,127	26,122	143,923	1,214,555
	DECEMBER	1,125,418	261,530	20,236	108,929	19,492	126,849	1,662,455
	YTD TOTALS		10,414,782	946,144	1,199,631	1,134,885	380,033	872,817
YTD Variance % to Prior Year		6.8%	-7.9%	40.5%	16.4%	3.9%	131.5%	12.0%
2012	JANUARY	681,326	32,851	27,928	70,085	21,299	-	833,489
	FEBRUARY	656,603	52,354	40,696	81,880	21,356	2,109	854,997
	MARCH	816,468	79,749	109,195	79,824	24,428	2,410	1,112,074
	APRIL	757,617	47,489	150,645	59,779	24,803	12,949	1,053,282
	MAY	855,685	90,373	55,162	65,752	37,456	49,231	1,153,658
	JUNE	890,833	108,900	89,259	80,272	45,122	9,662	1,224,048
	JULY	794,745	27,905	88,794	80,362	40,743	12,508	1,045,056
	AUGUST	776,002	24,579	62,942	88,605	46,121	160,774	1,159,024
	SEPTEMBER	836,117	71,431	35,963	83,421	34,550	9,971	1,071,452
	OCTOBER	737,769	30,677	87,218	116,085	31,783	2,806	1,006,338
	NOVEMBER	855,913	51,205	15,558	76,425	20,814	7,825	1,027,740
	DECEMBER	1,091,578	409,811	90,571	92,223	17,408	106,845	1,808,436
	YTD TOTALS		9,750,654	1,027,323	853,932	974,711	365,884	377,090
YTD Variance % to Prior Year		7.0%	86.8%	16.2%	8.4%	9.0%	160.1%	13.4%
2011	JANUARY	634,012	11,262	24,333	64,708	18,884	18,367	771,564
	FEBRUARY	589,984	5,900	45,823	56,736	18,361	2,558	719,363
	MARCH	776,647	45,119	15,941	77,130	20,385	1,870	937,091
	APRIL	725,384	15,521	45,812	72,171	22,368	2,414	883,671
	MAY	734,017	15,403	38,312	73,741	35,261	13,549	910,283
	JUNE	871,414	32,373	50,480	87,068	35,938	12,396	1,089,669
	JULY	735,710	13,273	83,345	69,746	38,443	34,921	975,438
	AUGUST	738,939	22,640	91,563	87,377	40,498	1,979	982,996
	SEPTEMBER	785,785	43,390	92,181	74,646	32,129	19,005	1,047,136
	OCTOBER	718,122	35,381	96,533	89,734	31,123	2,663	973,556
	NOVEMBER	746,388	27,461	65,564	76,039	23,399	20,683	959,533
	DECEMBER	1,052,498	282,224	85,218	69,956	18,766	14,568	1,523,231
	YTD TOTALS		9,108,901	549,946	735,105	899,051	335,555	144,973
YTD Variance % to Prior Year		4.4%	N/A	175.9%	11.2%	10.1%	-15.3%	14.1%

**City of Louisville, Colorado
Total Sales Tax Revenue
2011 -2015**

Month Of Sale	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Budget	2015 Actual	Mnthly % Of 2014	Y-T-D % Of 2014	Mnthly % Of Bdgt	Y-T-D % Of Bdgt
Jan	636,994	681,326	778,705	800,685	899,966	938,911	117.3%	117.3%	104.3%	104.3%
Feb	592,370	658,227	677,256	708,418	810,009	808,454	114.1%	115.8%	99.8%	102.2%
Mar	778,075	818,491	821,853	985,745	1,008,731	979,639	99.4%	109.3%	97.1%	100.3%
Apr	727,061	758,944	882,437	993,747	961,050	968,100	97.4%	105.9%	100.7%	100.4%
May	738,711	875,629	943,909	929,994	1,015,359	944,922	101.6%	105.0%	93.1%	98.8%
Jun	881,992	900,308	950,701	1,015,778	1,103,727	-	0.0%	85.4%	0.0%	80.0%
Jul	738,194	806,223	864,327	871,158	992,239	-	0.0%	73.6%	0.0%	68.3%
Aug	740,614	787,880	828,581	1,096,941	978,229	-	0.0%	62.7%	0.0%	59.7%
Sep	797,496	843,703	1,023,383	980,918	1,051,654	-	0.0%	55.3%	0.0%	52.6%
Oct	720,320	736,736	828,537	907,968	956,534	-	0.0%	49.9%	0.0%	47.5%
Nov	751,407	863,243	817,829	869,528	957,503	-	0.0%	45.7%	0.0%	43.2%
Dec	1,065,957	1,093,262	1,129,807	1,294,795	1,285,359	-	0.0%	40.5%	0.0%	38.6%
Totals	9,169,191	9,823,972	10,547,325	11,455,676	12,020,360	4,640,026				
% Of Change	3.7%	7.1%	7.4%	8.6%	4.9%					

**City of Louisville, Colorado
Lodging Tax Revenue
2011 -2015**

Month Of Sale	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Budget	2015 Actual	Mnthly % Of 2014	Y-T-D % Of 2014	Mnthly % Of Bdgt	Y-T-D % Of Bdgt
Jan	18,884	21,299	20,848	22,487	26,079	24,681	109.8%	109.8%	94.6%	94.6%
Feb	18,361	21,356	19,921	22,789	25,714	23,429	102.8%	106.3%	91.1%	92.9%
Mar	20,385	24,428	22,836	27,659	28,584	33,963	122.8%	112.5%	118.8%	102.1%
Apr	22,368	24,803	26,040	29,651	30,175	34,080	114.9%	113.2%	112.9%	105.1%
May	35,261	37,456	35,636	41,240	44,485	47,601	115.4%	113.9%	107.0%	105.6%
Jun	35,938	45,122	40,725	47,149	47,462	-	0.0%	85.7%	0.0%	80.9%
Jul	38,443	40,743	46,440	54,917	51,601	-	0.0%	66.6%	0.0%	64.4%
Aug	40,498	46,121	41,990	51,658	51,242	-	0.0%	55.0%	0.0%	53.6%
Sep	32,129	34,550	37,157	41,146	41,128	-	0.0%	48.3%	0.0%	47.3%
Oct	31,123	31,783	42,825	40,328	42,072	-	0.0%	43.2%	0.0%	42.1%
Nov	23,399	20,814	26,122	27,146	28,937	-	0.0%	40.3%	0.0%	39.2%
Dec	18,766	17,408	19,492	21,905	23,442	-	0.0%	38.3%	0.0%	37.1%
Totals	335,555	365,884	380,033	428,075	440,920	163,754				
% Of Change	10.1%	9.0%	3.9%	12.6%	3.0%					

**City of Louisville, Colorado
Auto Use Tax Revenue
2011 -2015**

Month Of Sale	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Budget	2015 Actual	Mnthly % Of 2014	Y-T-D % Of 2014	Mnthly % Of Bdgt	Y-T-D % Of Bdgt
Jan	64,708	70,085	86,731	141,060	106,915	106,340	75.4%	75.4%	99.5%	99.5%
Feb	56,736	81,880	80,297	83,341	99,828	113,225	135.9%	97.8%	113.4%	106.2%
Mar	77,130	79,824	106,476	98,457	109,914	111,521	113.3%	102.5%	101.5%	104.6%
Apr	72,171	59,779	95,575	117,881	100,387	89,588	76.0%	95.4%	89.2%	100.9%
May	73,741	65,752	83,905	85,769	97,134	93,186	108.6%	97.6%	95.9%	99.9%
Jun	87,068	80,272	68,997	88,813	104,067	-	0.0%	83.5%	0.0%	83.1%
Jul	69,746	80,362	89,328	79,622	103,282	-	0.0%	73.9%	0.0%	71.2%
Aug	87,377	88,605	124,484	105,531	117,640	-	0.0%	64.2%	0.0%	61.2%
Sep	74,646	83,421	90,523	116,646	121,750	-	0.0%	56.0%	0.0%	53.5%
Oct	89,734	116,085	117,513	109,404	123,921	-	0.0%	50.1%	0.0%	47.4%
Nov	76,039	76,425	82,127	85,387	96,365	-	0.0%	46.2%	0.0%	43.5%
Dec	69,956	92,223	108,929	123,793	103,927	-	0.0%	41.6%	0.0%	40.0%
Totals	899,051	974,711	1,134,885	1,235,702	1,285,130	513,859				
% Of Change	11.2%	8.4%	16.4%	8.9%	4.0%					

Actual G/L amounts may vary

**City of Louisville, Colorado
Building Use Tax Revenue
2011 -2015**

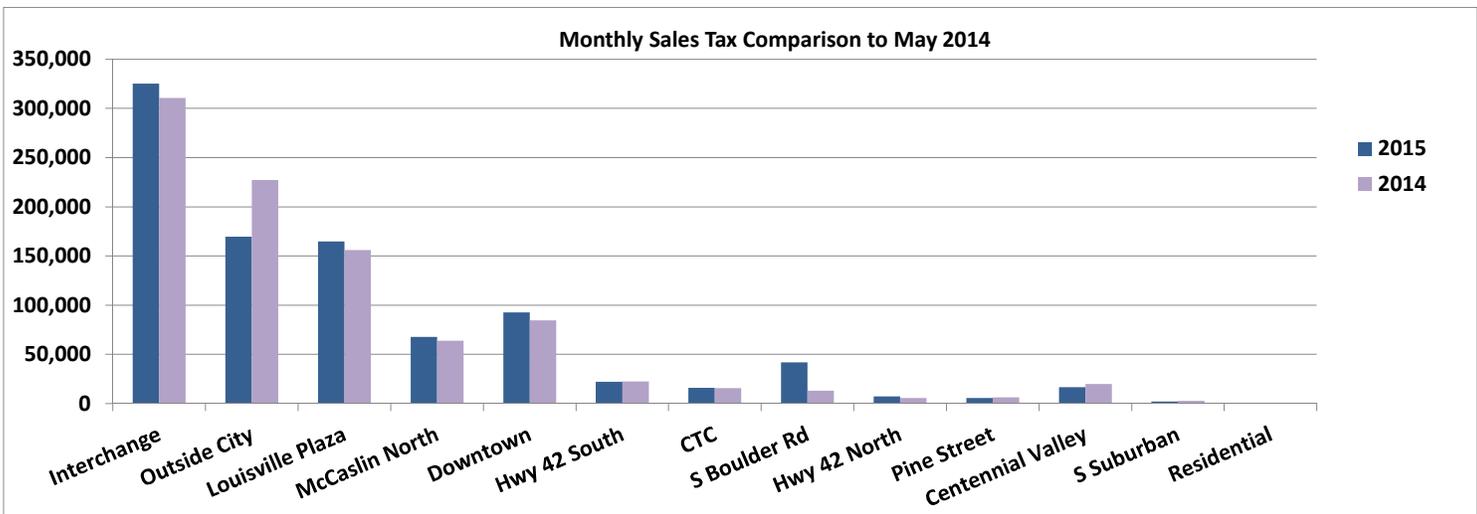
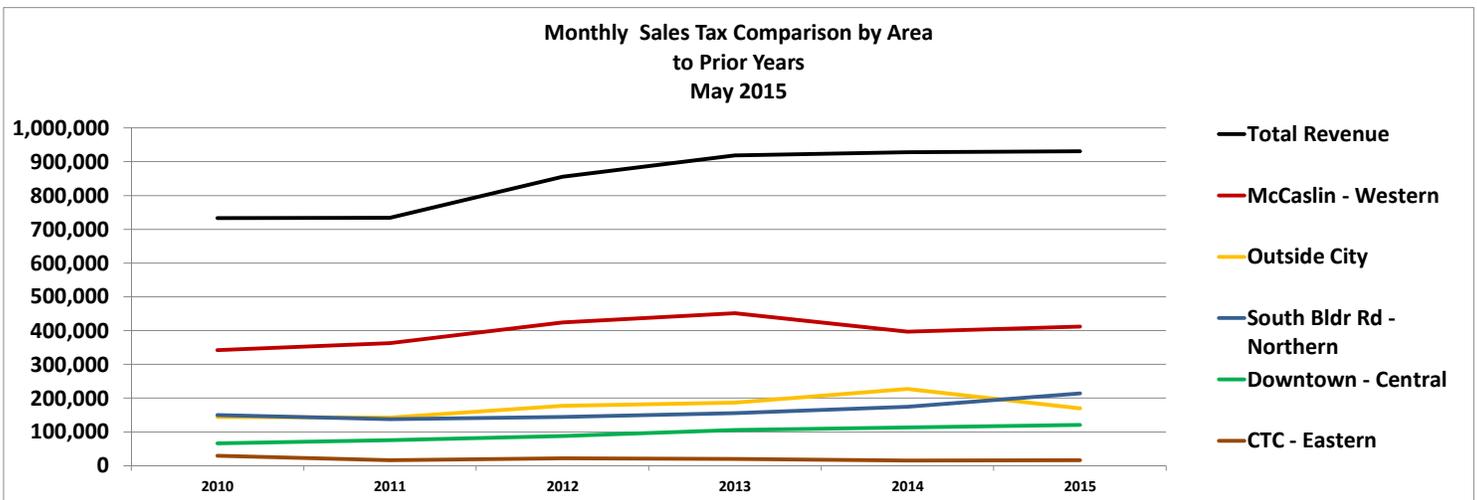
Month Of Sale	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Budget	2015 Actual	Mnthly % Of 2014	Y-T-D % Of 2014	Mnthly % Of Bdgt	Y-T-D % Of Bdgt
Jan	24,333	27,928	184,731	40,650	73,966	65,576	161.3%	161.3%	88.7%	88.7%
Feb	45,823	40,696	69,470	196,461	79,895	35,569	18.1%	42.7%	44.5%	65.7%
Mar	15,941	109,195	263,140	99,076	104,807	136,921	138.2%	70.8%	130.6%	92.0%
Apr	45,812	150,645	78,235	93,637	84,321	93,561	99.9%	77.2%	111.0%	96.7%
May	38,312	55,162	54,267	270,829	130,781	157,466	58.1%	69.8%	120.4%	103.2%
Jun	50,480	89,259	120,854	102,883	94,972	-	0.0%	60.9%	0.0%	86.0%
Jul	83,345	88,794	91,461	70,466	76,626	-	0.0%	56.0%	0.0%	75.8%
Aug	91,563	62,942	87,374	46,088	89,499	-	0.0%	53.2%	0.0%	66.6%
Sep	92,181	35,963	19,729	58,752	65,566	-	0.0%	50.0%	0.0%	61.1%
Oct	96,533	87,218	130,501	57,992	88,401	-	0.0%	47.2%	0.0%	55.0%
Nov	65,564	15,558	79,635	157,394	78,730	-	0.0%	41.0%	0.0%	50.5%
Dec	85,218	90,571	20,236	24,949	64,125	-	0.0%	40.1%	0.0%	47.4%
Totals	735,105	853,932	1,199,631	1,219,177	1,031,690	489,093				
% Of Change	175.9%	16.2%	40.5%	1.6%	-15.4%					

**City of Louisville, Colorado
Consumer Use Tax Revenue
2011 -2015**

Month Of Sale	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Budget	2015 Actual	Mnthly % Of 2014	Y-T-D % Of 2014	Mnthly % Of Bdgt	Y-T-D % Of Bdgt
Jan	11,262	32,851	37,090	140,825	84,490	86,310	61.3%	61.3%	102.2%	102.2%
Feb	5,900	52,354	74,247	73,497	78,390	92,813	126.3%	83.6%	118.4%	110.0%
Mar	45,119	79,749	85,187	111,992	122,550	146,179	130.5%	99.7%	119.3%	114.0%
Apr	15,521	51,813	61,435	122,627	95,665	94,037	76.7%	93.4%	98.3%	110.0%
May	15,403	118,389	123,930	60,387	121,052	101,700	168.4%	102.3%	84.0%	103.8%
Jun	32,373	108,900	117,226	127,410	146,852	-	0.0%	81.8%	0.0%	80.3%
Jul	19,392	27,905	82,469	122,959	96,171	-	0.0%	68.6%	0.0%	69.9%
Aug	22,640	162,310	39,698	129,430	134,739	-	0.0%	58.6%	0.0%	59.2%
Sep	43,390	71,431	118,185	99,986	126,715	-	0.0%	52.7%	0.0%	51.8%
Oct	35,381	34,241	233,281	88,790	149,054	-	0.0%	48.3%	0.0%	45.1%
Nov	27,461	51,205	190,782	240,584	194,086	-	0.0%	39.5%	0.0%	38.6%
Dec	282,224	410,995	366,082	149,849	460,126	-	0.0%	35.5%	0.0%	28.8%
Totals	556,065	1,202,143	1,529,611	1,468,338	1,809,890	521,039				
% Of Change		116.2%	27.2%	-4.0%	23.3%					

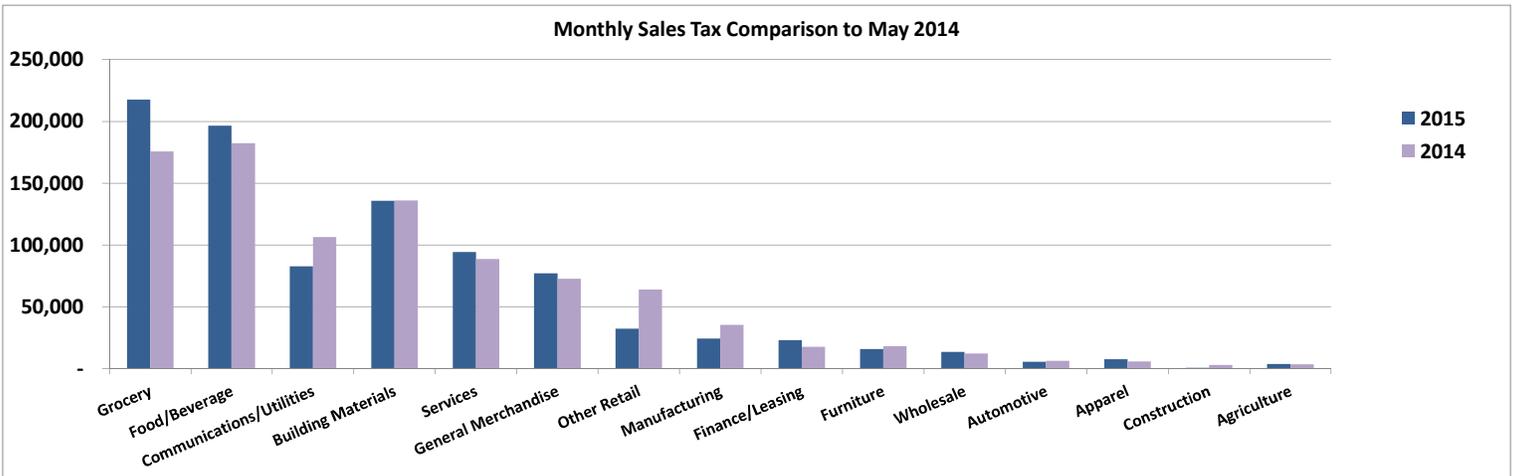
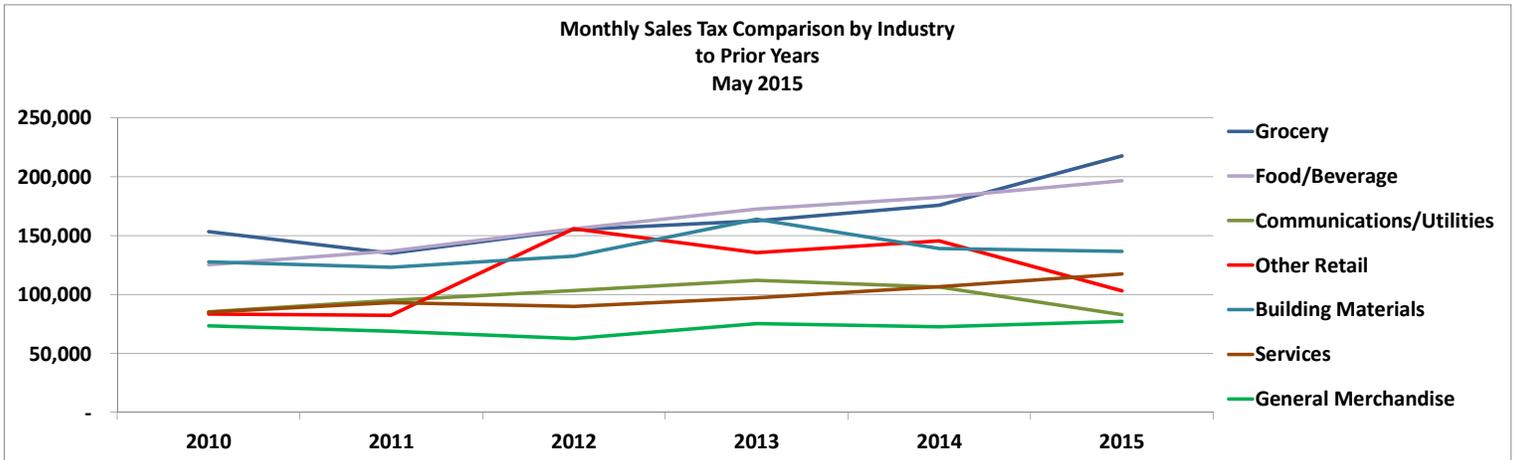
Monthly Sales Tax Revenue Comparisons by Area May 2015)

AREA NAME	2010 Actual	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Actual	% Of Total	% Change
Interchange	285,718	279,712	302,723	331,484	310,617	325,220	34.9%	4.7%
Outside City	144,467	141,979	176,806	186,229	227,224	169,530	18.2%	-25.4%
Louisville Plaza	121,755	118,983	124,197	140,159	156,126	164,590	17.7%	5.4%
McCaslin North	52,308	57,919	59,637	62,434	63,945	67,578	7.3%	5.7%
Downtown	42,174	51,960	63,198	75,021	84,634	92,509	9.9%	9.3%
Hwy 42 South	19,024	16,443	18,326	21,048	22,452	22,065	2.4%	-1.7%
CTC	29,676	15,912	21,603	19,794	15,640	16,116	1.7%	3.0%
S Boulder Rd	20,304	9,317	10,370	10,348	13,057	41,894	4.5%	220.9%
Hwy 42 North	8,068	9,363	10,005	5,026	5,666	7,069	0.8%	24.8%
Pine Street	5,021	6,736	6,348	9,148	6,369	5,475	0.6%	-14.0%
Centennial Valley	119	21,325	57,394	52,532	19,980	16,563	1.8%	-17.1%
S Suburban	4,468	3,957	4,768	5,233	2,606	2,114	0.2%	-18.9%
Residential	269	412	310	498	106	335	0.0%	216.4%
Total Revenue	733,372	734,017	855,685	918,954	928,421	931,057		
% Of Change	-1.2%	0.1%	16.6%	7.4%	8.5%	0.3%		



Monthly Sales Tax Revenue Comparisons by Industry (May 2015)

AREA NAME	2010 Actual	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Actual	% Of Total	% Change
Grocery	153,404	134,944	155,087	162,438	175,821	217,687	23.4%	23.8%
Food/Beverage	125,181	136,859	155,886	172,580	182,484	196,477	21.1%	7.7%
Communications/Utilities	85,256	94,932	103,525	112,130	106,415	82,764	8.9%	-22.2%
Building Materials	127,364	121,391	132,331	162,358	136,078	135,728	14.6%	-0.3%
Services	60,957	76,666	76,053	81,337	88,831	94,381	10.1%	6.2%
General Merchandise	73,295	68,890	62,678	75,272	72,722	77,140	8.3%	6.1%
Other Retail	23,579	18,579	48,048	22,963	63,907	32,436	3.5%	-49.2%
Manufacturing	30,153	29,822	72,059	67,122	35,371	24,389	2.6%	-31.0%
Finance/Leasing	24,165	16,338	13,955	15,879	17,719	23,068	2.5%	30.2%
Furniture	14,044	14,939	14,129	17,013	18,274	15,871	1.7%	-13.1%
Wholesale	7,154	9,468	11,182	10,568	12,319	13,434	1.4%	9.1%
Automotive	3,857	4,308	4,110	8,089	6,267	5,525	0.6%	-11.8%
Apparel	3,890	4,434	5,104	6,231	5,787	7,731	0.8%	33.6%
Construction	231	1,631	317	1,430	2,908	754	0.1%	-74.1%
Agriculture	843	818	1,221	3,544	3,518	3,671	0.4%	4.4%
Totals	733,372	734,017	855,685	918,954	928,421	931,057		
% Of Change	-1.2%	0.1%	16.6%	7.4%	8.5%	1.3%		



SUBJECT: BUSINESS ASSISTANCE PROGRAM STATISTICS

DATE: AUGUST 3, 2015

PRESENTED BY: AARON DEJONG, ECONOMIC DEVELOPMENT

SUMMARY:

The memorandum summarizes the performance of businesses and projects that have received assistance from the Business Assistance Program.

BACKGROUND:

In January 2007, the City Council approved an ordinance establishing a business assistance program (BAP). This program was developed by the Business Retention and Development Committee. The program was approved by the City Council through Ordinance 1507 Series 2007. The ordinance describes the purpose of the BAP program as:

“The purpose of the BAP created by this chapter is to encourage the recruitment, retention, establishment and/or substantial expansion of sales tax generating businesses and employers within the city, thereby stimulate the economy of and within the city, providing employment for residents of the city and others, further expanding the goods and services available for purchase and consumption by businesses and residents of the city, and further increasing the sales taxes and fees collected by the city, which increased sales tax and fee collections will enable the city to provide expanded and improved municipal services to and for the benefit of the residents of the city, while at the same time providing public or public-related improvements at no cost, or at deferred cost, to the city and its taxpayers and residents.

The City’s program offers four basic types of incentives, all of which are rebates of fees and taxes paid: sales tax, building permit fees, construction use taxes, and consumer use tax.

Sales Tax Rebates – If a business is going to bring new retail sales to the community, the City has the ability to incent the business to come to Louisville by rebating a portion of the City’s general sales taxes back to the business. The rebate is on new sales and doesn’t apply to existing sales in the community if the business is already located in Louisville. The timeframe for when the rebate applies to sales varies depending on the size and desirability of the new or expansion project.

Building Permit Fee Rebates – The City can rebate a portion of the building permit fees associated with a new building or remodel of an existing building to incent job creation or new retail sales. Louisville has generally offered rebates of 50% the cost of

these fees. The rebates are paid only after the project has received a Certificate of Occupancy from the Building Safety Division.

Construction Use Tax Rebates – The materials used to construct a new building or remodel are subject to a construction use tax. The City can rebate a portion of these taxes to incent the project. These rebates are also paid out after the project has received a Certificate of Occupancy.

Consumer Use Tax Rebates – For some projects, the business needs to buy items needed to operate the business (i.e. furniture and equipment). These items are subject to a consumer use tax if they are purchased from outside the City for use in the City. The City can rebate a portion of these taxes if the project meets the program's qualifications.

DISCUSSION:

Since 2007, the City Council has approved 59 assistance packages. Of this total, 45 are on-going or completed, consisting of 15 retail projects and 30 commercial/industrial projects. Thirteen of these agreements either did not result in the business or project coming to Louisville or the business or project did not meet the requirements to receive the assistance (i.e. didn't occur in the timeframe specified in the agreement).

Staff analyzed several sources of data to evaluate the effect the Business Assistance Program has had on the Louisville economy:

- Permit fees paid and construction values were obtained from Building Services department files. These values include construction costs of new buildings (if applicable) and any tenant finishes which were directly related to project incented by the Business Assistance Package. This includes projects that have paid their permits and fees, but have not been rebated.
- The amount of incentives paid out from Assistance Agreements through July 2015.
- Jobs and wage data obtained from the State of Colorado's Quarterly Census of Employment and Wages (QCEW) data from the third quarter of 2014. This information is confidential at the business level, but can be provided in aggregate to prevent distribution of information about a particular business. Some businesses that are in operation have not hit the database as of Q3 2014. Those businesses will likely show up in next year's reporting.

This analysis is a snapshot of the program as of July 2015. Several projects have not begun (i.e. McCaslin Retail) or are in the middle of construction (i.e. Rogue Wave) so the full effect of the projects have yet to be documented.

The analysis separated the projects into retail and commercial categories, as a main goal of incenting retail is to encourage new sales in the community, and incenting commercial projects is to encourage high quality primary job growth. The following

table outlines the critical data points associated with the projects offered assistance by the City.

Table 1: Summary of Incentives and Benefits from Business Assistance Packages

	Retail	Commercial	Total
Incentives Paid	\$ 801,573	\$ 487,053	\$ 1,288,627
Retained Jobs	27	1,057	1,084
Created Jobs	257	1,306	1,563
Total Jobs	284	2,363	2,647
Total Annual Wages	\$ 5,349,240	\$ 209,013,336	\$ 214,362,576
Average Wage/Salary	\$ 18,835	\$ 88,453	\$ 80,916
Annual Sales Tax	\$ 671,204	N/A	\$ 671,204
Permit Fees Paid	\$ 321,737	\$ 1,465,466	\$ 1,787,203
Construction Cost	\$ 11,313,354	\$ 42,472,402	\$ 53,785,756
Incentives per Job	\$ 2,822	\$ 206	\$ 487
Annual Sales Tax \$ per Incentive \$	\$ 0.84	N/A	N/A
Construction \$ per Incentive \$	\$ 14.11	\$ 87.20	\$ 41.74

For the retail projects, every dollar of incentives provided to the retail projects has leveraged \$.84 of new annual sales tax revenue to the City. Total annual sales tax receipts to the City total \$671,204. The retail projects have created 257 new jobs with an average wage of \$18,835. These are typically part-time positions and wages tend to be lower in the retail sector.

The commercial projects have retained 1057 jobs and created 1,306 new jobs in Louisville, resulting in total employment from these projects of 2,363 jobs. The average annual wage for these jobs is \$88,453. The average incentive paid to create or retain a primary job is \$206.

The Business Assistance Packages have encouraged improvements to property totaling \$53,785,756 either through tenant improvements or new construction. Every dollar of incentive paid out through the program has leveraged \$41.74 of improvements to property in Louisville.

Overall, the program has encouraged significant job growth, new sales tax revenue, and investments in property in the community. The program has provided more assistance to retail projects, but long-term retail projects provide an on-going source of revenue to the City. The incentive per job of \$206 to encourage primary job growth is an excellent value given the benefit high-paying jobs provide to the economic condition of the area. The paid incentives leverage a significant amount of improvement to property. These

SUBJECT: BUSINESS ASSISTANCE PROGRAM STATISTICS

DATE: AUGUST 3, 2015

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improvements boost the property tax revenue to the City, School District, Boulder County and Louisville Fire Protection District.

FISCAL IMPACT:

There are 45 active or complete Business Assistance Packages approved by the City Council since 2007. These BAPs have resulted roughly \$1,290,000 in total incentives paid by the City, generate roughly \$671,000 annually in new sales tax revenue to the City, have stimulated over \$53 million in new private capital investment, and helped create or retain 2,647 jobs, with almost 90% of those jobs paying an average wage of about \$90,000 annually.

Because all financial assistance under the program is a rebate of taxes and fees paid, the City has no annual budgeted amount for the program and incentives are intended to be offset by the additional revenue resulting from business retentions, expansions or relocations that happen in Louisville.

RECOMMENDATION:

This memorandum is for informational purposes only.

ATTACHMENT(S):

1. Powerpoint

Business Assistance Package Analysis

Aaron DeJong

Economic Development Director

August 3, 2015

BAP Analysis

- BAP Program began in 2007
 - 59 Total Agreements
 - 45 either completed/underway
 - 15 are Retail
 - 30 are Commercial/Industrial
 - 13 projects were not advanced
- BAP Agreements are typically rebates of:
 - Sales Tax
 - Building Permit Fees
 - Construction Use Tax
 - Consumer Use Tax

BAP Analysis

- Data for the Analysis came from several sources:
 - Building Department permits and fees
 - 2014 Sales Tax Data
 - State Quarterly Employment Census Data
 - 3rd Quarter, 2014

BAP Analysis

- Key statistics for Retail projects;
 - For every \$1 in one-time rebates, businesses generate \$.84 in annual sales tax revenue
 - Businesses that received BAPs generated \$671,204 in sales tax in 2014
 - 257 new retail jobs averaging \$18,835

- Key statistics for Commercial / Industrial projects:
 - Retained 1057 jobs
 - Created 1,306 jobs (total is 2,363 jobs)
 - Average annual wage is \$88,453
 - \$30,000 greater than the County average wage
 - Average incentive per job is \$206

Summary

- Encouraged significant growth and investment
- Incentives are more to retail, but city benefits from retail greater.
 - Encourages on-going revenue stream
- Incented primary job creation significantly higher than the Boulder County average wage.

SUBJECT: ECONOMIC DEVELOPMENT UPDATE

DATE: AUGUST 3, 2015

PRESENTED BY: AARON DEJONG, ECONOMIC DEVELOPMENT

McCaslin Marketplace - 994 Dillon – The SE corner of McCaslin and Dillon Road, currently occupied by Old Santa Fe Grill, has been approved for a redevelopment into a 12,000 sf multi-tenant retail building. The owner, Signature Partners, is finalizing several leases, and expect to announce tenants soon.

Jersey Mike's – The Louisville location opened at 321 McCaslin next to Tibet's. This is the first gourmet quick-serve sandwich location in Centennial Valley.

Bourbon Street Seafood and Chophouse – The new restaurant at 328 McCaslin is opening soon.

Moxie Bread Company – Owner Andy Clark opened Moxie in June on Pine and Main Street. He is very happy with the start to the new venture and is bullish on the future.

Old City Shops Building – City Council directed staff to negotiate a lease with Human Movement for the old City Shops building on Empire Road. They are also interested in the potential of Louisville RV storage to also utilize the City's land in the area.

DELO Phase II – The mixed-use project is finalizing the subdivision agreement and construction is expected to begin this fall.

550 S. McCaslin Urban Renewal – A public was held July 6, 2015 to discuss the 550 S. McCaslin Urban Renewal Plan. About 40 people were in attendance. The main questions asked at the meeting were:

1. What is currently allowed on the property? (mainly retail, but office and church uses are allowed),
2. Is residential allowed? (no, not without a rezoning).
3. Does the Urban Renewal Plan change the zoning? (No, rezonings must go through a separate land use rezoning process)

The Planning Commission reviewed the draft Urban Renewal Plan on July 9, 2015 as to its conformity to the Comprehensive Plan. They decided the plan is in conformity with the Comprehensive Plan.

The City Council will be considering the Urban Renewal Plan at the August 18, 2015 meeting.

SUBJECT: ECONOMIC DEVELOPMENT UPDATE

DATE: AUGUST 3, 2015

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The purpose of the Plan is to reduce, eliminate and prevent the spread of blight within the urban renewal area. The objectives for the Plan include the following:

- Create a retail rich environment where area businesses and residents can be successful.
- Re-tenant or redevelop the property.
- Increase retail activity by encouraging occupancy of the property.

The Plan gives the Louisville Revitalization Commission (LRC) certain abilities to address the blighting factors preventing the redevelopment of the former Sam's Club building on the property. Those abilities include:

- Negotiate and enter into Redevelopment Agreements and Cooperation Agreements
- The power of eminent domain as authorized by the Urban Renewal Law to alleviate the blighting factors.