

City Council Economic Vitality Committee

Meeting Agenda

Friday, March 1, 2024

City Hall

749 Main Street

1:30 PM

Members of the public are welcome to attend and give comments remotely; however, the in-person meeting may continue even if technology issues prevent remote participation.

- You can call in to [+1 346 248 7799](tel:+13462487799) or [833 548 0282](tel:8335480282) (toll free) Webinar ID [#838 1396 0621](tel:83813960621)
- You can log in via your computer. Please visit the City's website here to link to the meeting: www.louisvilleco.gov/council.

The Board will accommodate public comments during the meeting. Anyone may also email comments to the Board prior to the meeting at ABrown@LouisvilleCO.gov.

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Public Comments on Items Not on the Agenda
5. Discussion/Direction – EVC Business Outreach Meetings
6. Discussion Items for Next Meeting
7. Adjourn

Persons planning to attend the meeting who need sign language interpretation, translation services, assisted listening systems, Braille, taped material, or special transportation, should contact the City Clerk's Office at 303 335-4536 or MeredythM@LouisvilleCO.gov. A forty-eight-hour notice is requested.

Si requiere una copia en español de esta publicación o necesita un intérprete durante la reunión, por favor llame a la Ciudad al 303.335.4536 o 303.335.4574.

SUBJECT: EVC BUSINESS OUTREACH MEETINGS

DATE: MARCH 1, 2024

PRESENTED BY: VANESSA ZARATE, ECONOMIC VITALITY MANAGER

SUMMARY:

During the December 2023 and January 2024 Economic Vitality Committee (EVC) meetings, the Committee discussed the desire to conduct business outreach meetings. The intent of these meetings was to have a more open dialogue with the business community, to learn more about what is going well and what can be improved upon.

The EVC discussed various approach options at the January 2024 meeting, with an initial thought of conducting meetings by geography and then re-evaluating after a year to determine if adjustments are needed. There is a desire to include additional city staff, not just EVC and Economic Vitality staff. Additional staff could include leadership team, sustainability, planners, resiliency personnel and EDI staff.

The timing and location of the outreach meetings were also discussed. There is a desire to have multiple businesses and property owners in attendance, to have a meaningful conversation. In order to have the desired attendance, the timing of the meetings needs to work for the invited businesses and have a location that invitees can easily find.

FISCAL IMPACT:

Fiscal impact will be determined on the number and structure of the outreach meetings. Costs could include things such as marketing materials, presentation materials, space rentals (if/where applicable), and food/drink.

There is an existing budget for the business forums that could be utilized for these outreach meetings if desired. If not, additional budget will need to be allocated for implementation.

RECOMMENDATION:

Staff recommends considering an industry approach or business size approach to the outreach meetings. This will allow the EVC and staff to focus on businesses that overlap in size or industry, and will more likely have common concerns. Common successes and barriers allow conversation to be more targeted and potentially more in depth, versus more surface level conversations.

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An industry approach to the outreach meetings will allow for opportunities for partners, supply-chain businesses, complimentary businesses and potential competitors to be in the same room to share what is working well and what gaps may exist. This can help EVC and staff create programs to support the industry success, and provides an opportunity to align with targeted industry impact.

A business size approach to the outreach meetings will allow for opportunities to focus on the specific needs of the business size- entrepreneurs, start-ups, second-stage and established companies. Success through business stages and growth can be specific to the stage you are in- hearing from businesses within each business stage and size can allow the creation of programs for each business size success.

For these meeting types, staff recommends hosting all meetings at the one location. This can accommodate attendees from across the city and helps with marketing efforts. An industry approach would result in meeting times being varied throughout the day to accommodate industry needs. A business size approach could utilize consistent meeting times throughout the year.

Staff has created four different outreach options with various meeting approaches- outlining various forms of implementation. More information for each approach can be found in the EVC Business Meetings Proposal attachment.

ATTACHMENT(S):

1. EVC Business Meetings Proposal Options

Purpose

The Economic Vitality Committee (EVC) is interested in increasing business engagement and garnering more feedback from the business community. There is a desire for the EVC to have a greater understanding of businesses in Louisville and learning what is going well and what could use improvement. The intent of these meetings will be to learn from the businesses as well as provide more information on what city priorities are and what might be in the pipeline that will impact them. There will be an intentional focus of sharing information with them, as this is sometimes the only instance for the year that they engage with the business, as well as intently listening to what the business community needs to be successful and vibrant.

- These outreach meetings should be in addition to the business forums, not replace them.
- A proposal would be to have them geographically based and start with the McCaslin area. After the first year, can reevaluate the impact and success, and adapt if needed.
- Intent is to have engaging conversations with the business sector, to hear from them what is going well and what is needed to be successful. The hope is that the events are well attended but small enough to have engaging and meaningful conversations.
- Invitees should be both the business owners and the property owners.
- The meetings should be free-flowing, without the entire meeting being structured. This is an opportunity to share council priorities and what might be in the City pipeline, while leaving a lot of time to hear from the businesses directly.
- Overall, want to hear from the business community but would love some specific examples of what may not be working well and what the City can do to make processes and the business environment easier for businesses to navigate and more business friendly.

Proposal 1

- Area/Businesses
 - Geogrpahy Based
 - McCaslin Corridor/Centennial Valley
 - Downtown
 - South Boulder Road
 - Colorado Tech Center
 - Event will be held in the respective geography
- Outreach
 - Invite businesses, property owners and representatives (brokers)
 - Prioritize outreach electronically- email and social media
 - If needed, can do targeted mail outreach
- Timing
 - Twice Quarterly
 - One event in the morning and one in the evening, per area
 - Event for an hour and a half
- Agenda
 - Council Priorities
 - City Initiatives
 - Open Forum

Proposal 2

- Area/Businesses
 - Industry based, based on business reported industries (could also do NAICS codes)
 - Arts and Entertainment, Nonprofit, Child Care or Educational Services,
 - Automotive Trade, Repair or Maintenance, Transportation and Warehousing
 - Construction, Manufacturing
 - Finance, Insurance or Real Estate, Professional and Technical Services,
 - Fitness and Recreation, Healthcare
 - Hair Care and Other Personal Services, Service
 - Information, Media and Publishing, Advanced Technology
 - Restaurant, Food Service or Bar, Retail, Lodging and Hospitality,
 - Event will be held at the same location each month
- Outreach
 - Invite businesses, property owners and representatives (brokers)
 - Prioritize outreach electronically- email and social media
 - If needed, can do targeted mail outreach
- Timing
 - Monthly
 - Due to number of industries, conduct monthly meetings
 - Can alternate between morning or evening events, based on industry
 - Event for an hour and a half
- Agenda
 - Council Priorities
 - City Initiatives
 - Open Forum

Proposal 3

- Area/Businesses
 - By business size
 - Major employers (over 300 employees)
 - 100-300 employees
 - 25-100 employees
 - Under 25 employees
- Outreach
 - Invite businesses, property owners and representatives (brokers)
 - Focus on targeted outreach electronically (emails, EV newsletter, social media)
 - If needed, mailing outreach or drop off invite
- Timing
 - Quarterly, once for each segment
 - If needed, can consider having multiple events for the smaller business segments
 - Event will be held at the same location each quarter
 - Two-hour event

- Agenda
 - Introduction to City
 - Council Priorities
 - City Initiatives
 - Open Forum

Proposal 4

- Area/Businesses
 - Open Forum
- Outreach
 - Invite business, property owners and representatives (brokers)
 - EV Newsletter and social media
- Timing
 - Quarterly
 - Event will be held at the same location each quarter
 - Event operate as more of an open house, for two hours
- Agenda
 - Predominantly open forum
 - City Initiatives
 - Council Priorities

*The program structure can be any combo of the proposed options