



Staff Report

TO: Economic Development Committee
FROM: Kyle Warsinski, Economic Development Manager
DATE: August 10, 2022
SUBJECT: Business Incentive Package Presentation

Background and Analysis:

The Elevate Beaumont 2040 General Plan adopted on December 1, 2020, included an Area Plan for downtown Beaumont. This plan included new land use designations, new and revised zoning districts, improved development standards and new street sections.

The area plan recognizes the historic central business district as the heart of the City providing a diverse economic, residential and cultural opportunities. Pursuant to the area plan, this vision will be achieved by creating a core area with locally oriented businesses and service establishments as well as recreational and cultural amenities. It is imperative that the environment creates a sense of place built upon pedestrian-oriented design concepts.

The City has met with downtown businesses, some of whom have attended past Economic Development Committee meetings. During these discussions, businesses have provided insight and input into the downtown vision and plan, as well as detailing challenges they experience operating a business in the downtown. Downtown property owners have also described barriers they and their potential tenants have experienced with redeveloping in downtown.

The City's Economic Development Strategic Plan identifies action steps to aid in the redevelopment of the downtown area and also stimulate development throughout the City. Some of these action steps are described below:

1. Development Streamlining – Analyze current process and propose options to expedite
 - Proposed Program: Streamlined Business Application Package for new businesses
2. Implement Economic Development components of the Downtown Area Plan

- Proposed Program: Changes in Zoning Code
 - A. Modification / Elimination of Floor Area Ratio requirements
 - B. Alterations in Parking requirements
 - C. Changes to permitted land use table
- 3. Economic Development incentive packages structured on targeted industries and revitalization efforts
 - Proposed Program: Downtown Incentive Program

On June 21, 2022, City Council approved its Annual Budget for Fiscal Year 2022-23. The budget included \$500,000 to be used for downtown business incentives. Attachment A represents a Draft Incentive Package to stimulate discussion by the committee.

Potential Next Steps:

1. Make recommendation on proposed programs to City Council
2. Continue discussion at next EDC meeting
3. City Council Workshop

Recommended Action:

Review the proposed Incentive Package and discuss next steps.

Attachments:

- A. Draft Incentive Package
- B. Draft Economic Development Strategic Plan Actions