

AGENDA ITEM SUMMARY

City Council



STAFF

SeonAh Kendall, Economic Health Director
Michael Bussmann, Lead Business Specialist

SUBJECT

Resolution 2026-076 Adopting an Updated Business Assistance Package Incentive Policy.

EXECUTIVE SUMMARY

The purpose of this item is to consider approval of an updated Business Assistance Package Incentive Policy that aligns with the 2023 Economic Health Strategic Plan for the City.

STAFF RECOMMENDATION

Staff recommends adoption of the Resolution.

BACKGROUND / DISCUSSION

Staff is recommending updates to the “Policy for Developing Primary Employer Business Assistance Packages,” (the “2013 Policy”) approved by Council by adoption of Resolution 2013-025. If Resolution 2026-076 is adopted, the 2013 Policy will be repealed and replaced by the new Business Assistance Package Incentive Policy (the “Policy”). The Policy is designed to support strategic investment, strengthen regional competitiveness, promote long-term economic vitality, and advance community priorities through targeted, performance-based incentives. The Policy is designed to provide a clear, consistent, and fiscally responsible framework for evaluating and supporting projects that deliver measurable public benefit and strengthen the community’s economic foundation. By aligning incentives with adopted economic development goals, the City seeks to encourage high-impact projects that generate quality employment opportunities, expand the tax base, stimulate private investment, and reinforce Fort Collins’ position as a leading regional economy.

This Policy is intended to establish a framework to:

- Provide predictable, transparent, and performance-driven incentives that create clarity for businesses, developers, and the community;
- Support durable economic growth, private investment, and long-term tax base expansion;
- Encourage reinvestment, redevelopment, and revitalization in priority corridors, districts, and targeted growth areas;
- Support the creation and retention of high-quality jobs, competitive wages, and opportunities for workforce advancement;
- Promote projects that enhance community vitality, economic resilience, and regional competitiveness;

- Leverage public investment to generate measurable economic and community returns; and
- Maintain fiscal responsibility, accountability, and stewardship of public resources through measurable performance standards and outcomes.

The City's incentive programs are intended to support primary employers and strategic investment opportunities within targeted industries such as those identified in the 2023 Economic Health Strategic Plan. Example priority sectors include Clean-Tech, Climate-Tech, Bio/life Sciences, Advanced Manufacturing, Microchip and Semiconductor-related industries, all of which contribute to regional competitiveness and the development of high-value employment opportunities. Incentive consideration may also be given to projects that strengthen targeted industry clusters, expand research and development capacity, advance commercialization efforts, or reinforce Fort Collins' position within emerging and technology-driven markets.

Retail incentive opportunities are intended to support projects that strengthen the City's long-term sales tax base, reduce retail leakage, improve regional sales tax capture, and enhance the overall economic vitality of the community. Retail assistance will generally prioritize projects that generate measurable net-new sales tax revenue, attract destination-oriented commercial activity, expand access to desired goods and services, catalyze redevelopment, or fill strategic gaps within the local retail market. Incentives may also support projects that contribute to placemaking, activate key commercial corridors, increase visitor spending, or reinforce broader community and economic development objectives.

To note, the Economic Development Fund (EDF) as an opportunity to support the Fort Collins small business community is not part of this policy. As a program, the EDF is still being finalized and will be back to City Council Work Session later this summer.

CITY FINANCIAL IMPACTS

The Policy provides guidance related to future business assistance proposals, but does not have any direct financial impact on the City.

BOARD / COMMISSION / COMMITTEE RECOMMENDATION

None.

PUBLIC OUTREACH

The concepts of the Policy, and related issues, were presented at the following: City Council at Work Sessions on January 22, 2026, and April 28, 2026; the Economic Advisory Board on February 18, 2026; and the Chamber of Commerce Local Legislative Affairs Committee on April 10, 2026.

ATTACHMENTS / LINKS

1. Potential Incentives Examples
2. Presentation
3. Resolution 2026-076