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TOWN COUNCIL COMMUNICATIONS

AGENDA DATE: October 21, 2024

SUBJECT: Information Only: The Targeted Retail Activation Policy & Program

ATTACHMENTS: 1. Targeted Retail Activation Policy & Program

PRESENTED BY: Sarah Crosthwaite, Economic Development Manager

AGENDA ITEM DESCRIPTION:

Enclosed for your review and requested feedback is a draft of the Targeted Retail Activation Policy & Program. For reference, Town Staff has drafted a new policy and program for the purpose of attracting desired uses (i.e. dining establishments and entertainment users) within key corridors throughout the Town.

The corridors that are outlined in the policy include:

- Downtown Core
 - Includes Parish Avenue, E/W Charlotte Street, and Johnstown Shopping Center along with singular properties located to the east of Parish Avenue that are prime for redevelopment.
- North Downtown
 - Collectively known as the Reider and Held properties.
- Gateway Center
 - Collectively known as the Gateway Center Industrial Park.

The programs that are outlined in the policy include:

1. Food & Beverage Establishment Grant Program (FBE Grant Program)
 - The FBE Grant Program focuses on revitalizing and enhancing existing buildings within the Downtown Core and Gateway Center in order to attract desired establishments.
 - The program is designed to be a reimbursement grant for qualifying expenses/improvements to the interior of a building that secures the use of establishment types as outlined on Table 1 (page 1) in the policy. Table 2 (page 5) determines the reimbursement amounts based on the establishment types.
2. Food & Beverage Establishment Sales Tax Program (FBE Sales Tax Program)

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- The FBE Sales Tax Program focuses on incentivizing the attraction of desired establishments within existing or newly developed properties and/or buildings within the Downtown Core, North Downtown, and Gateway Center.
- The program is designed to be a sales tax rebate for qualifying establishment types as outlined on Table 1 (page 1) in the policy. Table 2 determines the rebate amounts based on establishment types.

While the item is informational only, Town Staff is requesting Town Council's feedback on the policy & program in order to bring a final draft to the Council for consideration/adoption.

STRATEGIC PLAN ALIGNMENT:

Healthy & Resilient Economy

- *Drive projects and initiatives that promote Johnstown as a premier destination for business.*

LEGAL ADVICE:

N/A

FINANCIAL ADVICE:

The adoption and implementation of the FBE Grant Program will necessitate an appropriation from the General Fund, consistent with the funding structure of the existing Downtown Façade Grant Program. Conversely, the adoption of the FBE Sales Tax Program will not require a direct appropriation from the General Fund but will involve a transfer of funds from the General Fund to the Tax Allocation Fund and an appropriation from that fund, mirroring the process currently used for other reimbursements.

RECOMMENDED ACTION:

Review draft of the Targeted Retail Activation Policy & Program and provide feedback to Town Staff.

Reviewed and Approved for Presentation,



Town Manager

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