

**TOWN OF JOHNSTOWN, COLORADO**  
**RESOLUTION NO. 2024-49**

**ADOPTING THE TARGETED RETAIL ACTIVATION POLICY AND PROGRAM**

**WHEREAS**, the Town of Johnstown, Colorado (the "Town") is a Colorado home rule municipality, duly organized and existing under the laws of the State of Colorado and the Town's Home Rule Charter; and

**WHEREAS**, the Town supports economic development to sustain the fiscal health of the community, promote employment opportunities and enhance the quality of life in the Town; and

**WHEREAS**, the Town desires to create tools to assist economic development in order to attract new businesses to the community, retain and promote the expansion of existing businesses in the community and diversify the local economy; and

**WHEREAS**, to further the Town's economic development goals, the Town desires to adopt a Targeted Retail Activation Policy and Program; and

**WHEREAS**, the Town Council hereby finds that adoption of a Targeted Retail Activation Policy and Program is in the best interest of the Town and the citizens of the Town.

**NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF JOHNSTOWN, COLORADO, THAT:**

1. The Targeted Retail Activation Policy and Program, attached hereto and incorporated herein by reference as Exhibit A, is hereby approved and adopted.
2. The Targeted Retail Activation Policy and Program shall be in effect from the date hereof and shall remain in effect until amended or rescinded by further action of Town Council.

PASSED, SIGNED, APPROVED, AND ADOPTED this 18th day of November, 2024.

**ATTEST:**

By: \_\_\_\_\_  
Meghan Martinez, Town Clerk

**TOWN OF JOHNSTOWN, COLORADO**

By: \_\_\_\_\_  
Michael P. Duncan, Mayor