



450 S. Parish Avenue
Johnstown, CO 80534
970.587.4664
JohnstownCO.gov

TOWN COUNCIL AGENDA COMMUNICATIONS

AGENDA DATE: November 18, 2024

SUBJECT: Targeted Retail Activation Policy & Program

ACTION PROPOSED: Consider adoption of Resolution 2024-49 Re: The Targeted Retail Activation Policy & Program

ATTACHMENTS:

1. Resolution 2024-49
2. Targeted Retail Activation Policy & Program

PRESENTED BY: Sarah Crosthwaite, Economic Development Manager

AGENDA ITEM DESCRIPTION:

Enclosed for your review is the Targeted Retail Activation Policy & Program. For reference, Town Staff provided a draft of the proposed policy and program in October for Council to review and provide feedback. The purpose of the policy and program is to attract 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 Community that Cares

- 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 2) determines the reimbursement amounts based on the establishment types.
- 2. Food & Beverage Establishment Sales Tax Program (FBE Sales Tax Program)
 - 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.

STRATEGIC PLAN ALIGNMENT:

Healthy & Resilient Economy

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

LEGAL ADVICE:

The resolution has been reviewed by the Town Attorney.

FINANCIAL ADVICE:

The Town currently does not have any funding appropriated specifically to the Food & Beverage Grant Program in FY 2025. Should Town Staff receive inquiries/applications for the grant, we will bring at a later date, a budget amendment to appropriate funds for the program.

RECOMMENDED ACTION:

Staff supports approval of Resolution 2024-49.

SUGGESTED MOTIONS:

For Approval: I move to approve approval of Resolution 2024-49.

For Denial: I move to deny approval of Resolution 2024-49.

Reviewed and Approved for Presentation,



Town Manager