

2022 Business Incentive Program (DRAFT)

1. Downtown Façade Improvement Program or Business Improvement Program

Purpose:

The purpose of the Façade Improvement Program is to incentivize businesses to improve the aesthetic appearance of their business while establishing an overall theme throughout the downtown. The goal is not to have every business appear the same but rather to allow business to showcase their uniqueness while still achieving the desired appearance of the downtown area plan. A similar program could also be created that allows other improvements beyond the façade of the building, which could allow improvements to the parking lot, landscaping and/or outdoor seating areas.

Program allotment: \$200,000

Maximum per Application: \$1 per \$1 match, of 50% of total project cost, not to exceed \$50,000 on a project totaling \$100,000 or more.

Eligible Property Improvements:

1. Supply and Installation Contracts:
 - a. New Signage;
 - b. New Awnings;
 - c. Exterior Lighting; and
 - d. Anti-graffiti treatment to existing windows
2. Property Improvements:
 - a. Exterior refinishing;
 - b. New exterior Doors;
 - c. Exterior lighting;
 - d. Painting;
 - e. Decorative improvements; and
 - f. New windows
 - g. Addition or Renovation of existing outdoor seating areas
3. Exterior Site Improvements:
 - a. Parking Lot repaving
 - b. Landscaping

Program Limitations:

Program funded improvements are not eligible if they are simply maintenance of the current façade.

Exterior Site Improvements must be accompanied by Building Façade Improvements. Standalone applications for parking lot improvements or landscaping will not be eligible for funding under this program.

Done through either reimbursement (rebate) process or pay per invoice as work is completed and inspected.

Design Standards – to be approved by Development Review Committee (DRC) for compliance with the Downtown Area Plan vision until the Downtown Revitalization Plan is completed.

Review Process – Development Review Committee (DRC)

2. Business Attraction and Expansion Incentive Program

Purpose:

The purpose of the Business Attraction Incentive Program is to provide financial assistance to support economic development, business attraction, retention and expansion goals. The goals are structured to promote Beaumont as a positive place for quality business, promote business expansion and attraction to enhance local economic growth, and ensure that government regulations promote a favorable business climate. This loan program is not to be equated with a loan program available through banking or financial institutions. As a public lender, the source of funds is interested as much in the social benefits as return on investment, and preservation of capital. The return on investment to Beaumont can be attributed to the following items: increased investment in the business community, additional jobs, increased business activity, increased tax revenue and quality of life for our residents.

Program Allotment: \$200,000

Program Scope: The following businesses are eligible for a business incentive loan:

1. Premium Casual Restaurants (upscale, fast casual dining, high quality food, elevated atmosphere but more casual than fine dining, seating area indoors or outdoors)
2. Sit Down fine Dining (upscale, high quality food, beer and wine list, elevated atmosphere, sizable seating area indoors and bonus for outdoor seating)
3. Bars and Cocktail Lounges (upscale and elevated atmosphere, premium offerings, activities and events)
4. Breweries, Distilleries, small scale alcohol production (manufacturing of craft beer, spirits or wine, product sold for onsite or offsite consumption, retail component with elevated atmosphere)
5. Entertainment Uses – Live entertainment, music stores, bookstores, art house or art showcases, technology focus and gadgetry such as high-tech video games or virtual reality, etc.

Maximum of \$25,000 for (1,3-5). Maximum of \$50,000 for (2, Fine dining)

Forgivable Loan based on funding amount. 2 years for 25k, 5 years for 50k

Available for both new and existing. Existing must be a sales tax generating business that has a current Beaumont business license that is seeking to expand their gross floor area (square footage) by 50% or more, and/or occupant load by 50% or more (new Space). Existing businesses that are unable to meet the requirements above, due to unique circumstances or site constraints, may still apply if they feel they can still meet the program objectives below and earn a qualifying score under the established rating system. Existing outdoor seating areas / etc. seeking to expand may apply under the Façade improvement program.

The purpose of economic development assistance is to:

1. Fulfill a need within the community.
2. Create jobs within the community.
3. Generate increased sales tax for the community.
4. Create opportunities for business expansion for existing Beaumont businesses.
5. Create opportunities for recruiting new businesses.
6. Encourage additional foot traffic and social activity within the downtown.
7. Diversify the City's sales tax base.

Proposal Ratings:

Eligible applicants loan proposals will be weighted using the following system:

1. Fulfill a need within the community
2. Total square footage or occupant load of proposed expansion
3. Estimate of increased sales tax revenue
4. Demonstrate opportunities for recruiting new businesses to fill commercial vacancies
5. Demonstrate need for business expansion for existing
6. Encourage additional foot traffic and social activity within the downtown area.
7. Diversify the City's sales tax base
8. The risk determination analysis

3. Pre-Application Fee Waiver:

Purpose:

The purpose of the pre-application fee waiver is to provide applicants for pre-application review by DRC a \$907.92 fee waiver, administratively, if the business address is within the Downtown Mixed Use or Beaumont Mixed Use Zones. The goal is to encourage new business owners to get feedback on what may be required to open and operate their business prior to securing a lease or making a building purchase.

Program allotment: N/A: Approve reduction in revenue

Maximum per Application: \$907.92

Maximum Number of waivers: One per business per location

Review Process – Development Review Committee (DRC)

Certain Business: All

4. Building Investigation Fee Waiver:

Purpose:

The purpose of this fee waiver is to provide applicants a business investigation review on the building/property they are looking at, a \$216.91 fee waiver, administratively, if the business address is within the Downtown Mixed Use or Beaumont Mixed Use Zones. The goal is to encourage new business owners to get feedback on what may be required to open and

operate their business from a building and safety perspective prior to securing a lease or purchasing a building.

Program allotment: N/A: Approve reduction in revenue

Maximum per Application: \$216.91

Maximum Number of waivers: One per business per location

Review Process – Development Review Committee (DRC)

Certain Business: All

5. Sewer Connection Fee Deferral and Grease Trap Program:

Purpose:

The purpose of the Sewer Connection Fee Deferral Program is to reduce barrier of entry of certain business types within downtown area. Program Scope: Defer payment of up to an amount to be determined for sewer connection fees per business (types below) for the period of two years (24 months) starting at. Fees become due two-years from the date the business receives its Certificate of Occupancy. Scope should be further defined to discuss extension requests and qualifying business types such as: Restaurants w/o drive through (with indoor/outdoor seating), Bars, Breweries, Distilleries, alcoholic beverage manufacturers (small scale), Entertainment uses.

Program allotment: \$100,000

Fee waivers would require program budget to reimburse the sewer enterprise fund

Sewer Fee Deferral Program Scope: The following businesses are eligible for a sewer fee deferral:

1. Premium Casual Restaurants (upscale, fast casual dining, high quality food, elevated atmosphere but more casual than fine dining, seating area indoors or outdoors)
2. Sit Down fine Dining (upscale, high quality food, beer and wine list, elevated atmosphere, sizable seating area indoors and bonus for outdoor seating)
3. Bars and Cocktail Lounges (upscale and elevated atmosphere, premium offerings, activities and events)
4. Breweries, Distilleries, small scale alcohol production (manufacturing of craft beer, spirits or wine, product sold for onsite or offsite consumption, retail component with elevated atmosphere)

Max: \$15,000 per business

Fees to be deferred for a maximum of 2 years from Certificate of Occupancy.

Grease Trap Program Scope: The following businesses are eligible for a sewer fee deferral:

1. Existing Restaurants

The program would provide for a \$1 per \$1 match, of 50% of total project cost, not to exceed \$15,000 on the installation of a grease trap or grease interceptor as required by the City. The Grease Trap program will be treated as a grant with no repayment needed.